**INTERNAL MEMO PROPOSAL REPORT**

**Topic:**

For the last several years, you have been a salesperson for XYZ Company. Your boss, the national sales manager, insists that all company sales reps continue to carry full-size laptop computers for making presentations to clients and to manage files and communications tasks. In addition to your laptops, you and your colleagues have to carry a bulky printed catalog and a variety of product samples—up and down stairs, on and off airplanes, and in and out of your cars. You are desperate to lighten the load, and you think switching from laptops to tablets would help.

**Your task:**

Write an informal unsolicited proposal suggesting that the company equip its traveling salespeople with tablets instead of laptops. Making up any information you need, address three questions you know your boss will have. First, can sales reps type at an adequate speed on tablets? (Consider detachable physical keyboards and costs associated). Second, can sales reps make informal “table top” presentations on tablets, the way they can on their laptops? (Currently, sales reps can sit at a conference room table and give a PowerPoint or Prezi presentation to two or three people, without the need for a projector screen.) Third, do tablets have a sufficient selection of business software, from word processing to dataset management software?

Things to consider: which writing approach will you take? How is your boss going to receive the message? Remember, the proposal must sell your boss on your idea, which means the AIDA model should be adapted to this assignment. Also, consider the additional strategies to strengthen your argument:

* Demonstrate your knowledge
* Provide concrete information and examples
* Research the competition
* Prove that your proposal is workable
* Adopt the “you” attitude
* Package your proposal attractively

**Assignment-Specific Directions:**

1. Elements that should be included as one file:
* Cover page
* Body of proposal in a routine memo message format
* Any necessary appendixes for supporting evidence
* Reference page
1. The body and topic information must be a minimum of **one** **to three** pages. Since it is an internal proposal, memo formatting is recommended.
2. Cite any sources used within the text and then include on a References or Works Cited page at the end of the proposal. APA or MLA formatting should be used. You should have a minimum of two sources.
3. Page numbers are to be included in the top/right corner of paper except on the cover page.
4. **Margins** should be 1 inch on the left and right. Your paper should have a 1.5 or 2-inch top margin; however, on all subsequent pages, the top margin should be 1”.
5. Use left justification, and **double space** between paragraphs in the **body** of the report.
6. You will receive bonus points if you include a visual in your paper. The graphic must be recreated in Word (table) or Excel (e.g. line graph, pie chart) and then copied and pasted into Word. You cannot copy and paste the graphic directly from a web source into the paper. Make certain you introduce the visual and include a little discussion as well as citing the source immediately underneath the visual.