

February 20, 2018

Ms. Pooja Shah
Director, Corporate Services
ABC Industries
123 Park Road
Mumbai - 400077

Dear Ms. Shah:

It ~~is was~~ a pleasure meeting you ~~shortly~~ ~~briefly~~ at the Board of Trade event last week. ~~It is~~ amazing how small the world ~~does~~ seems sometimes, ~~because considering that~~ we both ~~got earned~~ our undergraduate degrees at the University of Mumbai! I suppose we were destined to eventually meet face-to-face.

I was fascinated ~~to hear by~~ your synopsis of ~~athe~~ history of ABC Industries over the past, almost half-century. ~~Clearly~~ ~~Evidently~~, your company has a ~~huge rich~~ corporate heritage and tradition. ~~At the same time, the company and~~ has been blessed ~~to have with a continuum of~~ leaders ~~of with~~ foresight and imagination who had ~~athe~~ courage to ~~change alter~~ course at key points along the way ~~which is why so that~~ the company could ~~remain competitive and~~ continue to lead ~~its the~~ industry.

As I mentioned to you, XYZ Publications is a special ~~ty~~ publisher that focuses on corporate publications, including annual reports, corporate profiles, and corporate history ~~ies~~. ~~We have been in business for~~ ~~With~~ over 15 years ~~of experience, and during that time we~~ have grown from a two-person start-up; to a serious corporate publisher with over 100 employees. We ~~ve~~ ~~have~~ been ~~contracted hired~~ by over ~~12 a dozen~~ Fortune 500 companies to produce both annual and special occasion publications on their behalf.

After our ~~chat discussion~~ at last week's event, ~~it occurred to me I~~ ~~realized~~ that ~~with ABC approaching its 50th anniversary~~ it would be the perfect occasion to produce a Corporate History to celebrate your company's first half-century. ~~It so happens~~ ~~Coincidentally, that these this are is~~

Comment [SP1]: Tense usage: Please note that the past tense must be used here because the event happened last week.

Comment [SP2]: Better word choice: The word "briefly" is suitable in this context.

Comment [SP3]: Please avoid using contractions in formal/business communications

Comment [SP4]: Redundancy: The word "does" is redundant here.

Comment [SP5]: Better word choice: The word "earned" is suitable in this context.

Comment [SP6]: Article usage: The use of a definite article is required here.

Comment [SP7]: Better word choice: The use of a stronger word "rich" is preferred wherever applicable.

Comment [SP8]: Wordiness: Please avoid using longer constructions where shorter ones will do.

Comment [SP9]: Word choice: Please avoid using vague pronouns like "it" in formal communication.

Comment [SP10]: Parallelism: Please use parallel structures to show that two or more ideas have the same level of importance.

Comment [SP11]: Redundancy: Please note that the part of the sentence immediately preceding this one already mentions the time period when the change occurred.

exactly the types of corporate publications that we specialize in here at XYZ. In fact, we have produced corporate histories for dozens of companies.

With ABC's 50th anniversary ~~is just around the corner on the horizon~~, so I ~~am~~ sure that you have been thinking about ways to make ~~that~~ this anniversary a special one. ~~Accordingly~~, I would ~~very much~~ like to meet ~~with~~ you and show you some of the corporate work we have done, and brief you further ~~on~~ regarding our services. I ~~have a strong feeling~~ believe that what we offer at XYZ might be ~~just the kind of thing~~ what you ~~ve~~ ~~are~~ ~~been~~ looking for to celebrate ABC's 50th anniversary.

Comment [SP12]: Better word choice: The phrase "on the horizon" is a better replacement here.

Comment [SP13]: Colloquial terms: Please avoid the use of colloquial terms such as "just" and "kind of" in formal communications.

Please feel free to call me at 123-1234 so that we can discuss this ~~further~~ proposal in detail. If I ~~don't~~ do not hear from you by the end of next week, I ~~ll~~ will follow up with you and see if we can set up a meeting at your convenience.

Comment [SP14]: Contractions: Please avoid using contractions of words in formal communication

Yours sincerely,

Shweta Patil
Manager, Corporate Programs