

Week four Entrepreneurship Training: Business letter exercise 3  
30 April 2008

Today you will originate a business letter without using a template or any other guides.

**Subject – Carpet Business Relocation.**

**Talking Points:**

You are the President and owner of Metropolitan Carpet, a wholesale carpet supplier to the home building and renovation industry. You have 1100 customers.

Your warehouse located at 140 Baltic Avenue in Baltimore has become too small for your operations and you have to move to a warehouse near BWI Airport because your business has outgrown its current location.

Many of your customers have come to rely on your location to serve the Baltimore City area because it is convenient to your customers' businesses. You are a "pick up only" supplier and do not deliver your products.

You do not want to lose any of your customers because of the new location, and you need to convince them that the new location, five miles away, can still serve your customers well, and that you will be able to offer a wider selection because of the larger warehouse space.

You also believe you will be able to get in and out of the new facility quicker, making it worth the five mile drive to the new location. One of the common customer complaints has been long wait times to fill their orders, with trucks finding it difficult to get in and out of the Baltic Avenue location because of the small service area.

**Instructions:**

- Draft a letter to all of your customers explaining the recent move, and why it is still advantageous for them to continue using your wholesale carpet business.
- Remind them of your long and continued service to them, and how your new service will benefit them, even with the slightly longer distance to travel.
- Think how you will write your salutation, because you are writing to 1100 customers.
- Your new warehouse address is, 811 Cromwell Park Drive, Suite 100, Linthicum, Maryland. 21061
- There will be a business card in the letter.
- Your phone number is 410-555-5555