



ASSIGNMENT 1ST SEMESTER	:	INTERNATIONAL COMMUNICATION (IC)
STUDY UNITS COVERED	:	STUDY UNITS 1 - 7
DUE DATE	:	3:00 p.m. 20 MARCH 2012
TOTAL MARKS	:	100

INSTRUCTIONS TO CANDIDATES FOR COMPLETING AND SUBMITTING ASSIGNMENTS

The complete 'Instructions to Students for Completing and Submitting Assignments' must be collected from any IMM GSM office, or the relevant Student Support Centre, or can be downloaded from the IMM GSM website. It is essential that you study the complete instructions prior to beginning your assignment. The following points highlight only a few important notes:

1. You are required to submit ONE assignment per subject.
2. The assignment will contribute 20% towards the final examination mark, and the other 80% will be contributed by the examination, however, the examination papers will count out of 100%.
3. Although your assignment will contribute towards your final examination mark, you do not have to earn credits for admission to the examinations; you are automatically accepted on registering for the exam.
4. Number all the pages of your assignment (e.g. page 1 of 4), and write your name and surname, student number and subject at the top of **each** page.
5. The IMM GSM requires assignments to be presented in a typed format and on plain A4 paper. This assignment must be completed within a limit of 1500 words, excluding the bibliography. Students who exceed the word limit may find that only part of the submitted assignment will be marked.
6. A separate assignment cover, which is provided by the IMM GSM, must be attached to the front of each assignment.
7. Retain a copy of each assignment before submitting in case the original does not reach the IMM GSM.
8. The assignment due date refers to the day up to which assignments will be accepted for marking purposes. The deadline is 3:00 p.m. on 20 March 2012. Late assignments will be accepted, but **25 marks** will be deducted from the maximum mark, if received after 3:00 p.m. on 20 March 2012 and up to 5:00 p.m. the following day, after which no assignments will be accepted.
9. If you fail to follow these instructions carefully, the IMM Graduate School of Marketing cannot accept responsibility for the return of the assignment. It may even result in your assignment not being marked.

Results will be available on the IMM GSM website, www.immgsm.ac.za on Friday, 4 May 2012.

BACKGROUND

MILDRED'S KITCHEN

Mildred's Kitchen CC is a small producer of various jams, chutneys and sauces located in the small town of Ventershoek on the edge of the Little Karroo. The company was established in 1990 to make and sell its products in order to provide some income to support a centre for local orphans and street children.

Mildred's Kitchen was fortunate to receive a fairly substantial grant in 1992 and this enabled it to buy equipment and set itself up in modest but suitable premises in the industrial area of Ventershoek. Nonetheless, Mildred's Kitchen is still largely a manual operation, employing about 30 local women and a couple of men.

The products are of above-average quality in that the jams and marmalades have intense flavours, and a 'whole fruit' texture. They are far superior to the mass-produced jams from even the top producers in South Africa. The sauces and chutneys are imaginative and out-of-the-ordinary, without being too exotic. The products are priced above the normal range of mass-produced jams and sauces. Artificial additives are not used, and, because the manager of the enterprise has a severe nut allergy himself, care is taken that there is no contamination at any stage with nut products.

The Mildred's Kitchen products are sold locally, mainly through farm stalls and markets. However, the enterprise has also been supplying a small distributor in Cape Town who has been successfully placing Mildred's Kitchen jams and marmalades in selected delicatessens in the Cape Town region.

Mildred's Kitchen also supplies several consignments each year to small retail chains in the south of England and in Holland. In 1995, in order to maintain this business, Mildred's Kitchen had to introduce a formal food safety management system (known as Hazard Analysis and Critical Control Points, or HACCP), under the guidance and training of the Council for Scientific and Industrial Research (CSIR). The Eskom Development Foundation provided most of the money for this training, with Mildred's Kitchen also contributing a small percentage.

Patrick Lamprechts was recruited to manage the enterprise at its establishment. Although lacking formal management education, he has proved highly committed and efficient in ensuring the continuing growth of the enterprise over the years.

He maintains contact with his two overseas buyers very regularly through email, but sends more formal letters from time to time, especially when it is necessary for Mildred's Kitchen to increase its prices. He is also anxious to develop some more foreign buyers, as he has the capacity to supply additional orders, and he feels that the quality of the products enable them to compete internationally.

He has drafted the following two letters: one to send to his Cape Town distributor and his two foreign buyers; and the other to mail, with a leaflet, to prospective buyers he has identified through an Internet search he carried out during a visit to George on the South Coast.

Patrick's letter to his distributor and current buyers

Dear Customer,

As we approach the 2nd half of the year 2012, we would like to take this opportunity to thank you for your custom during this year, due to your support Ventershoek Youth Care can continue to provide shelter, food and education for local orphans and street children and create employment for our producer groups.

As you are aware that Mildred's Kitchen has had no price increase on our product since 2009 this unfortunately is now in this latter half of the year 2012 is starting to show a negative impact on Mildred's Kitchen's profitability combined with several increases in impact cost, we have had no option but to adjust our pricing strategy for the year 2013. Please find enclosed our new price list for your information, which is effective from the 1st of January 2013.

Thank you once again for your continued support and we look forward to your orders for the year 2013.

Yours sincerely

Patrick Lamprecht
Manager

Patrick's letter to potential, targeted buyers

Greetings from Mildred's Kitchens, Ventershoek – Makers of high quality jams, chutneys, marmalades and sauces.

I have enclosed our company details for your information.

We are a charity organisation and as such, are a non-profit-making project established for the benefit of the local community. The local community in Ventershoek benefits greatly from projects such as Mildred's Kitchen and the projects continued success will secure the futures of many individuals and their families in the area, as part of our ongoing efforts to increase turnover, we are looking to export markets with particular reference to Global Markets.

Our product are currently available under the Mildred's Kitchen Label and have enjoyed considerable success to date.

I have enclosed a product listing for your information and would be delighted to forward a selection of samples, on request.

I trust you will find our project of interest and look forward to hearing from you in the near future.

Your Sincerely
Patrick Lamprecht
Manager

ASSIGNMENT [90]

Your assignment is to carry out the tasks below.

Task 1 (40)

Patrick's letters need to be considerably improved if they are to achieve their objectives. Re-write both letters, paying attention both to content and to language. You may take out or put in any facts that you feel are necessary, based on the information given in the background. Do not introduce facts that are not implied in the little scenario above. Your work should also reflect how business letters should be set out.

Task 2 (30)

Provide the wording for the promotional/informative brochure that is to accompany the letter to new prospective buyers. Suggest the type of illustrations that should be included. Note that this task is worth 30 marks and you should therefore give some detail.

Task 3 (20)

Patrick has been dealing with his Cape Town distributor for more than five years and is on first name terms with him. Payment has always been prompt in the past. However, payment for two recent consignments, valued at R10 000, is now overdue. Patrick knows that he should raise this with his distributor, but does not know how to phrase such a sensitive letter. Your last task is to write this letter for him, bearing in mind the close relationship between Patrick and the distributor and that this is a highly valued customer.

PRESENTATION [10]

Your proposed letters should be presented in letter format. Your answer to Task 2 should be presented under different headings or points. Your whole assignment should not exceed 1 500 words in length.

ASSIGNMENT TOTAL: 100