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New Sales Office Sample Proposal

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November 1, 200XX

Leon Crandall
Vice President, Operations
Swainsen Transport

Dear Mr.Crandall,

Please find enclosed an analysis and position descriptions for a proposed new sales and dispatch office in Monterrey, Mexico.

As you know, with NAFTA approval of Mexican truck service in the United States, commercial traffic has been increasing exponentially each year between the United States and Mexico. Up to now, we have relied on partnering with Mexican carriers for our transportation contracts that include moving goods south of the border. In the last seven years we've expanded our business from our New Mexico office west into California and Arizona and east into Texas, covering all the border states. We now believe that there is no good reason to leave the south-of-the-border portion of the business to our Mexican counterparts.

Swainsen Transport is already well known in the southwestern United States, and we believe that it is now in our company's best interest to open an office in Mexico as soon as possible.

Sincerely,

Jamie Yazzie
Human Resources
Swainsen Transport
555-555-9744
jamiey@swainsentrans.com

Alex Frederick
General Sales Manager
Swainsen Transport
555-555-9820
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PROPOSAL

New Sales and Dispatch Office

November 1, 20XX

Prepared for: Leon Crandall
Vice President, Operations

Prepared by: Alex Frederick
General Sales Manager



DESCRIPTION

Please find enclosed an analysis and position descriptions for a proposed new sales and dispatch office in Monterrey, Mexico.

Swainsen Transport is already well known in the southwestern United States, and we believe that it is now in our company's best interest to open an office in Mexico as soon as possible.

Proposal Number: 1A



GETTING STARTED

Assuming that the board approves of our plans to open an office in Monterrey, Mexico, we propose the following steps to get started.

1. Send Mike Ortiz, the General Manager of our Albuquerque office, to Monterrey to acquire necessary licenses, scout out a location, and interview general manager candidates for our new office. Mike (Miguel) is the American-born son of Mexican immigrants from Saltillo, a town not far from Monterrey. He speaks Mexican Spanish fluently and knows the business and cultural climate in the country, because he still has many relatives in Mexico. We anticipate that this process could take anywhere from six weeks to three months to get licensed, locate and secure a site, and hire a General Manager for Mexico. During this time, Mike Ortiz could choose to relocate temporarily to Monterrey or to commute back and forth weekly between Monterrey and Albuquerque, with all travel and living expenses paid.

Mike Ortiz has agreed in principal to take on this responsibility, and the Assistant Manager in Albuquerque, Teresa Wellsley, has agreed to fill in for him as needed in Albuquerque.

2. Plan a U.S. media campaign to inform our U.S. customers about our new Mexican connection, so that the minute our Mexican office is operational, our customers will be positioned to take advantage of it.
3. Plan a Spanish-language media campaign to let potential Mexican customers know about our new location and services, and to attract independent Mexican truck drivers to work for us.

HR and Accounting departments need to develop a plan to deal with Mexican employees. Issues to be decided are: How to equate U.S. benefits with Mexican benefits? Whether the pay rate for Mexican employees should be a conversion each period from U.S. dollars to Mexican pesos, or whether the pay rate should be a set rate in Mexican pesos and thus 'float' with the monetary patterns in Mexico.





S A M P L E

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