MEMORANDUM

To: Dr. Erika Paterson, Instructor ENGL 301 Technical Writing UBC

From: Hangwei Bao, Student ENGL 301 Technical Writing UBC

Date: July 15, 2020

Subject: 301 Formal Report Progress

As requested per this week’s instructions, here is my progress report for my formal report regarding developing an official WeChat account for online orders. My progress to date is outlined outline the challenges and proposed methods for obtaining the most reasonable and effective outcomes within the allotted time.

Purpose of Report

The purpose of this report is to provide recommendations for effectively decreasing COVID-19 transmission risk in crowded indoor spaces (such as beverage stores) by executing sale transactions more quickly, in other words, limiting the time spent in stores also limits the exposure to people with COVID-19.

Intended Audience

Shareholders of Leletea : Liwei Ma, Lichun Bao & Dongkun Cai.

For any project that directly impacts Leletea’s sales, approval will be determined by the shareholders of Leletea. This report is intended to provide Leletea’s shareholders with adequate information to safely reopen their high-volume store.

Report Objectives

The objectives of this report are to :

identify the safest way to reopen high-volume store like Leletea

establish the most effective method for reducing customers’ time spent in stores

provide recommendations for operating business in a safe manner for consumers

Report Outline

Please see the attached document,

301 Formal Report Outline

Research Plan

In order to present a reasonable and effective outcome, I plan to :

identify and photograph the most crowded times in Leletea (4 days of observing, 2 days in the Weekdays and 2 days in the Weekends)

observe the sale transactions time

survey shareholders of Leletea and the store’s loyal customers

research how small business (boba tea business) can operate well during the pandemic

analyze the potential benefits and drawbacks to online ordering

compile cost analysis

data analysis from surveys

produce recommendations based on cost analysis/data analysis and observations that were planned above

Writing schedule

A detailed breakdown of my writing schedule is attached.

301 Formal Report Research Writing schedule

Challenges

Shareholders have different schedules, which makes the communication process particularly difficult, as the report needs all three shareholders’ approval.

I have created an online questionnaire but not enough customers have completed the questionnaire.

Thank you in advance for your review and professional insights that will assist me in strengthening this report.

Interview-Questions-For-Shareholders-

“Online Survey questions for Leletea Customers” link:https://forms.gle/T3Cdh2MUhvRmXqfaA