

Letter #1 – COMPLAINT LETTER

Justin Man

2208 E 46th Avenue

Vancouver, BC V5P 1P4

November 12, 2018

Don Smith

Nike Santa Monica

395 Santa Monica Place

Santa Monica CA 90401

Subject: Defective Pair of Basketball Shoes

Dear Mr. Smith,

As a regular customer at Nike Santa Monica for 14 years, and an aficionado of Nike Basketball footwear specifically for as long as I can remember, your knowledgeable and accommodating staff have always offered me spectacular customer service and products throughout every transaction. On October 10th, 2018, I purchased a pair of your latest basketball model, the LeBron 16 in the “King” colorway from your store. As a former high school basketball player and current intramural basketball athlete, basketball shoes are a necessity in order to ensure my I perform my best at every basketball event.

Although the basketball shoes I purchased fit well and kept its structural integrity for the first three weeks of performance, the pooltab, located on the rear of the left shoe, ripped while I was suiting up for our league’s playoff game. I figured the aesthetic nature of the shoe would not effect the performance aspect of the shoe. However, one week following the initial ripping, I was lacing up my shoes for my league’s championship game, and all of the sudden the torn pooltab

created a large opening on the heel of the shoe while I was inserting my foot into the shoe, making the shoe damaged, uncomfortable, and, unwearable. As a result, I was not able to play in the championship game resulting in my team losing the game.

To resolve this problem, I would appreciate a brand-new pair of LeBron 16 “King” colorway shoes. Despite the pooltab malfunctioning, I very much enjoy every aspect of the shoe. The shoe itself feels comfortable while playing basketball, and aesthetically the red coloring of the shoe is visually pleasing. I have included a copy of my purchase receipt for and a picture of the shoe’s damages.

Thank you for reviewing my case. I am looking forward to your reply on this matter. Please feel free to contact me for any questions at justin.man97@gmail.com.

Respectfully,

[Signature]

Justin Man

Enclosure: Purchase Receipt & Shoe Pictures

Letter #2 – BAD NEWS ADJUSTMENT LETTER

Don Smith

Nike Santa Monica

395 Santa Monica Place

Santa Monica CA 90401

November 19, 2018

Justin Man

2208 E 46th Avenue

Vancouver, BC V5P 1P4

Dear Mr. Man,

Thank you for continuing to support Nike Santa Monica and bringing the matter of your basketball shoes' damages to my attention. We are very sorry to hear about your unfortunate experience with the LeBron 16 basketball shoes that you purchased from our store. We apologize for any inconvenience we may have caused you.

At Nike Santa Monica, providing our customers with impeccable customer service and products are important to us. Although your product is no longer covered by Nike's 30-day product replacement guarantee, you are eligible to receive a \$200 Nike gift card which will be payable to any Nike store in within North America. We will be sending your gift card to the address provided in your initial letter. You shall receive that card within the next 5 business days.

Your satisfaction is of utmost importance at Nike Santa Monica. Thank you again for reaching out to us. Your feedback is very appreciated. Please feel free to contact me at dsmith@nike.com should you have any further questions.

Respectfully,
Nike Santa Monica

[Signature]

Don Smith
General Manager