Special Occasion



Dear Graphic Artist,

Our market research team has determined that concern about environmental factors is changing consumers' buying habits. The trend towards re-using paper wrapping, or buying re-usable gift bags, which we are not equipped to produce, is cutting into our sales noticeably. In response we will suspend production of the old product lines and start a new line of very simple recycled paper wrapping, with little or no printed design.

Our design requirements will be much reduced and we will be terminating your position effective three weeks from today. We have been very happy with your work, and it's very timely that this comes when you have just upgraded your computer skills. I'm sure you will have no problem finding work and we would be very pleased to recommend you.

Sincerely,

Erin Keough