

**Memo :**

**Meaning :** It is a kind of formal communication within the organization. The tone of memo is less formal than the letter. Salutation [Dear Sir] and complimentary close [Regards] are not a part of memo. It includes upward, vertical, horizontal, diagonal, and downward channel of communication

**TO:** Mr. Shubham  
Managing Director

**DATE:** January 2, 2016

**FROM:** Ms. Preeti Puri  
Sales Manager

**SUBJECT: Suggestions for Setting up a New Website.**

The purpose of writing this memo is to highlight the need for setting up a new website.

It has been noticed that the website does not load properly. It is devoid of search column, and shows 404 error. It has dull appearance. Further, it is arduous to find out the contact details, and a lot of advertisements are there. In a similar vein, it crashes too often, and it is too difficult to navigate.

The website should have good standards of SEO with advanced security system, and improved content. The server should be refreshed and should have an appealing design with reduced plugins.

A team of web developers along with UI/UX developers within the organization can be allotted the task to facelift the website.

I look forward for your suggestions.

Signature

# Example

**TO:** Mr. Shubham  
Managing Director

**DATE:** January 2, 2016

**FROM:** Ms. Preeti Puri  
Sales Manager

**SUBJECT: Suggestions for Setting up a New Website.**

The purpose of writing this memo is to highlight the need for setting up a new website/ the drawbacks of our existing website.

It has been noticed that the website is non compatible with android applications, and only a few people can upload content on the website. Further, the website is marred by more loading time, and one has to repeatedly login again. In a similar vein, outdated website design and no helpdesk to help people is affecting the reputation/ brand value/ goodwill of our organization.

The website should have easy navigation with an availability in two different languages. The contact details should be at the home page with EMI option on the debit card.

A team of web developers along with UI/UX developers within the organization can be allotted the task to facelift the website.

I look forward for your suggestions.

Signature

