

Kyndall Reinson  
Business to Business Sales  
E19\_ 94432\_ \_CN3

## L'ENVIE DE LUXE PART TWO



Presented to Anne-Marie Lavigne

LaSalle College  
August 7, 2019

NAME \_\_\_\_\_Kyndall Reinson\_\_\_\_\_

Include 5 statistics highlighted in yellow.

1. Two suppliers

Supplier 1	Supplier 2
Name: Self Outlet	Name: Guangzhou Chengmihang E- Business Co, Ltd.
<p>Product of interest with image:</p>  <p>Self Outlet. 2018.  <a href="file:///C:/Users/Acer/Pictures/jacket%20by%20marciano.html">file:///C:/Users/Acer/Pictures/jacket%20by%20marciano.html</a></p>	<p>Product of interest with image:</p>  <p>Cheng mihang Guangzhou Chengmihang E- Business Co, Ltd.  <a href="https://swotwo.en.alibaba.com/?spm=a2700.icbuShop.88.16.301c7d0aUfkzc4">https://swotwo.en.alibaba.com/?spm=a2700.icbuShop.88.16.301c7d0aUfkzc4</a></p>
Price of product: 25,20.00 € (Euros) for 100 items = \$3,740 (Canadian) (XE, 2019).	Price of product: \$5.50- 6 per item
Name of seller: Self Outlet.com	Name of seller: Cheng Mihang
Direct e-mail: sales@selfoutlet.com	Direct e-mail: j18479566114@163.com
Various steps you took to find this information: The first step was to use the Google search engine. Once I found a supplier I searched through the categories until I found what I liked and what was suitable for our company. Step 3 I had to register with an account to be able to look at the prices. Step 4 I had to confirm my email to set up the account. Once that was done I was able to look at the prices. Step 5 was looking at the contact info that was in "about us" section on the website.	Various steps you took to find this information: Step 1 was to use the google search engine again. The second step I found a link that connected multiple suppliers, so I looked through products until I found the desired product. Step 4 was to search for the price which was found on same page as the product was. Step 5 was to search for the company contact info which was under "our factory". There I was able to access the suppliers email and their name.

## 2. Two buying companies

Company name: Aritzia	Company name: Le Chateau
Products/services they sell: Women's clothing from formal to casual wear which include different styles in blazers and jackets, dresses, pants, t-shirts, blouses, shorts, jumpsuits/rompers, skirts, bodysuits, sweaters, leggings and suede and leather products they carry different frames in shoes and have a selection of accessories such as hats, scarves, belts, bralettes, iPhone cases, socks and tights, gloves and mittens.	Products/services they sell: Formal- business attire. They carry for both men and women apparel. For the women they have different silhouettes in dresses, undershirts, blouses, sweaters/cardigans, blazers and vests, pants, skirts, jumpsuit, jackets and coats. The women's accessories include handbags, cover ups, hairbands, hats and jewellery. They also have different frames in shoes. The men's selection has blazers and vests, shirts, pants, sweaters, jackets/coats and different styles in shoes. The accessory selection for the men includes ties/bow ties, pocket squares, belts, wallets, tie clip, cufflinks and lapel pins.
Address of head office: 611 Alexander St 118, Vancouver BC V6A 1E1, Canada	Address of head office: 105 Marcel- Laurent, Quebec H4N 2M3
Name of buyer: Michelle Cox (LinkedIn, 2019)	Name of buyer: Sarah Selamou (LinkedIn, 2019)
Direct e-mail: <a href="mailto:mcoxt@aritzia.com">mcoxt@aritzia.com</a> (RocketReach)	Direct e-mail: sarah.selamou@lechateau.com (RocketReach)
Direct phone number and extension: (425) 450-2287 (RocketReach)	Direct phone number and extension: (514) 738-7000 (RocketReach)
Various steps you took to find this information: First I searched LinkedIn accounts for a buyer, from this specific company. Once I found her there was no email, so I had to set up an account with RocketReach to find her personal contact info. The company's info was found through google.	Various steps you took to find this information: The first action was to search through LinkedIn accounts for this buyer, for this specified company. Since I already had the RocketReach account from setting it up looking for the first buyer. I used my account to find the personal contact info. Once again the company's info was on google.

3. Do not input your information into this document. Simply refer to this template to write your letter in the proper format.

L' Envie de Luxe  
1035 Richmond Ave  
Vancouver, British Columbia  
V3H 210  
604-8871-9354

July 3, 2020

Aritzia  
Alexander St 118  
Vancouver BC  
V6A 1E1

Dear Michelle Cox,  
Re: Potential Business Opportunity

My name is Kyndall Reinson I am a clothing distributor for L' Envie de Luxe. I wanted to reach out you To discuss the benefits of doing business together.

We ensure only the best quality in our products and specialize in luxury. We provide our clients with unique and trendy products and work closely with our retailers which keeps our satisfaction rates strong. This is because our services are incomparable as well as our competitive pricings. We believe in eco-friendly practices only and bring in designer brands and private labelling to suit your customers needs which keeps you high in demand.

I would love to meet and show you our Look Book so you can get a better idea of who we are at L' Envie de Luxe and just how beneficial we would be for you. Please let me know what day works best for you and I will arrange a lunch or dinner for our meeting.

Sincerely,  
Kyndall Reinson  
Distributor  
L' Envie de Luxe  
[www.lenviedeluxe.com](http://www.lenviedeluxe.com)  
[reinson.kyndall@ledl.com](mailto:reinson.kyndall@ledl.com)  
604- 733- 8921

4.

Objection 1: The price is too expensive	Reply: Lets talk discounts, we can make a payment plan if you pay within 30 days you'll receive 20% off your entire order.
Objection 2: Already have a supplier	Reply: I understand that familiarity is very important, but why don't you check out some of our samples we offer only the best quality to our clients. There's no pressure and once you see what we have you may discover we have exactly what your looking for.
Objection 3: Too late to add into the collection	Reply: This jacket has been extremely popular with my other retail clients. They have said customers are coming back for a second jacket in another colour. Plus, we offer express shipping so we can get it you in a timely manner.

(LaSalle, 2019).

5. Five different bibliographical sources

XE.com, Inc. Euro to Canadian Dollar Conversion. 2019. <a href="https://www.xe.com/currencyconverter/convert/?Amount=2%2C520&amp;From=EUR&amp;To=CAD">https://www.xe.com/currencyconverter/convert/?Amount=2%2C520&amp;From=EUR&amp;To=CAD</a>
Self Outlet. 2018. <a href="https://www.selfoutlet.com/">https://www.selfoutlet.com/</a>
Guangzhou Chengmihang E- Business Co, Ltd. 2016. <a href="https://swotwo.en.alibaba.com/?spm=a2700.icbuShop.88.16.301c7d0aUfkzc4">https://swotwo.en.alibaba.com/?spm=a2700.icbuShop.88.16.301c7d0aUfkzc4</a>
RocketReach. <a href="https://rocketreach.co/">https://rocketreach.co/</a>
ilasallecampus. Business to Business Sales Module 3 Unit 3: First contact with prospects. 2019. <a href="https://my.ilasallecampus.com/mod/scorm/player.php?a=11773&amp;currentorg=articulate_rise&amp;scoid=80949&amp;sesskey=ijJI3GFU5y&amp;display=popup&amp;mode=normal">https://my.ilasallecampus.com/mod/scorm/player.php?a=11773&amp;currentorg=articulate_rise&amp;scoid=80949&amp;sesskey=ijJI3GFU5y&amp;display=popup&amp;mode=normal</a>