**Letter of Transmittal**

January 2nd, 2014

Mr. ABC

Instructor, xyz

Dear Mr. ABC,

As proposed in the Memorandum, the respective report is prepared on the selected topic i.e. *Market and Finance Analysis for the company ‘Arrow.’*

The report focuses on fundamental financial and budgetary challenges being faced by the US company because of various company based, trade and federal policies; competitiveness, etc. The report will specifically focus on financial management of the company, American market analysis, competitive analysis, competitive edge and revenue generation in recent times. Based on the results drawn for these factors, we have made certain recommendations for the company to ensure improved benefits and market sustenance.

According to the finings of the research study, it has been recommended to the company that It must focus the most on is increasing the amount of money we are spending on advertising and our rebate offers. While doing this the company will also need to continue to increase the number of retail outlets that the brand is available in and the number of models available for the consumer. Doing these things will not only separate ourselves from our closest competitors, but the company will begin to see a higher market share at the wholesale level.

The proposal will provide a brief explanation of the benefits that can be obtained from financial market analysis along with the cost-benefit analysis of this department in long term and in short term.

I request you to consider the proposal for future business development of our company.

I hope you find this report satisfactory.

Sincerely yours,
MNO, student