



September 13, 2008

Uday Chandra  
RightFit.com, Inc.  
89422 W 95<sup>th</sup> Street  
Lenexa, KA 66200-66299

Dear Mr. Chandra:

Thank you for considering Midwest Consulting as the firm best suited to help you achieve your organization's goals. Having worked for RightFit.com, I am confident that my inside knowledge of your organization will expedite our firm's inquiries, which will be necessarily objective because of my outside perspective. Furthermore, our team is composed of members whose subject-matter expertise is fitted to this project's particular problem. And our team has a workload that makes us capable of providing your project with priority attention.

After our fruitful two-hour meeting last week, I am confident that my team will be able to deliver a study that will report the feasibility of the possible solutions we discussed: hiring temporary support staff, leasing additional equipment, instituting flex-time, or some combination of these options.

This proposal will:

- Explain our understanding of RightFit.com's history and current situation
- Introduce the methodology we will use to determine the best option(s) we discussed
- Present the qualifications of Midwest Consulting's RightFit.com team as they relate to your current situation
- Detail the benefits you can expect as a result of our feasibility study and the possible benefits that would accrue should we assist you through subsequent planning and implementation phases

As discussed, the resumes of our proposal team, references from similar projects, and our estimated fees will be sent separately.

## RightFit.com's Current Situation

In the previous year, distribution logs and market forecasts reported substantial growth (see *Appendix: Figure 1*); therefore, new professional staff were hired to develop RightFit.com's online presence, marketing plans, and shipping efforts in light of this forecasted growth. Unfortunately, a company investor withdrew assets citing a no-holds release clause in his contract with the company. Apparently, he wished to use the funds as venture capital for a new project. He explained he wished RightFit.com continued success, but wanted to seize an opportunity to fund a project for a close friend, which would market an innovative self-healing asphalt to departments of transportation.

As a result of these decreased assets, you do not have the financial resources to hire support staff; consequently, to meet increased demand, the professional staff must suspend their marketing efforts and online development and, instead, devote considerable time to low-value activities like maintaining the accounting and the shipping and receiving logs. In short, they are unable to focus on growing their company and expanding their targeted demographic.

This imbalance of professional and support staff is creating inefficiencies that can best be addressed by 1) hiring temporary support staff, 2) leasing additional equipment, 3) instituting flex-time, or 4) some combination of these options.

Furthermore, because the additional pro staff were recently hired and trained, it would be a wasted investment to layoff staff to allay short-term financial difficulties only to rehire and retrain in the future. Thus, as we discussed, layoffs are not an option.

To address RightFit.com's inefficiencies, you need answers to questions like these:

- What are the immediate and long-term benefits of each option? Do they complement RightFit.com's long-term plans?
- How long would each option take to implement?
- To what extent is RightFit.com financially capable of implementing these solutions?
- How do current employees feel about each option?
- To what extent would each option, or some combination of options, improve efficiency?

To answer these questions, we have designed an approach for determining which option will best improve RightFit.com's efficiency. As a result of achieving this objective, you will have the knowledge necessary to proceed to a planning phase and eventually implement an option to get business back on track. Furthermore, our approach will facilitate consensus among employees about the right way forward, leading to quicker implementation.

## Our Methodology

Because of my personal history with RightFit.com's workplace culture, my team will be well informed regarding how best to execute this insight study. We will be able to ensure a study that is undertaken in a timely manner in partnership with you, Mr. Chandra, to ensure our objectives remain focused, while introducing minimal interference to an already-stressed work environment.

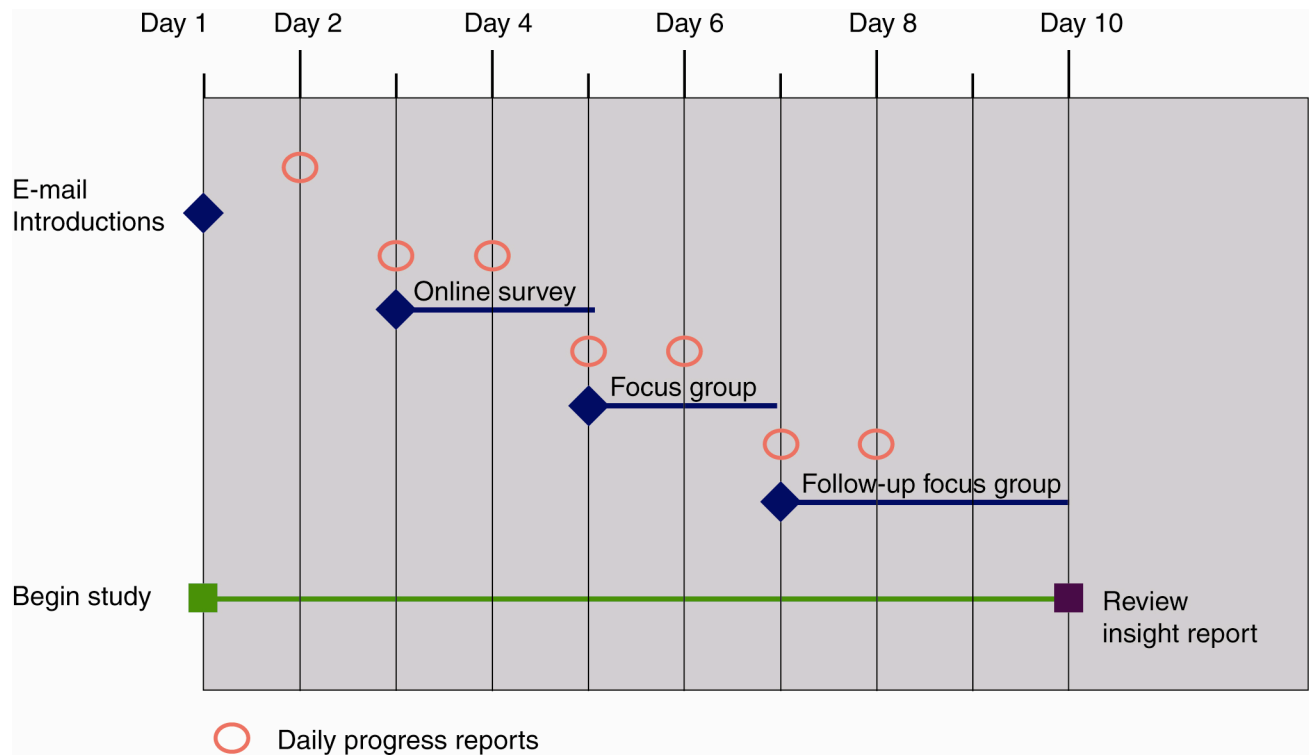
We approach each project with an understanding that each is unique and has nuances that differentiate possible solutions from those we proposed for other similar projects. With this in mind, we have identified several issues which will guide our methodology:

- Because you need *minimal workplace interference*, we will conduct our study in a non-invasive manner
- Because you need a *partner* to help you resolve your current situation, we will work together with you toward the best solution
- Because you need this *study conducted in a timely manner*, we will assign team members who understand the urgency of the situation will approach this study as their priority project

This concerns are addressed in further detail later in this section and can be found under appropriate headings: *We will minimize workplace interference; We will build a synergistic partnership; We will conduct this study in a timely manner.*

As we begin our study, my team will send out a company-wide e-mail introducing ourselves and our intent to conduct a study to understand how to resolve inefficiencies at RightFit.com. We will extend an invitation to attend a kick-off meeting in which we'll discuss our insight study's objectives and possible outcomes, and ensure your employees understand we will be doing everything necessary to facilitate the successful execution of this top-priority study.

Below, Figure 2 provides a timeline that visually explains the sequence and duration of our proposed methods:



**Figure 2.** *Our proposed timeline streamlines our methodology and ensures regular progress reports, which will result in clarity of communication between our team and yourself, Mr. Chandra, as well as clarity on the project status and any needs for reorientation to keep the project on track.*

***We will minimize workplace interference***

Because everybody is already stressed due to increased individual work loads, our team will make sure that your operations can continue at their optimal levels under the current conditions without being burdened by our team’s presence.

We will invite key personnel to participate in an online survey that asks their opinions on the options being considered in this study. To make sure we do not overlook personnel that must necessarily participate in the survey, we will consult you before sending the invitations.

The survey will be accessible only to those invited, and they can offer their most candid remarks without fear of criticism, as their responses and comments will be offered under the promise of anonymity.

Participants from the online survey will then be invited to participate in two focus group sessions. The survey results will help guide a 40-minute session and a second 20-minute session. The first session will focus discussion on concerns about each option, and the second session will focus discussion on the determined best option.

You can expect this approach to minimize work-flow interference and maximize representative employee input and consensus.

***We will build a synergistic partnership***

We understand that ensuring the integrity of this insight study is paramount to eventually achieving your goal of continued growth in terms of expanded customer demographics and overall market share. As such, our standard operating procedure requires each team member to write daily progress reports. And, if you desire, Mr. Chandra, we can provide you with electronic and/or hard copies of these progress reports.

Because we value partnership as a means to helping you achieve your goals, I will be glad to personally meet with you once each week, or as you see fit, for the duration of this insight study to discuss these progress reports and any concerns you might have.

Thanks to a partnership approach on both sides of this insight study, you will consistently be up to date on our progress and assured that open lines of communication will be a boon to this study.

***We will conduct this study in a timely manner***

Because turnaround time in e-commerce is key to industry success, our firm will work with a focused sense of urgency. The sooner RightFit.com has information about how to best proceed mitigating this temporary (but potentially business-breaking) strain on its workforce, the sooner it can plan and implement that solution and begin the process of securing more private funding, getting back on track, and achieving company goals in light of projected growth.

This urgency will be realized by way of our seasoned consulting team, which has been tailored to fit your specific circumstances. We have extensive and diverse knowledge in areas such as human resources and information technology, and one of our team members has experience as a product development associate in the office supply industry.

We hope to be involved in the anticipated planning and implementation phases, but either way, we want to provide you with the best insight to get you there and on your way to continued growth. For these reasons, we will strive to minimize workplace interference so as not to further stress your already overloaded staff; we will build a synergistic partnership with you, Mr. Chandra, to ensure clear communication results in the selection of an option approved by yourself as well as your staff; and we will conduct this study in a timely manner to help your company get back on track realize its potential growth.

**Our Qualifications**

Midwest Consulting has not only chosen a team prepared for and dedicated to this specific study, but is also a firm that is well-established and a top contender in the region. As with every project, our team members can tap resources from depth and breadth of experience available at our firm, which has been working with e-commerce related business in marketing, information technology, and human resources since the mid-1990s. Before narrowing our consulting focus to e-commerce, we offered our services to the retail industry for nearly 35 years.

This section will:

- Clarify why having an outside consultant with an insider's perspective on the internal operations of your company is of great value to this study
- Explain how our consulting group will provide priority attention to this project
- Detail each of our team members' credentials as they relate to this project, illustrating why our team is best prepared to address your particular needs

***An insider's perspective on the internal operations of your company is of great value to this study***

Because I was fortunate enough to work with RightFit.com in the past, I know your organizational structure well and can ensure that everyone on my team is aware of the importance of RightFit.com's emphasis on customer service and quick turn-around time. My team's sensitivity to your unique situation will eliminate unnecessary disruptions, allowing you to focus on the continued growth of your company. At the same time, Midwest Consulting is acting in an outside party, so my team will offer RightFit.com the benefit of a clear and objective perspective.

***Our consulting group will provide priority attention to this project***

Midwest Consulting is a large organization capable of drawing on a vast pool of consultants, and thus has access to a breadth and depth of experience that is necessary to assign teams with members who are best suited to the particulars of our clients' projects. Furthermore, because of the size of our organization, we are not only capable of providing you with consultants who have expertise in areas pertinent to resolving your problems, but we can also ensure they've a workload that allows them to provide you with priority attention. That is, each team member assigned to your project will be capable of spending all the time necessary to ensure the successful outcome of your project.

***Our team is best prepared to address your needs***

Besides myself, our team includes three members who have been specifically chosen because of their expertise as it relates to your particular problem:

**Benny Fischer**, whose been with Midwest Consulting for 9 years and graduated from the University of Maryland with a degree in logistics and business with an emphasis in supply chain management. He's previously worked as a compliance

manager for UPS Supply Chain Solutions. While still in school, Benny interned as an assistant statistician for Maxim Staffing Solutions.

**Maxine Webber**, has been with Midwest Consulting for 13 months and previously worked with Wells Fargo Financial in Des Moines as a staffing specialist. Maxine has a B.S. in finance from Iowa State University. Should you choose to engage Midwest Consulting in the future, considering your need to secure private funding, Maxine would be glad to help you raise capital, manage your risks, and help you mature your assets.

**Jordan Miechsner** worked for NPD Group as a market research associate before joining Midwest Consulting. He's been with us for 5 years, but began his career as an account associate building relationships and providing support to office supply services clients. His day-to-day responsibilities included assisting with product development and project management.

## Your Benefits

Mr. Chandra, there are certainly many benefits that might accrue to your company should you choose to engage us to conduct an insight study to improve RightFit.com's inefficiencies. These include:

- Preventing a financial backlash
- Minimizing workflow interference
- Receiving regular progress reports
- Realizing employee consensus about the best option, as well as boosted morale
- Getting back on track to growth

### ***A financial backlash will be prevented***

RightFit.com's key concern at this juncture is getting back on track to growth as quickly as possible. To ensure the process of securing more funding can begin as soon as possible, a stop-loss needs to be put on workplace inefficiencies and the potentially consequential financial backlash resulting from this turn of events.

### ***Your problem will be solved with minimal workflow interference***

To get off on the right foot, you need Midwest Consulting to help you conduct a timely insight study that will provide you with expert direction on which of the options we discussed will best mitigate your current inefficiencies. By partnering with you, Mr. Chandra, to help ensure the clarity and integrity of our study, RightFit.com will benefit from the industry knowledge our team members bring to this project and will realize a path to planning and implementation with minimal workflow interference.

### ***You will be informed of the projects status through regular progress reports***

Throughout our partnership, your company will benefit from daily written, and weekly face-to-face, progress reports. In this way, RightFit.com will be aware of preliminary conclusions and will be capable of quickly re-informing our operational directive.

***Your company will benefit from employee consensus and boosted morale***

As employee consensus is an important consideration, our surveys and focus groups will help to ensure the study is en route to not only a feasible, but an acceptable resolution to your inefficiencies.

Another, perhaps more peripheral, yet critical consideration, is the benefit of boosted company morale. Your stressed employees will see that you're taking the initiative to quickly get back business to as usual — booming and not back breaking. As a result, RightFit.com can expect to realize employee retention and maintain its tight-knit, family-startup, work environment.

***RightFit.com will get back on track to growth***

Mr. Chandra, we hope our concise assessment of RightFit.com's situation and our logical and valuable methodology will help you to not only recover from, but capitalize on an unfortunate turn of events. We would like to see your company reach and exceed your growth expectations, but in the short term, Midwest Consulting is committed to diligently evaluating your options for remedying your organizational inefficiencies.

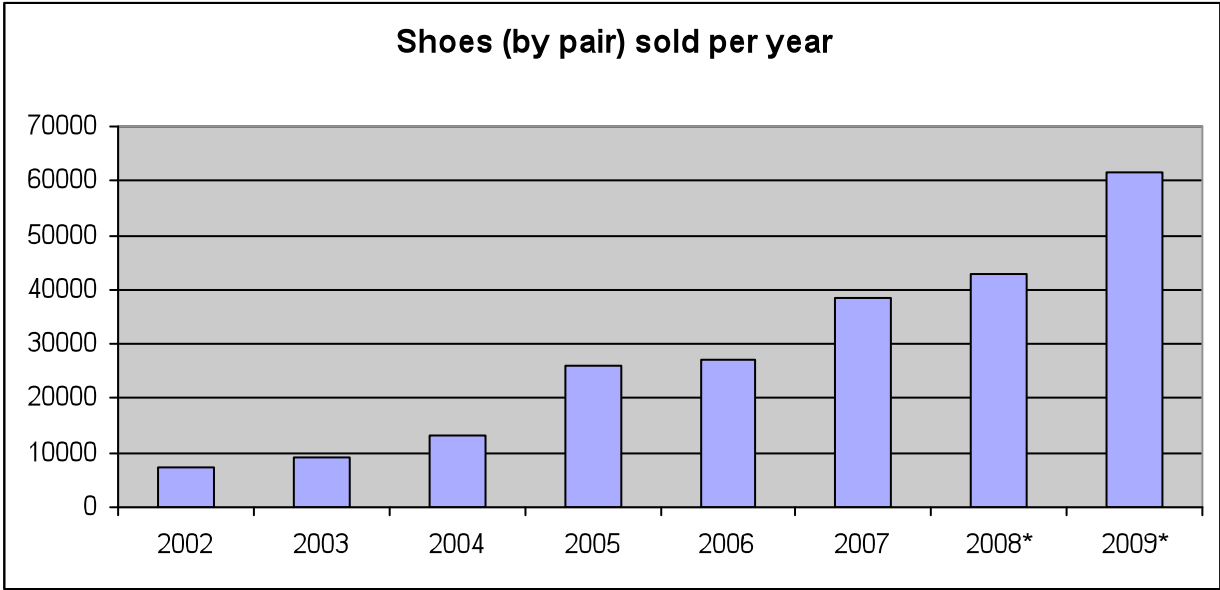
I hope I can once again contribute to the success of RightFit.com, this time with the help of my consulting team. We look forward to working with you.

Sincerely,

Stewart McCoy, Founder and CEO  
Midwest Consulting, LLC



**Appendix**



**Figure 1.** Demand for RightFit.com products has been increasing consistently due to a productive organizational model and dedicated staff.

*\*projected*