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June 3, 2010 **(Date)**

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Mr. Andres Macias **(Inside Address)**

Director of Product Development

Hampton Associates Inc.

830 Market Street

San Francisco, CA 94102-1925

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Dear Mr. Macias: **(Salutation)**

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(Body) Have you had customer groups assist you or provide you with advice related to pending business decisions regarding computer design? Such design standards would include industry-wide interfaces and computer hardware and software.

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I recently read an article discussing the influence consumer opinion can have on the design of various computer components. This very interesting article concluded that if customers demand standardization in computer hardware, participate in focus groups, and band together with other customers, they will see results reflected in the marketplace.

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I am considering organizing several focus groups and, therefore, would appreciate any advice you might have. I know your expertise will prove to be invaluable, and I thank you in advance for your time and consideration.

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Sincerely yours, **(Complimentary Closing)**

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(Signature)

Alice Karns **(Writer's Identification)**

Product Development Manager **(Title)**

mrk **(Reference Initials-First, Middle, Last Initial)**