

商業書信中翻英：

敬啟者：WILLIAM GRANT & SONS

- 一. 貴公司自從脫離BACARDI集團合作在台灣設立分公司之後，整個行銷體制通路之畫分及業務用人每況愈下不符合台灣市場，尤其從2014年5月開始新任業務總監及高層終飽私囊，整個業務部人員與三流的經銷商，盤商間掛勾大量洗貨造成市場價格紊亂，怨聲載道。
- 二. 2015年此業務總監更是將自己設定的三流經銷商帶進格蘭父子公司，以利自己可以圖利自身荷包，然而對於我們這些長久以來經營貴公司品牌的經銷商而言情何以堪！
- 三. 貴公司之產品及營業額在台灣市場也是赫赫有名，但是此業務總監之作法讓人髮指，他的前一任服務的公司 R`EMY COINTREAU TAIWAN在他的帶領之下業務一厥不振，現在筭筭可危！此業務總監更是不聽經銷商的任何建議，對台灣洋酒市場體制的短淺，試問此業務總監將如何帶領貴公司業務部往上提昇呢？整個業務部只會向下沉淪一起洗貨圖利自身荷包！
- 四. 2015年更是離譜至極，對於我們這些長年配合的經銷商之年度合約更是口頭告知而已，此業務總監處理態度更是傲慢至極，貴公司在世界上也算是有口皆碑的大品牌之一，在台灣長久以來對於貴公司高階主管一職遴選用人一年不如一年，肺腑之言望請執行長明察之！
- 五. 貴公司業務人員在外私售貴公司貨品從中獲取爆利在業眾所皆知；例如：我們經銷商要進貨而貴公司卻沒有貨品可以給我們經銷商，但是貴公司業務卻有大批貨品可以賣給店家！而且利潤很高以至於店家對貴公司業務人員極為反感不滿，誰還願意去為貴公司產品推銷呢？我們陳述句句屬實，望貴公司可派員明查暗訪糾出這些不肖業務人員！

To whom it may concern,

Since Willam Grant & Sons Ltd established its own branch William Grant & Sons (Taiwan) Co., Ltd in Taiwan, after the separation from Bacardi Limited, the distribution system and the marketing channels within Taiwan have been worse and it has been very obvious under the leadership of head of sales, Mr. Philip Wang, from William Grant & Sons (Taiwan) Co., Ltd in May, 2014.

After his taking over of sales division, he brought new agents into its distribution system, which is considered to be good for the company. Unfortunately, he did it just for his own good, not for the company. We discover that the top management and the sales team have been lining their own pockets from these agents so the market price has resulted in a chaos. More importantly, it has harmed its spirits brands and the mutual trust between the company and the long term partnership like us.

As we know, the company is making considerable revenue and profits in Taiwan market. However, his dishonest ways to grab money have irritated us. For one thing, when it comes to his leadership skills, we would say that he has poor communication skills. We don't think that he would come up with precise view on innovation. For another thing, he would not accept whatever suggestions given. We considered him as an incapable leader. Based on his poor performance in his former company, RÉMY COINTREAU TAIWAN PTE., we doubt whether he can lead the company toward a promising future.

It happens that the company is not able to meet our requirements to deliver goods we need. We now realize that people from his sales team keep and sell goods first to these retailers instead in order to line their own pockets from the deals. However, the shops they are dealing with are also complaint about the salespersons for taking advantage of them to get higher profits. It is definitely an unfavorable situation affecting the price and business relationship. I believe that no one would like to promote your products if we, as a long term

partner, have encountered such a trouble. Furthermore, it is hard to understand the way how Mr. Philip Wang deals with the annual agreement. He is making it without any formally written form which is completely unacceptable. We would expect that the company would do what it should do. Verbal agreement is not acceptable.

Thing what he has done really get us into trouble. We do hope that your company would take this matter seriously and help us find out those who are involved and creating problems.

We would appreciate if you could understand our concerns and situations we are in.

Best regards,

Bunch of helpless retailers