

[Your Name]
[Your Position]
[Your Department]
[QVC]
[Date]

[Employee's Name]
[Employee's Position]
[Employee's Department]

Dear [Employee's Name],

Subject: Performance Review

I am writing to provide you with your performance review for the [specific evaluation period, e.g., "2023 fiscal year"]. This review will summarize your accomplishments, strengths, and areas for improvement.

****Accomplishments:****

- [Highlight specific achievements and contributions, e.g., "Increased sales in your department by 15% through innovative product promotions."]
- [Mention any projects completed, skills acquired, or trainings attended, e.g., "Successfully led the team during the seasonal launch and received positive feedback from management."]

****Strengths:****

- [Discuss the employee's strengths, e.g., "Your ability to connect with customers and create engaging shopping experiences has significantly enhanced our brand loyalty."]
- [Include teamwork, communication, and leadership qualities, e.g., "You demonstrate excellent communication skills, which foster collaboration within the team."]

****Areas for Improvement:****

- [Identify any areas needing attention, e.g., "While your performance has been commendable, there is an opportunity to enhance your time management skills to meet deadlines more efficiently."]
- [Suggest any training or resources, e.g., "Consider participating in the upcoming time management workshop to develop these skills further."]

****Goals for Next Review Period:****

- [Set specific, measurable goals, e.g., "Aim to improve customer feedback scores by 10% by the end of Q2."]
- [Establish personal development goals, e.g., "Work on developing leadership skills by taking on more project management responsibilities."]

Thank you for your hard work and dedication to QVC. Your contributions are valued, and I look forward to seeing your continued growth and success in the upcoming period.

Sincerely,

[Your Signature (if sending a hard copy)]
[Your Name]
[Your Position]
[Your Contact Information]