

**Sample 2 - Sending an application where there has been no advertisement**

Vincent Ooi  
23/11 Crown Street  
MELBOURNE NSW 3000  
Ph: 99885566  
Email: vooi@example.com

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Mr Graham Sharpe  
Human Resources Officer  
Sunbeam  
222 George Street  
SYDNEY NSW 2000

Dear Mr Sharpe

I understand that your firm is expanding its operations in Australia in line with its commitment to a global growth strategy. As a recent university graduate with a degree in Business Management, I am well prepared to deal with the tasks involved in managing resources and staff in an expanding organisational climate. Now that my studies have been successfully completed, I would like to offer my services to your company.

You will see that along with my academic preparation, I have substantial marketing experience gained through part-time employment and an internship in Sydney with Kelvinator. At Kelvinator, I assisted the Marketing Manager in a re-branding project for 2 major product lines, which has boosted sales for those product lines by 25% and 35%. These projects further developed my project management, market research and product development skills. My work record in these situations has been exemplary, as evidenced by my enclosed performance reports.

During my recent studies in Business Management, I achieved a solid credit average in my results overall and a distinction average in the marketing major. These results reflect well-developed analytical and problem solving skills, thorough research skills and a solid theoretical underpinning in business and marketing theory. Specific marketing skills developed during the degree include:

- understanding consumer behaviour.
- market research.
- product development.
- B2B Marketing Strategies.
- managing customer relationship programs.
- qualitative research methods.

With relevant marketing experience, management capabilities and strong interest in product development, I am seeking an entry-level position in marketing, product development or business management with Sunbeam and I am available for part-time or full time employment. Enclosed is a copy of my resume.

Thank you for your consideration.

Yours sincerely

Vincent Ooi