NAME: SUAID SAJJAD

ID: 15510

TEACHER: MAM WAJEEHA

Q:1

23/6/20]

[ARBAZ KHAN]

[341 Company Address]

[HARDIEES, PESHAWAR, PAK]

[091) xxx-xxxx]

[hiring.manager@gmail.com]

Dear [Mr./Mrs./Ms.] [ARBAZ KHAN ]

With due respect I am willing to apply for the post of advertising manager as posted on the carriers page I was excited to see this opening because I enjoyed to use and to be a customer of Ufone limited .

After reading the requirements, I believe I would be an excellent fit for the management position I have spent the past 3 years as an assistant manager of a small local company and now I wanted to work with a multiple national company like you .this job has given me the opportunity to manage employs as well as walk with the general public .In addition, I have a background in textile minors in marketing and business.

I have included my resume so you may review my education and work experience in addition to the skills I have gained such as customer services, employess management, communication, social media marketing.

If you have any question or wish to know more about my qualification, pls do not hesitate to contact me.

Sincerely,

SUAID SAJJAD .

Question No 2

Introduction:

Writing an effective business report is a necessary skill for communicating ideas in the business environment. Reports usually address a specific issue or problem, and are often commissioned when a decision needs to be made. They present the author’s findings in relation to the issue or problem and then recommend a course of action for the organisation to take. The key to a good report is in-depth analysis. Good writers will show their reader how they have interpreted their findings. The reader will understand the basis on which the conclusions are drawn as well as the rationale for the recommendations.

Report writing uses some of the writing skills you have already acquired. You will structure your paragraphs and reference your ideas just as you have been doing in your essays and other assignments within your Commerce degree. You might want to refer to the Victoria Business School Writing Skills Workbook you received in the first year. Report writing sometimes differs in structure and style. This handbook will help you plan, structure, and write a basic report. Remember, though, that reports will vary according to their purpose and the needs of their reader/s. Throughout your university career, different courses and/or different lecturers may have slightly different requirements for reports. Please always check the requirements for each assignment.

Acknowledgement

We acknowledge Write Limited, New Zealand

Body of the report:

The body of the report is of course the main text of the report, the sections between the introduction and conclusion.

HEADINGS

In all but the shortest reports (two pages or less), use headings to mark off the different topics and subtopics covered. Headings are the titles and subtitles you see within the actual text of much professional scientific, technical, and business writing. Headings are like the parts of an outline that have been pasted into the actual pages of the document.

Headings are an important feature of professional technical writing: they alert readers to upcoming topics and subtopics, help readers find their way around in long reports and skip what they are not interested in, and break up long stretches of straight text.

Headings are also useful for writers. They keep you organized and focused on the topic. When you begin using headings, your impulse may be to slap in the headings after you’ve written the rough draft. Instead, visualize the headings before you start the rough draft, and plug them in as you write.

Your task in this chapter is to learn how to use headings and to learn the style and format of a specific design of headings. Here are a number of helpful tips:

\* Make the phrasing of headings self-explanatory: instead of “Background” or “Technical Information,” make it more specific, such as “Physics of Fiber Optics.”

\* Make headings indicate the range of topic coverage in the section. For example, if the section covers the design and operation of a pressurized water reactor, the heading “Pressurized Water Reactor Design” would be incomplete and misleading.

\* Avoid “stacked” headings—any two consecutive headings without intervening text.

\* Avoid pronoun reference to headings. For example, if you have a heading “Torque,” don’t begin the sentence following it with something like this: “This is a physics principle…..”

\* When possible, omit articles from the beginning of headings. For example, “The Pressurized Water Reactor” can easily be changed to “Pressurized Water Reactor” or, better yet, “Pressurized Water Reactors.”

\* Don’t use headings as lead-ins to lists or as figure titles.

\* Avoid “widowed” headings: that’s where a heading occurs at the bottom of a page and the text it introduces starts at the top of the next page. Keep at least two lines of body text with the heading, or force it to start the new page.

If you manually format each individual heading using the guidelines presented in the preceding list, you’ll find you’re doing quite a lot of repetitive work. The styles provided by Microsoft Word, OpenOffice Writer, and other software save you this work. You simply select Heading 1, Heading 2, Heading 3, and so on. You’ll notice the format and style are different from what is presented here. However, you can design your own styles for headings.

Conclusion:The conclusion lies in the Orentation to time .conclusion typically relate to the present or past situation

Writing Conclusion:

• interpret and summarise the findings; say what they mean

•relate the conclusions to the report issue/problem

•limit the conclusions to the data presented; do not introduce new material

•number the conclusions and present them in parallel form

•be objective: avoid exaggerating or manipulating the data

Question No 3

A resume is a formal document that serves to show a person’s career background and skills. In most cases, it’s created in order to help a candidate to land a new job. A traditional resume consists of a professional summary, work history, and education sections. It works like your job hunt marketing document.

Resume, meaning summary, comes from French (though the French themselves call this document a CV).

Put On Your Resume:

\* Contact Information

\* Opening Statement: Summary or Objective

\* Work History

\* Education

\* Soft Skills and Technical Skills

\* Certifications and Professional Memberships

\* Achievements and Awards

\* Additional Sections

Leave Out On Resume:

\* Hobbies

\* Objective statement

\* Irrelevant work experience

\* To much education information

\* Lies

Question no 4

Business plans are essential when you are looking for finance from investors or lenders, but they can also help you launch a better business. They clarify your ideas and highlight potential problems or weaknesses. They also give you an opportunity to get feedback as people will understand what you are planning and can give you an informed opinion.

To achieve all these objectives, your business plan should have the following eight elements.

1. Executive Summary

This is a brief outline of the business proposal. It should summarize each of the sections below, highlighting the main parts. Try to keep it to 150 to 200 words – about half a page of text.

2. Describe The Business

Now you are in the meaty part of the business plan, so the first stage is to describe your business idea. Talk about how you came to have the idea, and what your vision is. Describe your products or services, and outline your unique selling point and/or value proposition.

3. Customers

Explain who your customers are by describing the demographic. Define the size of the market to give an idea of the potential of your business. You should also include details of current trends in the market, and look at where experts predict those trends will go in the future.

4. Analyse Competitors

Describe who your competitors are, and what they sell. Outline their market share as well as giving reasons why people buy choose to buy from them. Crucially, you have to differentiate your business from the competition. In particular, why will customers buy from you instead of from a competitor?

5. Sales & Marketing

Next, describe your sales and marketing strategy. This should include:

\* Your pricing policy

\* Details of how the products will be sold

\* A plan describing how you will acquire customers

\* The numbers of sales staff you will need

\* The marketing budget you will need

6. Management

Outline how the business will be managed and run. This includes describing the skills and experience of the key people, as well as the role they will play in the new business.

Also describe other key points regarding the day-to-day operation of the business. This includes the location of premises and the staffing levels you require.

7. The Opportunity

This is the part to think big – what is the best case scenario, and what do you plan to do if you meet or exceed the upper end of your sales forecast? This could be outlining an exit strategy or it could be describing the potential for growth and expansion.

8. Financial Forecasts

Financial forecasting is essential in any business plan. The best advice is to be realistic. You should research as much as you can to try to get the numbers as accurate as possible. You should forecast sales, cash flow, and profit and loss. You should also outline the cost to buy or make your products, the profit margins you expect to make, the overheads you expect to incur, any capital expenditure that is required, and anything else that is significant financially.

With these eight elements in place you will have a business plan that will help you move to the next stage