****

**Muhammad Yousuf**

**ID:** 15396

**Submitted To:** Mam Wajeeha Usman

**Subject :** Business communication

**Department:** BBA, 3rd semester

**Answer of question 1:**

Cover letter in response to an advertisement of a company for position of marketing manager;

June 23, 2020

Yousuf Barakzai

Phase 1, Hayatabad, Sector E2

Peshawar

[Yousufbarakzai3@gmail.com](mailto:Yousufbarakzai3@gmail.com)

Aslam Khandad

Assistant Director

WDY CO,LTD

Hayatabad, Phase 2, Street 23

Peshawar, 25000

Dear Mr. Aslam Khandad  
  
I am writing to express interest in the recently advertised marketing manager position with your firm. The requirements of this position align perfectly with experience I’ve attained during my eight-year career in marketing, and I am excited to offer my skills to develop marketing strategies and provide overall leadership.  
  
I have honed my marketing management skills through formal educational as well as professional experience. My background includes a variety of pre-grad internships, as well as my current position leading a four-person team in a large children’s clothing retailer.  
  
In addition to naming various traditional marketing skills, your job listing highlighted the importance of mentoring. I proudly mentor a team of college interns who are working with our company this fall. I provide daily hands-on training to both permanent and temporary staff members.  
  
I believe my skills and experience are a perfect fit for this position. I would love to discuss the job further during a formal interview. I hope to hear from your staff soon and thank you for your time.

Sincerely,

Yousuf Barakzai

**Answer of question 2:**

**Introduction**: Introduction is the first part of any type of business report. It contains the following information.

* Authorization of the report and terms of reference.
* Brief history and background of the subject matter of the report.
* Scope of the study of the report which contains the details of the list of areas to be covered in the report within the subject matter.
* Limitations and qualifications of the report.
* Methodology used to collect both primary and secondary data. The list of sources of secondary data should be provided for the reliability of the report.
* Definitions of special terms and symbols if desirable. Generally, the introduction of the report attracts the attention of the reader. It is necessary for the continued study of the full report.

**Body**

This is the main part of the business report. The subject matter of the report should be systematically presented with suitable headings and sub-headings. It contains the facts found by the reporter(s) along with his/their comments. The subject matter is dealt with the help of charts, graphs, statistical tables etc. Sometimes, excerpts from other reports can be included in order to improve the quality of the report.

**Conclusion**: The reporter should give a definite conclusion at the end of the business report. Generally, the conclusion is based on the findings and nature of the subject matter dealt in the report.

**Answer of question 3:**

Resume’ is a word you’ll hear a lot during the job-hunting process. A resume, sometimes called a CV or curriculum vitae, is a document that lists your work experience, education, skills and achievements.

You’ll need a resume for almost any job application. It’s considered essential information to give to an employer so they can weigh up whether you’re suitable for a role, and if they want to invite you to a job interview.

**What should my resume include?**

* **Personal details**  
  Start by listing your full name and contact information, including your phone number and email address.
* **Career objective or summary**  
  These are short statements to help you pitch yourself. If you’ve recently left school or university and don’t have much professional experience yet, begin your resume with a career objective – a sentence or two outlining your skills and your work ambitions. If you have experience in the workforce, you might want to include a short career summary instead, describing your experience and where you’re aiming to go next in your career.

Next, include your education or work experience – start with whichever is more recent.

* **Education**  
  List your latest education experience first and work backwards, this includes courses or qualifications you’ve completed at university, TAFE or other institutions that relate to the role you’re interested in applying for. Include your high schooling if it was less than five years ago. For each experience, include the qualification you received, where you studied, when you started and finished, any special areas of study, plus awards or other achievements.
* **Work experience**  
  List your most recent jobs including the title of your position, the name and location of the company or organisation, and the dates you worked there. Place them in order with the most recent job first. Under each job, use bullet points to give a brief overview of your responsibilities and achievements, weaving in the skills you used. You can also mention relevant internships and volunteer work in this section – just make sure you identify that you volunteered or interned.

After this, it’s a good idea to add some more information to reinforce or add to the picture of what you’ve got to offer.

* **Skills, strengths or interests**  
  You could create headings for these topics and list information that’s relevant to the job you’re applying for. Highlight any relevant professional memberships, too.
* **References**  
  Most employers will require references from people you know professionally who can vouch for your skills and abilities. You could include contact and company details for a former employer, manager, or an academic advisor if they agree to be your referee, or you might wish to write “references available on request”.

**What to leave out**

Your resume is meant to give a summary of your skills and experience – so there’s no need to include every detail. Some information isn’t necessary in a resume:

* Leave out personal details such as your home address, religion, age or marital status
* There’s no need to list every job you’ve ever had – especially if a job isn’t relevant to the role you’re applying for now.
* Don’t include your salary expectations or previous salaries you’ve received – you can list this information in your

**Answer of question 4:**

Seven key elements of business proposal:

Table of Contents

[1. Solutions](https://microstartups.org/7-elements-successful-proposals-possess/#1_Solutions)

[2. Samples](https://microstartups.org/7-elements-successful-proposals-possess/#2_Samples)

[3. Credibility](https://microstartups.org/7-elements-successful-proposals-possess/#3_Credibility)

[4. Benefits](https://microstartups.org/7-elements-successful-proposals-possess/#4_Benefits)

[5. Targeted Language](https://microstartups.org/7-elements-successful-proposals-possess/#5_Targeted_Language)

[6. Value](https://microstartups.org/7-elements-successful-proposals-possess/#6_Value)

[7. Energy](https://microstartups.org/7-elements-successful-proposals-possess/#7_Energy)

## 1. Solutions

Your customer is looking for solutions to their problems. That is what they will be looking for most in the proposals they receive. Therefore, you need to include your solutions for them in the first paragraph of your proposal.

Right away, you’ll want to state how your company’s products or solutions can solve their problems. As you go on, you can provide evidence that backs up what you’re saying.

## 2. Samples

It is not enough to just claim you can deliver results. You need to back up your claims with samples and proof of what you can do for the customer.

If you are proposing to sell products, consider giving them a sample of your product. If it’s a service, show them a portfolio of your previous work. This evidence will help give them a better understanding of what you can deliver.

Consider migrating your proposal system to an [online business proposal template](https://qwilr.com/templates/marketing-proposal-template/) to streamline and brand your proposals, as well as boost their visual appeal.

## 3. Credibility

How credible is your company? In order to build trust with customers, they need to know your company is credible.

Your business proposal should reflect your credibility by including third-party endorsements or case studies that you’ve received from previous customers. The more you build your company’s credibility in the eyes of the customer, the more they will likely accept your proposal.

## 4. Benefits

What are the benefits of hiring your company? Aside from the solutions that you can provide to customers, what else can your company do for them that is special?

For instance, are you able to meet strict deadlines? Can you keep their information confidential as you work with them?

In your business proposal, create a section that lists all the benefits of working with your company. List each one of the special traits that your company possesses, such as confidentiality, great efficiency, customer service, etc.

## 5. Targeted Language

Make sure the language written in your business proposal matches the kind of language that your customer normally uses.

For example, if you’re submitting a proposal to an engineering company, be sure to use words and terms that are related to that industry.

This targeted language shows the customer that you both speak the “same language,” in a sense. The familiarity will, in turn, build trust. As a result, they will feel more comfortable communicating with you in the future.

## 6. Value

The price of your bid is going to be on the customer’s mind during the entire time they read your proposal. To keep the customer happy, the benefits of your proposal must outweigh the price of your bid.

In other words, the value of your proposal is equal to the [benefits minus the price](https://www.allbusiness.com/value-benefits-cost-3873278-1.html). If the benefit is worth more than the price, then your proposal will have a high value.

You should clearly describe how your customer will receive greater benefit working with you in order to justify the bid price.

## 7. Energy

Your business proposal should clearly reflect your enthusiasm over the deal. Do not just use templated language that appears repetitive and redundant.

Show your excitement and passion for working with the customer and the positive outcome it will be for both of you. By showing this kind of energy in your proposal, it will make the customer feel like you are serious about the deal.