

A covering letter to accompany a speculative application

Always put your address on your letter

59 Baytree Avenue
Loughborough
Leics LE11 6UU

Address a person by

- Miss
- Mrs
- Ms
- Mr
- Dr

Don't use first and last name e.g.
Dear Anna Price

Mr Andrew Green
Human Resources Director
West African Supplies
10 Broad Street
London E17 4BA

10 November 2012

Dear Mr Green

I am writing to request a period of work experience during the Easter vacation March – April 2013. I am currently studying a Master's course in Marketing & Management at Loughborough University and expect to graduate September 2013.

Be clear about what you are applying for, whether it is work experience, a job or asking if there might be opportunities in the organisation.

I noticed with interest that you are a member of the British Nigeria Business Council, specialising in sourcing and supplying spare machinery parts to Nigeria and Ghana. I am particularly attracted to working with you, as your Marketing Manager, Mr Odogwu, mentioned your intention to start shipping raw materials to Ghana next year.

Show you have researched the company/ spoken to the team you want to work for by mentioning any names/contacts

I feel I would be able to provide your company with first-hand knowledge of Ghana's import, customs and excise laws, as I studied this area of law during the final year of my BA (Hons) degree in International Trade at Idaban University (Nigeria). I also offer an understanding of the business and cultural practices in Ghana from my dissertation research at Loughborough into cross-cultural business communication practices in Western Africa. The skills I could bring to your company include drive and motivation to succeed (from learning to cope in a new, British, culture), attention to detail (from my summer proof-reading job in Lagos) and market research and analysis (from my current module's group project investigating the impact of Europe's accession countries on the UK's export markets).

Match your main skills or strengths with those needed to do the work you are asking for

I am available for interview at any time except during the examination period 21 January – 1 February and I look forward to discussing this request with you in more detail.

End by making an opportunity to telephone/ discuss with them further.

Yours sincerely

Ibrahim Adigio

Ibrahim Adigio

Remember to sign your letter and keep a copy. If you don't hear anything from the company you might decide to follow the letter with a phone call or email.

Need to be very clear on what you are asking the company for, why they should give you the work experience (focus on your relevant skills and experience) and what research you have done into the company (say why you want to work for them).