

EXECUTIVE POSITION

Mohit Kumar
No. 3, A.B. Road,
Delhi-1100**
Tel.: 68500**

August 1,200*

Mr. B. Bhaita
Personnel Manager
ABC corporation Ltd.
123, Lajpat Nagar
New Delhi-1100**

Re: Product Executive Position

Dear Sir,

As a sales representative with 4 years experience, I think I can contribute effectively to your organisation as a product executive.

I have worked closely with dealers trying to sell-in and promote my existing company's range of food products. I have developed good relations with 400 dealers in my territory which is West Delhi, and have been able to assess the tremendous sales potential of this area. Analysing market trends, anticipating competitor behaviour, carrying out regional sales promotion activities are some of the skills that I have acquired during my sales representative experience.

Where your brand XYZ is concerned, I have found through working in my market that brand awareness is high. However, in-home usage could be increased through organising regional activities that involve consumers.

I may not have attended a formal MBA programme, however I have acquired a lot of practical knowledge by working in the field. Regarding theoretical knowledge, I do read extensively and keep myself informed on the latest developments in marketing.

My detailed resume is enclosed. I hope I can get the opportunity to meet you during the interview.

Sincerely,

Mohit Kumar