

September 5, 2006

Professor Olsen and Group Members  
BU113: Foundations of Business Administration  
Saint Michael's College  
One Winooski Park  
Colchester, VT 05439

Dear Professor Olsen and Group Members:

I would like to apply for the position of marketing manager in the Foundations of Business Administration class. My resume is enclosed in support of my application.

As a marketing manager, I am sure that my business experience will provide useful skills for this position. I was an independent sales representative at Birkenstock Japan Co. Ltd, for six years. I learned how to analyze the market, plan business strategies, and decide on promotion strategies for the product. Furthermore, I had to expand the sales channels and to calculate the total amount of sales. My relationship with my colleague and customers was excellent. When I was a student at Meijigakuin University, I taught the technical skills of snowboarding to other students. From this experience, I learned how to organize and manage people. Therefore, I believe that I will be able to get along with my group members and succeed as a marketing manager.

I am available for an interview at your convenience.

Thank you for your time and consideration.

Sincerely,



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enclosure

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# Yutaro Matsushita

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**OBJECTIVE** To obtain a position as marketing manager

**EDUCATION** **Bachelor of Science in Business Administration**  
Saint Michael's College, Colchester, VT; expected May 2008

**Academic English Program**  
Saint Michael's College, Colchester, VT; August 2006 – May 2007

**Bachelor of Arts in International Studies**  
Meijigakuin University, Tokyo, Japan; March 2000

**SKILLS** **Technical:** Microsoft Word, Excel, and PowerPoint  
**Languages:** Native command of Japanese and proficient in English

**BUSINESS EXPERIENCE** **Independent Sales Representative**  
Birkenstock Japan Co. Ltd, Tokyo, Japan; April 2000 – July 2006

- Calculated total amount of sales
- Expanded the sales distribution channels
- Planned business strategies
- Analyzed geographic market range
- Decided promotional strategies for product
- Assisted the manager in the sales department

**Sales Associate / Cashier**  
Alcapone, Tokyo, Japan; September 1997 – February 2000

- Assisted customers with selection and purchase of merchandise
- Handled financial transactions
- Prepared store displays

**ACTIVITIES** **Organizer for Snowboarding Activities**  
Meijigakuin University, Tokyo, Japan; December 1998 – March 1999  
Instructed students in the technical skill of snowboarding

**INTERESTS** Snowboarding, theater, and travel

**REFERENCES** Available upon request