

October 4, 2005

Ms. Janet Carmichael
ABC Food & Beverage Enterprises
1414 Iris Avenue
Irwindale, California 91000

Dear Ms. Carmichael:

As a member of the International Federation of Sales Professionals, you are aware of the increasing use of alternative sales channels for increasing revenues in the food and beverage industry. I am writing because I believe that my expertise in point of sale promotion and integrated marketing approaches would be of significant value to your organization.

As a student in the MBA program at the Peter F. Drucker and Masatoshi Ito School of Management at Claremont Graduate University, I have received thorough academic training in the development of vertical marketing approaches in a variety of industries. In addition, my previous experience and track record of success in the food and beverage industry would enable me to make an immediate contribution to your sales efforts. For example:

- In 2003, I increased sales and revenues at my family's wholesale food business by establishing a web-based ordering and home delivery program that was promoted in partnership with local retailers.
- In summer 2005, I created an integrated promotional strategy during my internship with the FlimFlam Potato Chip Company. By utilizing in-store coupon dispensers and increasing our print media exposure, we were able to increase sales reduce costs associated with frequent use of in-store visits by delivery and sales professionals.
- This semester, I am designing a marketing campaign for a local restaurant that has declining foot traffic and increased competition from the opening of local chains. By forming an informal marketing alliance with retailers facing similar threats, we have created a discount program to encourage residents to support local businesses and preserve the character of the downtown area.

I would like to schedule time with you to discuss how I can help you achieve your goals, including increasing sales, reducing costs and exploring innovative marketing partnerships designed to promote your products. I will follow up with you later this week to schedule a time when we can speak by telephone or in person.

Sincerely,

Jonathan Chin
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