

Business Communication Writing Business Messages

Working in groups, revise the following message based on concepts learned in chapter 5. Be prepared to share your results with the class.

McBRIDE DEPARTMENT STORES
781 Westchester Boulevard, Hartford, Connecticut 06108
Voice (203) 758-7733 Fax (203) 768-7703

February 21, 2005

Mr. Julian Zamakis
40106 Glastonbury Lane
Granby, CT 06035

Dear Mr. Zamakis:

Did you know that more than 35 percent of our employees are recent college graduates? As a retail chain with 47 stores in the New England states, we value those recent college graduates who accept entry-level professional positions each year. Just between you and me, I know it's tough applying for a new job, but this is a good time to approach us for work.

College graduates are placed on the sales floor by the sales management track, to give them experience with the handling of customers and the supervision of salesclerks. The first assignment is usually in a small department, but after two or three years' experience and satisfactory performance, the sales manager has an opportunity to be assigned to a substantially larger department. A sales manager's responsibilities include meeting sales quotas, setting up displays, and handling customer complaints.

After three to five years' experience and satisfactory performance, the assistant buyer has an opportunity to be promoted to a buyer position. The merchandising track places college graduates as assistant buyers, where they work closely with an experienced buyer, reviewing sales figures, formulating the buying plan and budget, and following up on the sales of the merchandise selected.

If upon graduation you wish to broach the subject in a formal assessment of your capabilities, we would be pleased to evaluate your potential employment with McBride Stores. By asking questions while you're still preparing for your professional career, you'll improve your chances of pursuing the career you want.

Sincerely,

Haley Middleton
Human Resources Manager

For more information go to www.newmaneducation.com