

This example shows a rather poor covering letter (letter of application). To be effective, the applicant would need to be more specific with the information provided. It is also important to pay attention to detail and make sure that spelling and grammar are correct.

Here the applicant's contact details (address, telephone number, Email, ...) are missing.

20th November 2007

KPMG
1-2 Dorset Rise
London
EC4Y 8EN

The introduction is not clear enough. It does not say what exact role the applicant is applying for. It doesn't say either where she found out about the job offer.

Dear Sir/Madam

The applicant uses a different company name here. It seems that she has taken parts from a letter she has written to another company before. She also gives flattering but not very informative reasons why she applies.

I am writing to apply for a graduate role in your organisation in order to develop a career in Finance.

She also gives flattering but not very informative reasons why she applies.

I want to work for Deloitte as it is a large, dynamic, multinational and forward thinking company with excellent benefits and training opportunities.

It is better not to write about things like benefits or extras as it could suggest that this is the main reason for applying.

I have always been interested in Business and Finance and having a strong aptitude for figures I feel I am ideally suited. I am motivated and organised with the ability to react to the challenges that your organisation will present. I wish to rise to these challenges and work hard to achieve results.

Here the full stop is missing.

I look forward to hearing from you

You should always use a formal ending like "Yours faithfully" or "Yours sincerely",

Kind regards

The reasons why the applicant is suitable for the job are not backed with evidence. Besides the letter doesn't give the impression that the applicant understands the criteria for the job.

Vanessa Thomas