

# MOST EFFECTIVE COVER LETTER

Omar Choudary  
4144 Fairview Rd.  
Mississauga, ON L5L 1T5

June 23, 2019

Ms. Valerie LeClerc, Recruiting Supervisor  
Human Resources  
Enterprise Holdings  
1467 Humber Drive, Unit 300  
Unionville, ON, L4T 2M1

Dear Ms. LeClerc,

With over 5 years of part-time experience in management and sales in a small family business, a degree in Management from the University of Toronto Mississauga and leadership experience on campus, I believe I possess the skill set you seek in a Management Trainee at Enterprise Rent-A-Car. Having spoken with you and visited the Enterprise Rent-A-Car website, I am very excited about how my outgoing, "do it" personality fits the hard-working, hands-on and fun work environment that Enterprise Holdings values.

My experience in helping run a family-owned import company has given me opportunities to manage many aspects of a small business. I have maintained sales and service relationships with our retail customers, contacted and met suppliers, initiated and maintained a computer network, hired and trained new sales and clerical staff, and launched two new product lines. I thrive on the demands of meeting tight deadlines and solving problems in order to ensure that the customer receives outstanding service and products.

While working over 15 hours per week at Lishkara Fabrics, I was still able to maintain strong academic performance and contribute on campus. In my role as Communications Director of the Student Management Association, I coordinated the work of a team of students, ensuring the quality of all written communication developed by the club while maintaining a style that fits the reader (catchy and cool for students, professional for external readers).

From my research, I understand that teamwork is key to the Enterprise Rent-A-Car philosophy. I have demonstrated strong teamwork skills at work and in group projects during my Management courses. Strong organizational skills tend to put me in the leadership role when a team is in the planning phase and then I move easily to the role of contributing member.

Thank you for your consideration. I believe that my management and customer service experience, combined with my energy and enthusiasm will enable me to work well with your Enterprise team. I look forward to discussing my qualifications at an interview and can be reached at (905) 278-8418 or omar.choudary@mail.utoronto.ca.

Sincerely,  
*Omar Choudary*

Omar captures his key qualifications for the job right from the start. He highlights his relevant academic program, business experience, skills and personality. His opening paragraph demonstrates his energy and enthusiasm for the job.

Omar's first paragraph *demonstrates* his initiative and work ethic. He has researched the website and spoken with a recruiter.

Omar prioritizes his assets by placing his business experience before his academics and extracurricular. While they are all important, Omar understands that for the Trainee position, his business experience and results have to shine.

Omar wrote a very effective cover letter in which he stresses his business experience and his dynamic personality. Both are essential to the Management Trainee position and to Enterprise's corporate culture.