

Business Packet

by Jasmine Dukes

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Jasmine Dukes
331 A Adams Ave.
Clarksdale, Ms 38614
662-313-9730
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April 24, 2012

Rachel Gordon
Associate Buyer
Century 25 Department Store
325 Palm Tree Lane
Los Angeles, CA 90001

Dear Rachel:

This letter confirms my decision to apply for your internship as an associate buyer. I am applying for the position during the summer of 2012. I have recently received my degree from Clark Atlanta University in fashion merchandising and would love to intern for you.

I would love to meet up with you to discuss this position. If you would like to contact me you can do so via email which is provided above or 6623139730

Thanks for your consideration

Sincerely,

Jasmine Dukes

Jasmine Dukes
331 A Adams Ave.
Clarksdale, Ms 38614
6623139730
Jbdukes24@gmail.com

Objective

Intern position for associate buyer

Education

Clark Atlanta University
Bachelor of Arts
Major: Fashion Merchandising
GPA:3.0

Experience

Stylist for various department stores
Tampa, Florida

Salon 689
Miami, Florida

References

Whitney Dawson
Miami, Florida
3055752324

Hanah Tims
Memphis, TN
9013338448

April 24, 2012

Jasmine Dukes
331 A Adams Ave
Clarksdale, Ms 38614
6623139730

Ms. Rachel Gordon
Associate Buyer
Century 25 Department Store
325 Palm Tree Lane
Los Angeles, CA 90001

Dear Ms. Gordon:

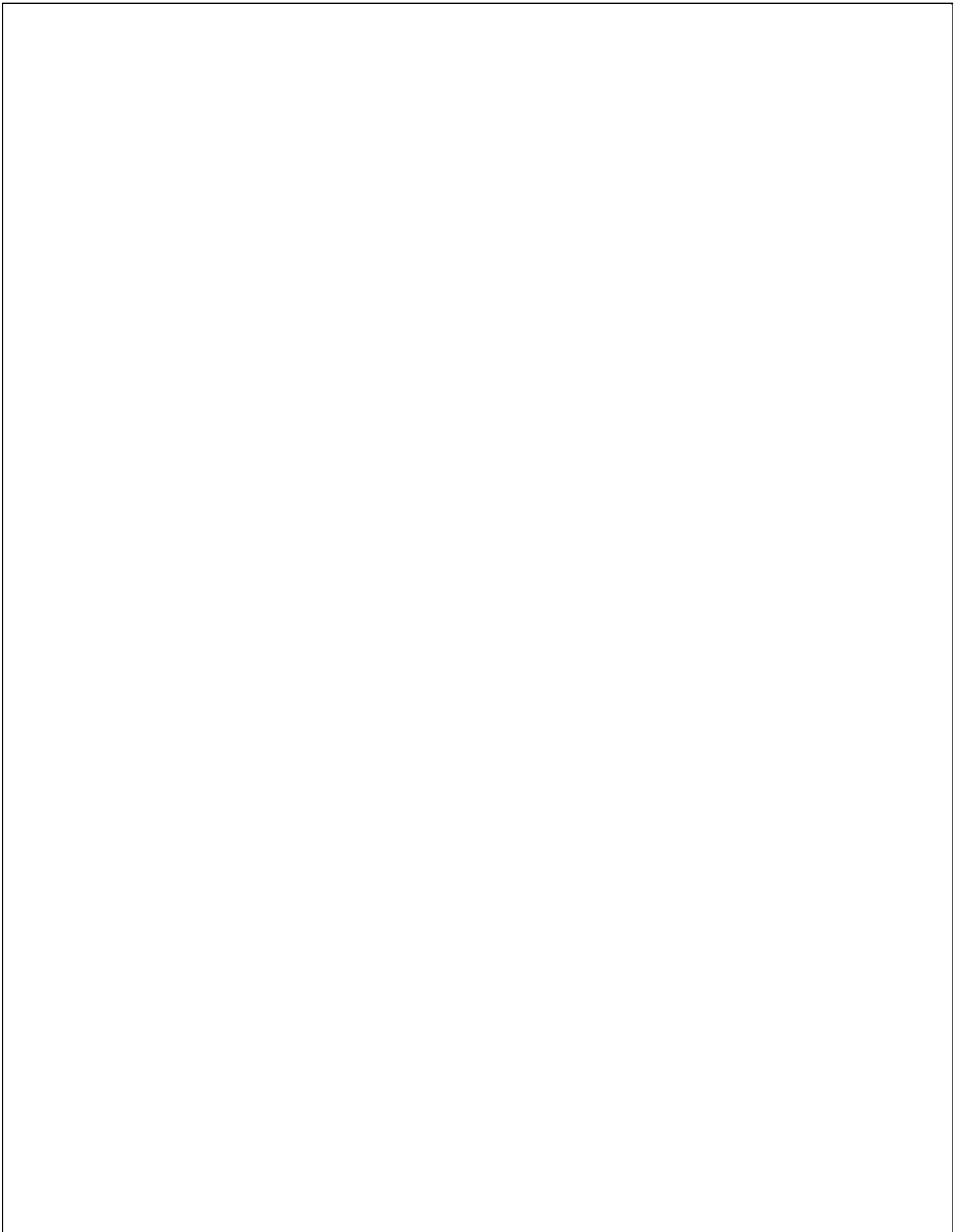
I would like to thank you for taking time out to consider my application. I appreciate having the opportunity to interview with you. It would be greatly respected to learn more about your company and to become hands on with everything.

I bring with me to the position an open mind and a will to work. In addition to my work ethic is my ability to communicate well with others and to motivate everyone around me.

I believe that I will be a great aspect to your company. Thank you for your time. I look forward to hearing from you soon about this position.

Best Regards,

Jasmine Dukes



GRADEMARK REPORT

FINAL GRADE

36 / 100

GENERAL COMMENTS

Ms. Dukes,


Thank you for your submission. You've done a good job of getting all 3 parts of this assignment in.


It doesn't, though, represent your best work. It reads as very apathetic, overall.

Essentially, the good parts of this packet do not outweigh the egregious.

Please let me know if you have any questions at all.

PAGE 1

 1. No NOT address a potential employer by the first name if you want to be considered for a position. Also, this packet is very bereft. It fails to demonstrate effective business writing, overall. It looks as if you did not even try to do this assignment well.

 2. Where is the discussion of your specific qualifications? You must sell your experience here to be considered.

PAGE 2

PAGE 3

PAGE 4

CONVENTIONS (25%)

2 / 5

EXCELLENT (5)	•Adheres to the rhetorical situation (formal business writing of a recent graduate) •Uses appropriate sentence structure, variety, and unity •Includes well-developed paragraphs •Spells, punctuates, and capitalizes correctly and consistently •Contains minimal or virtually no grammatical errors that distract from the meaning •Incorporates effective word choice and usage
GOOD (4)	Assignment is an example of business writing but may lack in a minor business expectation.
SATISFACTORY (3)	Assignment lacks two or more SPA expectations. Eg., doesn't signal a recent college graduate, lapses in formality (eg., comma after salutation, tone, vague references, word choice, coherence).
UNSATISFACTORY (2)	Assignment does not meet reader's expectations in most instances.
UNACCEPTABLE (1)	Assignment does not resemble a business packet.

ENGAGEMENT (20%)

1 / 5

EXCELLENT (5)	•Speaks knowledgeably and/or enthusiastically about qualifications •Shows that the writer is truly interested in being employed in this position •Incorporates relevant experience for the position •Connects support seamlessly to his/her own ideas •Comes to a satisfying end by including contact information
GOOD (4)	Minor errors in in connection or qualification expectations.
SATISFACTORY (3)	Acceptable experience. May not sell the specific qualifications.
UNSATISFACTORY (2)	Lacks in engagement/fails to link qualifications with specific position.
UNACCEPTABLE (1)	Fails to engage by not specifying position applied for or speak to qualifications. May also be missing a part of the packet.

DIRECTIONS (15%)

1 / 5

EXCELLENT (5)	• Provides the necessary contact information (for letters and resume) • Uses a clear template/format for the documents • Incorporates 1 inch margins rule all around (top, bottom, left, and right) • Produces a single spaced document • Types in Times New Roman 12 pt. font • Provides a total of 3documents to compose ONE packet
GOOD (4)	Assignment meets documents requirements but may lack in one minor requirement such as margins, business writing heading, etc
SATISFACTORY (3)	Assignment meets document requirements may be missing a major and minor business writing requirement such as heading and format.
UNSATISFACTORY (2)	Assignment does not meet document requirements, and contains major omissions such as spacing, and proofreading/spell check.
UNACCEPTABLE (1)	Document does not follow assignment instructions.

LANGUAGE (25%)

2 / 5

EXCELLENT (5)	Style, tone, and expression appropriate for business writing; diction well chosen; syntax and mechanics virtually error-free. Call pile.
GOOD (4)	Style and tone suitable for business writing; syntax and mechanics have minor errors; diction appropriate in most instances. May get a call pile.
SATISFACTORY (3)	Style and tone fall short of business standards; distracting usage, diction, and mechanical errors. Do not call pile.
UNSATISFACTORY (2)	Little resemblance to business writing in most respects. Do not call pile.
UNACCEPTABLE (1)	Frequent errors inhibit clarity and meaning. Do not call pile.

FOCUS (15%)

3 / 5

EXCELLENT (5)	<ul style="list-style-type: none"> • Includes a clear beginning that draws the reader into the letter. • Presents ideas that are easy to follow • Uses transitions between paragraphs in letter, establishes a clear format for resume, and shows appreciation for the interview. • Flows smoothly from one idea to the next
GOOD (4)	Introduction may be clear but document may stray somewhat from the packet's purpose. Position connects; supporting paragraphs may need to be more development. Conclusion present.
SATISFACTORY (3)	Introduction lacks specificity and connection; position present; qualifications may not speak to position. Conclusion present but may not end effectively.
UNSATISFACTORY (2)	Introduction fails to properly signal position or advertisement. Qualifications irrelevant. Underdeveloped conclusion.
UNACCEPTABLE (1)	No achievement in any of the focus criteria.