

1.1 THE APPEARANCE OF A BUSINESS LETTER

There are certain standards of style and format that are generally followed for business letter:

1. Use plain paper ($8\frac{1}{2}'' \times 11''$). This is the standard size of a4paper.
2. Type your letter if possible (single spaced, leaving an extra line between paragraphs, the usual font size should be 12, though you could use 11 or even 10 if doing so would help you keep the letter to one page).
3. Center your letter on the page with equal margins, usually one inch, on all sides.
4. Use only one side of the paper. If you need a second page, leave a one inch margin at the bottom of the first page and carry over at least two lines onto the second.
5. Use serif font that that looks professional (such as Times New Roman) rather than type-written (such as Courier)
6. Laser print your letter on high quality bond paper. Do not use colour other than white, off-white, or ivory.
7. Otherwise, neatly write the letter by hand, using black or blue ink. Avoid cross-outs, erasures, inkblots or other careless marks. Check for typing errors and misspelling.

1.2 THE PARTS OF A BUSINESS LETTER

A business letter consists of the following essential parts:

1. (i) The heading
2. (ii) Date
3. (iii) Reference
4. (iv) The inside address
5. (v) The salutation
6. (vi) Subject line
7. (vii) The body of the letter
8. (viii) Complementary close
9. (ix) Signatures
10. (x) Enclosures
11. (xi) Copies

The arrangement of these parts depend on the format or style used to write a letter. Some parts should be placed on the left, right or at the center of the letter. However, the indentation of the paragraphs depends on the style or format used. Also some parts like reference, enclosures and copies are optional in some letters.

1. The heading

This is the first part of a business letter which consists of the postal address of the writer, city or region, and ZIP code. The heading should appear either at the left or right hand margin, depending on the style chosen. The following are different forms of heading that are correct and in general use:

- (a) When using the address of a company or organization you work.

Rana Telecom Company
P.O.Box 1989
Arusha

- (b) When using your own address.

P.O.Box 1989
Sakina Street
Arusha

- (c) When using the address of another person.

c/o Steven Wilson
P.O.Box 111111
12 Old Farm Road
Burka Street
Arusha

- (d) When using the address of a person in a company or organization.

c/o Steven Wilson,
Cleaner Planet Community,
P.O.Box 111111
12 Old Farm Road
Burka Street
Arusha

In modern times most of the companies or organizations use papers with a letter-head that contains the logo, firm or organization name, motto or statement of business philosophy, postal address, telephone number, telefax and/or fax number, email address, web address and street location. Although logos are usually placed should at the center, they can be set flush left hand or flush right at the top of the page.

2. Date

Every business letter must have a date. It should appear just below the heading; either on the left or right-hand margin, depending on the chosen style. The following are the most widely used methods of writing dates:

- November 10, 1975.
- 12th November, 1975
- 12 November 1975
- 12 Nov. 1975

- 12/11/1975

For computer use the International Standards Organization (ISO) recommends writing the date all numeric form, with the year first, followed by the month and date as 1975-06-12 or 19750612.

3. The reference

This is optional part in most business letters. It helps in tracing the relevant file. It is placed above the inside address and below the date. The most common style of writing references involves capitals of the initials of the one who dictates (company or organization) and the one who types. Others add file numbers or contract numbers. Consider the following examples: JB Pmm

- Our Ref. No: ATC/CONT. ED
- Your Ref. No: ATC/PCB/2/94
- ATC/ RE/CQ/ 4(1)

4. The inside address

The inside address indicates the name and address of the person or organization you are writing to. If you are writing to a specific person, use a courtesy title (such as Mr., Ms., Mrs., or Miss.) or a professional title (such as Dr. or Professor) in front of the persons name after the persons name, include the persons business or job title (Managing Director or Admission officer) followed by the name and address of the organization. All the following samples of inside address are correct and in general use:

- (a) To a specific individual in an organization or company.
Mr. Kan Kazamani
Swala Telecom Company
P. O. Box 000
123 Mafia Road
Arusha
- (b) To a specific individual in an organization or company, giving his/her title or position. Mrs. Kan Vitunguu
Assistant General Manager
Rana Construction Company Ltd
P. O. Box 0000
Arusha
- (c) To an anonymous official in an organization or company
Managing Director
Tanzania Publishers Service Ltd
P. O. Box 0001
Chiyoda, Buguruni Road
Arusha, Tanzania
- (d) To an organization or company, to be opened by everyone.
Mikumi University Press
P. O. Box 120
Shekilango Road
Dar es Salaam, Tanzania

5. The salutation

The salutation is your greeting. If you are writing to a specific person, begin with Dear, followed by a courtesy title (such as Mr., Mrs., or Ms.) or a professional title (such as Dr., or Prof.) in front of the person's name.

If you don't have the name of a specific person, you can use a general salutation Dear Sir, Dear Madam, Dear Sir/Madam, Ladies and Gentlemen. The greeting "To Whom It May Concern" is still used sometimes, but is rather stiff, use it only as a last resort. You can also use a department or a position title, with or without the word Dear (such as The Rector, The Archbishop, The Manager). End the salutation with a colon (:).

6. The subject line

A subject or reference line shows the subject matter of the letter; and thus helps the reader to know exactly at very first sight, what the letter is about. It should be typed in capital letters, a space below salutation.

It should be placed after the salutation above the body of the letter and in the middle of the page, it is either capitalized or underlined in some ways. It should have just a few words as possible. Consider the following examples;

**TRANSFERRING OF DATA FROM OLD SYSTEM INTO NEW SYSTEM
APPLICATION FOR A JOB OF ELECTRICAL ENGINEERING
APPOINTMENT FOR DISTRICT EXECUTIVE DIRECTOR**

7. The body of the letter

The body of the letter consists of the main message or information. The body of the business can be divided into a number of paragraphs.

The opening paragraph should introduce the subject matter, and if it is a reply, it should contain reference to previous correspondence. The opening paragraph should have the way for what is to follow. Write as you would talk, choosing a friendly, conversational tone. Consider the following examples:

- I am writing this letter to apologize to.....
- Thank you for.....
- Let me take this opportunity to.....
- Consider me as an applicant for.....

In the subsequent paragraphs different aspects of the subject matter are dealt with. They contain statements of the specific purpose of the letter.

In a closing paragraph make sure you leave the reader with a clear-cut thought or idea, which should lead to whatever action or response is desired. End with a direct statement. Let your concluding sentences mean something to the reader.

- Thank you, we appreciate your generous cooperation.
- Please confirm the delivery address and the payment schedule you wish to follow
- Feel free to call us if you have any question or need more information.
- I am available for interview at your convenience.

Avoid the use of sympathetic, stale, or worn out phrases such as;

- Looking forward to hearing from you.
- Thanking you in advance.
- Expecting to receive your order.

8. Complimentary close

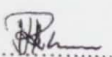
It is a polite, formal way to end a letter. The complimentary close must be followed by a comma (,). It must also match with the salutation as follows in both American English (AmE) and British English (BrE) respectively;

Salutation	British English	American English
Dear Sir, Dear Madam, Dear Dear Sir/madam	Yours faithfully	Very truly yours, Yours very truly
Mr..., Mrs..., Miss...,	Yours sincerely	Sincerely yours, sincerely, yours

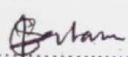
9. Signatures

Normally the signature consists of three parts; the signature of the writer (hand written), the name and designation of person signing. Letter-writers name and job title are printed below the signature for clarity. For example;

- Yours sincerely,


.....
Nasra Ramadhani

- Yours faithfully,


.....
Chan Salamu
Managing Director

10. Enclosures

When something is enclosed with the letter such as a bill, cheque, copies of certificates, curriculum vitae (CV), or copy of another letter attention should be called to it writing "Enclosure" or "Enclosures" abbreviated as "Encl" or "Encls" on the left hand bottom corner of the letter. For example;

- Encls - Copy of birth certificate
- Copy of Certificate of Secondary Education (CSE)
- Copy of Advanced Certificate of Secondary Education (ACSE)
- Curriculum Vitae (CV)

11. Copies

Copies abbreviated as "cc" can be written on the left hand corner below enclosures when the writer sends copies to others to let them know what is going on. It is a list of people to whom you are sending copies.

Note: "cc" originally stood for carbon copy. Since carbon paper is rarely used now, cc has come to be known as courtesy copy.

- Cc: - Human Resource Officer
- Head of department

1.3 WRITING STYLES USED FOR BUSINESS LETTERS

1. Full Blocked Style

This is the style that is widely used and highly acceptable. It is known as American style. Earlier, the indented format was used for business letters, but as the result of word processing, the "full blocked" format is the most commonly used one now, as it saves time setting up tabs and indents and the letter looks more neat and tidy. It has the following characteristics;

- Every typed entries including the heading, date, inside address, salutation, subject line, the body, complimentary close and signatures begin at the left-hand margin, forming line down the page. The subject line can be omitted.
- Paragraphs are not indented.
- No punctuation marks on the heading, date and inside address.
- Use colon after the salutation.
- The complimentary close is followed by a comma.

Figure of Full Blocked Format/Style

The diagram illustrates the Full Blocked Format/Style for a business letter. It consists of a rectangular box containing nine numbered lines, each starting with a dotted line on the left margin. The lines are numbered as follows: 1. (Heading), 2. (Date), 3. (Inside address), 4. (Salutation), 5. (Subject line), 6. (Body), 7. (Body), 8. (Complimentary close), and 9. (Signature). The lines are evenly spaced and aligned to the left margin.

2. Modified Block Style

This is similar to the full blocked style. It is also known as semi-block style. It has the following characteristics:

- The heading, date, complimentary close and signature are aligned along an imaginary line just to the right of the center of the page.
- The other parts of the letter begin at the left hand margin.
- The opening line of each paragraph can be indented five spaces.
- No punctuation marks on the heading and inside address.
- Use colon after the salutation.
- The complimentary close is followed by a comma.

Figure of Modified Block Format/Style

The diagram illustrates the Modified Block Format/Style for a letter. It consists of a rectangular box containing nine numbered lines, each with a dotted line extending to the right margin. The lines are numbered as follows:

1. Heading (top right)
2. Date (top right)
3. Salutation (left margin)
4. Inside address (left margin)
5. Complimentary close (left margin)
6. Signature (left margin)
7. Body of the letter (left margin)
8. Complimentary close (right margin)
9. Signature (right margin)

3. Full Indented Style

This style has become old fashioned and is being replaced by other styles. This style is found cumbersome because of its numerous indentations. It has the following characteristics;

- Each succeeding line in the heading and inside address is indented three (3) spaces to the right.
- Body paragraphs are five (5) spaces indented.
- The date should start below the heading at the same vertical alignment as the first line of the heading.
- Heading and date should be placed on the right-hand margin while the inside address and salutation should be placed at the left-hand margin below the date to bring a balance on the paper.
- Salutation should appear at the same vertical alignment as the first line of the inside address.
- Complimentary close and signature should appear at the right hand-hand margin.

Figure of Full Indented Format/Style

.....,
.....1.....,
.....
.....2.....
.....3.....
.....,
.....4.....,
.....
.....5.....:
.....6.....
.....7.....
.....
.....
.....
.....
.....8.....,
.....
.....9.....

4. Semi-indented style

This is a modified version of the fully indented style. This style provides a neat and compact look because of the block form of heading and inside address. It has the following characteristics;

- The heading and inside address do not have any indentation as in a blocked form.
- The body of the letter paragraphs are few spaces indented.
- Complimentary close and signature are typed evenly across the center of the typed line.

Figure of Semi-indented Format/Style

The diagram illustrates the semi-indented format for a letter. It is enclosed in a rectangular box. The layout is as follows:

- Line 1: Salutation (e.g., "Dear Sir,")
- Line 2: Inside address (e.g., "Mr. A. B. C.")
- Line 3: Opening (e.g., "I am writing to you regarding...")
- Line 4: First paragraph of the body (indented)
- Line 5: Second paragraph of the body (indented)
- Line 6: Third paragraph of the body (indented)
- Line 7: Fourth paragraph of the body (indented)
- Line 8: Complimentary close (e.g., "Yours faithfully,")
- Line 9: Signature (e.g., "A. B. C.")

1.4 TYPES OF BUSINESS LETTERS

1. LETTER OF APPLICATION

The purpose of an application letter is to provide a possible employer or a selection committee with information that will convince them that you are a good candidate for a position. The position you are applying to may be a membership in an organization, a scholarship, a job, or a similar type of position. Remember the following points when you write a letter of application:

- (a) Identify the job or position you are applying for. Tell how you have heard about it.
- (b) Depending on the position, you might include;
 - Academic qualifications.
 - Age, gender and marital status.
 - Experience; or your activities, awards, and honors.
 - Personal qualities or characteristics that make you a good choice for the position.
 - The date and time you are available.
- (c) Offer to provide references. Your references should include two or three responsible adults who have agreed to recommend you. Be prepared to supply their addresses and phone numbers.

RAMIA

A sample of an application letter

Agape Society
P. O. Box 1989
Sumbawanga

August 13, 198

Managing director
XYZ Power Machine Tools
P. O. Box 82301
89 Mkwajuni Street
Dar es Salaam

Dear Sir/Madam:

APPLICATION FOR A POSITION OF MECHANICAL ENGINEER

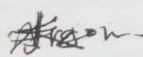
Please consider me an applicant for the mechanic position as advertised on Daily News of August 10, 1989.

I am a recent graduate of university of Dar es Salaam. My course of study included mechanical and electrical engineering. I had experience with most types of modern mechanical equipment. Last year I worked at Coca cola Kwanza plant, repairing all types of machinery from production machines to car engines.

I will be glad to supply you with names of references who can tell you about my qualifications for this position.

I am available for a personal interview at your convenience.

Yours faithfully,


Juma Argon

2. REQUEST OR ORDER LETTER

A request letter asks information about a product or service or to request sample materials. For example you might write a college to request for a course catalogue, or a body of tourism for a list of tourist attractions sites in Tanzania and their location.

An order letter is a special kind of a request letter that is written to order merchandise that is listed in a catalog when you don't have a printed order form. An incomplete and vague order is a great source of inconvenience entailing delay and annoying correspondence. Be exact and specific in your order so that it may be promptly executed. When you are writing a request or order letter, remember the following points:

- (a) State your request clearly.

- (b) If you are asking for something to be sent to you, enclose a self-addressed, stamped envelope.
- (c) For a special request, make sure your request is reasonable and that is submitted well in advance.
- (d) If you are ordering something, include all important details such as the size, colour, brand name, price, or any other specific information. Include the information about the magazine or paper in which you saw the item advertised. Compute correctly if there are costs involved, including any necessary sales tax or shipping charges.

A sample of a request letter

Ujamaa Village,
P. O. Box 6900,
Tarime.

July 24, 2014.

Admission Officer,
Arusha Technical College,
P. O. Box 296,
Arusha.

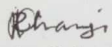
Dear Sir/Madam:

REQUEST FOR ADMISSION CATALOGUE

I finished Certificate of Secondary Education (CSE) at Kivukoni Secondary School this year and performed well in science subjects. I am interested in applying for admission at your college.

I wish to specialize in electrical engineering and I would like to know more about the courses you offer in this field. Please send me your general catalogue and any additional literature you have on admission to electrical engineering programs.

Yours faithfully,


Raja Cahndi.

3. THE COMPLAINT OR ADJUSTMENT LETTER

A complaint or adjustment letter is written to point out errors that require attention and correction. When you are writing a complaint or adjustment letter, follow these suggestions;

- (a) Register your complaint as soon as possible.
- (b) Explain exactly what is wrong. Necessary information might include;
 - What product or service you ordered or expected.
 - Why you are not satisfied (damaged goods, incorrect merchandise, bad service)
 - How you were affected (loss of time, money or customers)
 - What you want the company or organization to do about it.
 - Keep the tone of your letter calm and correct.

A sample of a complaint letter

ABC Electrical Company Limited,
P. O. Box 11111,
Mikocheni street,
Dar es Salaam.

July 19, 2016.

Customer Service Dept,
XYZ Trading Company,
Msimbazi Street- Kariakoo,
Dar es Salaam.

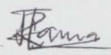
Dear Mr. Chan Kan:

MISSING ELECTRICAL APPLIANCES

On July 17, 2016, we sent an order that included requests for several electrical appliances, including . When the package arrived, we found that . were missing from the package.

I assume that this was merely an oversight and would appreciate your sending the .. as soon as possible.

Yours sincerely,


Jamal Kassim

4. APPRECIATION OR COMMENDATION LETTER

An appreciation or commendation letter compliments or expresses appreciation to a per-

son, a group, or an organization. For example, you might write to a company to tell how you liked the quality of their products and encouraging them to keep it. When you are writing, state exactly why you are pleased.

A sample of an appreciation letter

Arusha Technical College,
P. O. Box 296,
Arusha.

9 August 2016.

Managing Director,
ABC Chemical Company Ltd.,
P. O. Box 2111111,
Sokoine road 123B,
Arusha.

Dear Sir/Madam:

APPRECIATION FOR GOOD SERVICES

I would like to thank you on the behalf of Arusha Technical College (ATC) for the supply of standard laboratory chemicals and apparatus for the academic year 2015/2016.

Most of the teachers and students appreciated the quality of the chemical samples as they give the best results in their experiments. I am sure that through these experiments that our students will perform better in workplace environment.

Your faithfully,


Jackson Chan
Head of Department
Laboratory Sciences Department
Arusha Technical college

5. INTRODUCTION LETTER

An introduction letter is written to introduce a person or a business to an organiza-

tion. When you are writing an introduction letter, remember the following points;

- (a) State clearly the name of the person and his/her position.
- (b) What abilities or qualities the person introduced is known to possess.
- (c) State clearly the agreed duties and responsibilities a person is going to perform to make it legally liable.
- (d) Also an introduction letter should be carefully worded.

A sample of an introduction letter

ABC Trading Company Limited,
P. O. Box 11111,
Mikocheni street,
Dar es Salaam.

August 26, 2016.

Customer Service Dept.,
XYZ Trading Company,
Msimbazi Street- Kariakoo,
Dar es Salaam.

Dear Mr. Chan Kan:

INTRODUCTION LETTER

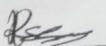
Please let me take this opportunity to introduce myself as the newly appointed sales agent for ABC Trading Company. As I joined the company recently I went through our records to find that you are one of our most valuable customers.

As an initiative to a growing business relationship that will benefit both of us, I will be pleased to visit you in your office at your convenience in order to understand about your company to enable me to provide you with a better service. I could also introduce our new products to you.

I wish to call in your office, want to make the appointment, as am looking forward to meeting you personally.

Thanking You,

Yours sincerely,


Juma kassim

6. ACKNOWLEDGEMENT LETTER

Acknowledgement of goods and services should be promptly made. It is the first and

foremost responsibility of a good organization. It helps in creating goodwill, confidence, cordiality and abiding business relations.

An acknowledgement letter in response to an order of goods should have conversational and personal touch and warmth. It should terminate with a sincere note of thanks for proving you an opportunity to serve customers.

A sample of an acknowledgement letter

Agape Tanzanian Society
P.O.Box 40588,
254 Sakina street,
Arusha,
Tanzania.

1st September, 2016.

Dr. Denise Alphonso,
Managing Director,
Global Fund,
2346 Charles St.,
Lexington, KY 40543-1989,
U.S.A.

Dear Dr. Denise Alphonso:

RECEIVING FUND FOR THE MAASAI EMPOWERMENT PROJECT

We acknowledge that we received USD 50000 from Global Fund for the implementation of the Maasai Women Empowerment Project in Monduli district in Arusha region

Donation receipt along with the report of the implementation of the project will be sent to your postal address. Thank you once again on the behalf of the organization for your support and commitment on helping Tanzanian women to empower themselves economically

In case of any information feel free to contact us.

Your sincerely,



Saitoti Saitoti
Chairperson
Agape Tanzanian Society

2 CURRICULUM VITAE (CV)

The origin of the word curriculum vitae is Latin which means the course of one's life or career. The simplest definition of the word curriculum vitae commonly referred to CV, Vita, or Vitae, is a detailed description of one's educational and work history. A CV summarizes who you are, what you have learned, and what you have accomplished. As such, a CV includes detailed information regarding one's educational background, work experience, skills, achievements and other qualifications that gives a potential employer a positive qualifications.

The term resume and bio-data are also used for curriculum vitae. Pauley and Riordan define resume as a one-page (sometimes two-page) document that summarizes your skills, work experiences and qualifications for a position in your field. A resume focuses more on work experience and skills, though education and academic honours are included as well. A CV tends to be longer than a resume. When you apply for a job, it is common to submit a resume/CV along with your letter of application.

In modern competitive world, CV/ resume writing has become an art. A CV should be carefully written and presented to ensure that you have the best chance of getting what you want. It is not an autobiography. Simply writing down a list of everything and everything you know will not guarantee you getting a job. Design your CV to fit the particular job.

2.1 TIPS FOR DESIGNING A PRINTABLE CV/RESUME

The following are some of the tips for designing a good CV that can be printed using a computer's printer.

1. Design each CV/ resume to fit the particular job you are applying for.
2. The information in a CV/resume should be displayed in categories identified by headings.
3. Limit font size to 10-12 for the body of the text and to 14 for headings.
4. Use boldface type, underlining, highlighting and indentations to make your CV more readable. For example, the headings can be put in bold faces to give them more weight and thus visual prominence.
5. Be specific use numbers, dates and names.
6. Do not use more than one font size styles on a page. With contemporary word processors, choose a font that is used in typesetting such as Times New Roman or Garamond to make your CV looks more professional.
7. First present the information that is the most impressive and/ or important to the job you are applying for. This guideline will help you determine whether to put experience or education first.
8. Use everyday language and short, concise phrases. The use of jargons should be avoided.
9. Avoid using different colours and special effects to decorate the CV.
10. Leave at least one inch margin on all sides of the page.

2.2 CONTENTS OF A RESUME/CV

The following are the essential contents of a resume/CV;

1. Personal details

It includes name, address, telephone number(s), e-mail address, date of birth, marital status, and nationality. Employers might also appreciate a fax number if you have one.

2. Job objective

It includes the type of position you want and type of organization you want to work for. Describe the type and level of position you are seeking and the industry or area you would like to be employed. It shows that your career objective correspond with the position offered by your potential employer. It is often a part of a resume that can be omitted without sacrificing much.

3. Skills summary

It includes key qualities and skills you bring to a position listed with supporting details. Some of skills can be acquired by working outside your area of specialization. For example, through study or travel you may be fluent in speaking, writing, and reading one or more foreign languages. Here are some skill areas that you might consider for your own CV/ resume:

- Communication
- Organization
- Computer (Language, systems)
- Sales, marketing, public relations.
- Management (people, money, other resources)
- Problem solving
- Working with people, counseling, teaching

4. Work experience

It includes positions you have held (when and when), specific duties and accomplishments. This section can include full-time jobs, part-time jobs, internships, research or teaching assistantship, and industrial practical training. Employers may not be interested in the number of years that you have worked or the prestige of your jobs but on the skills and personal attributes your work experience has given you. Describing specific tasks you did in each job will show what skills you have acquired.

5. Educational qualification

It includes educational certificates, degrees, special training and special projects (where and when). Start with the most recent qualification. Don't forget the name of the school, college or university with the awards as well as the year. If your GPA is admirable you may list it as well.

6. Other experiences

It includes volunteer works, awards, achievements, hobbies, extracurricular activities (related to your job objective). In this section, you can list scholarships and academic awards if you have not already listed them with your educational history.

7. References

These include any responsible adults who can provide information about your quality of

work, your skills, and your personal traits when is needed. You can list their names, positions or job titles, addresses, telephone number(s), and email addresses on your CV/resume when they are needed. Or you can simply "References available upon your request" if not mentioned to be included on your CV/resume.

2.3 TYPES OF CVs/ RESUMES

There are different types of CVs/ resumes depending on their format and functions they serve. It is essential to keep their characteristics in mind before choosing any of these. The following are the common types of CVs/ resumes:

1. Chronological CV

This is also called the traditional format of CV. The information required on a CV is usually arranged in chronological order showing ones career progression and growth over time. For this type of CV, list your educational qualifications and experiences starting with your current or most recent one and moving back in time. The information moves from the beginning of ones career to the present situation. The CV is easy to read and most of the employers are accustomed to it.

It is advised to have this kind of CV, if:

- You have a continuous career history with continuation in the same area.
- There are no major gaps in your career growth.
- Your responsibilities have increased with each in your career change.
- The job advertisement specifies this kind of CV.

A Sample of Chronological CV

(a) Personal Data

Name: Adda Oggy
 Date of Birth: 12nd December, 1990
 Marital Status: Single
 Nationality: Tanzanian
 Address P.O.Box 20111,
 Arusha,
 Tanzania.
 Phone: (+255) 995 692 962
 Email: aaaj@gmail.com

(b) Job Objective

Full-time Assistant Lecturer in Business Management

(c) Education Qualification

2010 to 2013	University of Dar es Salaam	Masters of Business Administration
2007 to 2010	University of Dar es Salaam	Bachelor of Business Administration
2005 to 2007	Ilboru Secondary School	Advanced Certificate of Secondary Education
2001 to 2004	Ilboru Secondary School	Certificate of Secondary Education

(d) Work Experience

August 2015 still up to date	Mwanza Institute of Management	Teaching Business Management to bachelor students
January 2004 to June 2015	Mtwara Teachers College	Teaching Entrepreneurship to bachelor students
February 2013 to January 2014	Arusha Technical College	Teaching Business Management to diploma students

(e) Skills Summary

- Ability to use standard business software and application include: Ms Excel, QuickBooks Pro, HTML
- Excellent organizational skills
- Ability to organize personal work priorities
- Fluent in English and Kiswahili, both oral and written

(f) Extra curricula activities

- Peer tutoring
- Religious activities and group discussion
- Member of Tanzania Business Club

(g) Hobbies

- Playing piano
- Reading
- Football

(h) References

Dr. Judith Antonya,
Managing Director,
Tecumseh Machine Tools,
P.O. Box 19999,
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Phone: (+255) 995 692 962
Email: aaaj@gmail.com

Miss Micah Glenda,
Human Resource Officer
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2. Functional CV

This type of CV organizes one's experience based on the functions performed or skills developed from a number of positions held. It focuses on what you have done rather than when and where; i.e. it describes your strengths and suitability for the job you are applying for. Educational history usually comes at the end of CV.

A Sample of Functional CV

(a) Personal Data

Name: Adda Oggy
 Date of Birth: 12nd December, 1990
 Marital Status: Single
 Nationality: Tanzanian
 Address: P.O.Box 20111,
 Arusha,
 Tanzania.
 Phone: (+255) 995 692 962
 Email: aaaj@gmail.com

(b) Job Objective

Part-time Quality Assurance Assistant

(c) Skills Summary

Lab skills: Familiar with procedures for taking fruit samples, pureeing them, checking for foreign objects and testing sugar content
 Lab skills: Familiar with flavour addition, packaging and preservation of soft drinks.

(d) Work Experience

January 2010 to July 2010: Abuelo Soft Drinks Company
 Worked in quality control testing fruits to make sure they meet company standards.
 January 2011 to July 2011: Arusha Tropical Research Institute
 Worked in quality control unit dealing with planting, harvesting, companion planting and fertilizing of tropical fruits

(e) Education Qualifications

2010 to 2013	University of Dar es Salaam	Bachelor of Laboratory Science and Technology
2007 to 2010	Arusha Technical College	Diploma of Laboratory Science and Technology
2005 to 2007	Ilboru Secondary School	Advanced Certificate of Secondary Education
2001 to 2004	Ilboru Secondary School	Certificate of Secondary Education

(f) References

Dr. Marry Wellstin,
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Teacher,
Mlimani High School,
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Kigoma.
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3. Hybrid CV

It is a combination of both chronological as well as Functional CV. It includes your educational qualifications, experiences, accomplishments and skills. You can use it when each position or job has a unique responsibilities and when a shorter type of CV would not be sufficient.

It tends to be longer than both chronological and functional CV. It is also repetitive.

A Sample of Hybrid CV

(a) Personal Data

Name: Adda Oggy

Date of Birth: 12nd December, 1990

Marital Status: Single

Nationality: Tanzanian

Address P.O.Box 20111,

Arusha,

Tanzania.

Phone: (+255) 995 692 962

Email: aaaj@gmail.com

(b) Job Objective

Strategic Marketing Manager

looking for marketing manager position where I can help the company to grow locally and internationally:

- Proven ability to create and articulate a compelling marketing strategic vision
- Experience in marketing research, familiar with financial principles
- Detail oriented with skills commonly needed in an office environment
- Very unique ability to see what needs to be done and inspire people to have it done
- Proven expertise in organizing, leading and managing people
- Well organized individual with ability to solve problems accurately

(c) Work Experiences

Marketing Manager -Swala High Tech Company - 2009 to 2013

- Identified new opportunities that strategically changed the direction of the company
- Brought sales representatives and distributors from Kenya, Rwanda and Congo
- Designed and developed files and newsletters for fund raising
- Created marketing collateral, data sheets, new web site and managed trade shows and the press

Salesperson - XYZ Telecom Company - 2007 to 2009

- Managing pricing, forecasting, and product launches
- Created strategic plan that helped sales and operation revenue grow 20 percent annually
- Processed sales and assisted customers with located materials
- Maintained accurate inventory records in computerized database

(d) Extracurricular activities

- Vice President, Future Business Leaders of Africa
- President, Tanzania Business Consultants Society
- Member of Arusha English Club

(e) Hobbies

- International relations
- Government systems
- Mountain biking
- Rock climbing

(f) References

Dr. Judith Antonya,
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Tecumch Machine Tools,
P.O.Box 19999,
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Email: akigoma@gmail.com

2.4 WRITING A COVER LETTER

A cover letter is a formal letter in which the writer asks to be considered for a given job that has not been officially advertised or announced. Sometimes you may be sending a CV/resume in response to a telephonic or face to face conversation you had with the concerned person. In such a case, the cover letter may be included when sending your CV/ resume. A cover letter is written to draw reader's attention to the CV/resume and to elaborate on some of the facts listed on it. It should be impressive and relates to position you are applying for. A cover letter has all parts of business letter and the most commonly used format/style for a cover letter is the "Full Block" format

A Sample of Cover Letter

c/o Steven Wilson
Cleaner Planet Community
P.O.Box 111111
12 Old Farm Road
Burka Street
Arusha

September 19, 2016

Human Resource Officer
Swala Beverage Company
P.O.Box 23104
Old Korogwe Road
Amani Street
Korogwe, Tanga

Dear Sir:

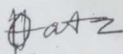
APPLICATION FOR ASSISTANT QUALITY ASSURANCE OFFICER POST

I recently talked with Mr. Sieera Mahafy in the quality assurance office about job position at your company. He told me about the Assistant Quality Assurance position and gave me a job description.

I am a graduate from Arusha Technical College. My course of study was diploma of Laboratory Science and Technology. I spent six months carrying quality control laboratory tests at Coca Cola Plant in Dar es Salaam and another six months carrying out laboratory tests on tropical fruits at Selian Research Institute in Arusha.

I believe that my experiences qualify me. I would be available for personal interview at the time of your convenience. Thank you for considering my application.

Yours faithfully,



Ortiz Hart

3 MEMORANDUM

A memorandum commonly known as a memo, is a brief written message sent from one person to another person or to a group of people, usually in the same company or organization to transmit ideas, decisions, announcements, or suggestions. Many institutions have special memo envelopes designed for routing memos from one office or department to another. It usually focuses on information necessary for the completion of a particular task or project.

A memo can vary in length from a sentence to a four or five pages report. It can be delivered in person, dropped in a mailbox or sent via e-mail.

Memos are written to create a flow of information within a company or organization. Memo in government agencies, on the other hand, might become part of a paper trail that has legal or historical implications.

Memos are written for various reasons such as:

- To make request or enquiry *Ma'af*
- To supply information
- To confirm arrangements following discussion
- To ask for comments or suggestions
- To explain or clarify a situation or instruction
- To inform of a new policy or procedure
- To make announcements of general interests
- To record and remind others of decisions made in a meeting or conversation
- To answer questions

3.1 TIPS FOR WRITING A MEMORANDUM

The following are some guidelines for some guidelines for writing a memo:

- Write memos only when necessary, and only to those who need.
- The language should be clearly understood by all. Avoid idioms and slang.
- Normally, a memo has only one subject: if you have two topics to write about; use two memos.
- It should be concise and not contain *any* necessary details. Get to the point;
 1. State the subject
 2. Give necessary details
 3. State the course of action or the response you want.

3.2 COMPONENTS OF A MEMORANDUM

The writing style of a memo tends to be less formal than a business letter. Memos differ from business letters in that they have no salutation, no complimentary close, and generally no signature. A memo uses block format in which each element begins at the left hand margin. A memo should be logically structured as it provides a permanent record for retention and circulation. An effective memo has the following elements:

1. Memo header

The memo header indicates who the reader is, who the sender is, the date, and what the memo is about. It should be written as follows:

- To (name of the recipient)
- From (name of the sender and designation)
- Date
- Subject (serves as a title which briefly describes the content). It clarifies the memo's purposes.

2. Memo body

The body of a memo is very much like the body of a letter. The message is set out in paragraphs as in a letter and should be brief. Include all necessary details and desired response. It is appropriate to use technical terms when you and the reader have the same frame of reference.

3. Enclosures

They are abbreviated as Encl for Enclosure or Encls for Enclosures on the left hand bottom corner of the memo. They indicate accompanying documents (if any).

4. Copies

Copies abbreviated as cc can be written on the left hand bottom corner below enclosures when the writer sends copies to others to let them know what is going on.

Note- cc- originally stood for carbon copy and dates back to the days when typewriters were principal office technology, and carbon paper was what office workers used in place of a photocopy machine. Since paper is rarely used now days, cc has come to be known as courtesy copy.

Memos generally do not have a place to put your signature.