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PRODUCTION ECRITE

12 Gainsborough Road
IPSWICH
Suffolk IH2 5AE

June 15th, 1994

ASDA Stores
Store Personnel Manager
63 Bridge street
Meadowhall
SHEFFIELD S35 DLE

Dear Sir

With reference to your advertisement in the Weekly Sheffield Journal of June 10th, I would like to apply for the job of accounts assistant.

I am a qualified accountant from Ipswich College. I work in my present company as an account clerk as shown in my C.V. My time at College has given me the desire to work with a wide variety of people.

I am particularly interested in joining Asda Stores because of its excellent reputation of being an Equal Opportunities Employer*. I know it continues to expand, so there will be many opportunities for career progression.

I hope my qualifications and experience will earn me a place for an interview. I look forward to a positive reply.

Yours faithfully,

M Martin Watson.

1) Use the above document to find the 4 keys to a successful motivation letter and fill in the grid below.

KEY 1	
KEY 2	
KEY 3	
KEY 4	