

Why do you want to  
work forgroupon(1  
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## **Why do you want to work for Groupon(1 page) /Estee lauder companies (1page)**

(Assignment) Application Essay I am eager to work for Groupon. In fact, I am well aware about the strategies of the company and its influence on the lives of people around the world as I have been observing the company for quite some time. The Forbes Magazine dated August 30, 2010 presents Groupon as the fastest growing company ever (Steiner, 2010). In addition, the history of the company proves how genuine the strategies of the company are, unlike many other dot-com rockets. The company shows enormous potential for growth as is evident from the fact that the company reached profit in seven months of its inception. In addition, it has the highest valuation of 1.35 billion, and has a growth rate higher than that of Yahoo, Amazon. com, and Google.

Thus, it is very evident that Groupon has revolutionized the way companies- especially small ones- catch sales. From the company website, it becomes evident that the company strictly follows three principles; sell only quality stuff, make the customers feel good, and offer unconditional customer service. As a result of this unsurpassable strategy and implementation, the company has zoomed to reach 500 markets and 44 countries across North America, Europe, Latin America, and Asia.

Therefore, the company is the best choice for a candidate who believes in innovative ideas and effective implementation. It is my dream to work for Groupon as it is a company that has got great business plans, unmatched social influence, and hence, considerably more potential than all other companies to grow. So, I am eager to work for Groupon.

The Estee Lauder Companies Inc was founded by Mrs. Estee Lauder in the year 1946, and presently it is one of the world's leading manufactures and marketers of quality skin care, makeup, fragrance, and hair care products. Presently, the company sells its products in more than 150 countries. In addition to its long history of class products and service, the company shows a great degree of commitment to social responsibilities. The company has been promoting global awareness of breast cancer since 1992 (www.elcompanies.com). Every year, the company sponsors a number of awareness and fundraising programs aimed at eliminating the disease. In fact, I am a person with a creative mind, and it is my ambition to work with the company's breast cancer awareness campaign. In my opinion, the company is showing a great degree of commitment towards the society, throughout the world, by promoting such a program that aims to eradicate one of the leading health disasters among women these days. It has been my desire to work for such a great organization. In am particularly attracted by the company's corporate social responsibility; and I am looking for a chance to support the breast cancer awareness campaign for college students.

In fact, it will be like a dream coming true if I get a chance to support such a great company, that too, in such a great initiative for a noble cause. I am sure that this internship will be highly beneficial for me as I get a chance to learn a lot about different aspects of corporate social responsibility, and also about its fulfillment. In addition, it will really be a great experience to work for such a renowned organization.

#### Works Cited

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