

# Letter of introduction



Dear Mrs. Crafford, My name is Raffaella Wais and I'm a second year business administration student. During my lifetime I have learned that it is important to listen to what others have to say. During my first two years of college I have learned a lot in school by talking with other students in formal and informal settings. In the classroom I always participated a lot because these exchanges of ideas are what university life is all about. I have always been a person with an entrepreneurship spirit. In high school I used to sell perfumes to my friends and family. The experience of being my own boss when I was a perfume salesman inspired me to pursue a career in business administration. One of my lifetime goals is to start my own marketing firm. Marketing is my favorite branch of business administration. I like marketing because this field of study is responsible for ensuring companies achieve their desired sales targets. The marketing efforts of an organization help your product or service get recognized in the open market. I believe that starting a marketing business is a good idea because every business enterprise needs marketing in order to achieve their goals. Performing marketing consulting services is a business model that can generate a lot of money. Another of the reasons why I want to start a business is to help out the U. S. economy. Entrepreneurs help the economy by creating jobs and paying taxes to the local and federal government. I consider myself a very giving and honest person. During my young life I have always done everything I can to help out others. I believe a lot in the value of volunteer work. In the past I have volunteered my time at a homeless shelter in my community. This experience helped me grow as a human being. Volunteer work is extremely important because there are a lot of people in need in the United States. It is estimated that nearly 37 million Americans are living under the federal

poverty line. As I continue to mature I want to continue to get involved in different types of community service. Working with other volunteers has helped me improve my teamwork and leadership skills. These skills can be very useful in the workplace. My goal in life is to become a self-sufficient individual that is able to earn a living and achieve economic security for myself and my family. In order to achieve this goal I have to continue to study hard in order to learn more about business administration. I am a very motivated and hard working individual. Once I graduate I plan on finding a job in my chosen career. After a few years of experience I plan on saving money to open up my own business. Becoming an entrepreneur will enable me to achieve a good income and it will provide me with the perfect opportunity to help out the community. Running a corporate socially responsible firm will be one of the missions of my enterprise. .