

Cover Letter exercise

Example 1

Dear Sir/ Madam,

Re. Bain Strategic Consultancy - London Office

I am currently studying MSc in Management at University College London and have recently been employed at Vattenfall, a start-up I co-founded where my focus has been on identifying and promoting operational improvements. It was during this experience that I developed a great interest in working with strategic issues and I am sure that this is my further career path.

I am passionate about a career in management consultancy for several reasons. First of all, I like the variety in industries and the opportunity of constantly exploring and understanding new companies –especially the way the comprehensive research specifies the clients' needs and underlying problems. This may reveal new perspectives and pinpoint problems that will be the centre of an integrated solution to the overall problems. In the following phases of a project, other skills such as creative thinking and communication are more important. I find the diversity of the job functions highly appealing to and I believe I have developed the necessary skills during my past experience.

Having thoroughly researched the sector, I am drawn to Bain& Company due to certain characteristics. The possibility of working with the brightest people inspires me. I hope to be a part of a diverse and entrepreneurial team where different perspectives and ideas will create innovative and unique solutions to the clients' problems. The culture of Bain is extraordinary and enticing to me. The communication is open and the relationships between colleagues are friendly. The way high performance, innovation and passion for the work are combined with friendship and fun within Bain& Company is very attractive to me.

For several reasons, I therefore hope to be a part of the Bain team. I have a diverse skillset and a strong passion for this work. I am eager to learn more about strategic consultancy and truly hope this will happen at Bain& Company.

Yours faithfully

Cover Letter exercise

Example 2

Dear Sir/ Madam,

Re. Bain Strategic Consultancy - London Office

I am currently studying for an MSc in Management at University College London and am writing to apply for the above 2017 entry scheme.

My interest in management consultancy arose from project work during my bachelor degree in Engineering, where case studies involving technological innovation combined with market analysis were a key feature. Alongside my degree, I started my own enterprise with the desire to test business ideas and use my academic knowledge in practice in the field of LED-lighting. Using results from our market research, idea generation and target customer feedback, we created a business plan that enabled a successful market positioning of the company. I found the process of creating a strategy very exciting and it strengthened my desire to become a strategic consultant.

One of the attractions of Bain is the emphasis placed on metric-based outcomes in evaluating the effectiveness of consultancy engagement. As an example, strategic advice from the Bain London office supported the retailer John Lewis in cost efficiency savings of 10% during a recent European supplier efficiency review. During my work at Vattenfall, one of the largest electricity producers in Europe, I was responsible for calculating and benchmarking production revenue and recommending ideas for efficiency gains resulting in a 3% cost saving.

Your consultants work with some of the most strategically challenging problems faced by business leaders globally. I am currently part of a consultancy team within UCL Students in Free Enterprise (SIFE) that consults for a newly founded social enterprise in Uganda. Our team of 7 drawn from 5 nationalities and a variety of subject disciplines are currently reviewing potential partnerships with local NGOs and modelling scenario-based revenue streams.

I am currently taking core modules in quantitative methods, corporate finance and strategy in which my analytical skills were honed during a recent project focused on repositioning Nokia as a global brand. Sales and marketing data over a 10 year period were analysed using regression analysis and modelled in excel (1500 data sets) which taught me the importance of evidence-based metrics when formulating recommendations.

I have had the opportunity to meet with Sofie Strömberg, a consultant at the Stockholm office, who spoke enthusiastically about her work on the Telco account. This was also reinforced speaking with consultants at the 25th June London company presentation in London including Shavin Shah (Strategy associate) who spoke about the strong team ethic he had experienced and the opportunities to develop relationships with clients at any early stage.

I enclose my CV and look forward to hearing from you.

Yours sincerely