

CHAPTER 4

BEST PRACTICES

Based on the description in chapter three, it can be concluded that in the world of work, it takes responsibility, accuracy, and high patience for all the work given and the discipline in following work regulations. Time discipline is needed so that the tasks given can be completed properly and on time.

The internship that the writer has done for a period of six months at PT Pura Barutama Export Unit provides opportunities for the writer to:

- Gain experience in the world of work through the involvement in the operational activities and can apply the knowledge learned during the lecture period even though not all knowledge can be applied. For example, in the Englishpreneurship course, the writer learned about business and how to get customers. When the writer did an internship in this company, those lessons were very useful so that the writer could find ways to get the customers.
- Gain a lot of knowledge and skills in the field of Online Marketing, especially in the process of finding customers and making offer letters. In general, an offer letter is needed for business purposes in terms of making an offer of goods or offering a product. The success of an offer is based on the offer letter. For this, I tried to give an example of an offer letter using correct and good English so that it can be easily understood by the reader. The offer letter is not only intended for trade but also for business purposes which in this case is often

called a business letter. Offer letters are also commonly used by companies to create a cooperative bond between companies in the same field. In making an offer letter, the following are the main points that need to be considered:

1. An offer letter is a letter sent by the seller to a potential buyer, which contains information about the company and the goods produced so that the prospective buyer knows what products that are offered.
2. The purpose of sending an offer letter is to convince potential buyers so that a product purchase transaction will occur.
3. An offer letter consists of three parts, namely the opening paragraph, the body of the letter and the closing. Since the offer letter is a part of written communication, it is important to pay attention of the choice and use of language.

Here is the example of my offer letter :

Dear Sir,

I, Johanna Tania, am writing on behalf of PT Pura Barutama. PT Pura Barutama is a company that is located in Indonesia. Since 1908, PT Pura Barutama has grown business in a vast range of divisions, from security paper, specialty paper, packaging, smart card, etc., including special divisions for Cigar and Cigarette Industry. You can see our company's profile by visiting www.puragroup.com.

We are one part of the company which is responsible for the selling of our **Inner Paper Liner**. The Cigarette Inner Paper Liner is one thing of great importance in **Cigarette Packaging**. The quality of the inner paper liner will not only influence the sealing effect of cigarette paper, but also identification tools with customized color or print.

As I see your website at (.....) . It explains that your company is a Cigarette Manufacturer. So, I think you may need our product to improve the process of making cigarettes. I believe that we at PT Pura Barutama can supply the high-quality product with competitive price.

Should you have request of free sample, please feel free to call or text me directly at our below mentioned telephone numbers or email me at adrian@kudus.puragroup.com

Looking forward to visiting with you in the very near future.

Thanks a bunch for your kind attention.

Kindest Regards,

Johanna Tania

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But if the company being offered is not a Cigarette Company, then the writer will slightly change the wording of the offer. For example "It explains that your company is a Cigarette Manufacturer. So, I think you may need our product to improve the process of making Cigarette" changed to "It explains that your company is a Cigarette Machine Factory. So I think you may have

acquaintances in Cigarette Company and can offer our products, we will give you a commission if you are successful in offering our products".

- Gain a lot of knowledge and skills in the field of communication while interacting in the work environment and also trained to be disciplined at work. During the internship, the writer is assigned to find customers then send an offer letter and follow it up if the potential customer responds to the offer letter. So far, the winter had sent approximately 70 offer letters to the targeted customers. The writer gets targeted customers through the web tobacco1.com and also a magazine lent by the Sales Officer. Unfortunately only a few responded to the offer letter, so the writer was unable to follow up with customers. This may be because the email used by the writer to send the offer letter is a personal email, not a work email. Whatever the result, the writer must be disciplined and never give up in finding the targeted customers and sending offer letters.