

Dear Mr Xxxx

I am a fourth year international business student studying for a Bachelor of Business Administration degree in the Netherlands. In order to graduate I must complete a twenty week internship at a company abroad. It is expected that I will do a research project for the company and perform daily operations or work on projects. My ambition is to this in a marketing department, this is my main area of interest.

My preference would be to do an internship in China, as it is still one of the world's most emerging economies. I have never visited China but I see its culture and work ethics as a great opportunity to develop myself. I have spent time in Asia, as I lived 3 years in Malaysia and traveled through the region extensively.

Coca-Cola is a brand that has always left a strong impression on me. When I was thirteen I visited the Coca-Cola museum in Atlanta. This is where I first realized that Coca-Cola operated on such a large scale. The amazing successful marketing campaigns and Coca-Cola repeatedly being the number one most powerful global brand (confirmed by Interbrand's recent update of the 100 best global brands) captured my interest, but what impressed me most, is that the employees carry an enormous sense of pride when working for Coca-Cola and all its brands. Coca-Cola and many of the other brands do represent more than just a beverage. A company which is able to adjust itself so quickly to local conditions and a changing environment and maintains to be a good corporate citizen must be the best place to get world class experience. I would consider it an honor if I could become part of the Coca-Cola family.

I like to relate to the plan of Coca-Cola to create a sustainable culture under the platform named 'Live Positively'. I find it important to try and be sustainable as an individual and vital to companies for survival and to sustain growth. When I saw the different sustainable strategies and projects, two of these grabbed my attention. First, that the Coca-Cola Global Innovation and Technology Center in Shanghai has been awarded the Leadership in Energy and Environment Design (LEED) GOLD certification, being the first to achieve this ever in the beverage industry in China. Secondly the launch of the ICE Dew Light Weight Bottle which had already proven to be a success in Japan. These kind of projects and achievements make me ambitious to want to be part in achieving sustainable goals in China.

I am a social, spontaneous and very motivated person and find it important that when I start something, I end it successfully. I am not afraid of a challenge and I can easily adapt to changing situations because I have lived in and traveled to many different countries.

If it is convenient, I would like to do my graduation internship exists.

Yours Sincerely,

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