**Unit : 5 Writing Skills**

5.1 Resume writing

5.2 The art of Condensation

5.3 Business Reports

5.4 E-mail writing

5.5 Blog Writing.

**5.1 Resume Writing**

**Concept:**  
A resume is a formal document that provides an overview of an individual's qualifications, work experience, and skills. It is typically required when applying for jobs and is often the first impression a potential employer has of the candidate.

**Example of an Indian Resume:**

Arun Sharma

123, MG Road, Bengaluru, Karnataka - 560001

Email: arun.sharma@email.com

Phone: +91 98765 43210

Objective:

A dedicated and results-driven marketing professional with over 5 years of experience in the FMCG sector, seeking to leverage my expertise in digital marketing and brand management to contribute to the growth of ABC Pvt. Ltd.

Education:

- MBA in Marketing, Indian Institute of Management, Bangalore, 2018

- B.Com (Hons), Delhi University, 2016

Work Experience:

Marketing Manager | XYZ Ltd., Bengaluru | June 2019 - Present

- Led a team of 10 in the launch of a new product line, resulting in a 20% increase in market share.

- Developed and executed digital marketing campaigns that improved brand awareness by 30%.

Marketing Executive | DEF Ltd., Mumbai | July 2018 - May 2019

- Assisted in the planning and execution of promotional events across major metros.

- Conducted market research and presented findings to senior management.

Skills:

- Digital Marketing

- SEO & SEM

- Market Research

- Brand Management

- Leadership

Languages:

- English (Fluent)

- Hindi (Fluent)

- Kannada (Basic)

References:

Available upon request

**5.2 The Art of Condensation**

**Concept:**  
Condensation involves summarizing a lengthy piece of text into a concise form while retaining the essential information and meaning. It is crucial in business communication to convey information efficiently.

**Example of Condensation (Indian Context):**

Original Text:  
"The Government of India launched the 'Digital India' initiative in 2015, with the aim of transforming the country into a digitally empowered society and knowledge economy. The program includes various schemes such as BharatNet, Make in India, and Start-up India. It seeks to provide high-speed internet access to rural areas, promote digital literacy, and create jobs in the IT sector."

Condensed Version:s  
"Launched in 2015, India's 'Digital India' initiative aims to transform the nation into a digitally empowered society by enhancing rural internet access, promoting digital literacy, and creating IT jobs."

**5.3 Business Reports**

**Concept:**  
A business report is a document that conveys information to assist in business decision-making. It typically includes data analysis, findings, and recommendations.

**Example of a Business Report (Indian Company):**

Title: **Market Analysis Report for Ayurvedic Products in India**

1. **Introduction:**  
   The report provides an analysis of the market for Ayurvedic products in India, focusing on consumer behavior, market trends, and competitive landscape.
2. **Executive Summary:**  
   The Ayurvedic products market in India has seen a compound annual growth rate (CAGR) of 16% over the past five years. With increasing consumer preference for natural products, the market is expected to continue its growth trajectory.
3. **Market Trends:**
   * Rising demand for herbal and organic products.
   * Increased consumer awareness of health and wellness.
   * Government initiatives promoting Ayurveda.
4. **Competitive Analysis:**

* Patanjali leads the market with a 30% share, followed by Dabur and Himalaya.
* New entrants are focusing on niche markets such as vegan and cruelty-free products.

1. **Recommendations:**
   * Invest in R&D to develop innovative products.
   * Expand distribution channels in rural areas.
   * Collaborate with e-commerce platforms to reach a wider audience.
2. **Conclusion:**  
   The Ayurvedic products market in India offers significant growth potential. Companies should focus on product innovation and expanding their reach to capitalize on this opportunity.

**5.4 E-mail Writing**

**Concept:**  
E-mail writing is a fundamental part of business communication. It involves crafting messages that are clear, concise, and appropriate for the intended audience.

**Sample E-mail (Indian Context):**

Subject: Request for Meeting to Discuss Marketing Strategy

Dear Mr. Mehta,

I hope this email finds you well. I am writing to request a meeting to discuss the marketing strategy for our upcoming product launch. Given your expertise in the field, your insights would be invaluable to ensuring the success of this campaign.

Could we schedule a meeting on Thursday, 17th August at 3 PM? Please let me know if this time is convenient for you.

Looking forward to your confirmation.

Best regards,

Priya Menon

Marketing Manager

XYZ Pvt. Ltd.

Phone: +91 98765 43210

Email: priya.menon@xyz.com

**5.5 Blog Writing**

**Concept:**  
Blog writing involves creating content for online platforms that engage readers, provide valuable information, and build a connection with the audience. It is a crucial tool for personal branding and content marketing.

**Sample Blog Post :**

**Title:** *The Future of E-commerce in India*

India's e-commerce industry has witnessed exponential growth over the past decade, with companies like Flipkart and Amazon leading the charge. The convenience of online shopping, coupled with increasing internet penetration, has transformed the way Indians shop.

The government's push towards a Digital India, along with initiatives like UPI and Aadhaar, has further fueled this growth. As the industry continues to evolve, we can expect to see more innovations in payment systems, logistics, and personalized shopping experiences.

Small and medium-sized businesses (SMBs) are also capitalizing on this trend by setting up online stores and leveraging platforms like Shopify and WooCommerce. As a result, the e-commerce landscape in India is becoming increasingly diverse and inclusive.

In conclusion, the future of e-commerce in India looks bright, with immense opportunities for growth and innovation. Whether you're a consumer or a business owner, staying informed about these trends will help you navigate this rapidly changing landscape.