

# HOW TO CONTACT BELU.

Here are a few tips on how to contact us, or any company for help. The examples given below are taken from real emails that have been sent to us.

## — Be polite

It's common sense that when asking someone to do you a favour you do so politely. The same principle applies when contacting a company. That company will most likely receive no real value from answering your query, so in reality they're simply being nice and doing you a favour. This is not *The Apprentice*. Rudeness and arrogance will get you nowhere with us, or indeed the majority of businesses. After all, manners cost nothing.

**What not to do:** I could not find all the information I wanted on your website. If I am going to write about Belu, I need to know how the business is financially sustainable and if there is a business model.

**Why:** this email sounds demanding and implies that we have a duty to share this information with the student.

## — Be specific

A business will be impressed if they can tell you have done your research prior to contacting them. This shows initiative on your part and that you're not expecting the company to do all the work for you. So do plenty of research and then you can seek help with specific questions that you feel haven't been answered by your research. Specific questions allow for succinct answers: companies don't have time to spent hours replying to general questions, especially when those general answers could easily be found through your own research.

**What not to do:** Would it be possible to get information regarding any events you hold and plan on holding in the near future?

**Why:** this is too vague. Why does the student need to know this? What kind of events are they talking about?

## — Don't copy and paste

We receive a disturbingly high number of emails in which students have quite clearly copied and pasted their assignment question and then expected us to answer it for them. We've spoken to some lecturers and it's clear that some students are simply not taught how to

approach a company. If you feel like you haven't been given any guidance: ask for it, your university/school has no excuse not to help you!

**What not to do:** I write to seek your help by providing me any material that can be useful for me to write my assessment on BELU BOTTLED WATER.

Research a Social Enterprise of your choice and write a 3,000 word business report (including recommendations) in which you:

- Examine the social entrepreneurship characteristics of the founder/current operator.
- Critically examine your chosen Social Enterprise's social, economic, political, and legal context. Using relevant frameworks, discuss the implications of your analysis on the organisation's positioning.
- Critically comment on the Social Enterprise's contribution to the: development of the broader social economy, in the context of its location of operation, and its capacity as an agent of societal entrepreneurship.

**Why:** it is glaringly obvious that this student has simply copied and pasted their question into an email and sent it to a bunch of social enterprises. Are they expecting us to write their 3000 word report?

— **Know who you're talking to**

This fits in with doing your research before contacting a company. Try to research who exactly you will be contacting them and personalise your email. A personalised email will attract the attention of the reader and make them more likely to help you.

**What not to do:** To whom it may concern/ Dear Sir or Madam...

**Why:** Openings like these clearly lack personalisation. Try to remember how many emails companies receive in a day. Personalised emails will most likely be read before generic ones.