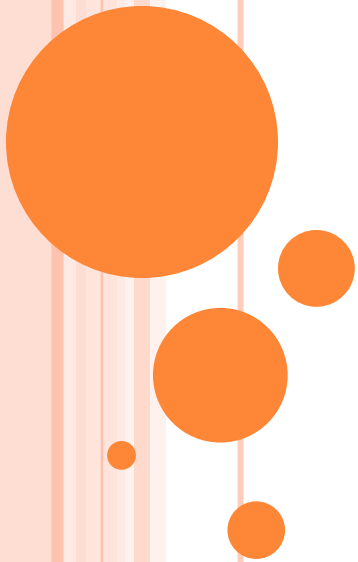


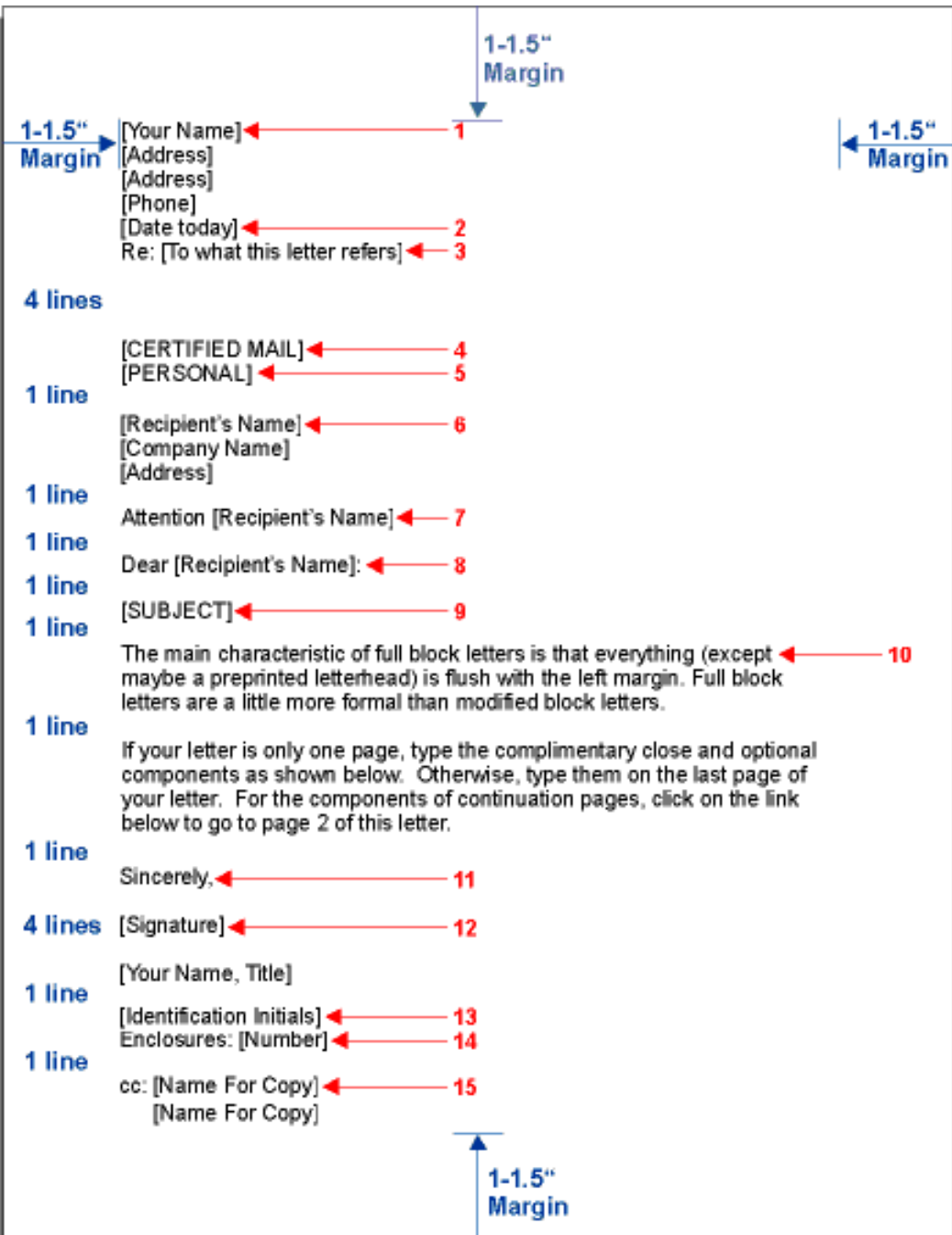
BUSINESS LETTER



BUSINESS LETTER

- It is a **letter written in formal language**, used when writing from **one business organization to another**, or for correspondence between such organizations and their customers, clients and other external parties.
- They are used for **different purposes**; like placing orders, making inquiries', making credit request, requesting claims and adjustment, to apologize for a wrong or simply to convey goodwill. etc.
- Even today, they are very useful because it produces a **permanent record**, **they are confidential**, formal and delivers persuasive, well-considered messages.
- Style of letter depends on the relationship between the parties concerned.





1. THE LETTER HEAD / THE SENDER'S ADDRESS

- Includes the company's logo / symbol / name, address, ZIP, telephone number, fax number, email address and website of the company.
- Printed at the top center/left or the right side.

SENDER'S ADDRESS:

It is usually given in the letter head, but if there is none, **the Sender's Name, Address and Contact details can be typed.**



2. REFERENCE

- Include a reference line to identify a file or case number, invoice number or any other internal identifying information, if your company requires one.
- Some companies have specific reference codes that they place either in a reference line below the date, or at the very bottom of the letter.

REF.HMT/25/2005/114



3. DATE

- Date consists of the **date, name of the month and the year.**
- If the letter sheet includes a letterhead, type the date from 2 to 3 lines under the letterhead, else type it under the return address.
- **Never send a letter without a date.**

- The date is written in two styles.
 1. The British Method (ordinal numbers) : **4th July, 2012**
 2. The American Method (cardinal numbers) : **July 4, 2012**

- **Never write like 7-2-12 or 7/2/12** because it shows that the writer is careless or in a great hurry.



4. THE INSIDE ADDRESS

- Includes the **name and address of the firm or the individual** to whom the letter is written.
- Written on the left side, beside the margin, two spaces below the date- line.
- Use **Courtesy titles** before names of the receiver such as **Mr., Mrs., Shri, Smt., Miss, Ms, Messrs, Dr, Prof., Capt., Maj., Col., Gen. etc.**
- The address can also begin with a job title or a department (if you don't know the name). For e.g. : **The Sales Manager, The Accounts Department etc.**



5. SUBJECT AND RECEIVERS REFERENCE NO

- Subject is use so that the reader immediately knows what your letter is about.
- Use **“Subject”** or **“Re”**.
- Subject usually comes between Salutation and body.
- The receiver's references i.e. the receiver's pervious letter number is mentioned under the heading reference.
- This will enable the receiver to easily take out a copy of his own letter from his files and understand the matter in the reply.
- e.g. **Your Reference :MBM/SD/285/05 DATED 5th oct.2005**



6. SALUTATION

- It is a compliment or greeting.
- Written beside the **left hand margin, two spaces below the Inside address** and **two lines above the body** of the letter.
- It is followed by a comma (,) or a colon (:).
- Salutation depends on the gender, type, number or the social status of the person addressed.

Ex:

Dear Sir,

Dear Madam,

Dear Amit Das,

Dear Mr. John,

Dear Nancy,

Dear Sales Manager,

Dear Customer,

Dear Ladies and Gentlemen,

Respected Sir,



7. BODY

- Begins two spaces below the salutation.
- Contains the message or the information to be communicated.
- Most important, lengthiest, prominent part- written in correct, appealing and impressive style.
- **Divided normally into 3 parts:**
 - 1) Introductory paragraph
 - 2) Middle paragraph
 - 3) Closing paragraph
- Double space between paragraphs.
- If letter exceeds one page, repeat the recipient's name, date, reference/subject line and put page number.
- Continue your letter three lines below the heading.



8. COMPLIMENTARY CLOSE

- It is written two spaces below the last line of the body.
- It is a polite way of saying “ Good bye”.
- It depends on the **tone and degree of formality**.

Formal: Respectfully yours, Sincerely, Yours faithfully

Informal: Cordially yours, Warm Regards, Best wishes



9. THE SIGNATURE AND DESIGNATION

- Written double space below the complimentary close.
- First comes Signature (pen written). Sign your first and last name.
- Second line - type written name.
- Third line - business title.
- The signature acts as proof.



10. ENCLOSURES

- This line tells the reader to **look in the envelope for more.**
- Write **Enc./Encl./Enclosure** below the signature block.

e.g. : Enclosure

Enclosures: 3

Enclosures : Check #231 for \$500

- If you **don't enclose** anything, **skip it.**



11. REFERENCE INITIALS

- If someone else has composed typed the letter for you, it is common for them to indicate so with initials.
- Typically it is your initials in upper case followed by the other initials in lower case.
- **SWA/KA - (*composer/typist*)**
- **SWA:KA**



12. COPY NOTATION

- When **other people are to receive a copy of the same letter**, their names are noted either by their ranks or by alphabetically.
- Written just below the reference initials or the enclosure whichever is last.
- Type “**cc**” before the names if sending a “carbon copy(to)” and “**pc**” for photocopy (to).

CC: Jim Blue, Jennifer Louis



LAYOUT


1. **BLOCK**

- Each line of every part begins at the left margin.
- At least one line space between each part.
- Time saving method and beautiful to look at, also known as American style.

2. **INDENT**

- New paragraphs begin about 1.5 centimeters to the right of the left margin.
- This style is also known as Hanging style.
- This method consumes a lot of time, looks shabby , therefore out of practice.

3. **SEMI BLOCK/MODIFIED BLOCK**

- Some parts are typed in block method and other parts are indented.
 - **Return address, date, closing and signature** start just to the right of the center of the page or may be flush with the right margin.
 - Most widely followed method in our country specially in govt. offices.
- 

1 block style

Catherine Davies
15 Qingtong Rd., 1011
Pudong New District,
Shanghai, PRC 201203

November 1, 2010

Ms. Nina Lin
Double Design
Room 205, Building 3
Lane 2498, Pudong Avenue
Shanghai, PRC

Dear Ms. Lin:

Thank you for your attention. I am writing to request an interview regarding Double Design's opening for a graphic designer.

I am a recent graduate of the Academy of Art University with a degree in Graphic Design. For the past six months I have interned with Studio Design in Shanghai, learning to apply the skills I gained in school. I would be very happy to have an opportunity to learn more about the position and the possibility of working together.

I have enclosed my resume for your reference. Please feel free to contact me for any reason at (021) 5184-3155 or over email at cath.davies@yahoo.com. Thank you again for your attention. I look forward to hearing from you.

Best regards,

Catherine Davies

Catherine Davies

Enc (1)

cc: Flora Lopez

2 modified block style

Catherine Davies
15 Qingtong Rd., 1011
Pudong New District,
Shanghai, PRC 201203

November 1, 2010

Ms. Nina Lin
Double Design
Room 205, Building 3
Lane 2498, Pudong Avenue
Shanghai, PRC

Dear Ms. Lin:

Thank you for your attention. I am writing to request an interview regarding Double Design's opening for a graphic designer.

I am a recent graduate of the Academy of Art University with a degree in Graphic Design. For the past six months I have interned with Studio Design in Shanghai, learning to apply the skills I gained in school. I would be very happy to have an opportunity to learn more about the position and the possibility of working together.

I have enclosed my resume for your reference. Please feel free to contact me for any reason at (021) 5184-3155 or over email at cath.davies@yahoo.com. Thank you again for your attention. I look forward to hearing from you.

Best regards,

Catherine Davies

Catherine Davies

Enc (1)

cc: Flora Lopez

3 indented style

Catherine Davies
15 Qingtong Rd., 1011
Pudong New District,
Shanghai, PRC 201203

November 1, 2010

Ms. Nina Lin
Double Design
Room 205, Building 3
Lane 2498, Pudong Avenue
Shanghai, PRC

Dear Ms. Lin:

Thank you for your attention. I am writing to request an interview regarding Double Design's opening for a graphic designer.

I am a recent graduate of the Academy of Art University with a degree in Graphic Design. For the past six months I have interned with Studio Design in Shanghai, learning to apply the skills I gained in school. I would be very happy to have an opportunity to learn more about the position and the possibility of working together.

I have enclosed my resume for your reference. Please feel free to contact me for any reason at (021) 5184-3155 or over email at cath.davies@yahoo.com. Thank you again for your attention. I look forward to hearing from you.

Best regards,

Catherine Davies

Catherine Davies

Enc (1)

cc: Flora Lopez

TYPES OF BUSINESS LETTERS

- Inquiry
- Order
- Refusal
- Acceptance
- Quotation
- Follow up or Cancelation
- Compliance
- Complaints, Claims, Adjustments
- Settlement
- Collection
- Agency
- Sales letters



GOOD / NEUTRAL NEWS LETTERS

➤ OPENING

- Mention the Best news or summarise the main idea.

➤ MIDDLE

- Explanations, details, reader benefits, background.

➤ END

- Use goodwill ending.
- Positive friendly, clear statement of action desired, motivation to action, willingness to help further, appreciation.



➤ **Examples of Good/ Neutral news letters:**

- Approving Credit
- Acknowledgements
- Acceptance letters
- Letters of Appreciation, Congratulations, Condolence
- Confirmations, Granting favors and other requests.
- Summaries
- Adjustments
- Transmittals
- Announcements
- Goodwill messages
- Thank your notes



BAD / NEGATIVE NEWS LETTERS

➤ **OPENING**

1. Buffer
2. Begin with reader interest information.
3. Agreement, Appreciation, Assurance, Compliment, Cooperation.
4. Give good news (if you can grant any)

➤ **MIDDLE**

1. Present negative element as positively as possible.
2. Explanation and analysis of the circumstances.
3. Decision, implied or expressed with resale and or helpful suggestions.

➤ **END**

1. Positive, courteous, friendly, firm and forward looking ending.



➤ **Examples of Bad/ Negative News letters**

- Refusing Credit.
- Refusing adjustments on Claims and Complaints.
- Answering Non-Sales related inquiries.
- Declining invitations and requests for favours.
- Announcing a bad news about prices or services.
- Rejection Letters.



APPLY “SEVEN C’S” OF COMMUNICATION

1. **COMPLETENESS:** Letter should not lacks its purpose. Provide all necessary information. E.g. Order should not only mention quantity but also size, price, packaging, delivery, transportation charges, discount rates, payment item and condition etc
2. **CONCISENESS:** Be to the point, avoid unnecessary repetitions and include only relevant material.
3. **CONSIDERATION:** Focus on “you” instead on “I” or “We”, Show reader benefits and emphasize positive pleasant facts.
4. **CONCRETENESS:** Use specific facts and figures, put action in verbs and choose image building words.



5. **CLARITY:** Choose precise, concrete and familiar words. Construct effective sentences and paragraphs. Reader should understand the matter in first reading.
6. **COURTESY:** Whether writing a complaint or a concern, be sincere, thoughtful, appreciative, courteous and respectful. Offer to do whatever you can, within reason, to be accommodating and helpful.
7. **CORRECTNESS:** Use right level of language. Double check the facts, figures, dates, price, spelling and grammar. Maintain acceptable writing mechanics.



Starting	<ul style="list-style-type: none"> • We are / I am writing <ul style="list-style-type: none"> • to inform you that ... • to confirm ... • to request... • to enquire about ...
Referring to previous contact	<ul style="list-style-type: none"> • Thank you for your letter of March 15. • Thank you for contacting us. • Thank you for your letter regarding ... • With reference to our telephone conversation yesterday... • It was a pleasure meeting you in London last month.
Making a request	<ul style="list-style-type: none"> • We would appreciate it if you would ... • In addition, I would like to receive ... • It would be helpful if you could send us ... • I am interested in (obtaining / receiving) ... • Please let me know what action you propose to take.



Offering help	<ul style="list-style-type: none"> • Would you like us to ...? • We would be happy to ... • We are quite willing to ... • Our company would be pleased to ...
Giving good news	<ul style="list-style-type: none"> • We are pleased to announce that ... • I am delighted in inform you that .. • You will be pleased to learn that ...
Giving bad news	<ul style="list-style-type: none"> • We regret to inform you that ... • I'm afraid it would not be possible to ... • After careful consideration we have decided (not) to ...
Complaining	<ul style="list-style-type: none"> • I am writing to express my dissatisfaction with ... • Please note that the goods we ordered on (date) have not yet arrived. • We regret to inform you that our order n ----- is now considerably overdue. • I would like to query the transport charges which seem unusually high.

TIPS

- **IMPORTANT: Draft your message, Revise, Edit, Rearrange and Proof read.**
- Maintain proper margins.
- Use the right font size, style and colour.
- Strike the right tone: be brief and professional, don't be too blunt or flattery.
- Use a **quality pen to sign** the letter and thoroughly read before you send it
- Neatly **fold** the letter into **thirds** and post it in a clean envelope(with company logo).
- Neatly **print/write** your **return address** and the **recipient's address** on the envelope



REFERENCES

BOOKS

- Bhatia, C. , Business Communication, Ane Books India, Ane's Student Edition, 2008, PP 243 - 350
- Locker, K and Kaczmarek, S., Business Communication - Building Critical Skills, Tata McGraw Hill, 3th edition, 2007, PP 128 - 190
- Murphy, H. Hildebrandt, H and Thomas, J. , Effective Business Communication, Tata McGraw Hill, 7th edition, 2010, PP 156 – 276

WEB LINKS

- <http://www.sc-s.si/blog/wp-content/business-letter.pdf>
 - <http://www.mahidachintan.com/documents/Unit-8.pdf>
 - <http://www.mahidachintan.com/documents/Unit-8.pdf>
 - <http://www.icosmos.com.tw/templates/images/files/9789861845586.pdf>
 - <http://www.4hb.com/letters/business-letter-format.html>
- 