

جامعة الفرات

كلية الاقتصاد

التعليم المفتوح

السنة الثالثة

## مقرر المراسلات التجارية باللغة الانكليزية

الفصل الدراسي الأول 2022-2023

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## **What is Correspondence?**

Correspondence is simply written communication from one person to another for various reasons: to report information, convey feelings, or ask questions. It can be verbal or written. The communication may include memos and emails. It can range from formal to informal. In all cases, it is a two-way exchange of information.

The goal of business correspondence is to communicate accurately and effectively. Therefore, it is important to select the most appropriate format for the message and its recipients. Business correspondents can include people or businesses. They may include individuals who are in a position to give or receive business information, such as a president, a vice president, a chief operating officer, and/or a business manager. Businesses are entities, such as a company, a subsidiary, or a joint venture. Businesses may include other groups of people who are in a position to receive or give business information. Such groups may include the human resources department, the finance department, the legal department, and/or the communications department. Finally, they may include businesses. They may include government organizations, non-profit organizations, political campaigns, advocacy groups, and/or social organizations.

Business correspondence can include memos and emails. Memos are typically short (two-page or less) documents that explain information or contain instructions. E-mails are short text documents that can be sent to one or more recipients. Both types of business correspondence contain similar information, such as the purpose, date, author, and recipient.

The format of business correspondence is one of the most important factors in determining its success. The right format will help get your message across and make it appear clear to the intended reader. You can use the information below to help you select the correct format for your message and its intended recipients.

If you are writing to a business person, there are many different ways to send a memo, the most common being to email the document.

In addition, you may use email to send messages to groups, including all the people in your organization. For example, you may email your organization's president to introduce yourself.

There is also the e-mail address of the chief executive officer or CEO of a business. This may be different from the company's mailing address and you will need to double-check. Many companies also have their Web sites and frequently post their chief executives' email addresses on their homepage or other areas of the site.

### **Business Correspondence:**

Business Correspondence (or Business Letters) is a form of written communication usually used in the workplace and sent and received as part of the job of a business professional. The form is mainly employed when there is an urgency for a reply to a particular letter or message. It is different from regular communication because it's done via a business-like medium. Business letters are usually written in the style of a formal document; however, they often need to be brief and well-organized. They are usually used in business, especially when communicating with or giving information to clients, vendors, contractors, other businesses, and/or other business people. Business letters are commonly used in the business world, in addition to the more common personal letters.

The letter and the business are often separated by the word 'Correspondence'. 'Business Correspondence' may mean anything from a sales letter or letter sent from one business person to another, to an employee's letter sent from a workplace back to a company, or a personal letter sent to a business.

A business letter is considered a formal letter by many people. However, if there is a need for something in a business letter to be informal, it can be done by using, "I would like to ask...", instead of "I would like to propose..." (i.e. the word 'I' or 'me' is placed at the beginning of the sentence). Sometimes a more

informal greeting is used with formal business letters, as a reference to an example above: "Hello", "Dear, \_\_\_\_\_", "Dear Sir, Mr.\_\_\_\_\_."

In English, the term correspondence (also spelt "correspondence") comes from the Latin correspondences, from cor, "heart" + responsus, "answer". Correspondence is not as common as the English word letter, with which it may be substituted in modern dictionaries (excepting military usage).

### **Format**

Business letters follow many standard formats. Letters that contain all the information needed to make a decision can be quite short. Sometimes they are only a simple reminder of an action or a request for more information. Business letters are written on business stationery, or as a result of sending a letter in response to an enquiry. A reply letter may follow the action letter, containing information that is in response to the information in the action letter. Alternatively, information may be supplied in a questionnaire. A letter with many details often follows a standard format called a model, or template.

### **Model**

A model sometimes called an executive letter, is a template or model that provides a style, tone and structure of business letters, with a set format and many sections. Different types of models exist for different purposes, often including a preamble, text, signature block, and response. The model can usually be found in a book, an instruction manual or a software manual. A cover letter is often sent as a model for a business letter or an email.

### **The Importance of Business Correspondence:**

Business correspondence is essential in realizing organizational goals. Meeting people personally can be quite a time-consuming job hence business correspondence helps businesses with:

- **Maintaining Proper Relationships:** The significance of business letters is governed by the fact that it facilitates effective communication which does not cost the business much. It strengthens the business by making communication, within and outside the organization, clear and concise.
- **Acts As Evidence:** The importance of business correspondence is further solidified as it lets businesses keep records of facts that can serve as evidence at a later point in time.
- **Creating Goodwill:** A company's growth increases due to business correspondence. It creates goodwill between business and clients since any letter like a complaint, feedback, or suggestion promotes a healthy relationship.
- **Costs Very Less:** Business correspondence is an inexpensive mode of communication in terms of money as well as time. This method of correspondence in business communication is very convenient for businesses.
- **Removes Ambiguity in Communication:** It is a formal correspondence between the involved parties which helps in unambiguous communication.
- **Helps Businesses Expand and Grow:** A business can have a seamless flow of information regarding any product or resources through business correspondence. This helps in the proper utilization of manpower and time management, which in turn leads to expansion and growth in business.

### **Essential Qualities of a Good Business Letter:**

A letter should serve the purpose for which it is written. If a businessman writes a letter to the supplier for purchase of goods, the letter should contain all the relevant information relating to the product, mode of payment, packaging, transportation of goods, etc. clearly and specifically. Otherwise, there will be confusion that may cause delay in getting the goods. Again the quality of paper used in the letter, its size, colour etc. also need special attention, because it creates a positive impression in the mind of the receiver. We may classify the qualities of a good business letter as:

Inner Qualities and Outer Qualities:

a) **Inner Qualities** : The inner qualities of a good business letter refer to the quality of language, its presentation, etc. These facilitate quick processing of the request and that leads to prompt action.

Let us discuss the various inner qualities of a good business letter:

- i. Simplicity : Simple and easy language should be used for writing business letters. Difficult words should be strictly avoided, as one cannot expect the reader to refer to the dictionary every time while reading letter.
- ii. Clarity :The language should be clear, so that the receiver will understand the message immediately, easily and correctly. Ambiguous language creates confusion. The letter will serve the purpose if the receiver understands it in the same manner in which it is intended by the sender.
- iii. Accuracy : The statements written in the letter should be accurate to, the best of the sender's knowledge. Accuracy demands that there are no errors in the usage of language in grammar, spellings, punctuations etc. An accurate letter is always appreciated.
- iv. Completeness : A complete letter is one that provides all necessary information to the users. For example, while sending an order we should mention the desirable features of the goods, i.e., their quality,

shape, colour, design, quantity, date of delivery, mode of transportation, etc.

- v. Relevance : The letter should contain only essential information. Irrelevant information should not be mentioned while sending any business correspondence.
- vi. Courtesy : Courtesy wins the heart of the reader. In business letters, courtesy can be shown/expressed by using words like please, thank you, etc.
- vii. Neatness : A neat letter is always impressive. A letter either handwritten or typed, should be neat and attractive in appearance. Overwriting and cuttings should be avoided.

**b) Outer Qualities** : The outer qualities of a good business letter refers to the appearance of the letter. It includes the quality of paper used, colour of the paper, size of the paper etc. Good quality paper gives a favourable impression in the mind of the reader. It also helps in documenting the letters properly. Let us discuss the various outer qualities of a good business letter.

- 1) Quality of paper: The paper used should be in accordance with the economic status of the firm. Now-a-days the cost of the paper is very high. Therefore, good paper should be used for original copy and ordinary paper may be used for duplicate copy.
- 2) Colour of the Paper: It is better to use different colours for different types of letters, so that the receiver will identify the letters quickly and prompt action can be taken.
- 3) Size of the paper: Standard size paper (A4) should be used while writing business letters. The size of the paper should be in accordance with the envelopes available in the market.
- 4) Folding of letter: The letter should be folded properly and uniformly. Care should be taken to give minimum folds to the letter so that it will fit the size of the envelope. If window envelope is used then folding

should be done in such a way that the address of the receiver is clearly visible through the transparent part of the envelope.

- 5) Envelope: The size and quality of the envelope also need special attention. The size of the letter should fit the size of the letters. The business firms use different types of envelopes i.e., ordinary envelope, window envelope, laminated envelope etc. In window envelope there is no need to write the address of the receiver separately on the envelope. It is clearly visible through the transparent part on the face of the envelope, which may be called as window. In laminated envelope a thin plastic sheet or cloth is pasted on the inner side that gives extra protection to letters from being damaged during transit.



## **Parts of a Business Letter**

We have discussed above the qualities of a good business letter. The quality will be maintained if we give proper attention to each and every part of the letter.

The essential parts of a business letter are as follows:

1. **Heading**: The heading of a business letter usually contains the name and postal address of the business, E-mail address, Web-site address, Telephone Number, Fax Number, Trade Mark or logo of the business.
2. **Date** : The date is normally written on the right hand side corner after the heading as the day, month and years.
3. **Reference**: It indicates letter number and the department from where the letter is being sent and the year. It helps in future reference. This reference number is given on the left hand corner after the heading.
4. **Inside address** : This includes the name and full address of the person or the firm to whom the letter is to be sent. This is written on the left hand side of the sheet below the reference number. Letters should be addressed to the responsible head e.g., the Secretary, the Principal, the Chairman, the Manager etc.
5. **Subject** : It is a statement in brief, that indicates the matter to which the letter relates. It attracts the attention of the receiver immediately and helps him to know quickly what the letter is about.
6. **Salutation** : This is placed below the inside address. It is usually followed by a comma (.). Various forms of salutation are:

Sir/Madam: For official and formal correspondence

Dear Sir/Madam: For addressing an individual

Dear Sirs/Dear Madam: For addressing a firm or company.

7. Body of the letter: This comes after salutation. This is the main part of the letter and it contains the actual message of the sender. It is divided into three parts:
  - (a) Opening part : It is the introductory part of the letter. In this part, attention of the reader should be drawn to the previous correspondence. For example with reference to your letter no. 326 dated. 12th March 2003, I would like to draw your attention towards the new brand of television.
  - (b) Main part : This part usually contains the subject matter of the letter. It should be precise and written in clear words.
  - (c) Concluding Part : It contains a statement the of sender's intentions, hopes or expectations concerning the next step to be taken. Further, the sender should always look forward to getting a positive response. At the end, terms like Thanking you, With regards, With warm regards may be used.
8. Complimentary close : It is merely a polite way of ending a letter. It must be in accordance with the salutation.
9. Signature : It is written in ink, immediately below the complimentary close. As far as possible, the signature should be legible. The name of the writer should be typed immediately below the signature. The designation is given below the typed name. Where no letterhead is in use, the name of the company too could be included below the designation of the writer.
10. Enclosures : This is required when some documents like cheque, draft, bills, receipts, lists, invoices etc. are attached with the letter.

11. Copy circulation : This is required when copies of the letter are also sent to persons apart of the addressee. It is denoted as C.C.

12. Post script: This is required when the writer wants to add something, which is not included in the body of the letter. It is expressed as P.S. For example, P.S. - In our offer, we provide two years warranty.

## **Type of Business correspondences**

A business typically uses many kinds of business correspondence in its day to day activities. There are six most common kinds of business correspondences in the business community as defined below:

- 1. Internal Correspondence :** The flow of information between employees, departments, branches, and units of the same company is termed internal correspondence. They can be formal or informal.
  - a. Some examples of formal internal correspondence are promotion letters, a formal request for approval, a memorandum, etc. They are mostly printed on paper.
  - b. A routine or informal internal correspondence can be a quick instruction between a manager and subordinate, which are mostly in the form of emails.
- 2. External Correspondence :** The communication between 2 different organizations or between an organization and a client comes under external correspondence. This type of correspondence in business communication is usually made to suppliers, existing and prospective clients, government offices, etc.
- 3. Sales Correspondence :** Any communication related to sales is called sales correspondence. It is not only concerned with the sale of a product or service but encompasses many other activities. It includes marketing letters, invoices, discount letters, statements of accounts, etc.
- 4. Routine Correspondence :** Such correspondence happens routinely like orders, inquiries, invitations, replies, etc.

5. **Personalized Correspondence** : This involves personal and emotional factors. Some of the examples of this type of correspondence are letters of gratitude, congratulation letters, appreciation notes, letters of request for a recommendation, etc.
6. **Circulars** : This type of correspondence is used when a business has to convey a common matter to a large audience. A few examples are notices of tenders, change in contact information, etc.

So Business letters are written for the fulfillment of several purposes. The purpose may be to enquire about a product to know its price and quality, availability, etc. This purpose is served if you write a letter of enquiry to the supplier. After receiving your letter the supplier may send you details about the product as per your query. If satisfied, you may give order for supply of goods as per your requirement. After receiving the items, if you find that the product is defective or damaged, you may lodge a complaint. These are the few instances in which business correspondence takes place. Let us learn the details about some important business letters.

### i. Business Enquiry Letter

Sometimes prospective buyers want to know the details of the goods which they want to buy, like quality, quantity, price, mode of delivery and payment, etc. They may also ask for a sample. The letter written to sellers with one or more of the above purposes is known as enquiry letter.

Specimen of Business Enquiry Letter		
Tel. 23241053 Fax: 23244155	M/s Acron Electricals 22/c, Main Road Darya Ganj, New Delhi-2	E-mail: <a href="mailto:elc@acr.vsnl.net.in">elc@acr.vsnl.net.in</a> Website: <a href="http://www.acroneic.com">http://www.acroneic.com</a> Fax.
Ref. PR/F/2002/27		Dated: July 27, 2002
M/s Bharat Fans Bharat Complex Hyderabad Industrial Estate Hyderabad - 500032		
Subject: Enquiry about the prices of fans		
Dear Sir,		
We are dealing in retail trade of electrical appliances. We would be interested in selling your product, Bharat Fans through our retail showroom.		
Could you, therefore, send us your quotations and let us know the terms and conditions of payment.		
Thanking you,		
Yours faithfully, For M/s Acron Electricals Sd/-		

Points to be kept in mind while writing letters of enquiry.

- Letters of enquiry should clearly state the information required, which may be asking for a price list or a sample.
- Write specifically about the design, size, quantity, quality, etc. about the product or service in which the buyer is interested.
- The period or the date, till which information is required, may also be mentioned.

## ii. Quotation Letter

After receiving the letter of enquiry from a prospective buyer, the sellers supply the relevant information by writing a letter that is called quotation letter. These letters are written keeping in view the information asked for like price list, mode of payment, discount to be allowed etc. Businessman should reply to the inquiries carefully and promptly.

Specimen of Quotation Letter		
Tel. 508632-35 Fax. 508600	M/s Bharat Fans Bharat Complex Hyderabad Industrial Estate Hyderabad - 500032	E-mail: <a href="mailto:bh@fan.vsnl.net.in">bh@fan.vsnl.net.in</a> Website: <a href="http://www.bhfan.com">http://www.bhfan.com</a>
Ref-SL/F/2002/12		Dated: August 10,2002
M/s Acron Electricals 22/c, Main Road Darya Ganj, New Delhi-2		
Subject: Your letter No. PR/F/2002/27 dated July 27, 2002		
Dear Sir,		
Thank you for your letter of enquiry. We would be glad to meet your requirements of selling our fan in your retail showroom.		
Our quotations are given in the price list enclosed. We offer 10% discount on order above Rs. 50,000. Besides, we allow a grace period of 45 days for payment of dues to our regular customers.		
We are confident that you will find our prices competitive and our terms and conditions reasonable. We look forward to meeting your requirements.		
Thanking you,		
		Yours faithfully, For M/s Bharat Fans Sd/- (Des Gupta) Sales Manager
Encl: Price List & Terms and Conditions		

### iii. Order Letter

In the previous section, we have studied about letters of enquiry and reply to enquiry i.e., quotation letter. The prospective buyer after receiving the reply to his enquiry letter may decide to place an order with that business house which offers goods at minimum price and at favourable terms and conditions. Letters written by a buyer to the seller giving the order to purchase the goods is called order letter.

Specimen of Order Letter		
Tel. 3241053 Fax. 3244155	M/s Acron Electricals 22/c, Main Road Darya Ganj, New Delhi-2	E-mail: <a href="mailto:elc@acr.vsnl.net.in">elc@acr.vsnl.net.in</a> Website: <a href="http://www.acronelec.com">http://www.acronelec.com</a>
Ref. PR/F/2002/32		Dated: August 22, 2002
M/s Bharat Fans Bharat Complex Hyderabad Industrial Estate Hyderabad - 500032		
Subject: Your letter of quotation No. SL/F/2002/12 dated August 10, 2002		
Dear Sir,		
Many thanks for your prompt reply to our enquiry letter of July 27, 2002. As we find your prices and terms quite reasonable, we wish to place a trial order as per the list enclosed.		
As pointed out in our enquiry letter, quality is important. Should the goods meet our expectations, substantial orders will follow.		
Payment will be made within the time limit prescribed in your quotation letter.		
Thanking You,		
		Yours faithfully, For M/s Acron Electrical Sd/- (A.B.Kumar) Partner
Encl: Order List		



#### **iv. Complaint Letter**

A complaint letter is written when the purchaser does not find the goods upto his satisfaction. It is normally written by the purchaser when he receives wrong, defective or damaged goods or receives incorrect quantity of goods. It can also be written directly to the transit authority when the goods are damaged in transit. Thus, we may define a letter of complaint as the letter that draws the attention of the supplier or any other party on account of supply of defective or damaged goods.

Points to be considered while writing a complaint letter:

- Complaint letters should be written immediately after receiving the defective goods.
- Mistakes as well as difficulty due to mistake should be mentioned clearly
- Proposal to correct the mistakes should be made
- Suggestions on how the complaint should be dealt with, i.e., mention of compensation, replacement, discount, cancellation etc, should be made.
- Mention period in which the corrective action should be taken
- Request to be careful in future.

### Specimen of Complaint Letter

Tel. 3241053  
Fax. 3244155

M/s Acron Electricals  
22/c, Main Road  
Darya Ganj, New Delhi-2

E-mail: [elc@acr.vsnl.net.in](mailto:elc@acr.vsnl.net.in)  
Website: <http://www.acronelc.com>

Ref. PR/F/2002/27

Dated: September 5, 2002

M/s Bharat Fans  
Bharat Complex  
Hyderabad Industrial Estate  
Hyderabad - 500032

Subject: Complaint regarding fans

Dear Sir,

I would like to draw your attention to the fact that some fans are found missing in the parcel, dispatched by you, which I received today. It appears that the following items were not included.

Bharat fan super quality      3 (Three)

Bharat fan standard            2 (Two)

We will appreciate if the above fans are sent to us or the amount credited to our account.

Yours faithfully  
For M/s Acron Electrical  
Sd/-  
(A.B.Kumar)  
Partner

## v. Recovery Letter

The letter written by the seller for collection of money for the goods supplied to the buyer is called recovery letter. The aim of recovery letter is to collect money without annoying the customers. The letter should include information regarding the amount of arrears argument for payment, and last date for payment. The language of recovery letter should be polite, so that the customer is not offended and future transactions with him are not adversely affected.

Specimen of Recovery letter		
Tel. 508632-35 Fax. 508600	M/s Bharat Fans Bharat Complex Hyderabad Industrial Estate Hyderabad - 500032	E-mail: <a href="mailto:bh@fan.vsnl.net.in">bh@fan.vsnl.net.in</a> Website: <a href="http://www.bhfan.com">http://www.bhfan.com</a>
Ref-SL/F/2002/12		Dated: December 10,2002
M/s Acron Electricals 22/c, Main Road Darya Ganj, New Delhi-2		
Subject: Recovery of dues		
Dear Sir,		
<p>We believe that the payment of our bill No. 1713 dated September 2,2002 must have escaped your attention. As the payment is due since long, we would appreciate if you send us your cheque immediately. Please let us know whether payment is being withheld for some special reasons.</p>		
Thanking you,		
Yours faithfully, For M/s Bharat Fans Sd/- (Des Gupta) Sales Manager		