

---

Name – Pratik Pingale.

Roll no. – 19CO056

Class – COMP. ENGG. (First Shift)

Subject – Business Communication Skills

## **Assignment - 9**

### **Email Writing**

#### **1. Subject line**

The first part of an email which your recipient sees is the subject of the email. So, getting the subject line on point is the first important thing to consider when you have to write a formal email.

Here are some things to keep in mind:

- Make the subject line specific, simple, and to the point.  
For example, instead of 'The internship report you asked for', write, 'Internship Report, {date/week/month}'.
- The subject line should be short. Ideally, your subject line should stand around six words.
- Keep the most important and informative words in the beginning of the subject line.
- Use markers like Fwd, Reply, Urgent, or Notice to further narrow down the subject. It informs your reader about the nature of your email.

Some of the examples of good subject lines when you write a formal email can be:

- Marketing Data for July 2018
- Marketing Budget, October 2018
- List of New Freelancers

- Job Application for the Post of XYZ
- Leave Application
- Query Regarding the Missing Information in the Document
- Contract Agreement - XYZ Assignment

## **2. Salutation**

The next factor to get right when you write a formal email is its salutation. Each email is directed towards someone. Start your formal email with addressing the recipient in a manner fitting the relationship you have with them. Do not skip the salutation and always be respectful. Never use nicknames or just surnames or first names when you write a formal email.

## **3. Body of the email**

The body text is the main part when you write a formal email.

It is important to follow a certain pattern to get the format of a formal email uniform.

- The opening paragraph should set the tone and reason for your email. Introduce yourself if you are a stranger to the person you are writing to, and jot down why you are writing to them.

For example, you can begin with 'My name is Abc, and this email is with reference to Xyz.' or 'This is with reference to the marketing budget as discussed in the meeting.'

- Elaborate on your concern, question, or response as comprehensively as possible. Write in a way that is easy to understand, but at the same time, do not lose your point in providing unnecessary information. Say only what is required.
- The closing of the email should also support the nature and format of a formal email. If you are asking a question, close with something like 'Hope to have an answer from you soon', or 'Looking forward to hearing from you soon', and if you are

addressing a question, end with 'Hope I have sufficiently answered your query/doubts.'

#### **4. Signature**

These are the last words when you write a formal email and is capable of forming a lasting impression on your reader.

- Sign off with a simple word or phrase, which conveys respect. Safe choices are 'Best regards', 'Warmly', 'Sincerely', 'Kind regards', or simply 'Thanks'.
- If you are writing to someone for the first time or someone who is not an immediate colleague or senior, use your full name.
- Furnish your name with contact information. Your phone number and/or work address are enough.
- If you are writing on behalf of or as an employee of an institution, make sure to mention it along with adequate contact details
- To make your signature even more effective, you may also choose or design an attractive (but not flashy) template.

---

**Activity: Sample Email**

Subject: Late Delivery of Goods

Dear Mr. Patil,

I am Pratik Pingale, the Communications officer of Allen Steels Ltd.

Thank you for calling our attention to the late delivery of the order 47569-A for aluminum panels from our company. I understand that you made your booking about two months ago.

We are very sorry for the delay in delivery. It was due to a mismanagement issue with a staff who was unexpectedly off-duty on the correct day of delivery for your order. We want you to know we hold all our customers in high esteem and will always do everything possible to provide prompt, quality and satisfactory service.

We appreciate the courage you displayed by informing us about the problem of our service delivery; and we would like to appreciate you for that. When you are ready to make your next order, please inform me by sending a copy of your order to [pratikpingale@gmail.com](mailto:pratikpingale@gmail.com).

Thanks for your consistent patronage.

Yours sincerely,

Pratik Pingale.

Communications Officer Allen Steels Ltd.