



STRATHMORE INSTITUTE

CAT 2 – NOVEMBER 2024

STUDENT ID NUMBERS:

STUDENT FULL NAMES:

BUSINESS WRITING SKILLS, BUSINESS LETTERS & EMAILS SUMMARY A POWERPOINT PRESENTATION

1. By now, you must have completed reading the two (2) books posted last month on our WhatsApp group (and also available on the e-learning platform), namely **Business Letters for Busy People** and **25 Success Strategies to Supercharge Your Email and Business Writing Skills**. In the groups in which you formed companies for CAT 1, use PowerPoint, Google Slides, Canva, etc to create and design visually appealing **Presentation Summaries** on the following:
 - i. 25 Success Strategies to Supercharge Your Email and Business Writing Skills **(25 marks)**
 - ii. Letters about Employment Changes **(20 marks)**
 - iii. Sales and Promotional Letters **(15 marks)**
 - iv. Collection Letters **(10 marks)**
 - v. Community Activities Letters **(10 marks)**
 - vi. Customer Relations Letters **(10 marks)**
 - vii. Media Letters **(10 marks)**
2. Working with the companies you formed in CAT 1, design your company letterhead and draft one sample letter for each category. Address the letters to a client for each of the categories. Take note that the letter comprises all the parts of the relevant business letter, complete with full, realistic addresses.

Key highlights of the letter presentations above must include the following:

- Definitions and descriptions of the different types of business letters
- Their purpose
- Their general structure
- The checklists
- Your group company's business letter to a client

Note: This is a **summary of the business letters**, not a re-copying of the book.

TOTAL MARKS = 100 MARKS

Submission deadline: ONE WEEK FROM TODAY

Submit via my email: skaruoya@strathmore.edu