

# TYPES OF LETTER

1. Personal Letter
2. Business Letter
3. Job Application Letter
4. Writing Resumes

## 1. PERSONAL LETTER

A personal letter is a type of letter written to friends and relations like father, mother, uncle, aunt, brother, sister, husband, wife, etc. A letter written to a neighbor describing your holidays or your school, college or to your grandmother about a matter of interest to her are letters of this kind. Such letters are usually full of news and are written in a conversational style.



## 2. THE BUSINESS LETTER

- In a usual sense business letters refer to such letters which are written to establish business relationship between two or more than two companies, to keep in touch with customers, to promote the business as a whole, to establish public relations, etc.
- This type of letter is a commercial conversation and important for business relationship which fills up the physical distance between business partner.



- The business letter differ from the personal letter in two ways: form and language.
- The business letters are formal and official. The business letters basically deal with some subjects such as ordering goods, requesting credit, booking, complaint, enquiry, apology, transfer of money, etc.



# FUNCTIONS OF BUSINESS LETTER

The five reasons for writing business letter are:

- To provide a convenient and inexpensive means of communication.
- To seek or give information
- To furnish evidence of transactions
- To provide a record for future reference
- To build goodwill



# ELEMENTS/COMPONENTS/PARTS/STRUCTURE OF A BUSINESS LETTER

A letter is a properly ordered combination of different parts or components, but it should be allowed in our mind that all sorts of letters must not necessarily have the same components. The use of the components' varies from one type of letter to other type. However, the common parts required for official letters are mentioned below:

- 1. The Letterhead-** name, address, telephone no., post box no. email. etc. in the top and between the left and right margins.
- 2. The Heading-** address of the writer/ sender and the date were mentioned at the left top corner of the page.
- 3. The Superscription/ Inside Address-**name and address of the receiver. To whom written in the left corner.



# ELEMENTS/COMPONENTS/PARTS/STRUCTURE OF A BUSINESS LETTER

4. **The Subject-** indicates purpose of the letter
5. **The Salutation-**greeting honored to the receiver by sender
6. **The Body-** important part which contains the actual message to be conveyed to the reader.
7. **The Ending-** used at last of the body of the letter. It is the formality to end or close the letter. I look forward to hearing from you/ Hoping for a positive response/ Thanking you
8. **The subscription/Complimentary Close-** it is with polite word which should match with salutation. Yours Sincerely,  
Affectionately yours
- 9 **The Signature, Name and the Post-** sender/ writer



# ELEMENTS/COMPONENTS/PARTS/STRUCTURE OF A BUSINESS LETTER

**10. The Post Script (P. S)-** After completing the letter if an important point has been left that missed point is mentioned below the signature, but it is not good practice.

**11. The Enclosure-**When the additional materials have to be included along with letter, For e.g.: Enc I: Photocopy of academic certificates

**Enc II: Photocopy of the experience letter**

**12. Carbon Copy/Courtesy Copy (cc to)-** Sometimes the same matter has to be informed to other authority for quick decision.

**13. The Envelope-** if it is sent by post, sender's complete identity is written on the left hand side and receiver's is on the right hand side of the envelope.



# TYPES OF BUSINESS LETTER

## 1. Letter of Inquiry

Inquiry about the product.

**Dhakar Distributors**

**Birauta, Pokhara**

**Tel: 061-692351**

Ref. No.: 012

Date: 5<sup>th</sup> May 2019

The Managing Director  
Soltee Gas Stove Company  
New, Road, Kathmandu

Subject: Enquiry of products

Dear Sir,

We are one of the biggest dealers of gas stove in Pokhara. We have heard of your company and its products in the market, that's why, we are interested in dealing with your products. We would be grateful if you could send us a copy of your catalogue as soon as possible.

Sincerely Yours,

.....

Bishal Sharma  
Managing Director





# Mechi Mahakali Book Center

Kirtipur-16, Kathmandu

Tel. No.: 01-4245067

## Modes of transaction/system

Ref. No.: 013

Date: 5<sup>th</sup> May 2019

The Sales Managing

Nima Publication

Putalisadak, Kathmandu

Subject: Regarding the terms and condition

Dear Sir,

Thank you for your latest catalogue and the price list of the books. I would be grateful to you if you let me know the terms and condition on which you are ready to supply the books.

Thank you.

Sincerely Yours,

.....

Kishan Poudel

The Purchasing Manager



## 2. QUOTATION LETTER

Regarding Payment/discount/transaction and price

**Nima Publication**

**Putalisadak, Kathmandu**

**Tel. No.: 01-4456788**

Ref. No.: 014

Date: 5<sup>th</sup> May 2019

Mechi Mahakali Book Center

Kirtipur, Nayabazar

Kathmandu

Subject: Regarding the quotation

Dear Sir,

Thank you for your inquiry about the terms and conditions of the prices, trade and payment system. We have various discount offers in the books available in our contact.

We allow 25% discount at the rate of books on our publication and 20% on other's publication and 15% on Indian publication. We allow cash discount at 5% if the payment is received at the time of dispatch. Moreover we allow you the special discount of 10% if your monthly order is of 20,000 or above it. He orders are executed the day that are received and we do not charge of the cost of packing materials.

I am looking forward to dealing with you soon.

Sincerely Yours,

.....

Mohan Pandey

Managing Director



### 3. ORDER LETTER

#### Order of the products

#### Arpan Electronics Suppliers

Balkhu Kathmandu

Tel: 01-4436784

Ref. No.: 015

Date: 5<sup>th</sup> May 2019

The Sales Manager,  
Palpasa Electronics,  
Kirtipur, Kathmandu

Subject: Order of products

Dear Sir,

We would be grateful if you would send us the following electronic appliance within two weeks.

S.N.	Quantity	Items
1.	30	Samsung color TV 21"
2.	20	L G color TV 14"
3.	25	Samsung Computer set
4.	90	Sony Radio (10 band)

An A/c payee cheque for Rs. 1,00,000 only has is enclosed with this letter. Inform me for further adjustment if necessary.

Faithfully Yours,

.....  
Gaurab Acharya  
Manager



# LETTERS OF CLAIMS AND ADJUSTMENT

Letter of Claims or complaints are written when the customer does not receive the ordered goods in the right time under the right terms and conditions. In other words, if the mistakes of the business intentions damages in the purchased items, goods of low/ inferior quality are found; the customer claims over the goods sending a letter to the seller for the reduction in price or return the goods or make the seller exchange the goods purchased. While writing such letter, the writer should write in polite language so that the receiver takes it positively and acts according to the complaint.

Similarly, letters for adjustment are written in response to the customer who is dissatisfied with service. The seller has to take the complaint positively otherwise the relation may end forever.



## 4. LETTER OF CLAIMS OR COMPLAINTS

### **Gandaki Books and Stationary Center**

**Kalanki, Kathmandu**

**Tel: 01-4445986**

Ref. No.: 016

Date: 12<sup>th</sup> May 2019

The Sales Manager,  
Nima publication  
Kathmandu

Subject: Regarding the quotation

Dear Sir,

I have just received the cargo of 300 college book of BCA's second semester according to my order made in July, and this was two months. I could not sell the books when the students needed, as a result, they purchased from other book shops.

We have done good business together until now, but unfortunately much inconvenience has occurred this time. Therefore, I would be grateful if you consider my request in time by replacing these books with the books of Bachelor's fourth and fifth semester so that it will not affect my business.

I would really appreciate you for handling my claim reasonably within a week. I also hope this will not happen in future and look forward to getting your usual effective service to boost up my business

Sincerely Yours,



.....

Deepak Bhandari  
Purchasing Manager

## 5. LETTER FOR ADJUSTMENT

**Nima publication**  
**Putalisadak Kathmandu**  
**Tel: 01-4476521**

Ref. No.: 017

Date: 12<sup>th</sup> May 2019

The Purchasing Manager  
Gandaki Books and Stationary Center,  
Kalanki, Kathmandu

Dear Sir,

Thank you for your letter of October 7 about the delay of our delivery of the books you ordered. Please accept our apologies for the delay and inconvenience.

In fact, the cargo had gone astray because it was handled by one of our new clerks, and we had to retain it which ultimately resulted in the delay.

We have regarded you as a good customer and have enjoyed doing business with you. Therefore, we accept your terms of replacing the items. We would also like to assure you that such mistake does not take place in the future.

Sincerely Yours,

.....  
Kamal Rijal  
Manager

