

- iii. Workshops: : Attended a two week training in the use of computer graphics in film making (December 2003), Anna University

5. Extra – curricular activities:

- a. Represented the college in Inter-Collegiate Cricket Tournament in 2001, 2003, 3005.
- b. Conducted a blood donation camp in college
- c. Active participation in the English Association activities and cultural programs.

6. Professional Objectives:

- a. To work in the organization with utmost dedication and commitment
- b. To assist all senior officials and colleagues

7. Personal Data:

Place and Date of Birth : Chennai, 07/02/1990

Language known: English, Tamil and German

8. References: Available upon request

7.4.2 The Business Letter

1. Introduction

In a usual sense business letters refer to such letters which are written to establish business relationship between two or more than two firms or companies. The business letters are formal and official. The business letters should be concise, terse or clear and to the point because these letters are written to keep in touch with customers and the business firms to strengthen business ties or relationship. The language should be decent and polite in tone. The business letters basically deal with some subjects such as ordering goods, requesting credit, booking, complaint, enquiry, apology, transfer of money.

2. Purposes of the Business Letter

As the name itself implies that business letters are written for the business purposes which are as follows.

- To establish business relationship between the firms and /or the companies.
- To keep in touch with customers.

- To keep the records of transaction between the firms or institutions involved.
- To establish public relations.
- To promote the business as a whole.

The necessary parts in the business letters are the letterhead, the heading, the reference, or the subject line (opt) the superscription, (the inside address), the salutation, the body, the ending (closure), the subscription (Complimentary close), the signature along with name and post of the sender, the postscript (opt), the enclosures (opt).

SHRESTHA DISTRIBUTORS

Kathmandu, Nepal

Tel: 01-4255076

Ref. No.: 015

Date: 5th May 2011

The Managing Director
Panas Soap Company
Gandhi Road
India.

Subject:

Dear sir/madam,

.....

.....

Sincerely yours

.....

Prakash Thapa
Manager.

3. Types of Business Letter

The types of the common categories of the business letters are letters of inquiry, order letter, complaint letter, letter of claims and adjustment, letter of acknowledgement, etc.

(i) Letter of Inquiry

This letter is written by a probable customer or the buyer to the seller/dealer asking for the quantity, quality, price, discount, terms and conditions of trade. The letters asking for catalogues, information and details about business, people and production belong to this category. These letters are short, simple, accurate, complete, direct and courteous because they do not require literary style in writing. For example,

Rakshya and Raskin Distributors**Waling, Syangja****Tel: 01-4255076**

Ref. No.: 015

Date: 5th May 2011

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 Syangja. 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,

.....
Bikram Niraula
Managing Director

Inquiry Letter

Students Book Center

Bagar-1, Pokhara

Tel. No.: 061-520642

Ref. No.: 016

Date: 5th May 2011

The Sales Manager

Satyal Publication

Bhotahity, Kathmandu

Subject: Regarding the terms & conditions

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 conditions on which you are ready to supply the books.

Thanking you.

Sincerely yours,

.....
Anjan Lama

The Purchasing Manager

(ii) Quotation Letter

Quotation letter is written by the seller to the customer or buyer stating about the terms and conditions of the payment, discount system and many more. It is important in a business because the entire trade is performed on the basis of the information the seller sends to the buyer. The information should be authentic and real so that they can maintain the commercial relation for a long time.

Example of quotation letter:

M.K. Publishers & Distributors Pvt. Ltd.
Bhotahity, Kathmandu
Tel.No. 01-4485964

Ref. No.: 017

Date: 5th May 2011

Sapana Stationery,
 Milan Chowk,
 Butwal

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. The orders are executed the day they are received and we do not charge of the cost of packing materials.

I am looking forward to dealing with you soon.

Sincerely yours,

.....
 Manju Neupane
 Managing Director

(iii) Order Letter

Order letter is generally written when the terms and conditions for the purchase of goods are favorable for the buyer. This letter contains the detailed description of the goods ordered and the time it takes to deliver the goods. This letter should maintain transparency in terms of the payment, otherwise a minor negligence may cause dispute and trade relation may not continue.

Ordering of products:**Arpan Electronics Suppliers**

Srijana Nagar, Surkhet

Tel: 01-4255076

Ref. No.: 018

Date: 5th May 2011

The Sales Manager,
Palpasa Electronics,
Ason, 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. | Items | Quantity |
|------|----------------------|----------|
| 1. | Samsung color TV 21" | 25 |
| 2. | L G color TV 14" | 15 |
| 3. | Samsung Computer set | 20 |
| 4. | Sony Radio (10 band) | 50 |

An A/c payee cheque for Rs. 90,000 only is enclosed with this letter. Inform me for further adjustment if necessary.

Faithfully yours,

.....
Reeta Neupane
Manager

(iv) Letters of Claims and Adjustments

Letters 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 firms or business institutions, damages in the purchased items, goods of inferior /low quality are found; the customer claims over the goods sending a letter to the seller. The customer can either claim 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 merchandise and service. It is a remedial step for the mistake committed. The seller has to take the complaint positively and courteous treatment and conciliatory decisions should be made in response, otherwise the relation may derail.

Example of a complaint letter**Gandaki Books and Stationery Center****Waling, Syangja****Tel: 01-4255076**

Ref. No.: 019

Date: 5th May 2011

The Sales Manager,
New TU Books Center,
Kirtipur, Kathmandu.

Dear sir,

I have just received the cargo of 300 college books of Bachelor's first year according to my order made in July, and this was two months delayed. 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 second and third year 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,

.....
Nitu Baral
Purchasing Manager

Letter for adjustment:

New TU Books Center

Kirtipur, Kathmandu

Tel: 01-4255076

Ref. No.: 020

Date: 5th May 2011

The Purchasing Manager,
Gandaki Books & Stationery Center,
Waling, Syangja.

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.

Yours Sincerely,

.....
Saraswati Basnet
Manager

EXERCISE

1. Write a job application to Birla Cement, enclosing a CV for the vacancy of a junior engineer.
2. There is a vacancy for the post of lecturer in electrical engineering at National Engineering College, Balaju. Imagine that you are a mechanical engineering candidate and apply for the post.
3. Prepare your resume for applying for the post of Deputy Director at Birgunj Sugar Factory.
4. As a manufacturer of electric and electronic goods, write a persuasive letter to some dealers explaining the quality of your products and their competitive prices with request to market them.
5. Write a letter to Santosh Electronics Ltd., Anamnagar calling for the illustrated catalogue and quotations of certain electronic goods required for your college.
6. Imagine that you placed an order with Ramesh Electricals Pvt. Ltd. Chennai for the supply of 15 three- phase electrical motors and the parcel of motors was received. On opening the parcel, you observed that the company has dispatched 15 single-phase motors. Write a letter to the supplier requesting them to replace the motors.
7. Write a letter to Nilofer Typewriters Pvt. Ltd. complaining about the damaged condition of the typewriter received from them.

