

Business Letter Writing- Format

BCC1370- Business Communication I

Faculty of Management Studies and Commerce

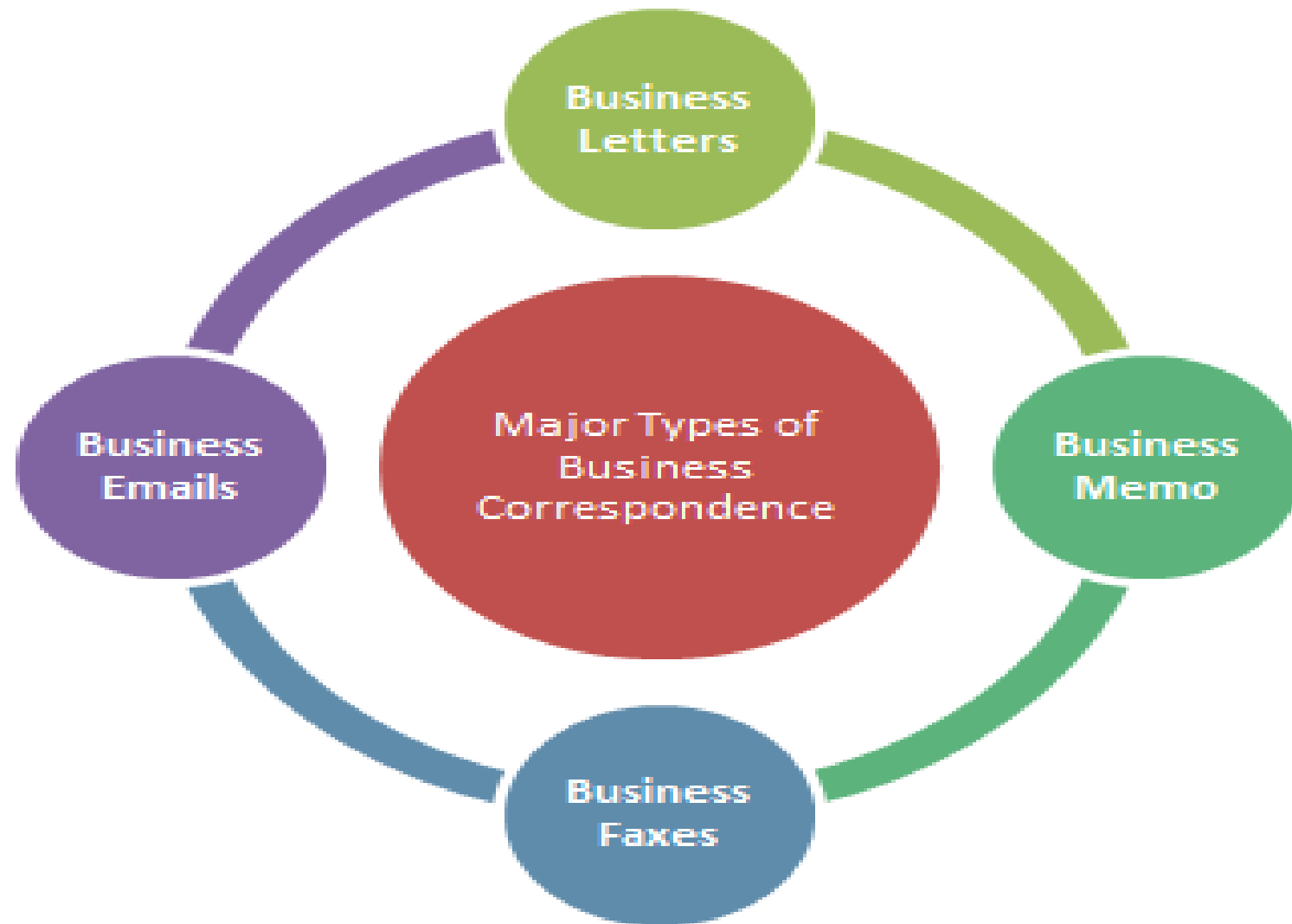
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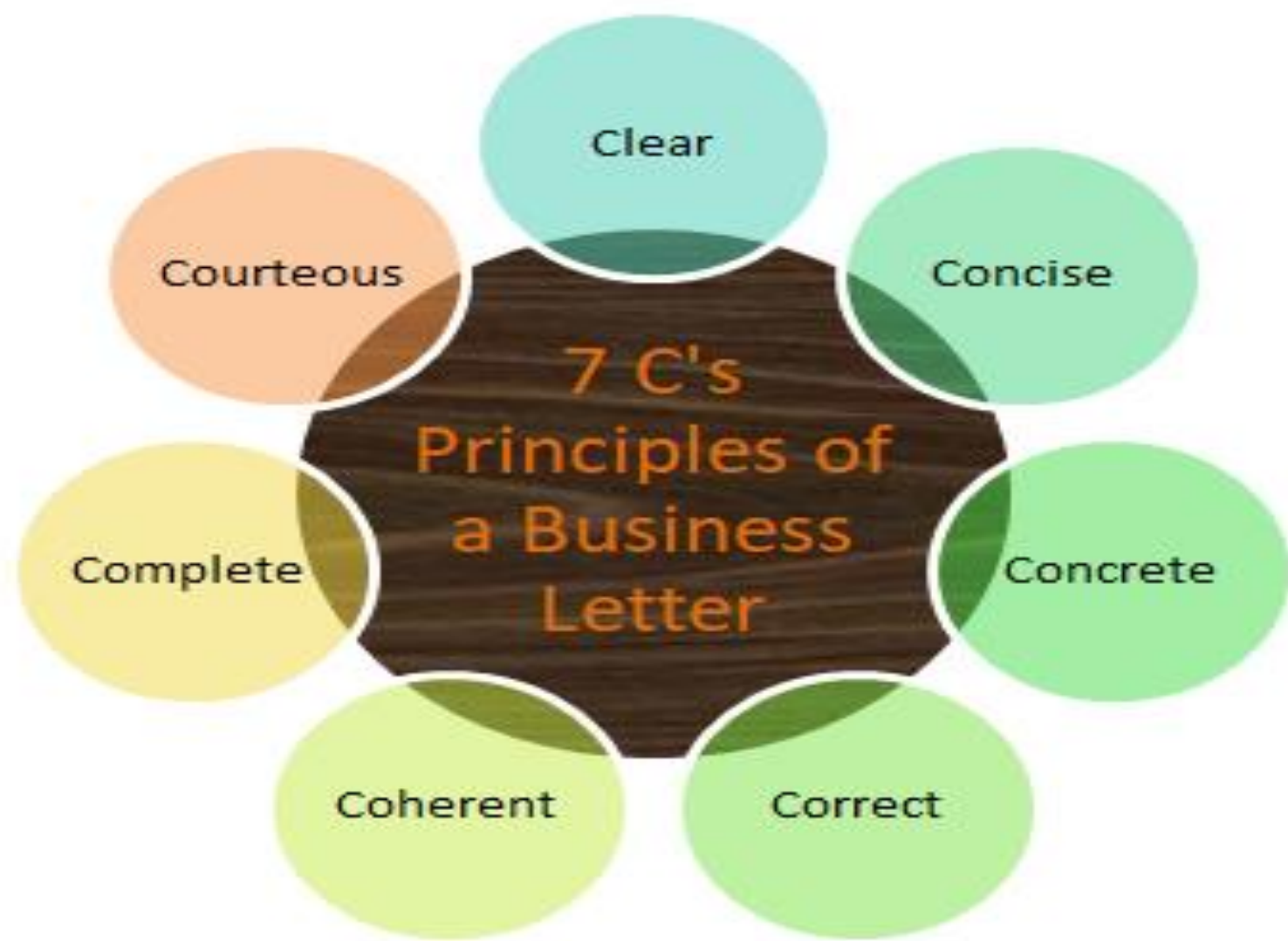
Outline of the Lecture Series

- Format
- Letters of Inquiry
- Replies to Inquiries
- Examples
- Exercises

Outline of today's lecture

- What is business correspondence.
- Characteristics of a business letter.
- Objectives of writing a letter.
- Basic elements of a business letter.
- Block format.
- Formal vs Informal letters





Objectives of Writing a Business Letter

- **To exchange information**
- **To establish business relationship**
- **To make inquiry**
- **To take right decisions**
- **To place orders**
- **To keep records**
- **Legal acceptance**

Basic Elements of a Business Letter

- Sender's address
- Date of writing
- Receiver's name and address
- Salutation
- Subject
- Message or the body of the letter
- Closing
- Thank you
- Complementary close
- Sender's signature
- Sender's name and title



Block Format

- Block format is the most common layout of a business letter.
- In this format, all text or part is **aligned or starting from the left margin. Paragraphs are not indented.**
- This format uses **open punctuation** (commas are not used after each line of the address, the salutation, or the complimentary close.
- Keep in mind that different organizations have different format requirements for their professional communication.

<https://thebusinesscommunication.com/format-of-a-business-letter/>

Salutation

- Dear Sir: to a company, to a man if you do not know his name
- Dear Madam: to a woman if you do not know her name
- Dear Mr. Peterson: to a man
- Dear Mrs. Peterson: to a married woman
- Dear Miss. Peterson: to an unmarried woman
- Dear Ms. Peterson: to a married or unmarried woman

When you are not aware about the gender of the receiver, use as:

- To Whom it May Concern
- Dear Sir/Madam

Topic or the Subject

- It is briefly mentioned in one line.
- It gets the reader's attention and instigates him/her to read it.
- Usually the subject line should be clear, precise and direct.

Message (Body of the Letter)

- State the purpose of the letter and reason for the communication within the first paragraph of the letter body.
- In the subsequent paragraphs, mention the relevant information behind the writing of the letter.
- Make sure that the language used is formal and that your points are stated clearly, logically and concisely.

Complementary Close

- The way you close a letter depends on how you open it.
- **Dear Sir/Madam- Dear Sir : Yours faithfully**
- **Dear Mr./Mrs./Miss./Ms. Peterson : Yours sincerely**

Business Letter Full Block Format

Heading –

Your Name

Your street address

City, State Zip Code (comma between city and state, NOT
state and zip code)

(skip one line)

Date (month capitalized and written out—no slashes)

(skip two lines)

The Inside Address

Name and title of person to whom you are writing

Name of Business/Organization (if applicable)

Street address

City, State Zip Code (comma between city and state, NOT
state and zip code)

(skip two lines)

Salutation (Addressed to specific person. Example – Dear
Dr. Evans or To Whom It May Concern...not “Dear Sir”)

Dear _____: (salutation always followed by a colon (:)

(skip two lines)

Paragraph One

Introduction – reason for writing. Tell reader who you are (i.e.
student at Harkness) and why you are writing (i.e. to express
your opinion on a topic).

Paragraph Two (skip one line)

Body – additional information. Describe why you believe
what you do (i.e. why you feel compelled to write about
the subject—stem cell research.)

Paragraph Three (skip one line)

Closing – state appreciation for reader’s time and
consideration, request any necessary follow up actions,
offer a contact (such as your email address or phone
number).

(skip two lines)

Closing

Sincerely, (capitalize the S, comma always follows the
closing)

Sign your name

(skip four lines)

Full Block Letter Format

CENTER VERTICALLY
1" SIDE MARGINS

RETURN ADDRESS	→	610 Grand Avenue Laramie, WY 82070-1423
DATE	→	February 20, 2006 <i>QS</i>
ATTENTION LINE	→	Attention Personnel Director
LETTER ADDRESS	→	Elegant Treasures 388 Stonegate Dr. Longview, TX 75601-0132 <i>DS</i>
SALUTATION	→	Dear Armani Dealer <i>DS</i>
SUBJECT LINE	→	CONCERNING THE GIUSEPPE ARMANI FIGURINES <i>DS</i>
BODY		<p>The Giuseppe Armani figurines in your window are very attractive. I noticed them last week. Do you have any other figurines?</p> <p>A friend gave me a pamphlet showing three Armani millennium sculptures: Stardust (years 1-999, Silver Moon (years 1000-1999) and Comet (year 2000- and beyond). I want to buy all three sculptures. Do you have them in stock or could you order them? If not, could you refer me to a nearby dealer? I have included a copy of the pamphlet for your information.</p> <p>I look forward to adding these beautiful pieces to my collection.</p>
COMPLIMENTARY CLOSE	→	Sincerely, <i>DS</i>
COMPANY NAME	→	COMPANY NAME <i>QS</i>
WRITER	→	Cynthia A. Martin <i>DS</i>
ENCLOSURE NOTATION	→	Enclosure <i>DS</i>
COPY NOTATION	→	c Bradford Williams Leslie Morrison <i>DS</i>
POSTSCRIPT	→	I am very interested in purchasing the Giuseppe Armani figurines.

DS = Double Space
QS = Quadruple Space



FORMAL LETTER

Vs

INFORMAL LETTER

Formal Vs Informal

Basis for Comparison	Formal Letter	Informal Letter
Meaning	A formal letter is a letter, written in formal language, in the stipulated format, for official purpose.	A letter written in an friendly manner, to someone you are familiar with, is called informal letter.
Objective	Professional Communication	Personal Communication
Format	Written in prescribed format only.	No prescribed format.
Written in	First person - Business letters, third person - others.	First, second or third person.
Written to	Business, college/institute, employer, organizations, etc.	Friends, family, acquaintances etc.
Voice	Passive	Active
Sentences	Long and complex	Short and simple
Size	Concise	Large or concise
Contractions and Abbreviations	Avoided	Used

FORMAL AND INFORMAL LETTERS

	FORMAL	INFORMAL
Name	Dear Mr/Mrs/Ms Dupuis Dear Mary	Hi/Hello Mary Mary,....(or no name at all)
Previous contact	Thank you for your e-mail of... Further to your last e-mail,... I apologise for not getting in contact with you before now.	Thanks for your e-mail. Re your e-mail,... Sorry, I haven't written for ages, but I've been really busy.
Reason for writing	I am writing in connection with... I am writing with regard to... In reply to your e-mail, here are... Your name was given to me by... We would like to point out that...	Just a short note about... I'm writing about... Here's the...you wanted. I got your name from... Please note that...
Giving information	I'm writing to let you know that... We are able to confirm that... I am delighted to tell you that... We regret to inform you that...	Just a note to say... We can confirm that... Good news! Unfortunately,...
Attachments	Please find attached my report. I'm sending you ... as a pdf file.	I've attached... Here is the...you wanted.
Asking for information	Could you give me some information about... I would like to know... I'm interested in receiving/finding out...	Can you tell me a little more about... I'd like to know... Please send me...

Formal Vs Informal

- <https://www.youtube.com/watch?v=VADRoo3cPNE&t=476s>

Watch for better understanding

- <https://www.youtube.com/watch?v=gMMaDoBacoU>
- <https://edu.gcfglobal.org/en/business-communication/how-to-write-a-formal-business-letter/1/>



Thank you