

# **Tips for effective writing**

- It must be neat and clean.
- Writing should be in a logical way.
- If many points, make separate paragraphs.
- Sentence structure and vocabulary should be easy for the reader.
- Should be brief with clarity, conciseness, correctness, courtesy.
- Use proper grammar, decent language and correct punctuation.

# **Parts of a Business letter**

## **MAJOR PARTS**

- Heading
- Date
- Inside Address
- Salutation
- Body of the letter
- Complimentary close
- Signature

## **MINOR PARTS**

- Address notation
- Attention line
- Subject line
- Enclosure
- Copy notation
- Mailing notation
- Postscript

# **Detail explanation**

## **MAJOR PARTS**

### **□ Heading**

- It comes first at the top of the page.
- In BLOCK FORMAT, it is written at the left side.
- If companies have their own letterheads, it is in the middle (center).
- It is about name of the organization, full address, and contact number. (call & email) (Sender)

### **□ Date**

- 3 spaces below the last line of heading.
- American/cardinal method Oct 05, 2022 (MM DD YY)
- British/Ordinal method 05<sup>th</sup> oct, 2022 (DD MM YY)
- Must use name of month for official use (OCT) (NOT 10).

# **Detail explanation conti...**

## **□ Inside Address**

- Name of the receiver, designation, name of company and its address.
- 2 spaces below the date. (Left side)
- If you type, use proper alignment.

## **□ Salutation**

- Greeting words, expresses the respect to the receiver.
- Depends on inter relationship between S & R.
- EX:- Sir, Dear sir/Madam, Sirs/Dear Sirs, Respected Sir, May it please your Excellency... used for Presidents, PM, Diplomats, The heads of states.

# **Detail explanation conti...**

## **□ Body of the letter**

- 2 spaces below the subject line or salutation.
- Should be separated in 3 paragraphs.
- 1<sup>st</sup> para talks about previous letter, (if 1<sup>st</sup> time, then intro...)
- Middle para talks about central message.
- Closing para suggestion, request
- Don't give number, title or sub-titles.

## **□ Complimentary close**

- Yours faithfully, truly, sincerely, cordially etc...

# **Detail explanation conti...**

## **□ Signature**

- 2 spaces below complimentary close.
- Hand written sign
- Full name sign
- Name of company in capital letters
- Official designation of the person like manager, secretary, accountant etc...

## **MINOR PARTS**

## **□ Address notation**

- 2 spaces above the inside address
- Personal, Confidential, Please forward

# **Detail explanation conti...**

## **□ Attention line**

- 2 spaces below the inside address.
- Attention: Dr. Gaurang Patel
- Attention: Academic section

## **□ Subject line**

- Indicate details in single line
- Ex:- an inquiry for IT admission

## **□ Enclosure**

- Ex:- Encl. Leaving certificate

Dr. GAURANG PATEL

# **Detail explanation conti...**

## **□ Copy notation**

- Ex:- C.C: Dr. Gaurang Patel

## **□ Mailing notation**

- After reference or above the inside address, **written on envelop.**
- Ex:- By REGISTERED POST, BY COURIER, BY SPEED POST, BY QUICK MAIL, BY AIR MAIL etc... (CAPITAL LETTERS)

## **□ Postscript**

- Used when information received at the last minute and has to inserted/add into the letter.
- Take sign of higher authority for proof that postscript added at last moment.

# **Layouts of business letter**

- Block layout
- Modified block layout
- Semi-Block layout
- Simplified layout

Dr. GAURANG PATEL

# Layouts of business letter in detail

## Block layout

- Well-known style
- Everything is in left side (only letterhead is in center)
- Punctuation is only used in salutation, complimentary close, and body of the letter.

## Modified block layout

- Heading, complimentary close and signature are placed to the right side.
- Other things are in left side.

# **Layouts of business letter in detail**

## **□ Semi-block layout**

- Each para start with few spaces from the margin.
- Like to modified block layout.

## **□ Simplified layout**

- No use of salutation
- Subject line is written in CAPITAL LETTERS.
- It does not include complimentary close.

# **Types of Business letter**

- Inquiry letter
- Reply letter
- Order letter
- Complaint letter
- Adjustment letter
- Sales letter
- Requesting Purchase on Credit
- Accepting or Rejecting the Credit request

## **Inquiry letter**

- To collect information regarding price, discount, payment mode, warranty.

## **Reply letter**

- A reply letter is a written response to a letter or message received from someone else. It is a way of acknowledging and addressing the concerns, questions, or thoughts expressed in the original letter.

## **Order letter**

- Buyer wants deliver goods in written form is order letter.

## **Complaint letter**

- Draw attention of the mistake to specific person.
- **Ex:-** late delivery, poor quality, wrong supply of materials, damaged product.

## **Adjustment letter**

- Written by seller to respond to complaint letter.
- Seller apologizes for his mistake, he assures to rectify his mistake through adjustment letter.

## **Sales letter**

- Letters having an offer and discount is known as a sales letter.
- Communication is done through letter in intention of sales.

## **Requesting Purchase on Credit**

- Requesting Purchase on Credit refers to the act of asking a seller or supplier to allow payment for goods or services to be made at a later date, rather than at the time of purchase.

### Key Aspects

- 1. Deferred Payment:-** The buyer requests to pay for the goods or services after a certain period of time.
- 2. Credit Terms:-** The buyer and seller agree on the credit terms, including the payment period, interest rate, and any other conditions.

## Accepting or Rejecting the Credit request

- Accepting or Rejecting a Credit Request refers to the decision made by a seller or lender regarding a buyer's or borrower's request for credit.

### Accepting a credit request involves:

1. **Agreeing to Credit Terms:-** The seller or lender agrees to provide credit to the buyer or borrower.
2. **Establishing Payment Terms:-** The parties agree on the payment terms, including the payment period, interest rate, and any other conditions.

### Rejecting a credit request involves:

1. **Denying Credit:-** The seller or lender denies the buyer's or borrower's request for credit.
2. **Providing Reasons:-** The seller or lender may provide reasons for rejecting the credit request, such as poor credit history or insufficient income.



Q&A