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# CHAPTER 26

# Other Business Writings

## Learning Objectives

After reading this chapter, you will be able to

- understand what an itinerary is and how it is written
- understand what a memo is and its style and structure
- differentiate between a circular and a memo
- learn how to draft the notice, agenda, and minutes of a professional meeting
- develop techniques required to write effective instructions
- gather tips on creating attractive business advertisements

## 26.1 INTRODUCTION

In the preceding chapters, we have discussed how to write formal business reports, memo reports, letter reports, technical proposals, business letters, essays, and emails. Besides these, there are other professional writings too, such as itineraries, notices, agenda, minutes, memos, circular, etc. that professionals are quite often required to write. Let us learn how to write these pieces of professional communication one by one.

## 26.2 ITINERARY WRITING

People engaged in the professional world are supposed to travel quite often. Most of these visits are planned. A plan that lists a professional's engagements for a proposed trip is known as an *itinerary* of that particular trip. In an itinerary, the professional's engagements on a trip are listed on an hourly or daily basis. A well written itinerary helps a professional save time and remain focused during a trip. It also minimizes the risk of missing out on an important engagement or running into uncalled for aberrations during a professional trip.

For preparing an itinerary, keep in mind the following points:

1. Begin by creating a word processed document. It is always good to prepare a neatly printed itinerary rather than scribbling the engagements in a casual way. A neatly drawn layout helps the professional maintain interest in the engagements planned. Though an itinerary needs to be followed conscientiously, keeping a soft copy also helps us make alterations and changes in case of a change in the programme.

2. Use a layout that suits your taste. Some people like seeing their programme listed in a vertical fashion by aligning items on the left hand margin and providing details leaving equal space through tabs, while others find it more convenient to see it in a spreadsheet.
3. Assign a particular title to the trip and write the header at the top. Giving a title to the trip is quite essential as it captures the essence of a visit. A title thus written should be appropriate and well thought out. For example, writing 'Mumbai Visit for Site Survey', 'Negotiation Trip Down South', 'Singapore Visit for Signing up the Contract', 'Trip to Agra in December'10' is certainly more specific than by not defining the visit or by writing something perfunctorily. A defining title at the top also serves as a useful indicator for filing purposes.
4. Divide the trip into days and hours. Enter the start-up time for the day's activities. Mention all the important engagements by splitting them on an hourly basis. Highlight the time in terms of hours (1600 hrs, 1800 hrs, etc.) a particular engagement is likely to consume by mentioning both the beginning and the ending times (1800 hrs to 2100 hrs, etc.). While listing the engagements, we need not arrange them as per their significance. The purpose of an itinerary is to remind a professional about his/her engagements on a particular day and unless it is chronologically arranged, it would not serve the purpose.
5. Avoid mentioning trivial affairs of daily routine, for instance 'taking an afternoon nap from 2.30 to 3.00 p.m.' need not be mentioned. Similarly, an itinerary is an account of your professional engagements. Therefore, keeping some reference to a personal task such as 'calling home at 9.30 in the night' makes little sense in an itinerary. As already suggested, an itinerary may be used for future reference as you may be asked to produce your itinerary for an official trip in the office or to your superior besides a report highlighting the main business of your trip. Don't leave your defences wide open by listing your personal predilections, such as 'watching soccer' or 'catching up with latest share market trends' at the opening of your itinerary!
6. Though we should carefully plan the items that need to be listed in the itinerary, writing only vague abbreviations and ambiguous terminology—something that we may not recall while referring to our itinerary—hardly serves any purpose. Therefore, use clear phraseology while listing your items. For instance, avoid writing 'vale. speech at 5' for 'delivering valedictory speech at 5.00 p.m.' A clearly worded itinerary not only helps you avoid last minute confusions but also reflects a picture of clarity in your mind.

Given below is an example of a senior professional's itinerary:

### Sample I

#### Trip to Plant C at Jamnagar

Nov. 21'10	Catching Flight from Delhi	1300 hrs	Reaching Ahmedabad	1630 hrs
Nov. 21'10	Starting for Jamnagar	1700 hrs	Reaching Jamnagar	2100 hrs
Nov. 22'10	Leaving for Plant Visit	1000 hrs	Reaching the Site	1100 hrs
Nov. 22'10	Trip to Production Unit			1100 hrs to 1230 hrs

(Contd)

(Contd)

Nov. 22'10	Visiting Quality Control Dept			1230 hrs to 1300 hrs
Nov. 22'10	Consultation with Works Manager			1315 hrs to 1400 hrs
Nov. 22'10	Lunch			1430 hrs to 1500 hrs
Nov. 22'10	Attending Sales Briefings			1515 hrs to 1600 hrs
Nov. 22'10	Meeting with Unit Heads			1630 hrs to 1800 hrs
Nov. 22'10	Reviewing Security Concerns with VP Security			1830 hrs to 2030 hrs
Nov. 22'10	Reaching Auditorium and Addressing Officials			2030 hrs to 2130 hrs
Nov. 22'10	Attending Official Dinner			2130 to 2300 hrs
Nov. 22'10	Leaving for Guest House			2330 hrs
Nov. 23'10	Leaving for Ahmedabad			0800 hrs
Nov. 23'10	Catching Flight from Ahmedabad			1300 hrs
Nov. 23'10	Arriving Delhi			1630 hrs

Sometimes in an itinerary, some vital details or clues for conducting the task efficiently are also listed besides mentioning the type of engagement. Given below is a sample itinerary:

### Sample II

#### Itinerary of February Visit to Jaipur Office

Feb. 12, 2011	Leaving for Jaipur	1100 hrs	Reaching Jaipur and checking in at Sheraton Rajputana	1700 hrs
Feb. 12, 2011	Leaving for Seminar at Press Club	1800 hrs	Attending the Seminar; Recording Proceedings; and Returning to the Hotel	1800 hrs to 2200 hrs
Feb. 13, 2011	Leaving for Study Centre Conference Room	1100 hrs	Attending Presentation on Marketing Strategy; Observing Trends, Future Projections; Seeking Clarifications; Making Suggestions	1130 hrs to 1400 hrs
Feb. 13, 2011	Lunch at Rajasthan Restaurant with Fellow Officials	1430 hrs to 1530 hrs		

(Contd)

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Feb. 13, 2011	Attending a Meeting with Sales, Marketing, and Media Heads; Discussing Grey Zones; Proposing Alternative Plans	1600 hrs to 1830 hrs		
Feb. 13, 2011	Attending Cultural Evening at Jawahar Kala Kendra	1900 hrs		
Feb. 13, 2011	Dinner at Officers' Mess and Leaving for Hotel	2130 hrs to 2300 hrs		
Feb. 14, 2011	Leaving for Conference Hall at Blitz	1000 hrs		
Feb. 14, 2011	Making a Presentation on Reinventing Effective Marketing Strategies; Highlighting Past Trends; Bringing into View Socio-cultural-economic Factors; Suggesting Innovations and Improvisations	1100 hrs to 1230 hrs		
Feb. 14, 2011	Discussing Future Projections with Sales, Marketing, and Media Heads at Blitz Meeting Room	1300 hrs to 1430 hrs		
Feb. 14, 2011	Sharing Inputs with Young Executives during Lunch at Chokhi Dhani	1500 hrs to 1700 hrs		
Feb. 14, 2011	Visiting Proposed Site for establishing Production Unit at Sitapura Industrial Area	1700 hrs to 1830 hrs	Visiting Birla Temple Followed by Dinner at Rajasthani and Leaving for the Hotel	1900 hrs to 2200 hrs
Feb. 15, 2011	Leaving for Delhi	0900 hrs	Reaching Delhi	1400 hrs

### 26.3 INTER-OFFICE MEMORANDUM (MEMO)

An inter-office memorandum (memo) is a document written to pass information between people and departments within an organization. Memos are extremely important for smooth running of an organization because they provide a written record and history of a company's decisions. Memos also serve as a record for all the background, variables, and alternatives which are considered, viewed, and weighed before arriving at such decisions. Memos are critical in the sense that they keep a record of responsibilities assigned to people within an organization. Conveying information about various operations and influencing decisions, memos handle the flow of information up, across, or down in an organization.



An Itinerary should not Look like a Laundry List

Though normally the word 'memo' connotes a reprimand of some sort, a memo can be written to carry out different functions in an organization. Moreover, a memo is not written essentially *by a superior to warn or scold a subordinate*. In professional situations, one may be expected to

write a memo to one's superior to make a routine recommendation; to a fellow colleague or an associate to confirm an agreement; or to a subordinate to announce, explain, or remind.

Since memos are written to deal with many an official matter, one may be expected to write a memo to do any of the following in a professional organization:

**To confirm** A memo can be written to confirm the details of a meeting, a conversation, or a telephonic call. The purpose behind writing one such memo is to have a written record of decisions that were made and the points of terms agreed on.

**To suggest** We can write a memo to recommend solutions for various business problems. Memos are also written to offer alternatives and improved services besides making suggestions for using new procedures and methods for approaching an official task.

**To request** A memo is often written to make a written request for taking an action; looking into a matter; taking up a complaint; or passing a piece of information. By writing a memo for such routine matters, one can ensure a focused attention and speedy action.

**To explain** A memo can be written to explain or define clearly what had not been understood initially. A memo thus written explains a procedure or method often considered complicated or newly introduced in an organization.

**To announce** Memos are commonly written to make announcements about changes in the company's policy; timings of an office; functions of a department; transfer of equipment from one branch to another; change of address; transfer of responsibility, etc.

**To report** Memos are also written to give an account of a journey; to highlight the trends in sales and production; to analyse a situation; to present an evaluation of a visit to some site; to define or establish a fact, phenomenon, situation, etc.

**To caution or warn** Memos are also written to remind people of their jobs and responsibilities. A memo can also caution and warn people in case they do not keep time; ignore their work; delay the completion of the tasks assigned, perform below expectations, etc.

For these and several other professional functions, a memo travels within an organization. In fact, no other type of written communication reaches so many people at so many levels as does a memo in an organization. The larger a particular organization, the greater is the number of memos written in it.

### 26.3.1 Structure of a Memo

The structure of a memo is the same as that of a memo report. Please refer to Chapter 23 on *business reports* to understand the different components that comprise the structure of a memo report. A memo too has the same components such as the letter head (header) of the organization; a centralized tag; the designation of the sender and the recipient of the memo; the date; reference number; subject line; the body of the memo; the name and designation of the sender, etc.

### 26.3.2 Style of a Memo

Since memo is a piece of inter-office communication, its style is generally informal and even conversational at times. In fact, as regards the style of memos, the relationship between the sender and the recipient of the memo, the ethos of the company, and the environment of the organization decide its features. In some organizations, a formal style is expected; in others, an informal style is what is desirable. Some professionals draft their memos in a tone and style which is detached, objective, and official, while some others write in an informal and conversational style. While writing a memo therefore, we need to choose the style that suits our purpose and defines our relationship with the recipient the way we want. Therefore, we can easily come across a memo that is written in an intimate, friendly, and warm style, whereas we may also discover a memo that maintains a detached and matter-of-fact tone. In any case, since one of the desirable traits of a memo is its informality, we need not draft a memo displaying the same degree of formality as we maintain while writing a formal report, a research paper, an essay, or a technical proposal. Generally, a memo is written in an informal manner and the tone adopted is more or less conversational and shorn of formalities. While drafting a memo, bear in mind the tips given below:

1. Don't ramble. Since a memo is generally a short piece of communication, writing a memo that runs into several pages is hardly appreciated.
2. Announce your purpose immediately. Nothing annoys memo readers more than having to read through lines and paragraphs and then coming to grips with the real intent of the memo.
3. Be sure that you have a point to make and state it with clarity. If a reader of your memo has to ring you up to understand the meaning of your message, the memo that was written and sent has failed in its purpose.
4. Stick to making one point in a short memo. If you have to talk about more than one subject, draft separate memos for each of them.
5. Call for action. Unless a memo is written to share information, it needs to end by calling for an action on the reader's part. In such a case, the memo should clearly spell out what needs to be done, when, how, and where.
6. Write your memos using the standard format generally used for the purpose.

Following are some sample memos:

### Sample I

#### **Simplex Technologies Pvt. Ltd, Lucknow**

##### **Inter-office Memorandum**

To: All Departmental Heads  
From: Office Manager

Reference: RD/2014/23  
Date: 25 November 2014

##### **Subject: Travel Arrangement**

Due to an increased travelling activity, at times it becomes difficult for our office to provide company vehicle from the campus area to the railway station/airport to our staff. It becomes increasingly hard for us to arrange a company vehicle particularly for the travel plans taking shape a couple of hours before the take-off or landing. To facilitate the travel within and outside campus therefore, we are planning to sign up a contract with a private travel agency to deal with all such exigencies.

Please let me know your views on this. All your suggestions would be seriously considered before signing up the deal. As the contract is likely to take shape in a month or so, please send your feedback and suggestions within a fortnight.

Akhil Bajpayee  
Office Manager

### Sample II

#### **Power Cycles Limited, Sonepat**

##### **Inter-office Memorandum**

To: All Employees  
From: Manager (HR)

Reference: HR/T/12  
Date: 18 August 2014

##### **Subject: Office Hours**

Let me remind you that the official timings of the company are from 10.00 a.m. to 6.00 p.m. Exceptions resulting in late arrival or early departure must be reported to the Time Office. Employees not reporting such aberrations and constantly found irregular in keeping with the office hours will be asked for a written explanation.

Parul Gupta  
Manager (HR)

### Sample III

#### **Knitfare Woolens and Garments Pvt. Ltd, Ludhiana**

##### **Inter-office Memorandum**

To: General Manager  
From: Sr Sales Officer

Reference: S/Pun/2014/13  
Date: 16 January 2015

##### **Subject: Sales Figures for the month ending December 2014**

As desired, given below are the sales figures for the month of December in the last two years as reported by the district supervisors in Amritsar, Jalandhar, Ferozepur, Gurdaspur:

District	December sales (2014) in Rs	December sales a year ago
Amritsar	5,75,383	6,70,000
Jalandhar	4,18,998	8,35,345

(Contd)

(Contd)

District	December sales (2014) in Rs	December sales a year ago
Ferozepur	2,09,320	2,08,987
Gurdaspur	1,34,540	1,30,560

As can be seen, sales dropped by almost 50% in the Jalandhar district and by about 20% in Amritsar. The other two districts held their own. This may be partly attributed, in my view, to the fact that the senior sales supervisors in both these districts were new and they took charge only by the first week of December. Moreover, both these supervisors had to deal with the workforce that consisted of fresh graduates. This, however, does not mean that they are to blame for the decrease. I believe they should be given a fair chance to prove their worth. Let me see what I can do to help them.

Ashok Arora

Sr Sales Officer

## 26.4 CIRCULARS

Circular is a brief piece of professional communication that goes to everyone concerned in an organization. Circulated both within and outside an organization, a circular is written to promote a new product, to inform policy holders of movements in the insurance field, to inform shareholders of market trends, or to make matters of general interest known to several persons.

Depending upon their function, circulars can be divided into various categories, which are briefly discussed below.

### 26.4.1 Informative Circulars

These circulars are written in the style of business letters and consist of an introductory paragraph, other information paragraphs, and a closing paragraph. In such circulars, the content is factual and the information contained is relevant.

### 26.4.2 Public Circulars

Public circulars are written and circulated mainly by public bodies, associations, and institutions. These circulars contain the matters of general public interest, awareness, and welfare. Such circulars are sent not only to a close, select group of persons but also to other groups of individuals and societies that would like to know more about the activities of such a society. For example, when the Woman's Commission of a country sends a letter to all its state bodies and also to the International Commission of Woman and to other social bodies on human rights interest, it becomes a public circular.

### 26.4.3 Circulars of Partnerships and Companies

The circulars of partnerships and companies have the same purpose as that of their business circulars. The difference is that these letters sent out by partnerships or companies contain information and particulars which are of specific interest to shareholders and business partners.

### 26.4.4 Official Circulars

Out of all the various types of circulars, we are most likely to write official circulars more frequently. Official circulars contain information sent out by the head or senior members of a department or the members of other relevant departments.

When written as an interdepartmental or inter-office piece of communication, an official circular appears to be similar to an inter-office memorandum that we have discussed earlier. However, both memos and circulars can be properly discriminated on the basis of the need felt by the sender and the number of people involved in it. In a situation where the number of interacting people consists of one sender and one recipient, the question of writing a circular does not arise. For example, if the production manager has to apprise the general manager of his/her company about the production trends in a particular plant, he/she has to draft a memo and not a circular. However, when the production manager has to announce a general policy regarding the incentive scheme which has recently been revised, he/she may have to draft a circular to be circulated among the related staff.

Generally, when a wider population is to be addressed, we choose to write a circular and when the number of receivers is small, we rely on memos. Therefore, a memo is more personal and subjective, whereas a circular is objective and detached. Owing to its formal nature, a circular is not written with a degree of informality and warmth that a memo usually displays. Similarly, the individual names and designations of the recipients do not appear. A circular is hence meant for a wider, formal circulation of a message that is relevant to all those who receive it.

### Sample

#### New Age Information Technologies, Bengaluru

Reference: Ptg/C/24

Date: 23 October 2014

#### Office Circular

As the Review Board is planning to meet shortly to assess and evaluate the candidature of staff members for further increments and promotions, all are requested to collect the self-appraisal form from the HR Department and return the same to the undersigned by 31 October 2014.

While filling in the form, remember to mention all your professional attainments in the past one year. For this purpose, the special projects undertaken, new designs developed, latest technologies adopted, and the models patented may be mentioned besides the specific goals achieved during this period. In case of a query or clarification, please contact the office between 2.30 and 4.00 p.m. in the next three days.

Please note that only the self-appraisal forms duly filled-in and countersigned by the Controlling Officer will be considered by the Review Board.

S. Krishnan  
Jr Manager (HR)

### 26.5 NOTICE, AGENDA, AND MINUTES

Meetings are a form of formal interaction and are held in all organizations, small or big, public or private, government or semi-government. According to a survey, the top-level executives of a company spend about 23 hours per week in meetings, whereas middle level managers spend about 11 hours in meetings. Meetings are considered to be a routine phenomenon for the simple reason that everyone calls for meetings yet everyone is critical of them. This form of communication requires a lot of planning and preparation. There are three major components, namely *notice*, *agenda*, and *minutes*. Notices are sent to the prospective participants along with agenda well before a meeting, whereas minutes are taken down during the meeting. Now let us understand each of these in detail.

### 26.5.1 Notices

Notices are written information about the day, date, time, and venue of a meeting. Generally, these are sent a few days before the meeting. Notices are not sent long before the meeting because the participant might forget and they are also not sent at too short a notice as the prospective members may have some other prior engagement due to which they might fail to attend. Notices are sent to all those who are entitled to attend it. In case of a general body meeting, a notice is circulated to all the employees whereas in case of board of directors' meeting, the intimation of the meeting is sent to all the directors. Do the following after you have decided to call a meeting:

1. Prepare a notice which includes the date, time, agenda, and venue of the meeting. Send the notice to all the participant members five to seven days before the meeting.
2. Attach the minutes of the previous meeting (if there has been one). This gives the members a chance to bring up anything they do not understand or agree with.
3. Send the agenda with the notice.

### 26.5.2 Agenda

As the cornerstone to any successful meeting in an organization, an effective meeting agenda provides structure and focus and clearly indicates the purpose of the meeting. The agenda serves as the road map for the meeting.

A well-constructed and thought out agenda is an indispensably valuable tool for achieving the desired meeting results in a reasonable amount of time. A good meeting agenda always serves as a guide to the participants, thus making the meeting more efficient and productive.

An agenda is a list of the topics you will address to get to that objective, with a time limit to keep you on track. For example, if you are writing agenda for the fourth meeting, write that as suggested below:

- 4.1 Confirmation of the minutes of the last meeting
- 4.2 Review the status of last quarter's goals
- 4.3 Appointment of a new sales manager and three project engineers
- 4.4 Reporting and reviewing the ongoing construction of new factory site, etc.

**Significance of an agenda** Following are the uses and significance of preparing an agenda:

1. It forces the convener of the meeting to think about what needs to be accomplished.
2. If it is sent ahead of time, the agenda lets participants know what to expect and allows them to prepare as required.
3. It provides a blueprint for the meeting to follow.
4. It helps the concerned members to think of what is left uncovered and this can help in addressing those issues with the permission of the chair.

**Tips for preparing an agenda** Given below are a few important tips to make your effort result oriented:

1. Send a preliminary meeting agenda and solicit any further agenda topics (be sure to include a strict deadline for additional topic suggestions).
2. Include only those additional topics which assist in achieving the meeting objective.
3. Your agenda should include all the topics and allow the participants to begin preparing for the meeting.

4. If you have special guests attending the meeting, find out whether they have any issues that can be combined because they are related, similar, or even the same in terms of means or ends. If so, arrange them under one agenda item. Organize the order of events according to their time and importance.
5. Generally, the first item on every agenda is *confirmation of the minutes of the previous meeting* and the last *any other matter with the permission of the chair*.
6. In case there are only a few points to be discussed, the agenda can be written on the notice itself.
7. Check the agenda for errors.
8. Send the agenda along with the notice or email it to all attendees. You should do this as near to the actual meeting as possible.

**How to prepare an agenda?** As discussed earlier, you need to be careful while preparing an agenda for a meeting. Mainly there are two parts:

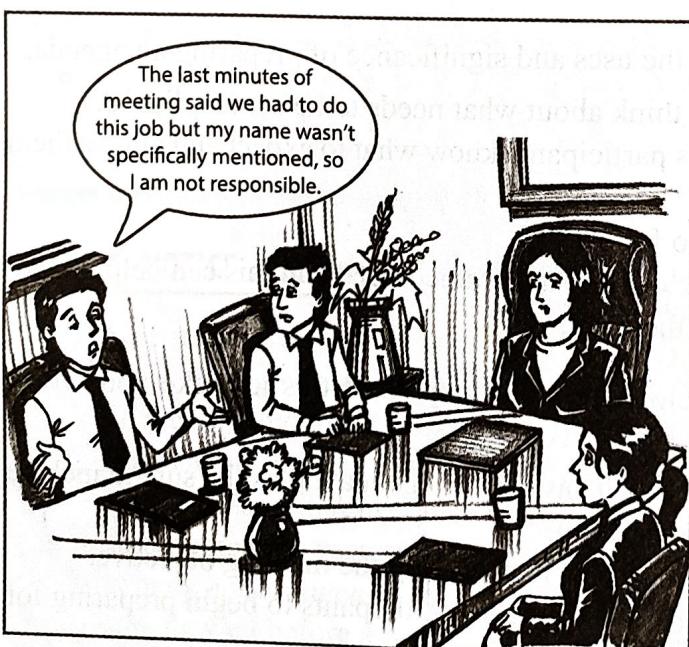
1. Header
2. Body—list of items

**Header** The header is particularly useful if the participants belong to various groups/organizations, or if the agenda will be made public record. Your header should include the following:

- Name of the organization
- Group meeting agenda
- Location
- Date
- Starting and ending time

**Body** The body of the agenda lists the actual business to be transacted during the meeting. When possible, use action words such as approve, discuss, adopt, develop, assign, conceptualize, brainstorm, review, and announce so as to let the participants know what is expected of them. Against each item is a suggested time, but in reality the time allotted will depend on the nature of issue/agenda item being discussed. Allocate a reasonable and realistic amount of time to each agenda task. This keeps the meeting focused, helps it to proceed on time, and ensures

the smooth conduct of the meeting. Place important tasks at the beginning of the agenda. It is so because in the beginning of the meeting, energy levels are higher and participants are focused. Adopt a strict policy of not discussing any topic not listed on the agenda. Designate a presenter for each agenda task.



Take Down the Minutes Correctly to Avoid Ambiguity

### 26.5.3 Minutes

Minutes are the written proceedings of the business transacted during a meeting. Since the minutes will serve as an official record of what took place during the meeting, you must be very accurate in writing them. The minutes are generally recorded sequentially by the secretary of the concerned group or organization. However, at times, any other member attending the meeting

may also be required to draft the minutes. In any case, the minutes of a meeting include the main points of the discussion held and the decisions taken. At times, minutes are written in the prescribed format of the organization and are regarded as an important record in the organization. *Minutes, thus, are a written record of committee meeting times, attendance, topics covered, discussion on topics approved.* Besides, it includes all the important decisions taken, and methods and motions adopted.

The minutes of a meeting form the basis of future actions and decisions related to matters discussed, such as promotion of staff, determining the incentive, procedural changes, increase in the membership fee, etc.

Here are some examples of notice, agenda, and minutes for a meeting in an organization.

## Pink Square Mall

Vaishali Nagar, Jaipur 302009

20 December 2014

### Notice

The Eighth Meeting of the Executive Committee will be held as per the following schedule:

Date: 24 December 2014

Day: Friday

Time: 6 p.m.

Venue: Seminar Hall, Ashoka Hotel, Jaipur

The agenda for the meeting is attached.

Anubhav Nagpal  
Secretary

To: The Members of the Executive Committee

## Pink Square Mall

Vaishali Nagar, Jaipur 302009

Agenda for the Eighth Meeting of Executive Committee to be held at 6 p.m. on Friday, 24 December 2014 at Seminar Hall, Ashoka Hotel, Jaipur.

8.01 Confirmation of the minutes of the last meeting

8.02 Appointment of the Manager at Mansarovar Branch

8.03 Opening a retail outlet comprising major brands of shoes and sports goods

8.04 Announcement of the festive discount

8.05 Decision to be made regarding decoration of Pink Square branches across the city

8.06 Date of next meeting

8.07 Any other matter with the permission of the Chair

Anubhav Nagpal  
Secretary

## Pink Square Mall

Minutes of the Eighth Meeting of the Executive Committee held at 6 p.m. on Friday, 24 December 2014 at Seminar Hall, Ashoka Hotel, Jaipur.

**Present**

Shri Narain Das Baweja	Chairperson
Shri Satish Girotra	
Shri Ajit Agrawal	
Shri Ashok Saxena	
Shri Ravi Arora	
Shri Raghav Dixit	

Executive Committee Members

**In Attendance**

Shri Anubhav Nagpal, Secretary  
Shri Utkarsh Sinha, People's Officer

No. of Minutes	Subject of Minutes	Details of Minutes
8.01	Confirmation of the minutes of the last meeting	The minutes of the previous were distributed and approved by the members with consensus.
8.02	Appointment of the Manager at Mansarovar Branch	Mr Arun Lohiya presented the details of the interviews held for the selection of manager for the Mansarovar Branch and read the recommendations of the interview panel to appoint Mr Akash Jain to this post.
8.03	Opening a retail outlet comprising major brands of shoes and sports goods	Mr Satish Girotra, one of the executive members, came up with the proposal of opening a retail outlet comprising major brands of shoes and sports goods of companies like Adidas, Nike on the second floor; the proposal was accepted as a positive step for the growth of the mall.
8.04	Announcement of the festive discount	The committee decided to declare the new year festive offer as proposed by Raghav Dixit, Sales Manager of Vishali Nagar Branch. Details given in the attached sheet.

(Contd)

(Contd)

No. of Minutes	Subject of Minutes	Details of Minutes
8.05	Decision to be made regarding decoration of Pink Square branches across the city	As discussed and approved by the committee, decoration of all the branches was given to Glitters and Sparkles Decorators, Ajmer Road, Jaipur.
8.06	Date of next meeting	The next meeting was scheduled for 17 March 2011.

## 26.6 WRITING INSTRUCTIONS

Being able to write clear instructions is a valuable skill that professionals are quite often required to display at their workplace. Instructions play a vital role in various areas—the technical manuals which students frequently use in labs; a reference while using a new device, equipment, or instrument; or in the preparation of a recipe in the kitchen. Given below are a few tips for preparing and drafting clear, concise and effective instructions:

- Before attempting to write an instruction, know exactly how to do the task yourself. Instructions are written about clear, tangible steps to be followed by the reader. So, for writing precise and clear instructions, one must be familiar with each step involved in the process.
- Inform the reader about how to begin the process. This may include helping him/her understand the material, place, or equipment that is required for the procedure.
- Explain the steps in a logical order. Steps are needed to be explained in a chronology of occurrence. Normally, the steps that are easy to follow are listed first followed by those that are a bit complicated.
- Begin instructions with a verb. It is so because verbs denote action, and, thus, specify the step that is required to be taken up by the reader.
- Write each step as a small piece, so that it is easier for the reader to grasp it at once. It should not contain multiple things for the reader to do at the same time.
- Express steps in the affirmatives. Sometimes we get to see instructions such as “don’t forget to press the button after the woollens are firmly lodged in the washing machine.” Instead of this line, we can say, “put the woollens in the machine and press the button.” However, if we intend to share some warnings, they should be listed with a negative “don’t”, for example, “don’t try to stop the spindle when the rotation is on.”
- Avoid offering choices to the reader. It may confuse them and can lead to some accident or failure. Minor choices, if any, can be stated after adding an “or” in the instructions. Remember that instructions are not about personal choices, therefore, “just try fixing the nail in the wall and then putting the device up for better frequency,” is not precise enough to be appropriate.
- For technical, scientific, engineering, or any other mechanical process, try to provide an image for each step. It can be a photo, drawing, or sketch. Make sure it is large and clear enough for the reader to understand the exact process.
- Help the reader see what his/her effort may result into. For example, in the instructions for a recipe, one can add “the cake must turn brownish before you turn the power off.”
- Review all your instructions carefully before finalizing them and passing them on to the reader.



Courtesy: McDonald's India. Used with permission.

## 26.7 ADVERTISING

*Advertising* is a form of communication intended to persuade an audience (viewers, readers, or listeners) to purchase or take some action upon products, ideas, or services. It includes the name of a product or service and suggests as to how that product or service could benefit the consumer. Effective advertising is an extremely important aspect of generating business for a company.

### 26.7.1 Purpose

There are several reasons for advertising; some of which are as follows:

- Increasing the sales of the product/service
- Creating and maintaining a brand image
- Communicating a change in the existing product line
- Introduction of a new product or service
- Increasing the market value of the company

### 26.7.2 Types

*Print advertising* describes advertising in a printed medium, such as a newspaper, magazine, trade journal, pamphlet, billboard, or hoarding. Billboards are large structures located in public places, which display advertisements to passing pedestrians and motorists. Most often, they are located on main roads with a large amount of passing motor and pedestrian traffic; however, they can be placed in any location with a large number of viewers, such as on mass transit vehicles and in stations, in shopping malls or office buildings, and in stadiums. These are termed as *physical/outdoor advertising*.

*Surrogate advertising* is prominently seen in cases where advertising a particular product is banned by law. Advertisement for products like cigarettes or alcohol which are injurious to health are prohibited by law in several countries and hence these companies have to come up with several other products that might have the same brand name and indirectly remind people of the cigarettes or beer bottles of the same brand. Common examples include liquor brands like Kingfisher, Hayward, which are often seen to promote their brand terming it as soda.

*Coffee cup advertising* is any advertisement placed upon a coffee cup that is used in serving beverages in an office, café, or coffee shops.

*Digital advertising* such as *online* and *TV commercial advertisements* are today considered the most effective mass-market advertising format, as is reflected by the high prices TV networks charge for commercial airtime during popular TV events. This is known as *digital advertising*.

*Guerrilla advertising* is another form of advertising that is also becoming increasingly popular with a lot of companies. This type of advertising is unpredictable and innovative and persuades consumers to buy a product or an idea. It involves unusual approaches such as staged encounters in public places, and giveaway of products such as cars that are covered with brand messages.

### 26.7.3 Tips

Given below are some simple writing tips to create attractive business advertisements:

1. A powerful headline, expression, or caption is one of the most crucial aspects of an advertisement. It is also possible to use a headline that centres on a problem that this particular product of the company can solve. This will attract the attention of people experiencing that specific issue. One can easily recall the brands popularized through catchy lines such as the following:
  - (i) *Zindagi Ke Saath Bhi—Zindangi Ke Baad Bhi* (LIC)
  - (ii) *Happy to Help* (Vodafone)
  - (iii) *How do I fulfill my daughter's precious dreams?* (Bharti AXA Life Aajeevan Anand)
2. Be sure to include all information, but in a concise manner. The advertisement should have complete information about products and services so that the potential customers understand what it is exactly about.
3. Always know how much space is available for the advertisement before beginning to write it. Cut the advertisement down accordingly.
4. Write in a persuasive style.
5. A song or an apt jingle helps listeners relate to the product.



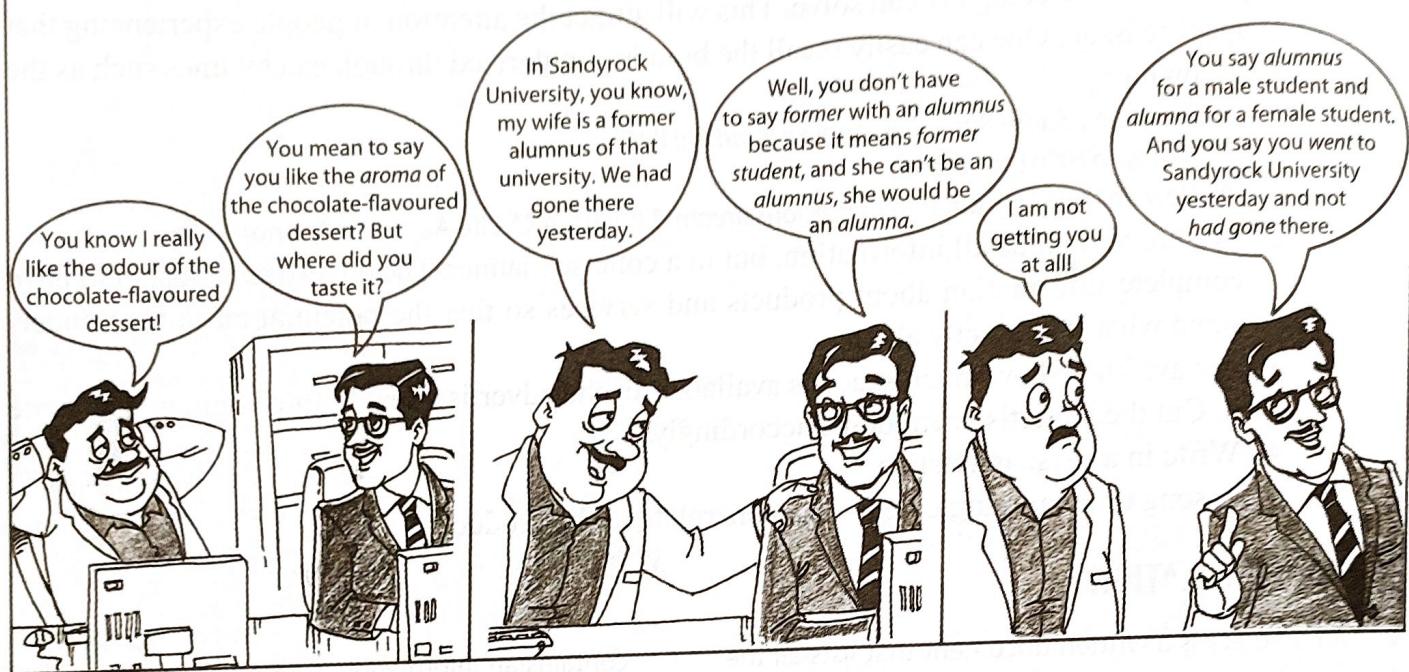
### RECAPITULATION

- ✓ An itinerary is a written document that lists all the major engagements of a professional's official visit on a daily or an hourly basis.
- ✓ An itinerary includes only the important official tasks and leaves out sundry, trivial, and non-professional engagements.
- ✓ A well prepared itinerary helps a professional stay focused during a trip and utilize the time at his/her disposal in a planned manner.
- ✓ An inter-office memorandum (memo) is written to carry out various functions such as making an announcement, making a short request, informing people about a new policy, procedure, and scheme, reporting briefly about an accident or event, cautioning or warning people on lack of performance, negligence, absenteeism, etc.
- ✓ Essentially a short communication, the memo is written in a style that is somewhat informal and interactive and frequently uses expressions such as 'I feel...', 'In my view...', 'Let me see...', 'I'll keep you informed...', etc.
- ✓ A circular is a short piece of communication that is circulated among a company's staff members.
- ✓ Concisely worded, a circular generally gives the intended information in a single paragraph that contains an information, suggestion, or announcement of a general interest in a particular organization.
- ✓ The notice of meeting is sent beforehand and includes details regarding the date, time, place, and venue of the meeting. Sometimes, in case of being arranged sequentially, the notice also refers to the number of the meeting being proposed.
- ✓ The agenda of the meeting refers to the vital points of business to be transacted during the meeting. Generally forwarded with the notice itself, an agenda lists all the items that need concentration, consideration, and deliberations during the meeting.
- ✓ The minutes of a meeting are the official proceedings of the important business transacted during the meeting.
- ✓ Starting generally with a reference to the approval of the minutes of the last meeting and ending on a vote of thanks to the Chair, all the important items transacted during the meeting are numbered, titled, and described.
- ✓ Leaving out minor and trivial details, the minutes of a meeting record the important details, discussions, and decisions taken on the points of vital significance during the meeting.

- ✓ For writing clear, concise and effective instructions, one must explain the steps in a logical order and also provide clear Dos and Don'ts list.

- ✓ Since advertising is meant for persuading an audience, the copy writer should create a catchy tag line and use an appropriate jingle for visual advertisement.

### WISEWELL QUIPS



### EXERCISES

- Keeping in view the environmental hazard that plastic causes, the management of your company has decided to ban the use of plastic carry bags in the organization's campus area. Assuming yourself to be Public Relations Officer of your company, draft a circular to be sent across the organization to this effect.
- Assuming yourself to be the Purchase Officer of the Budding Brains Incorporations, New Delhi, prepare a memo to be written to the Section Heads of your organization informing them about the new procedure they should follow for sending their departmental requisitions. Invent other necessary details.
- Visions Unlimited India, Pune, is planning to start an NGO that will look after the welfare of blind people in the city. Assuming yourself to be the Coordinator for the project, draft a memo to be sent to the Vice President. Your memo should bring into focus the highlights of your project.
- Your company has recently established a medical centre on its premises. Draft a circular to be sent to all employees of the organization informing them about the medical facilities to be offered and the timings of the centre.
- As the Student Coordinator for TechnoBlitz—the cultural festival of your institute—you have been asked by the Professor-in-Charge (Cultural Programmes) to do a survey of the preparations done by various student clubs and departments such as theatre, photography, paintings, dance, and music. Prepare an itinerary for your proposed visit.
- Spinballs Sports Pvt. Ltd, Jalandhar, is planning to set up a manufacturing unit at Bhatinda where the company already has a branch office and a sales outlet. As the Head, Production Unit, you are required to visit the proposed site travelling by the company's car; listen to the presentations by the company's personnel at Bhatinda office; conduct meetings with them while exploring the viability of setting up the proposed venture. Listing all the important professional engagement and dividing your trip in hours, draft an itinerary for the proposed visit.
- Given below is an itinerary. Rewrite it so as to make it seem professional and methodical:

21 Dec. '10	Flying by Air	3.00 p.m.
21 Dec. '10	Reaching Hyderabad	7.00 p.m.
21 Dec. '10	Checking Out of Airport	8.00 p.m.
21 Dec. '10	Checking in the Hotel Arranged by the Company	9.00 p.m.
21 Dec. '10	Calling Home	9.30 p.m.
21 Dec. '10	Taking Dinner	10.00 p.m.
21 Dec. '10	Going to Bed	10.30 p.m.
22 Dec. '10	Getting Up and Getting Ready	7.30 a.m.
22 Dec. '10	Taking Breakfast	9.00 a.m.
22 Dec. '10	Leaving for Conference	9.30 a.m.
22 Dec. '10	Discussing Issues of Vital Importance in the Conference	10.00 a.m. onwards
22 Dec. '10	Coming Out of Conference Hall	12.00 noon
22 Dec. '10	Calling Office and Giving a Feedback on the Conference	12.05 p.m.
22 Dec. '10	Going for Lunch	12.45 p.m.
22 Dec. '10	Enjoying Lunch and Relaxing at Pakiza Restaurant	1.00–2.30 p.m.
22 Dec. '10	Leaving for Meeting at Hotel Teej International	2.45 p.m.
22 Dec. '10	Attending Meeting with Advertising Head	3.00–5.00 p.m.
22 Dec. '10	Reviewing and Taking Down Important Points Discussed	5.15–6.00 p.m.
22 Dec. '10	Calling Boss and Giving Him the Feedback of the Meeting	6.00–7.00 p.m.
22 Dec. '10	Relaxing and Hanging Around	7.00–8.00 p.m.
22 Dec. '10	Taking Dinner at Food Café	9.00 p.m.
22 Dec. '10	Going Back to Hotel	10.00 p.m.
23 Dec. '10	Getting Up and Getting Ready	5.00 a.m.
23 Dec. '10	Leaving Hotel for the Airport	6.00 a.m.
23 Dec. '10	Boarding Plane	8.00 a.m.
23 Dec. '10	Reaching Delhi	11.30 a.m.

8. At the tenth meeting of the Board of Directors of Nixon Electronics Co. Ltd, Jodhpur, the following business was transacted:

- (i) Minutes of the previous meeting
- (ii) D.A. to the employees, purchase of furniture for the common room
- (iii) Creation of five posts of travelling salesperson
- (iv) Opening a cultural centre in the company's premises

Assuming yourself to be the secretary of the company, write the minutes of the meeting. Insert the necessary details.

9. As the Secretary of the Staff Association of your organization, write the minutes of the seventh meeting of the General Body of the association held at 4 p.m., on Tuesday, 30 December 2010, at Gadia House, Industrial Area, Sitapura, Jaipur. The agenda was as follows:

- (i) Confirmation of the minutes of the previous meeting  
(ii) Celebrating important festivals  
(iii) Organizing slogan writing competition on Environment Day  
(iv) Membership drive  
(v) Extending indoor games facilities  
(vi) Increase in subscription fee  
(vii) Any other matter
10. (a) Prepare the agenda for a meeting of the Jaipur Chamber of Trade, to be held at 7 p.m. on 28 September 2011, arranging the following items in proper order:
- (i) Organization of shopping week
  - (ii) Any other business
  - (iii) Increasing the efficiency of the exchange of Report of the Finance Committee
  - (iv) Nomination of two delegates to the seminar on marketing management
  - (v) Minutes of the last meeting
  - (vi) Estimate for decoration of the building
  - (vii) Deciding the chief guest of the seminar
- (b) Assuming that you were the secretary in attendance, write the minutes of the meeting.
11. The University Grants Commission (UGC) has appointed a twelve-member committee to study the quality of research and technical education in the country and its relevance to the social needs and national requirements. In its seventh meeting held at 4 p.m. on 25 April 2000, at Vigyan Bhawan, Coppernicus Marg, New Delhi-110006, this committee transacted the following business.
- (i) Confirmation of the minutes of the previous meeting  
(ii) Identification of the points on which information is to be sought from the institution  
(iii) Constitution of four sub-committees for personal interaction with central research institutes, IITs, regional engineering colleges, government technical institution, and private engineering colleges  
(iv) Appointment of four research assistance for collection and organization of data  
(v) Appointment of two office assistants and one accountant to handle the increased volume of work  
(vi) Any other matter with the permission of the Chairperson.
- Assuming yourself to be the Secretary of the Review Committee, write minutes of this meeting.
12. Prepare the copy of advertisement for any of the following products:
- (a) Tea (b) Plastic furniture (c) Face Cream (d) Ready made garments
- Invert the necessary details.
13. Imagine you are working in an electronics company and you have been assigned the task of preparing manuals for the following products: Television, Fridge, Mixer-Juicer, Blender, Washing machine. Now draft instructions to be published in the manual. Invert the necessary details.
14. Imagine that you are working in a mobile company. Your company is going to launch a new mobile set this Diwali. Now draft instructions to be included in the manual prepared for this purpose. Invert the necessary details.