

BUSINESS COMMUNICATION

BCA SEMESTER: I

UNIT V: DRAFTING OF BUSINESS LETTERS

5.0 Inquiry letters and replies:

An inquiry letter is a kind of letter of request or a request for information about a product, service, job, or other business information.

A letter of request also known as a letter or letters of interesting candidates will be sent to the companies.

Inquiries and replies to these letters that ask or answer questions are usually brief and present no special difficulty. It consists of four steps:

State carefully the circumstances which necessitate the inquiry.

State any facts needed by the reader in making a complete reply.

Ask for the information, or state the question.

Express gratitude for the favour requested.

Letter of inquiry required informal trade demand formal procedure in writing. **A letter of inquiry is often an early stage of business transactions.** Through a letter of inquiry to ask a potential buyer or request information about the goods or services to be purchased. In reaction, the seller explained the things he wanted to know from the buyer, and the buyer finally order and business transactions as the top buying and selling process.

In the letter of demand for the goods usually offered prospective buyers ask:

Name and type of product

Special characteristics (specifications) of products, namely, the type, size, quality, capacity, etc.

Unit price

Pieces

Method of payment

Means of delivery

Ease that may be obtained by the buyer such as guarantees and other.

In addition to the above-mentioned potential buyers asking price list and catalogue and a technical description of the goods in the form of brochures. For items that allow, prospective buyers can also request a sample of goods actually sent.

By letter of demand and supply of services, prospective buyers can ask:

The form of services that can be presented by the seller.

Equipment used by the seller and support.

Price

Pieces

Method of Payment.

In-demand service offerings, potential buyers can also request a price list. Usually, all have been included in the prospectus which has been prepared by the company selling services.

The inquiry should not be submitted to one seller but to some sellers. This step was taken so that the price list and the information collected will be compared with each other to determine which one best suits your desires and financial ability to prospective buyers.

The reply to the inquiry letter should do the following things:

Acknowledge the inquiry, or state the circumstances necessitating the reply

Answer the question fully.

Build goodwill and pave the way for further contact.

Note: In handling replies, the writer should be prompt and systematic. If the material is not immediately available, the inquiry should be acknowledged and a date set for the final reply.

Example of inquiry letters: sample

Sender Name

Sender Address

City, State, Zip

Date: DD/MM/YYYY

HR Department

Company Name

Company Street Address

City, State, Zip Code

Dear Sir/ Madam

Subject:

-----The main content of the request-----

Thank you

Your's Faithfully

Name

Feroz Clothes and Co.
Sadar Bazar Area No. 20
Muzaffarnagar, India
Zip: 251001

15 November 2023

Mohan Fabric Corporation
Raniganj Street No. 15
New Delhi, Zip 110011

Dear Sir/ Madam

Subject: Boutique Product Inquiry

We are a boutique located in Muzaffarnagar, and we are interested in your fabric cloud search medium product. Therefore, we would appreciate it if you could send us a very detailed explanation of the product complete with your catalogues, pricelist, terms, a sample of design, and payment.

We would also to know if you are offering any trade discount. If you can quote your favourable price, we would like to place our order as soon as possible.

We are looking forward to hearing from you soon.

Yours faithfully,

Feroz Clothes and Co.

Ahmad Feroz
Purchase Manager

Reply of Inquiry Letter

Mohan Fabric Corporation
Raniganj Street No. 15
New Delhi, Zip 110011

Date: 27 November 2023

Feroz Clothes and Co.
Sadar Bazar Area No. 20
Muzaffarnagar, India
Zip: 251001

Dear Mr. Ahmad Feroz,

We thank you for your inquiry about our fabric cloud search product. We are enclosing our catalogue together with prices and terms, for your review and are confident that this catalogue will provide many of the answers you have enquired. We are also pleased to inform you that we will allow you a 10% discount on an order of 60 pieces.

We hope you will find our prices and terms satisfactory and expect your order as soon as possible.

If there is additional information you would like to know regarding our products. Please do not hesitate to contact us we will be most happy to be of assistance.

Yours faithfully,

For Mohan Fabric Corporation

Ismail Marzuki

Sales Manager

Order Letter Sample:

An order letter is written to a company for an official product or service requirement. It has a great number of uses in every type of business. So, we provide here some order letter samples as well as an order confirmation letter sample with an execution letter sample.

For example:

Colour World wishes to place an order with:

National Paints Co. Ltd. for various paints.

Prepare an order using imaginary terms and conditions.

Colour World
15: New Market, Delhi-(PIN)

(Date)

Manager,
Sales Division
National Paints Co Ltd.
20, Tongi, Gajipur

Subject: Order for Various paints

Dear Sir,

Thank you for your quotation and the price list. We are glad to play our first order with you for the following items:

| Sr. No. | Description | Quantity | Weight | Unit | Price | Amount |
|---------|-------------|----------|--------|------|---------|------------|
| Item 1 | Electronics | 500 | 5kg | 1 | 73,550/ | 36,700,000 |
| Item 2 | | | | | | |
| | | | | | | |
| | | | | | | |
| Item n | | | | | | |

Since the above goods are required immediately as our stock is about to exhaust very soon. We request you to send the goods through your “motor” van as the carriage invert is supposed to be borne by you.

We shall arrange payment within ten (10) days to comply with 5/10, Net 30 terms.

Please send all commercial and financial documents along, with good. We reserve the right to reject the goods if received late.

Yours Faithfully

Name

Designation

Company

Reply To Order Letter Sample

Star Trading Co. Ltd.
Station Road, Delhi

10 October, 2023

Purchase manager
Eye view electronics
12, Bijoy Sharani, Near Charbagh Station, Lucknow

Dear Sir,

We are pleased to inform you that we have dispatched your order of 500 TV sets as per your specifications. These TV sets have been manufactured with the best technology and delivered through Karnaphuli Express Train having special packaging. We hope our product will meet your satisfaction.

As the credit terms are 2/20, net 40, we would appreciate a proper remittance from you. For your convenience, we have sent the invoice and railway receipt through Standard Chartered Bank, Station Road Branch, Delhi you can receive such documents from Standard Chartered Bank, Head Office, Delhi

We thank you for this order and hope to benefit from your further orders in consideration of the quality of our product, please confirm the arrival of goods sharply. We assure you of our best services and cooperation at all times.

Yours faithfully

Name

Designation

Company

Complaints and follow-up Sales Letter

A sales letter is a form of corporate correspondence aimed at convincing prospective clients to perform a specific action, such as buying a product, subscribing to a service, or seeking additional details.

Format of SALES LETTER in business communication

The format of a sales letter in business communication includes the key elements that should be included in the letter to make it effective in achieving its goals.

- 1/ Heading:** The heading of the sales letter should be attention-grabbing and informative.
- 2/ Introduction:** The introduction should be brief and should highlight the main purpose of the sales letter.
- 3/ Body:** The body of the sales letter should include the details of the product or service, its benefits, and its unique features.
- 4/ Testimonials:** Including testimonials from satisfied customers can help to build trust and credibility. Incorporating genuine testimonials from actual customers is crucial.
- 5/ Call to action:** The call to action is the most important part of the sales letter. It should be clear, concise, and compelling.
- 6/ Closing:** The closing should be brief and should summarize the main points of the sales letter. It should also thank the reader for their time and consideration.
- 7/ Signature:** The sales letter should be signed by the person who is responsible for the product or service being offered. The signature should be followed by the person's name, title, and contact information.

What are the 4As of a successful sales letter?

The 4A's of a successful sales letter are:

Attention, Appeal, Application, and Action.

- 1/ Attention:** The first and most important A's of a successful sales letter is grabbing the reader's attention. You can capture the reader's attention and encourage them to continue reading by using an attractive headline or opening sentence.

2/ Appeal: After capturing the reader's attention, it's important to focus on their interests and needs. This involves emphasizing the advantages of your product or service and demonstrating how it can resolve the reader's issues or enhance their life.

3/ Application: Once you have captured the reader's interest, it's important to showcase how your product or service operates in practical scenarios. This can be accomplished by presenting case studies, customer feedback, or instances of happy clients.

4/ Action: Finally, you need to provide a clear call to action that tells the reader what to do next. This could be anything from placing an order to signing up for a free trial, but it should be specific and easy to follow.

Sample:

[Date]

[Recipient's name]

[Recipient's job title]

[Company name]

[Company address]

Dear [Recipient's name],

Have you heard? [Hook related to your company, product or service.] I'd love to share more details about [product or service] with you.

[Company name] is an industry leader in [type of product or service]. We're delighted to introduce our new [product or service] that helps customers like you with [pain point].

We've spent [amount of time] perfecting our [product or service], and we're very proud of the [product of service] we've made. Here are a few of the ways in which our [product or service] outpaces the competition:

- [Value proposition one]
- [Value proposition two]
- [Value proposition three]

I'd love to tell you more about how [product or service] can uniquely impact your life and work. Can we set up a phone call for next week? You can reach me at [phone number or email address]. I look forward to speaking with you soon.

Sincerely,

[Signature]

[Name]

From,
RMT Production LTD.,
Manchester.

Sept 10, 2013

To,
Mary Richardson,
Salt Road, Road No. 45,
Manchester.

Subject: Sales letter

Dear Ms. Mary,

We are pleased to inform you about the launch of our new product. You are one of our valuable and important customers, and we are glad to introduce this to you.

We have launched a new brand of watches for both men and women. These watches are of high quality and are very durable and are water resistant. The battery of these watches never expire, they get charged up in the light. The designs are very elegantly which gives them a royal touch. The price is very affordable.

You are our essential customer, and we want to initiate you in our new venture also. We are sending you the images of the watches along with their specifications. If you are interested in our product, we can send some sample watches to your firm and can further talk about the contract.

Thank you for giving your valuable time. Hope for a better business and a positive response from your side.

Sincerely,
Kate Lincoln
Head Sales Manager,
RMT Production LTD.

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COMPLAINT LETTER

A complaint letter is written when the purchaser does not find the goods upto his satisfaction.

It is normally written by the purchaser when he receives wrong, defective or damaged goods or receives incorrect quantity of goods. It can also be written directly to the transit authority when the goods are damaged in transit.

Thus, we may define a letter of complaint as the letter that draws the attention of the supplier or any other party on account of supply of defective or damaged goods.

Sample Complaint Letter Template

Your Address

Your City, State, ZIP Code

(Your email address, if sending via email)

Date

Name of Contact Person *(if available)*

Title *(if available)*

Company Name

Consumer Complaint Division *(if you have no specific contact)*

Street Address

City, State, ZIP Code

Dear Contact Person or Organization Name):

Re: *(account number, if applicable)*

On (date), I (bought, leased, rented, or had repaired) a (name of the product, with serial or model number, or service performed) at (location and other important details of the transaction).

Unfortunately, your (product or service) has not performed well (or the service was inadequate) because (state the problem). I am disappointed because (explain the problem: for example, the product does not work properly; the service was not performed correctly; I was billed the wrong amount; something was not disclosed clearly or was misrepresented; etc.).

To resolve the problem, I would appreciate your (state the specific action you want: money refunded, charge card credit, repair, exchange, etc.). Enclosed are copies (do not send originals) of my records (include receipts, guarantees, warranties, canceled checks, contracts, model and serial numbers, and any other documents).

I look forward to your reply and a resolution to my problem and will wait until (set a time limit) before seeking help from a consumer protection agency or the Better Business Bureau. Please contact me at the above address or by phone at (home and/or office numbers with area code).
Sincerely,

Your name

Enclosure(s)

FOLLOW-UP LETTER

A follow-up letter is an important form of communication in a range of situations. After a job interview, or a great business meeting, or even after making a good business contact at a trade show, a follow-up letter is an effective means of consolidating a relationship between you and the intended recipient.

Sales Follow-Up Letter

A sales follow-up letter is a way of extending additional customer service to the clients of the business. A basic sales follow-up letter includes the following details:

- The date and time that the sales purchase has been made.
- The items that the client has purchased.
- The details of the transaction and the options on how the company can be of help should there be concerns that may arise from the purchase.
- A message of appreciation for the trust that the client has given to the company.

Circular Letter

ACCORDING TO PROF. W. J. WESTON, "THE LETTER THAT IS WRITTEN FOR A LARGE NUMBER OF READERS TO CONVEY A MESSAGE IS CALLED A CIRCULAR LETTER."

Generally, the letter that is used to circulate any special message to a huge member of audience is known as circular letter. It's one of the cost effective means of circulating information or introducing new products to mass people. However, circular letters are not only used in business but also in social, political and personal affairs.

Features of Circular Letter in Business Communication

A letter that circulates or announces the same information or message to a large number of people at a time is called a circular letter or a circular.

Launching new business, changing business premises, changing the name of business, admission or retirement of any partner or director, trademark notice etc. are communicated with people through circular letter.

An effective circular letter has some unique characteristics which are discussed below-

- **Wide Circulation:** The most important feature of circular letter is that it circulates the message to a large number of audiences at a time. It is in fact a mass communication method. No other communication method enjoys this advantage.
- **Drafting Method:** Drafting a circular letter follows certain method and style. the art of writing circular letter varies depending on the situations. it is written in simple language so that most of the people understand the information it contains.
- **Attractiveness:** Another important feature of circular letter is that it is always furnished in an attractive way to that it can easily gain the attention of people information is arranged here in distinct manner.
- **Conciseness:** A circular letter is always concise but complete. It expresses the message briefly and precisely. There is no scope of including any unnecessary information in a circular letter.
- **Reader's Interest:** Another feature of circular letter is that it always focuses on readers interests. It explains how the readers will be benefited from the message.
- **Authenticity and Reliability:** Offering authentic and reliable information is another characteristic of circular letter. It never pushes fake or irresponsible information to the public. authenticity of information increases the reliability of the message.
- **Courtesy:** Courtesy is an essential principle of every business letter and circular letter is not an exception. The information is put here in courteous way so that people feel good to read it.
- **Relevancy:** A circular letter includes only relevant information and excludes all irrelevant or unnecessary information.
- **Asking for Action:** Every circular letter calls for certain action from the readers. After reading the message in the circular letter the readers should be intended to do specific job like purchasing the product or telling the news to others and so on.
- **Specific Purpose:** A circular letter is written for a specific purpose. It is not written to attain several objectives at a time.
- **Persuasiveness:** Persuasiveness is also a feature of *circular letter*. since circular letter is written for specific objective, persuasive and convincing language should be used to motivate the readers to go for certain action.
- **Special Structure:** Circular letter has special structure. It takes the form of letter but contains something more than a letter.

APPLICATION FOR EMPLOYMENT

An **application for employment** is a standard business document which is prepared with questions deemed relevant by an employer in order for the employer to determine the best candidate to be given the responsibility of fulfilling the work needs of the company.

Most companies provide such forms to anyone upon request at which point it becomes the responsibility of the applicant to complete the form and returning it to the employer at will for consideration. The completed and returned document notifies the company of the applicants availability and desire to be employed and their qualifications and background so a determination can be made as to which candidate should be hired.

Application letter template

[Your name]

[Your address]

[Date]

[Hiring manager's name]

[Hiring manager's title]

[Company name]

[Company address]

Dear [Hiring manager's name],

I'm writing to express my interest in the position of [job title] at [company]. [Explain how you heard about the job and name your contact if you were referred by someone within the company.] I believe my [skills and qualifications] make me an ideal fit for this job.

[Use the second paragraph to elaborate on how you would help the company. Reference specific campaigns or projects when possible.]

[Use the third paragraph to summarize your key qualifications. Elaborate on your most important accomplishments and include details that you were unable to provide in the more concise format of your resume.]

[Use the fourth paragraph to briefly explain why you want to work for this company. Mention the additional documents included with your cover letter, and express your excitement about moving forward in the hiring process.]

Sincerely,

[Your name]

RESUME

- A resume is typically sent with a cover letter, which is a document that provides additional information on your skills and experience in letter form.

Chronological Resume Format:

1. **Contact Information**
2. **Resume Summary**
3. **Professional Title**
4. **Work Experience (bulk of content)**
5. **Skills**
6. **Education**
7. **Additional sections**

Munni Chauhan

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linkedin.com/in/munnichauhan9

Nationality: Indian

Objective

Hard-working final-year mechanical engineering student with 8+ months of consultancy internship experience. Prepared 10+ summary reports, all of which were accepted by the lead engineer. Winner of the 2021 University of Mumbai 7-Day Design Competition. Seeking to leverage proven design skills to help Strike Point continue to provide excellent design solutions.

Experience

Engineering Intern

Jai Consultants, Mumbai

June 2021–present

- Prepared 10+ summary reports, all were accepted by the lead engineer.
- Designed a valve mounting bracket prototype that was then produced with minimal changes.
- Duplicated and organised a backup server containing 2,00,000 files.
- Created 300+ presentation slides for consultants for use during internal and external meetings.

Education

BE in Mechanical Engineering

The University of Mumbai 2018–2022 (expected)

- Pursued a passion for Finite Element Method Analysis coursework.
- Won 7-Day Design Competition, 2021.
- CGPA: 8.5 (up to seventh semester).

Class 12th, CBSE, 87.8%

B N Bandodkar College of Science Thane West, Mumbai 2016–2018

Class 10th, CBSE, 88.6%

Ramnarain Ruia College of Arts & Science, Mumbai 2014–2016

Skills

- Modelling
- Programming
- Project management
- Prototyping
- Statistical analysis
- Communication skills
- Analytical thinking
- Teamwork

Software

- Solid Edge
- FreeCAD
- MATLAB
- GNU Octave
- MiniTab
- JASP

Languages

- Hindi – native speaker
- English – native speaker
- Bengali – advanced

Declaration: The information stated above is true to the best of my knowledge and belief.

MUNNI CHAUHAN

SIGN