

# Unit III

## Business Correspondence

# Letter Writing

- Frequent communication links.
- Builds new relations and maintain the established ones.
- Plan, manage and organize the business activities.
- Indispensable part of business communication
- Establish rapport.
- Convey accurate as well as detailed message.
- Business communication refers to all written communications done for the purpose of business.
- Key position in business.

# Characteristics of Business Letter

- A permanent record.
  - Preserved for future reference.
  - Valid written record for ready reference in routine administration and planning.
- A perceptible form of Business relationship
  - Friendly relationships between concerned parties.
  - Goodwill among customers.
  - Reputation of the firm.
  - Profit motives gets sublimated into social motives.
- A legal document
  - legally bound to the written commitment.
  - Signed by the responsible person.
  - Produced at the court of law.

# Characteristics of Business Letter

- Logical and precision approach.
  - Convenient and reliable way of approaching business.
  - Create , maintain and expand the market.
  - Arouse interest.
  - Create desire.

# Characteristics of Business Letter

- A positive instrument of professional exchange of ideas, opinion and information.
- Steps- Planning, writing, Revising and editing.

# Features

- **Study of the readers mind**
- Confidence
- Interest
- Good impression
- **You Attitude**
- Empathy with You rather than I and we.
- Impress the reader's heart
- Expectations.
- Looks at the readers point of view, interest, intelligence, readers ego.
- Empathize.

# Features

- **Planning of the letter**
- Different details according to the requirement of the business letter.
- Details and manners their planning.
- Relevant parts to be included.
- **Brevity**
- Brevity is the soul of wit, the language should be brief.
- **Clarity**
- Avoid vagueness and ambiguity
- Use plain conversational language
- Relax mode of writing
- Clear tone

# Features

- **Accuracy**
- Give genuine information
- Facts should be truthful
- Creates goodwill between the sender and the receiver
- Avoid unpleasant and rude remarks, expression.
- **Courtesy**
- Politeness in attitude
- Avoid exaggeration
- Make up for the loss in salutation and complimentary close.

# Elements of a business letter

- Heading- company's name /address/tel. no. /fax no.
- Date
- Ref No
- Inside address
- Attention line
- Subject
- Salutation
- Body of the letter
- Opening paragraph
- Main paragraph
- Closing paragraph
- Complimentary close
- Signature
- Name
- Identification No
- Enclosure
- Copy notations.

# Block Style/ Adjustment letter

National Fertilizer Limited

310, Jahangir Road

Ahmedabad-380003

Sept 10,2011.

Your Ref:Letter No.43/Sept/11

Our Ref : POC-30U

The General Manager

Torrent Cement Company Limited

Jail Road

Ghaziabad

Dear Sir

## Sub:Supply of Cement

We regret to inform you that out of 500 bags of cement you have supplied, 25 have arrived in damaged condition. They cannot be used at all in construction work. It appears the damage was caused because of inadequate protection against rains. Our store keeper pointed out this to the truck driver immediately after unloading and that he has given a signed note explaining this position. We are enclosing this note for your information.

We shall be grateful if you kindly make adjustments in the bill. If, however, you are making supplies to someone else in this area you may send us replacement.

Yours faithfully  
K. K. Sinha  
Purchase Officer

Ank/I g

Encl: One

Cc to: The Director

## Complete Block Style

N.K.Sharma & Sons  
½ Sector Industrial Area  
Govindpura BHEL  
Bhopal- 462021

Sept 11, 2011  
Ref No: ADM/19/04  
Mr Sanjeev Malhotra  
Chief Executive Officer  
New Delhi

Dear Sir  
Sub: Advance Sum

We are grateful that you have accepted to advance the sum of Rs 50000/- (Rupees Fifty Thousand only). The terms and conditions you have mentioned are acceptable to us. We shall send our Account Officer to sign the agreement at 11 am on Dec15, 2011.

You are requested to confirm the appointment.

Yours Faithfully

Neha Nayyer  
Secretary  
Encl:one  
lg/1  
Cc to:The Director

## **Semi Block Style**

N.K.Sharma & Sons  
½ Sector Industrial Area  
Govindpura BHEL  
Bhopal- 462021

Sept 11, 2011

Ref No: ADM/19/04

Mr Rahul Prasad

Chief Executive Officer

New Delhi

Dear Sir

Subject: Acceptance of the agreement

Please refer to your letter no Acc/010 of Nov 15,2010.

With reference to your enquiry of the letter we are pleased to inform you that we can procure the cloth at the price of Rs 1 a metre, inclusive of packing.

The goods will be despatched within a week. Payment is to be made against the document. We hope that you will place an order as soon as possible.

Yours Faithfully  
Naval Saxena  
Secretary

Encl:One

NKS/2

Cc to:The Manager

## Hanging Indented Style

Harjeet Industries Ltd  
2/11/3, Sector 10  
Chandigarh- 172004

Sept 12,2011

The Purchase Officer  
Novex Exporters Limited  
20A Feroze Shah Marg  
Delhi-110001

Dear Sir

Sub: Sale of Toys

We hope by now you have gone through the catalogue of toys we had sent you on Aug 20, 2011. A number of new toys has been included, which demands a high degree of intelligence even while you play.

We specially wanted to draw your attention on product no 4 and 7. These have become popular.

Please let us know your requirements so that we may send you on previous years terms and conditions. A copy of the statement showing the terms and conditions is enclosed for your ready ref.

Yours Faithfully  
Manjeet Singh  
Manager(Marketing)

KS/10

Encl:One

CC to:The Manager

- **Open Punctuation:** No line of any letter part except the body has punctuation at the end. No punctuation is seen after the salutation and complimentary close.
- **Closed Punctuation:** Free use of commas after salutation and complimentary close after the name , last line except date.

Enquiry Letter ( Inviting Quotations)

CENTRE OF SCIENCE AND RESEARCH  
OPP. Kanha Resort  
Bhopal

Sept 21,2011.

Ref No: 12/quote/Adm

The Sales Executive

Amar Electronics

Bhopal

Dear Sir

Sub: Inviting Quotations

We wish to purchase 30 Core 2 Duo Computer with the configuration mentioned below for our language laboratory. We shall be grateful if you will send us your quotation at the earliest.

Since the purchase process takes some time it would be advisable that your quote rates are valid for at least four months.

The details of the product :

S.No	Product Description	Configurations
1	Processor	1.5 GHZ
2	Mother Board	847GLLY
3	RAM	32MDD
4	HDD	40GB
5	FDD	1.44
6	Cabinet	ATX
7	LAN	10/100 MBPS
8	Moniter	15" LG
9	Mouse	Logitech Optical
10	Keyboard	TVSE Gold

We wish to set up the lab by the end of June so that it can function at the beginning of the session from July . We would like the computers to be delivered to us latest by June 20 .  
Send us a copy of your latest catalogue with your terms and conditions.  
We wish to establish a long business relations.

Yours Faithfully

NK Sharma

CEO

Encl:One

CC to:The Director

CS Dept

Reply to an enquiry

M/s Ashoka Tools Ltd  
Worli Mumbai

Sept 21, 2011

Ref No: ATL/01

M/s Veer Electrical Ltd  
Gwalior

Dear Sir

Sub : Quotation

We are gratified to learn from your letter dated June 29, 2011 regarding your inclination to purchase electrical pumpsets.

As per your request we are sending you the quotations with the detailed catalogue

S.No	Code No	Description	Price
1	P1	Pumpset of 20KW	4100
2	P2	Industrialized Set	3200
3	P64	Domestic Use set	1900
4	P31	Set of 10KW	1100

We would like to add that our pump sets are highly durable and are in great demand. We will provide you installation and service facilities as complementary.

We have quick after sales service that will attend to the problem immediately. The Product will be delivered free of cost with installation.

**Payment conditions:** The terms and condition of the payment are given in detail in the catalogue attached. The payment should be initiated by a bank draft payable at Mumbai.

We hope that you will procure the order as soon as possible. We look forward to hear from you.

Yours faithfully  
Ankur Nagori  
Manager

Encl:one

Cc to: Regional Manager  
Manager Accounts

Order Letter  
Ordeal Engineering & Technology  
Vidisha Road, Bhopal

Sept 23, 2011

Ref No: 19/OET/II

Mr R.K.Khanna

Marketing Head

Milan Electronics

New Delhi

Dear Sir

Subject: Order Letter

In receipt of your quotation letter No:25/qut/II dated Sept 10, 2011.

We are glad to inform you that we have approved your rates for the electrical equipments for our laboratory by our purchase committee.

We are pleased to place an order of the following goods as per the terms and condition mutually agreed and according to the purchase norms.

S.No	Code No	Description	Quantity
1	P1	Pumpset of 20KW	20
2	P2	Industrialized Set	32
3	P64	Domestic Use set	19
4	P31	Set of 10KW	11

Please send the goods by road transport through M/s Satpal & Co, New Delhi. Also Ensure that the goods are properly packed and should reach us before Oct 5, 2011.

The draft is enclosed herewith of the amount Rs 120000. Remaining amount will be paid on delivery and after inspection by our technical expert of the instrument.

Yours Faithfully

S.K.Sharma  
CEO

Encl:One

Cc to: The Purchase Manager  
Committee

# Difference between a Tender Notice & Quotations

- The tender notice is published in a newspaper in a fixed format and quotations are written in a letter format
- The tender notice is open for all and quotations are send selectively and discreetly
- The tenders are usually invited by government departments and quotations are invited by private concerns.
- Bid is organized in a tender whereas no such event is organized in quotations.
- The work assignment in a tender is open for all , in quotation it is the discretion of the purchase officer.
- In tender it is the organization and the committee which actually decides but in quotation it is the individual decision.
- Both tender and quotation are legal and formal procedures but quotation is flexible and selective.
- In quotation it is the signatory who decides with the suggestion of purchase committee , in tenders it is signed by the management.
- A fixed date i.e. bid date and value is already decided in case of tenders regarding the procurement but quotation is relatively flexible.
- The decision of the work allotment is done on the bid day in front of all the participants, in quotation it is done individually and selectively.

**Greater Noida Industrial Development  
Authority  
Commercial Complex, Sector-20, Noida  
Tender Notice  
No: Engg/99/A-92/507    Date: 03-08-04**

**Sealed percentage tender on two bid system are here by invited on behalf of the CEO, IDA from the contractors, having appropriate experience in organized sector at least for four years in the office of the G.M, sector-20, Noida. Tender paper shall be received up to 3:00pm on the dates mentioned below.**

<b>S.No</b>	<b>Name of Work</b>	<b>Estimat ed cost (Rs in Lakhs</b>	<b>Earnest money</b>	<b>Cost of Tender Rs.(Non - refunda ble)</b>	<b>Date of receipt of Tender &amp; Time</b>	<b>Date of Openin g of Price Bid &amp; Time</b>
<b>1</b>	<b>c/o Footpath along DSC road and drainage system for village Habibpur &amp; Tusliana</b>	<b>64.68lac s</b>	<b>65000/-</b>	<b>1000/- +T.T</b>	<b>30.8.200 8 At 3.00P.M.</b>	<b>03.09.08 At 3.30 P.M.</b>

Minimum turnover two times the bid value in three consecutive assessment year which will be checked from ITCC Contractor should have completed similar two jobs equal to bid value in last financial year.

The tender papers shall be available for sale from the Accounts Department of the Authority after depositing the cost of tender with the Branch Manager, Corporation Bank, Sector -26, Noida from 16-08-07 to 28-08-07.

The terms and conditions of the tenders can be seen in the office on all working days.

General Manager  
Project