

# Business Correspondence

- Definition of Business Correspondence
- Difference between Personal and Business Letters
- Principles of Business Correspondence
- Structure of a Business Letter
- Letter of Enquiry
- Quotation
- Placing Orders
- Letter of Complaint
- Claim Letter
- Letter of Adjustment
- Notice Inviting Tenders
- Application for job
- Resume Drafting

# Business Correspondence

- ‘Correspondence’ means ‘communication by post by means of letters’. Hence, participating in any business related activity ,viz, selling or buying something, by means of letters or emails is known as ‘business correspondence’.
- For example:
  1. Making an enquiry to purchase a product
  2. Responding to such enquiries/drafting Quotation
  3. Placing Orders
  4. Letter of Complaint
  5. Letter of Adjustment
  6. Claim Letter
  7. Tenders

# Difference between Personal and Business Letters

Criteria	Personal Letters	Business Letters
<b>Format</b>	No definite format	Always follows a definite format, hence comes under 'formal letters'.
<b>Nature of Letters</b>	Always subjective in nature; full of personal thoughts and feelings	Essentially Objective and factual in nature; devoid of irrelevant personal thoughts or feelings
<b>Objective of Letters</b>	To build new relationship or maintain already existing relationships	To achieve a particular business related goal
<b>Chief Characteristics</b>	Personal, informal, full of personal sentiments, no rule regarding length	Precise, concise, direct, formal, objective, to the point

# Principles of Business Correspondence

- Courtesy
- You Attitude
- Conciseness
- Preciseness
- Directness
- Clarity
- Correctness/Accuracy of facts
- Use of simple and plain language
- Avoiding jargon
- Avoiding ambiguity
- Completeness

# Structure of a Business Letter

- Letter Head
- Date
- Reference Number
- Inside Address
- Subject
- Attention Line\* (optional)
- Salutation
- Body of the letter
- Complimentary Closure (Yours Faithfully, Signature, Name, Designation)
- Enclosure
- Identification Marks
- Copy Notation

# Letter of Enquiry/Inviting Quotation

- **Objective:** To find out the best seller or service provider available in the market in terms of both- quality of the products and their cost.

M/s Sharma & Sons Enterprises

Opposite Nehru Garden

Indore- 685849

P.No: 7692847453

[shrmaenterp@gmail.com](mailto:shrmaenterp@gmail.com)

26 March 2019

Reference No: XYZ123

The Sales Man

M/s Chouksey Electronics

Near Railway Station

Bhopal

# Letter of Enquiry/Inviting Quotation

Subject: Inviting quotation

Dear Sir,

We are about to open one more branch of ours by the end of April 2019 itself, hence we invite a quotation from you for the following electronic items:

S.No.	Name of the Products	Specifications	Quantity
1	Ceiling Fans	Bajaj	1000
2	Refrigerators	LG	500
3	Washing machines	Whirlpool	400
4	Sewing machines	Usha	250
5	Television/LED	21"/Samsung	500

Also, you are requested to provide us details regarding your terms and conditions for sale, mode of payment, mode of transportation, after sale services, discounts available, availability regarding extra packaging and insurance of the products and validity of the quotation.

We look forward to receiving most lucrative quotation from you at earliest so we may place our order soon after receiving the quotation.

Yours Faithfully  
Rajesh Sharma  
Sales Manager

# Quotation

● **Objective:** A quotation is usually drafted to respond to an enquiry of a potential customer regarding a particular product/s. It includes all the essential information that are important for a customer to make a business deal with the service provider including lowest cost, discounts, validity of quotation etc.

M/s Sharma & Sons Enterprises  
Opposite Nehru Garden  
Indore- 685849  
P.No: 7692847453  
[shrmaenterp@gmail.com](mailto:shrmaenterp@gmail.com)

26 March 2019

Reference No: XYZ123

The Sales Man  
M/s Chouksey Electronics  
Near Railway Station  
Bhopal

## Quotation

Subject: Inviting quotation

Dear Sir,

We appreciate your interest in having business relationship with us via your enquiry dated 23 March 2019, reference no:xyz123. In response to your enquiry, we have enclosed with this quotation a detailed catalogue of products and their costs for your consideration.

As for our mode of payment, we prefer 20% payment at the time of delivery of the products via cheque and remaining amount should be deposited in our bank account within 15 days from the delivery. Also, if you place order within a week from today, we will offer you discount of 20%.

## Quotation

Our usual mode of transportation is goods truck, however in especial cases at the demand of customers, we can also arrange delivery by goods train with extra due charges for the same.

This quotation will remain valid till 5 May 2019.

We hope that this quotation suits your needs most and we receive an immediate order from you.

For any further enquiry, please feel free to contact us at any time of your convenience.

Yours Faithfully  
Rajesh Sharma  
Sales Manager

Enclosure: Catalogue

# Placing Order

- **Objective:** This letter is written by a customer to a service provider to purchase some products of his/her needs. Hence, the customer needs to provide all the essential information like name of the products, their specifications/brand/size/colour etc, their quantity, time limit for the delivery etc.

M/s Sharma & Sons Enterprises

Opposite Nehru Garden

Indore- 685849

P.No: 7692847453

[shrmaenterp@gmail.com](mailto:shrmaenterp@gmail.com)

26 March 2019

Reference No: XYZ123

The Sales Man

M/s Chouksey Electronics

Near Railway Station

Bhopal

# Order

Subject: Order

Dear Sir,

With reference to your quotation no. xyzabc dated 27 March 2019, we are placing order for the following items:

s.no.	Name of the products	Brand	specifications	Quantity
1	refrigerators	samsung	10 liters	500
2	washingmachines	whirlpool	5 liters	700
3	Ceiling fans	bajaj	Four fins	1000

You are requested to deliver these items within 10 days, latest by 12 April 2019.  
We look forward to receiving the consignment as early as possible.

Yours Faithfully  
Sanjay Sharma  
Sales Manager

# Letter of Complaint

- **Objective:** A letter of complaint is drafted by the customer in order to inform the service provider about his grievance for either of the following reasons:
- Variation in the quality of the products ordered and those of delivered
- Variation in the quantity of the products ordered and those of delivered
- Variation in the bill regarding cost of the products or in their totaling
- Delay in the delivery of the products
- Due to delivery of products in damaged condition

# Letter of Complaint

M/s Sharma & Sons Enterprises

Opposite Nehru Garden

Indore- 685849

P.No: 7692847453

[shrmaenterp@gmail.com](mailto:shrmaenterp@gmail.com)

26 March 2019

Reference No: XYZ123

The Sales Man

M/s Chouksey Electronics

Near Railway Station

Bhopal

# Letter of Complaint

Subject: Complaint

Dear Sir,

Please refer to our order no. abc456, dated 22 February 2019. In that letter, we had clearly stated that we wanted the delivery of the products latest by 15 March 2019. However, we are deeply disappointed to bring to your notice that despite the confirmation of our order, we received our consignment on 21 March 2019, delayed by six days.

This undue delay has not only caused us significant financial loss but also it has affected our reputation in the market as our firm is known for its timely delivery of order to our customers.

Hence, we want a quick explanation from you in this regard including a firm assurance that such types of grave error will never be repeated. Also, for your review, we enclose a copy of our order containing the time limit clearly stated by us.

We look forward to receive your response at earliest.

Yours Faithfully

Rajan Sharma

Sales Manager

Enclosure: Xerox of Order

# Claim Letter

● **Objective:** A claim letter includes claim for compensation regarding loss caused to the customer due to carelessness on the part of the service provider.

M/s Sharma & Sons Enterprises

Opposite Nehru Garden

Indore- 685849

P.No: 7692847453

[shrmaenterp@gmail.com](mailto:shrmaenterp@gmail.com)

26 March 2019

Reference No: XYZ123

The Sales Man

M/s Chouksey Electronics

Near Railway Station

Bhopal

Subject: Claim letter

# Claim Letter

Dear Sir,

Please refer to our order no. abc456, dated 22 February 2019. In that letter, we had clearly stated that we wanted the delivery of the products latest by 15 March 2019 and it was only after the confirmation from your side regarding timely delivery that we had placed order to you. However, we are deeply disappointed to bring to your notice that in spite of your assurance, we received our consignment on 21 March 2019, delayed by six days.

This undue delay has not only caused us significant financial loss but also it has affected our reputation in the market as our firm had otherwise been known for its flawless service to its customers. But due to this undue delay from your side, this time we could not execute pending orders of our customers timely and faced irreparable financial loss and severe embarrassment.

## Claim Letter

Hence, we not only expect a sincere apology from your side regarding this delay, but also we demand 20% extra discount as a compensation to financial loss incurred to us. Also, for your review, we enclose a copy of our order containing the time limit clearly stated by us.

We look forward to receiving your response and a new bill with extra discount at earliest.

Yours Faithfully

Rajan Sharma

Sales Manager

Enclosure: Xerox of Order

# Letter of Adjustment

- **Objective:** A business firm always values its customers. Hence, it never underestimates the value of their grievances. For, addressing them duly not only helps them retaining a healthy relationship with their customers but also it contributes to improving their services and consequently their credibility and monetary benefits.

A letter of adjustment is therefore drafted in response to the complaint/claim letter sent by a customer/complainant. It aims at providing satisfactory explanation to the customer so as to retain his/her trust to continue a healthy business relationship. In addition, at times, particularly in the cases of claim letters, the service provider may also offer reasonable compensation to the customer if he found the claim justifiable when compared with the loss.

# Adjustment Letters

M/s Sharma & Sons Enterprises

Opposite Nehru Garden

Indore- 685849

P.No: 7692847453

[shrmaenterp@gmail.com](mailto:shrmaenterp@gmail.com)

12 April 2019

Reference No: XYZ123

The Sales Man

M/s Chouksey Electronics

Near Railway Station

Bhopal

Subject: Letter of Adjustment

# Letter of Adjustment

Dear Sir,

We genuinely apologize and regret the loss caused to you on account of delay in the delivery of products ordered by you via your letter number xyz123 dated 23 March 2019.

As we value customers like you most, we do approve of the claim demanded by you via your letter number abc234 dated 7 April 2019, and enclose the new bill with extra 20% discount.

We hope that we have addressed your grievance expectedly and will continue to get opportunity to serve you in future as well.

Yours Faithfully

Rajan Sharma

Sales Manager

# Notice Inviting Tenders

## Differences between a Tender and Quotation

1. **Media of Inviting Tender/Quotation:** Quotations are invited personally through business letters to few selected sellers. However, tenders are invited through public media as newspaper, magazines, journals etc.
2. **Quantity of goods required:** Tenders are invited particularly when something is required comparatively in large quantity than in the case of inviting quotation.
3. **Duration of Service:** The works for which tenders are invited are far more time consuming than those for which quotations are invited. For example, construction of buildings, roads, bridges, dam, delivery of stationery to a college/university for one or two or more years etc.
4. **Earnest Money:** When tenders are invited, they are submitted along with a certain amount prescribed in the notification. That amount is known as 'Earnest Money'. It is a kind of caution money. The earnest money of all the other tenderers are returned other than that of the person whose tender is accepted.

# Notice Inviting Tenders

Reference No: abc/123

25 March 2019

Sealed tenders are invited from the authorized and experienced tenderers in the prescribed format for the construction of residential complex in the premises of MPEB Zonal Office, Bhopal. The total amount for this work is Rupees 15 crores and earnest money would be Rupees 70 lacks. The time limit for the completion of this construction is one and a half year from the day of acceptance of the tender.

The prescribed format for submitting tender can be downloaded from our website [mpeb@gmail.co.in](mailto:mpeb@gmail.co.in) by paying Rs 2500 online.

The tenders must be submitted latest by 30 March 2019 till 15:00. The tenders received thereafter will not be entertained.

They will be opened on 4 April 2019 at 9:00 am in the head office of MPEB Zonal Center, MP Nagar, Bhopal.

Director  
MPEB, Bhopal

# Application for Job/Covering Letter

An application is a letter with a request for a definite purpose or reason.

Application of job is written by a job seeker.

But,

A job can not be grabbed merely by writing an application. In fact, decision regarding selection or rejection of a candidate is taken in an interview of the candidate.

Hence,

A job application is crucial in terms of being an important document for short-listing the candidate for interview.

# Application for Job/Covering Letter

## The Contents of **Covering Letter** Vs those of **Resume**

A resume contains all the significant information about a job seeker ranging from academic to personal, social, co-curricular, extra-curricular activities.

However,

A covering letter essentially includes only those information or facts which correspond relevantly and directly to the demands of the employer as described in the advertisement regarding vacancy of a particular post. Hence, it is concise, to-the-point, precise and crisp. It should be such that it can instantly assure the employer/HR regarding the suitability of a candidate's candidature for the applied post, so s/he is shortlisted for the interview.

# Types of Application for Job/Covering Letter

There are two types:

1. Solicited Applications
2. Unsolicited Applications

Solicited applications are written in response to an advertisement regarding a particular vacancy. However, unsolicited applications are written only in anticipation of existing or future vacancy in an organization.

# Format of Application for Job/Covering Letter

Sender's Postal Address

Email address

Date

Inside Address (The designation of the recipient, followed by name of the organization and postal address)

Subject: Application for the post of.....(applied post)

Sir/Madam,

Body of the application

1. Provide the details of the source of information regarding vacancy viz newspaper, website etc including date and name of the newspaper.
2. Provide relevant academic and professional details that project you as an eligible candidate for that post
3. End the letter with a positive and confident note regarding getting the opportunity for the interview)

Regards/Yours Sincerely

Signature

Name

Enclosures: Resume and Xerox of Credentials

# Application for Job/Covering Letter

House No : abc/123

Opposite Post Office

Rajendra Nagar

Indore

[shishir13@gmail.com](mailto:shishir13@gmail.com)

7692867543

23 March 2019

The Chief Executive Officer

Zenith Softwares

Fourth Floor

Moon Tower

Bangalore

Subject: Application for the post of software engineer

# Application for Job/Covering Letter

Sir/Madam,

In response to your advertisement published in the Times of India on 20 March 2019 for the post of software engineer, I humbly offer my candidature.

I possess valuable professional experience of about four years with the same job profile working in a renowned software agency in Pune- Invento Softwares, since 2015. However, as I have always had a dream of shifting to US, working with a renowned MNC like that of yours will certainly be like a dream coming true to me in addition to have a constant career growth.

As far as my academic qualifications are concerned, I finished my Bachelor of Engineering from RGPV, Bhopal in 2013 with 8.2 CGPA. Also, during my graduation, I was rewarded with Chancellor Award twice for scoring highest marks in the university.

For I always found fascination in the world of computers, I have made hard efforts to achieve expertise over C, C++ and Java.

I believe that my candidature suits your requirements for this post, and hope to get an opportunity of interview soon.

Yours Sincerely,  
Manoj Sharma

Enclosures: Resume and Xerox of credentials

# RESUME

A 'resume' is usually a maximum two-pages document, prepared by a job seeker to send to the employer. It includes information that an employer needs in order to take final decision regarding inviting a job seeker for the interview. It includes details regarding one's career objective, personal information, academic achievements, professional experience, interests, extra-curricular activities, references etc.

## Resume Vs Biodata

The former is prepared to provide valuable information to an employer by the job seeker about his/her candidature for a particular post whereas the latter is prepared chiefly for matrimonial purposes.

# Format of a Resume (for freshers)

Career Objective: To work for an organization which can provide me constant career growth in addition to enhancing my professional skills and expertise of coding.

## Personal Details:

Name:

Father's Name:

Mother's Name:

Postal Address:

Email Address:

Contact Number:

Date of Birth:

Religion:

Languages Known:

Gender:

Nationality:

# Format of a Resume (for freshers)

## Academic Details:

S. No.	Name of the Course	Subjects/ Specialisation	Name of the Board/ University	Year of Passing	Division/ Percentage/Grading
1	Matriculation	Hindi, English, Mathematics, Science, Social Science, Sanskrit	MP Board/ CBSE	2010	87%
2	H.Sc.	Physics, Chemistry, Mathematics	CBSE	2012	79%
3	Bachelor of Technology	Computer Science	RGPV, Bhopal	2016	8.5 CGPA
4	Master of Technology	Computer Science	RGPV, Bhopal	2018	8.2 CGPA

ADDITIONAL QUALIFICATIONS: Typing in English and Hindi

# Format of a Resume (for freshers)

Extra Curricular Activities: N.C.C./N.S.S. Cadet

Interests: Football, Cricket, Reading short stories, Watching cartoons

## References:

1. Dr Shalini Saxena

Principal,

Gyanjyoti Engineering College, Bhopal

[pgjec@gmail.com](mailto:pgjec@gmail.com)

8957645434

2. Mr. Umang Tiwari

Head of the Department of Computer Science,

Gyanjyoti Engineering College, Bhopal

[umang22@gmail.com](mailto:umang22@gmail.com)

7698467634

## DECLARATION

All the details provided above are true.

Date:

Signature

Place:

Name of the Candidate