

Semester II

Subject – Business Communication

Name of teacher – Sohini Som.

The following notes are a part of Drafting. In this document I have explained what a business letter is, its advantages, its qualities and how it should be written. I have also provided 6 specimen letters. You will be provided with a few more specimens in consecutive online classes. You are free to ask questions regarding these lessons online.

Business Letter 1

A business letter is a brief written document that conveys a single or multiple messages. It is usually used to convey messages to people outside an organisation.

Advantages:

1. Saves money and time.
2. Being a written document, it can be used for future reference.

Essential qualities of a good business letter are:

1. Brevity – Must be brief and to the point. No one has time to read unnecessary information or long involved sentences.
2. Clarity – The language must be clear and lucid. Ambiguous words must be avoided as they create confusion.
3. Completeness – There must be no loose ends and must provide the recipient with the full picture of the matter/matters at hand.
4. Courtesy – The writer must be careful while writing the letter, so as not to create the I/you divide. To accuse the recipient with/without reason can only create antagonism, which may result in the loss of goodwill, which will affect the organisation. For example, even if your client has made a mistake, do not accuse, “You have made a mistake.” Instead, you may write something like, “There has been a mistake, which needs rectification.”
5. Well-planned – Letters planned in advance are more effective.

Features of a business letter:

1. Letterhead – First create the letterhead, with the name of the organisation aligned top centre, and the address line (i.e. the address in one line) below it, followed by the contact numbers and addresses. Eg:

Umeschandra College
13 Surya Sen Street, Kolkata 700012
Phone: 033-xxxxxxx, Fax:033-xxxxxxx, email: xxxx@xxx.com

2. Date – Traditionally, the date is written on the right hand side just below the letterhead. However, now-a-days the date, apart from the letterhead and reference, everything else is left aligned, the reason being that the letter is typed out on a computer, and it is easier to centre or left align, rather than right align.
3. Inside address – The name of the addressee, his/her designation and address, are written just below the date.
4. Salutation or greeting – Below the inside address, begin the letter with a salutation or greeting like Dear Sir/ Sirs/ Madam etc.
5. Reference – Leave a line, add the reference number, the attention line or the subject matter.
6. Content – Leave a line, now write whatever you want to communicate, arranged logically and in order of priority. There is no hard and fast rule according to which you can write the letter, but a few guidelines can be followed.
 - The opening of the letter can refer to a previous letter or a previous notice, etc.
 - The middle contains the principal information.
 - The last part can contain suggestions to the recipient or assurances of actions to be taken.

7. Complimentary close – End the letter with a complimentary closing like:

- With regards/ With warm regards/ Regards

Yours truly/ Yours faithfully

8. Signature of the writer – The letter has to be duly signed by the authorised person. The designation of the signatory must be written or printed below the signature, accompanied with an official stamp.

9. Enclosures – Leave a line, and make a list of the enclosures.

Specimen Letters

1. Letter to a supplier for quotation of goods

XYZ Institute
13 Surya Sen Street, Kolkata 700012
Phone: 033-xxxxxxx, Fax:033-xxxxxxx, email: xxxx@xxx.com

Date

Ref no: XYZ/QE/ 4/20/ 1

To
The Manager
ABC Computers
Chandni Chowk
Kolkata – 700001.

Dear Sir,

Sub: Enquiry for quotation of computers.

I have the pleasure of informing you that our institute intends to purchase 20 computers for our institute. The computers must comply with the configurations specified below.

Please quote the price of the computers within 10 days of the date of issue of this letter, mentioning the time, mode of delivery and terms and conditions of payment.

Regards.

Yours faithfully,

LM
Principal.

Enclosure:

1. Required configuration of computers.
2. Letter offering the quotation for computers to the institute.

ABC Computers
E-Mall, Chandni Chowk, Kolkata – 700001.
Phone: 033-xxxxxxx, Fax:033-xxxxxxx, email: xxxx@xxx.com

To
The Principal
XYZ Institute
13 Surya Sen Street, Kolkata 700012.

Date

Ref no: ABC/QR/ 5/20/ 1

Dear Sir,

Sub: Enquiry for quotation of 20 computers.

With reference to your letter no. XYZ/QE/ 4/20/ 1, dated 4 April 2020, inviting quotation for 20 computers, I hereby send you the quotation as per your specification for your consideration along with this letter.

We will supply the computers within 12 days from the date of receipt of the order. Since it is a bulk order, we will bear the transportation cost. The payment can be made in cheque at the time of delivery.

We assure you that we will be happy to co-operate with you in future. We will be obliged if you extend us your patronage.

With regards,

Yours truly,

PT.

Manager
ABC Computers.

Enclosure:

1. Copy of the quotation.
3. Letter of confirmation of an order.

ABC Company
13 S.C. Deb Road, Konnagar, Hoogly, West Bengal.
Phone: 033-xxxxxxx, Fax: 033-xxxxxxx, email: xxxx@xxx.com

Date

Ref no: ABC/C/ 5/20/ 1

To
The Manager
Rubbers and Plastics
VIP Market, Kankurgachhi
Kolkata.

Dear Sir,

Sub: Confirmation of Letter No. R&C/O/3/20

Thank you for your order no. R&C/O/3/20, dated 31 March 2020, for 70 pieces of raincoats at the rate of Rs 400 each to be supplied within the 30 April 2020.

The order is in the process of execution and will be dispatched within the 27 April 2020 by our vehicle. We have taken special care regarding the quality of the goods to be dispatched, as well as the packing, to ensure that it will not be damaged in transit. We hope that you will find them satisfactory.

We thank you once again for extending us your patronage and we hope that we will have the opportunity to serve you again in future.

With regards,

Yours truly,

SD

Proprietor.

4. Letter to the Railways for delay in delivery of goods and claiming compensation for the same.

Ma Medical Hall

C.I.T Road, Belegkata, Kolkata 700010.

Phone: 033-xxxxxxx, Fax: 033-xxxxxxx, email: xxxx@xxx.com

Date

Ref no: MMH/Cmp/ 5/20/ 1

To

The Commercial Superintendent

Sealdah Division

Eastern Railway, Sealdah Station

Kolkata 700009.

Dear Sir,

Sub: Compensation for delay in delivery of goods.

We are sorry to inform you that our consignment no. 111/20, containing lifesaving drugs despatched from New Delhi on 4 January 2020, was received by us as late as 30 March 2020. We discovered on the receipt that 25% of the medicines were severely damaged because of manhandling during transit. Perhaps this was unintentional, but we

incurred a huge loss. Moreover, we could not supply our customers with these drugs on time.

The due date of delivery was 6 January 2020. The goods were insured and the railways authority is responsible for the damage of the goods. Under the circumstances, we claim compensation of Rs 26000 for the damage.

We request you to kindly make arrangements for the inspection of the damages and the payment of the compensation amount claimed. We are enclosing the necessary documents for your kind reference.

With regards,
Yours faithfully,

Nikhil Dutta
Proprietor.

Enclosures:

1. Copy of the Railway receipt.
 2. Copy of the challan.
 3. Statement of the Station Master, Sealdah Station, regarding the computation of damages.
5. Letter to the supplier complaining about the inferior quality of goods supplied and claiming a suitable remedy.

Apna Dukan
13 M.G. Road, Barabazar, Kolkata 700007
Phone: 033-xxxxxxx, Fax: 033-xxxxxxx, email: xxxx@xxx.com

Date

Ref no: AD/C/ 4/20/ 1

To
The Manager
Shalimar Basmati
Dehradun, Uttarakhand.

Dear Sir,

Sub: Deviation in quality from the specifications vide our order no. AD/O/3/20/2 dated 4 March 2020.

Thank you for your timely execution of order no. AD/O/3/20/2. We received your consignment no. SB/C/20/555.

However, we regret to inform you that the consignment contained 25 five kilo packets and 150 two kilo packets of Shalimar Everyday Basmati, and not Super Delux Basmati as we had specified. We brought the matter to the notice of the transport authority when they delivered the goods.

Under the circumstances, we can keep the consignment that you sent us, and you can send us a fresh consignment according to our specifications as soon as possible. Since we have already paid for the same, we suggest that you send us an invoice for the consignment you have already sent us.

Please inform us of your decision regarding this matter.

With warm regards,

Yours faithfully,

Ajay Singh
Proprietor.

6. Letter to the New Bharat Insurance Company reporting a damage caused by a fire in the godown and claiming compensation for the same.

ABC Garments
23/C Pottery Road, Kolkata-700014
Phone: 033-xxxxxxx, Fax:033-xxxxxxx, email: xxxx@xxx.com

Date

Ref no: ABC/IC/ 5/20/1

To

The Manager
New Bharat Insurance Company
Middleton Row, Kolkata 700016.

Dear Sir,

Sub: Claim of insured amount for destruction of insured goods.

We regret to inform you that a devastating fire broke out in our godown situated at 23A Pottery Road, Kolkata 700014, at 12 a.m. last night. The godown was completely destroyed, resulting in a loss of goods worth Rs 80,000 (Rupees Eighty Thousand) only. The police and fire brigade were immediately summoned, but we could do nothing to salvage the situation. The electrical expert informed that the fire broke out because of a sudden surge of load in the grid.

We request you to send a surveyor to investigate into the matter, so that the claim can be settled as soon as possible and we can recover from this unfortunate circumstances.

We solicit your help in this matter.

With regards,

Yours faithfully,

DVP.

Proprietor.

Enclosures:

1. Copy of the Insurance Certificate.
2. Copy of police FIR.
3. Copy of report issued by the police.
4. Copy of report issued by the fire brigade.

