

# BUSINESS COMMUNICATION

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## UNIT 1.

### INTRODUCTION TO COMMUNICATION

#### **COMMUNICATION:**

Communication is the act of conveying intended meanings from one entity or group to another through the use of mutually understood signs and semiotic rules. Communication is simply the act of transferring information from one place to another.

According to **Koontz**, "Communication is the transfer of information from a sender to a receiver, with the information being understood by the receiver.

According to Stoner, "Communication is the transfer of information, ideas, understanding or feelings between two or more persons.

#### **OBJECTIVES OF COMMUNICATION:**

1. To take strong decisions
2. To increase productivity
3. To maintain strong business relationship
4. To provide information
5. To provide advice
6. To persuade
7. To educate
8. To raise morale and motivation

#### **IMPORTANCE OF COMMUNICATION:**

##### **1. Builds and maintain relationships-**

Relationships are built and can be maintained by positive encounters with others. Communication will be key to this process – without effective skills, it will be difficult to properly construct and foster productive relationships.

##### **2. Facilitates innovation-**

When employees feel comfortable in openly communicating new ideas, cooperation and innovation will be at an all-time high.

##### **3. Builds an effective team-**

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If open communication within a workplace is encouraged, a more cohesive and effective team will emerge. Good communication within a team also tends to boost employee morale.

**4. Basis of effective leadership:** Communication transmits the leader's idea and opinions to the followers. Think about political leaders who lead and guide the people for the betterment of the society or to fulfill any specific purpose.

**5. Smooth and efficient functioning:**  
It helps in all managerial function, such as planning, organizing, directing, motivating and controlling. It serves as a fuel to managerial operation and function.

**6. Delegation of authority and responsibility:**  
It helps in decentralization of authority and delegation of responsibility to right person.

**7. Establishment of public Relation:**  
The management can create cordial relations with govt. customers, creditors, shareholders, regulatory bodies, trade unions and the society as a whole.

## COMPONENTS OF COMMUNICATION PROCESS:

1. *Sender*
2. Ideas
3. Encoding
4. Communication channel
5. Receiver
6. Decoding and
7. Feed back.

**1. SENDER:**

The person who intends to convey the message with the intention of passing information and ideas to others is known as sender or communicator.

**2. IDEAS:**

This is the subject matter of the communication. This may be an opinion, attitude, feelings, views, orders, or suggestions.

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## 3. ENCODING:

Since the subject matter of communication is theoretical and intangible, its further passing requires use of certain symbols such as words, actions or pictures etc. Conversion of subject matter into these symbols is the process of encoding.

## 4. COMMUNICATION CHANNEL:

The person who is interested in communicating has to choose the channel for sending the required information, ideas etc.

## 5. RECIEVER:

Receiver is the person who receives the message or for whom the message is meant for.

## 6. DECODING:

The person who receives the message or symbol from the communicator tries to convert the same in such a way so that he may extract its meaning to his complete understanding.

## 7. FEEDBACK

Feedback is the process of ensuring that the receiver has received the message and understood in the same sense as sender meant it.

## PROCESS OF COMMUNICATION:



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## **METHODS / FORMS OF COMMUNICATION:**

1. Verbal Communication
2. Nonverbal Communication

### **I. Verbal Communication:**

Verbal communication refers to the form of communication in which message is transmitted verbally; communication is done by word of mouth and a piece of writing. **In verbal communication remember the acronym KISS (keep it short and simple).**

When we talk to others, we assume that others understand what we are saying because we know what we are saying. But this is not the case. Usually people bring their own attitude, perception, emotions and thoughts about the topic and hence creates barrier in delivering the right meaning.

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So in order to deliver the right message, you must put yourself on the other side of the table and think from your receiver's point of view. Would he understand the message? how it would sound on the other side of the table?

**Verbal Communication** is further divided into:

- Oral Communication
- Written Communication

## ***ORAL COMMUNICATION:***

In oral communication, Spoken words are used. It includes face-to-face conversations, speech, telephonic conversation, video, radio, television, voice over internet. In **oral communication**, communication is influence by pitch, volume, speed and clarity of speaking.

### ***Advantages of Oral communication:***

1. Time saving
2. Cost savings
3. More powerful (Speech is a more powerful means of persuasion)
4. Effectiveness (tone, pitch and intensity of voice)
5. Immediate feedback
6. Flexibility
7. Correction of errors
8. Motivation

### ***Dis-advantages of oral communication:***

1. No record
2. Expensive
3. Limited use
4. Probability of omitting main subject
5. No legal validity
6. Late decision

## ***WRITTEN COMMUNICATION:***

Written communication involves any type of message that makes use of the written word. Written communication is the most important and the most effective of any mode of business communication.

In written communication, written signs or symbols are used to communicate. A written message may be printed or hand written. In written communication message can be transmitted via email, letter, report, memo etc. Message, in written communication, is

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influenced by the vocabulary & grammar used, writing style, precision and clarity of the language used.

## **Advantages of Written Communication:**

1. Easy to preserve
2. Easy presentation of complex matter
3. Prevention of wastage of time and money
4. Use as a reference
5. Longevity

## **Disadvantages of Written Communication:**

1. Expensive
2. Time consuming
3. Red-Taoism
4. Useless for illiterate person
5. Difficult to maintain secrecy
6. Delay in response
7. Cost in record keeping

## **COMMUNICATION MEDIA:**

Media is the collective communication outlets or tools that are used to store and deliver information or data. It is either associated with communication media, or the specialized mass media communication businesses such as print media and the press, photography, advertising, cinema, broadcasting (radio and television) and publishing.

## **UNIT 2: BUSINESS LETTER**

### **Introduction to Business Letter:**

A **business letter** is usually a letter from one company to another, or between such organizations and their customers, clients and other external parties. The overall style of letter depends on the relationship between the parties concerned. Business letters can have many types of contents, for example to request direct information or action from another party, to order supplies from a supplier, to point out a mistake by the letter's recipient, to reply directly to a request, to apologize for a wrong, or to convey goodwill. A business letter is sometimes useful because it produces a permanent written record, and may be taken more seriously by the recipient than other forms of communication.

Business people have to communicate with the customers, the suppliers, the debtors, the creditors, the public authorities and the public at large as well as among themselves for the

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purpose of exchanging their views and of sending and receiving information. This is required to initiate, carry out and to conclude transactions.

According to **J. H. Hanson**, "The letters which are exchanged among business in connection with business affairs are called business letters."

According to **Prof. Taintor**, "All letters written for business purpose are business letters."

### Examples/Types of Business Letter:

1. Sales Letters
  2. Order Letters
  3. Complaint Letters
  4. Adjustment Letters
  5. Inquiry Letters
  6. Follow-Up Letter
  7. Letters of Recommendation
  8. Acknowledgment Letters
  9. Cover Letter
  10. Letters of Resignation
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### Objectives and functions of business letter:

Every business organization has to maintain contact with its various partners like suppliers, customers, government agencies and so on. **Business letter** serves as the bridge to communicate with the various parties. The functions of business letters are multidimensional. The importance of business letter is presented below through its various functions or Objectives-

- **Building Goodwill:** Another important purpose of a **business letter** is to sell the good reputation and friendliness of a company. It acts as an ambassador of a country for the company. It aims at building goodwill in customers-company relationship, holding present customers, reviving inactive accounts and inviting customers to buy more and varied products.
- **Records and References:** Business letter are very useful as records and references of previous transactions. In business, innumerable transactions or communications occur with a large number of people that are not possible for a businessman to remember. When memory fails, business letters act as previous records and can be used for future reference.

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- **Making a Lasting Impression:** In case of oral communication, the impact of any message is felt mainly during the time of hearing. And as soon as the next oral communication takes place, the effect of the previous one is reduced. But a letter makes a lasting impression on the readers' mind as it stays with them and works effectively every time it is read.
- **Building and Maintaining Business Relation:** Business letters help to build and maintain business relation among various parties like manufacturers, distributors, intermediaries, support services and consumers.
- **To Exchange Business Information:** The prime objective of a business letter is to exchange business related information between the parties involved. Most of the time business people send letters to their counter-parties containing various business information.
- **Widening the Approach:** It is very difficult to send business representatives to all the places. But a letter can be sent any place at any distance. Sometimes executives, professionals, politicians, etc. are difficult to be approached personally. But a letter can find easy access to anybody. Thus a business letter helps to widen the area of business operations and also the access to a large number of people.
- **An Authoritative Proof:** A business letter also serves the purpose of evidence. A written commitment binds the concerned parties to obey to the text of writing. A letter signed by a responsible person acts as an authoritative proof of what is said in it. It can even be treated as a valid document that can be produced as evidence in a court of law if any dispute arises.
- **Others:** Business letter also has some other functions beside the above ones. It provides legal facility, saves time, helps to increase products, demand, helps to settle transaction easily and it is accepted by all as a reliable media of communication.

### Purposes of Business Letter:

- **To exchange information:** The main purpose of business letter is to exchange information related to business. Through it, business organizations collect and convey business related information.

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- **To establish business relationship:** By exchanging information through business letters, new business relationships can be established with various parties and existing relationships can be strengthened.
- **To make inquiry:** Another important objective of writing business letter is to make inquiry about people, product, price etc. With the expansion of business operations of a business, importance of business letter is also increasing.
- **To take right decisions:** Taking right decisions require accurate information. Since business letters collect information from reliable sources, executives can take right decision using that information.
- **To place orders:** A common purpose of writing business letter is to place order for goods specifying quantity, quality, price, payment method etc.
- **To create goodwill:** Goodwill is an important asset for any business. Businesses can create goodwill by writing letters like order confirmation letter, adjustment grants letter, inquiry letter, reply to inquiry letter etc.
- **To save time and cost:** Saving time and cost of communication is another objective of writing business letter. Posting letter is cheaper and less time consuming than making personal visits.
- **To expand markets:** Through writing various business letters like inquiry letter and circular letter, business organizations can create new market for their products.
- **To overcome misunderstanding:** If there arise any misunderstanding between a business and its stakeholders, business letter is written to overcome it.
- **To settle transactions:** By means of writing business letters, concerned parties can settle their transactions. For example, customers write claim letters to the sellers for compensations, sellers write collection letters to customers for collecting dues.

### ESSENTIALS OF BUSINESS LETTER:

**The essential parts of a business letter can be grouped under the following 3 heads.**

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1. **Physical appearance / Dress of a letter**
2. **Lay-out of a letter**
3. **Structure of a letter**

## 1. **Physical appearance / Dress of a letter:**

**The dress of a letter refers to its physical aspects, physical appearance and general appearance or get up. Following aspects should be considered before drafting any business letter.**

*Good Quality Stationery:* It is advisable to use the best quality paper. Single sheets of plain paper, unrolled, with the letterhead printed on top are the best. Expensive paper is not indispensably required. The convenient size of the paper is 11 by 8-1/2 inches; for short size letters, the sheet is 8-1/2 by 5 inches. For overseas mail letters sheets are used.

*Letterheads:* The letterhead should contain the firm's name, address and should indicate the nature of the business (unless the name explains the business). Telephone numbers, Cable addresses, branch addresses may be included in the letterhead but in no case any highly-tinted, ornate advertising material. As a writer said the letterhead should not leave "whiskers".

The letterhead has of late undergone change in appearance and the modern trend is towards simplicity. If preferred, the letterhead should include a photograph of the building or the plant of the company.

*Continuation Sheets:* Continuation sheets carrying on the top only the firm's name and the word continuation are used if letters are long. On each additional sheet the number of page should be typed but the date and the addresses of the firm are not necessary. These sheets should be of the same quality and weight as the first page.

*Envelopes:* The envelopes should match the quality and the size of the paper used. The standard sized envelopes are 6-1/2 x 3-1/2, but the large sized are 10 x 4-1/2 inches. The envelopes of inferior quality should not be used as they get wrinkles in transit and thus cause the letter inside to lose its fresh, crisp appearance. Moreover, inferior envelopes create a poor first impression on the receipt. A good quality envelope always sets favorable impression of the sender even before the letter is opened.

*Typing:* Business letter should be typed in duplicate at least, one copy is meant for office record. The number of copies depends on the requirement of the firm. The letter should be typed neat and clean. The black typewriter ribbon is regarded as the best color for ink. The use of eraser should be avoided, because it causes finger marks, smudges or blots on the paper. These defects are considered in bad taste and make a bad impression of the sender. The typewriter should be in proper shape always and its type shining bright and clear so

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that appearance of the letter is not spoiled.

*Margin:* The margin should be planned properly. If the letter is long, two sheets should be used instead of crowding the whole matter on one sheet. The body of the letter should start two spaces below the salutation and end two spaces above the complimentary closing. The margins on the left hand and the right hand of the sheet should be almost of equal width, although the former can be a little word wide.

A typed letter looks all the more attractive if words are spaced out evenly. A letter with a well-balanced appearance coupled with the qualities of cleanliness and mistakelessness creates a sound impression on the recipient.

### **(i) Letter Heading:**

The heading includes the name of the firm, its postal and telegraphic address, its telephone and Fax numbers (and also the nature of its business). Mostly it is printed. In the heading, room is left for the reference number and the date of issue of the letter which should be invariably quoted in the reply and in subsequent correspondence.

### **(ii) Name and Address of Addressee:**

This should be typed close to the left hand margin. The addressee's name and address should be given in the manner it is typed on the envelope. It is better to avoid use of the word MESSRS for a limited Company, unless it forms a part of the registered name of the firm. However, it is a common practice to use MESSRS while addressing Companies with personal names. But where the name is impersonal, use of MESSRS should be avoided. Care may be taken to address an official (Secretary, General Manager, etc.,) while writing to professional societies, local authorities, charitable institutions, etc.

### **(iii) Salutation:**

This should come immediately beneath the recipient's address, close to the left hand margin. SIR should be used for all Government correspondence and for very formal business letters. However, DEAR SIR or DEAR SIRS is the most widely used salutation in commercial correspondence. The salutation GENTLEMAN is not widely used in ordinary business correspondence. This is mostly used when an employee addresses his Board of Directors or Chairman.

### **(iv) Introductory Paragraph:**

It should contain a reference to the previous correspondence. Sometimes it begins with REGARDING – (SUBJECT). But in ordinary business letters this practice should be avoided and it should be put to use only in legal matters.

### **(v) Body of the Letter:**

Among the essentials of a business letter, body of the letter is the core thing. A business

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letter should, as a matter of rule, be brief and precise. If it deals with one factor item, one paragraph should suffice. If several points are required to be touched upon, a separate paragraph may be given on every new idea. But the paragraphs must be logically arranged.

### **(vi) Closing paragraph:**

It should be worded in a forceful and convincing style. Because it is in this paragraph that the whole argument is summed up. Ordinarily, the letters should end with a courteous phrase expressing hope for a formal reply or assuring the addressee of the best of attention.

### **(vii) Subscription:**

The salutation and subscription must always agree in style. You cannot start a letter formally and end it informally. The most popular subscription in business letters is YOURS FAITHFULLY, though YOURS TRULY can also be used for partly or wholly informal letters. But YOURS SINCERELY is used for personal letters beginning with DEAR.

### **(viii) A good letter must ensure:**

#### **Clarity of thought:**

Arrange the words and sentences in such a manner as to convey the exact meaning and nothing else. You should, therefore, be choosy in words and avoid all ambiguity. Redundant words or purple phrases are quite out of place in a business letter which rather creates an adverse effect on the readers. Inconsistency of thought and illogical statement must be carefully avoided, because it results in hotchpotch and defeats the purpose of business.

#### **Forcefulness:**

Forcefulness is as important as lucidity. In ordinary routine correspondence it is not necessary, but in a business letter it makes a difference between securing a client and losing him. A forceful and convincing statement makes a difference between securing a client and losing him. A forceful and convincing statement makes an appeal to the emotions of the reader who makes more than a usual attempt to some understanding with the correspondent.

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## **8 C's / Qualities of effective business letter:**

### **1. Clarity:**

Clear thinking and simple expression are the two important virtues of effective writing. A good letter should show its idea directly and clearly. Each sentence should be as simple as possible. The reader should have no difficulty in understanding what the writer means to say. When the reader gets the same meaning from the message as what the sender intended, it is a good letter.

### **2. Conciseness:**

Transmission of maximum information by using minimum words should be the aim of letter-writing. Unnecessary details and roundabout expressions should be avoided. People are busy and they receive a number of letters daily. Unless one says quickly what one wishes to say, he will not be able to get the attention of the reader and focus it on the message. Therefore, a letter should be simple and brief.

### **3. Completeness:**

The letter should contain all the essential points a reader is expected to know. For example, a sales letter should include the description of the goods, price, quality, how and where to buy, the date of delivery, discounts etc. If it gives only partial information, it is not a complete letter.

### **4. Correctness:**

The correctness demands no error at all in grammar, idiom, spelling, and punctuation. Besides, the information given in the letter must be accurate; otherwise it will shake the confidence of the reader. The message should not be transmitted unless the sender is sure of its correctness.

### **5. Courtesy:**

Courtesy means politeness. It always pays to be courteous in business. It softens the sting of an unpleasant piece of information, creates goodwill and produces a favorable response. Goodwill is a great asset for an organization and courtesy in correspondence is one of the most natural and economical means of building it.

### **6. Cheerfulness:**

There should be no negative approach in a letter. It must begin with a positive and optimistic note. The approach should be friendly and convincing.

### **7. Promptness:**

Promptness in replying a letter is absolutely necessary. The general practice is to reply a letter the same day it is received. When it is known that a reply to a letter requires time it is necessary to acknowledge the letter received and intimate the probable time required sending full reply.

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## **8. Appropriateness:**

Appropriateness refers to writing or replying letters keeping in mind the relation and psychology of the reader as well as the need of the occasion. The tone, style and language should be changed according to the occasion.

## **9. The 'You' attitude:**

In business letters, the reader's interest must be emphasized and not the sender's interest. To make letters effective, avoid words such as 'I' and 'we' and use as many as 'you' as possible. The 'you attitude' can be used effectively in all kinds of business letters.

## **10. Integral:**

The purpose of business communication is to create understanding, bring about cooperation and initiate constructive action. Therefore, all communication should be in conformity with the general objectives of the organization.

## **LAY OUT OF BUSINESS LETTER:**

1. Indented, stepped in or English form of lay out
2. Block, straight edged or American form of lay out
3. Semi block form of lay out
4. Modified block form of lay out

## **COMPONENTS / PARTS / STRUCTURE OF BUSINESS LETTER:**

- **The Heading (The Return Address) or Letterhead –**  
Companies usually use printed paper where heading or letterhead is specially designed at the top of the sheet. It bears all the necessary information about the organization's identity.
- **Date –**  
Date of writing. The month should be fully spelled out and the year written with all four digits October 12, 2005 (12 October 2005 - UK style). The date is aligned with the return address. The number of the date is pronounced as an ordinal figure, though the endings **st, nd, rd, th**, are often omitted in writing. The article before the number of the day is pronounced but not written. In the body of the letter, however, the article is written when the name of the month is not mentioned with the day.
- **The Inside Address –**  
In a business or formal letter you should give the address of the recipient after your own address. Include the recipient's name, company, address and postal code. Add job title if appropriate. Separate the recipient's name and title with a comma. Double check that you have the correct spelling of the recipient's name.

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The Inside Address is always on the left margin. If an 8 1/2" x 11" paper is folded in thirds to fit in a standard 9" business envelope, the inside address can appear through the window in the envelope.

- **The Greeting –**

It is also called the salutation. The type of salutation depends on your relationship with the recipient. It normally begins with the word "Dear" and always includes the person's last name. Use every resource possible to address your letter to an actual person. If you do not know the name or the sex of your receiver addresses it to Dear Madam/Sir (or Dear Sales Manager or Dear Human Resources Director). As a general rule the greeting in a business letter ends in a colon (US style). It is also acceptable to use a comma (UK style).

- **The Subject Line (optional) –**

Its inclusion can help the recipient in dealing successfully with the aims of your letter. Normally the subject sentence is preceded with the word **Subject:** or **Re:** Subject line may be emphasized by underlining, using bold font, or all capital letters. It is usually placed one line below the greeting but alternatively can be located directly after the "inside address," before the "greeting."

- **The Body Paragraphs –**

The body is where you explain why you're writing. It's the main part of the business letter. Make sure the receiver knows who you are and why you are writing but try to avoid starting with "I". Use a new paragraph when you wish to introduce a new idea or element into your letter. Depending on the letter style you choose, paragraphs may be indented. Regardless of format, skip a line between paragraphs.

- **The Complimentary Close -**

This short, polite closing ends always with a comma. It is either at the left margin or its left edge is in the center, depending on the Business Letter Style that you use. It begins at the same column the heading does. The traditional rule of etiquette in Britain is that a formal letter starting "Dear Sir or Madam" must end "Yours faithfully", while a letter starting "Dear" must end "Yours sincerely". (Note: the second word of the closing is NOT capitalized)

- **Signature and Writer's identification –**

The signature is the last part of the letter. You should sign your first and last names. The signature line may include a second line for a title, if appropriate. The signature should start directly above the first letter of the signature line in the space between the close and the signature line. Use blue or black ink.

- **Initials, Enclosures, Copies –**

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Initials are to be included if someone other than the writer types the letter. If you include other material in the letter, put 'Enclosure', 'Enc.', or 'Encs. ', as appropriate, two lines below the last entry. cc means a copy or copies are sent to someone else.

### **UNIT 3: PURCHASE CORRESPONDENCE:**

#### **What is correspondence?**

Any written or digital communication exchanged by two or more parties. Correspondences may come in the form of letters, emails, text messages, voicemails, notes, or postcards.

#### **PURCHASE CORRESPONDENCE:**

Purchase Correspondence covers trade enquiries and requests for quotations, tenders, samples, and replies to trade enquiries and sending of quotations, placing of orders, execution of orders, complaints & claims and replies to complaints & adjustments.

#### **LETTER OF ENQUIRY:**

When the buyer wants to get some information from supplier about the availability of certain goods, their prices and the terms & conditions on which they are available, he writes a letter to the supplier seeking required information. Such a letter is called Letter of Enquiry.

A letter of enquiry may be a simple request for catalogue or price list, a request for quotation of prices & terms of sale or request for samples.

#### **Occasions on which letter of enquiry are sent:**

- When a buyer buys goods which he doesn't regularly buys.
- When the prices of goods change continuously
- When the buyer wants to tap new lines of business.

#### **Sources of Enquiry:**

There are many sources of enquiry that intending buyer may seek and they are as follow:

- (1) Daily Newspapers
- (2) Trade/Commercial magazines
- (3) Directories
- (4) Catalogues & Price List

#### **Essentials of Letter of Enquiry:**

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There is some essential information to be incorporated while writing the contents of letter of enquiry and they are as follows:

1. The intending buyer should write the purpose of making enquiry about the desired goods or services to be purchased.
2. The intending buyer should specifically write about the details of goods or services required. Like size, color, shape, quantity, brand, etc.
3. The intending buyer should ask for the terms and conditions for the payment and delivery of the goods or service
4. The intending buyer should show urgency of early information so that there should be expression of hope in the desired enquiry from the supplier.
5. If the source of enquiry is known then the same should be quoted in the beginning of an enquiry letter.
6. The enquiry letter should be directly properly to the requirements of goods or services should be stated in a straightforward manner.
7. The enquiry in the enquiry letter should be kept short as far as possible and it should be to the point.
8. If there is any requirement about the information about catalogues and price lists then it should be stated clearly in the form of a request.
9. While writing the enquiry letter there has to be appropriate opening and closing sentences so that it should look relevant with the subject.

### **Kinds of enquiry:**

- (1) General enquiry of goods, services and other information etc, i.e. asking for price, quality, terms and conditions.
- (2) Tabulated Enquiry.
- (3) Asking for catalogues and price-lists.
- (4) Asking for samples, patterns etc.
- (5) Asking for goods on approval on return basis.
- (6) Asking for concessions and special terms.

### **OPENING SENTENCES:**

- Please let us know whether you can supply...
- Please let us know on what price, terms and conditions you can supply
- We understand from ... that you can supply us...
- Please send us a copy of your catalogue with price list...

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- Will you quote for the following goods ...?

### **CLOSING SENTENCES:**

- On receipt of information, we may place an order for goods.
- As the matter is urgent, we shall appreciate an early reply.
- Early information about the goods/services is desired.
- We shall appreciate early information.
- We hope to hear from you soon.

### **MODEL FORMAT: LETTER OF ENQUIRY:**

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KINGS ENTERPRISES LIMITED  
(General Merchants)  
B-10, Rajouri Garden, New Delhi – 110027

Ref. No. KINGS/Purchase/ 99/3412 25th September, 2017

Messrs. Khanna Electricals  
25, Bhagirath Palace,  
Chandni Chowk,  
Delhi

Dear Sirs,

Sub: Enquiry about electrical appliances

Please let us know whether you can supply us the following items. If so, please quote your price with terms and conditions.

1. Orpat Electric Iron 10 No's
2. Orpat Toaster 5 Pieces
3. Orpat Geyser 2 Pieces

On receipt of information, we may place an order with you for the above mentioned items.

Yours Faithfully,  
For Kings Enterprises Limited

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### MODEL LETTER: INVITING QUOTATION

PROF. YUVARAJ H.  
ASST PROFESSOR, VVFGC.

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### MURALI & COMPANY

10<sup>th</sup>, Car Street  
Behind District Stadium  
Mangalore- 575 001

25<sup>th</sup> September, 2017

Messrs. Ebrahim Currim & Sons  
10<sup>th</sup>, Main Bazar  
Calicut

Dear Sir,

**Subject:** Asking for price quotation for umbrellas

We propose to buy the following items of umbrellas for sale during the coming rainy season. Please quote your lowest prices for the same.

Sl No.	Particulars	Quantity
1	Stag brand umbrella for men, big size, steel handle & nylon cloth, black color	100
2	Stag brand umbrella for ladies, small size, steel handle & nylon cloth, pink color	50

We are looking forward to hear from you soon.

Yours faithfully,  
Murali Raj  
Murali & Co.

**MODEL LETTER: ASKING FOR SAMPLES**

VVFGC

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### TUKARAM & COMPANY

10<sup>th</sup>, Cash Bazaar  
Behind District Stadium  
Mangalore- 575 001

25<sup>th</sup> September, 2017

Rajiv Cloth Merchants  
10<sup>th</sup>, Main Bazar  
Calicut

Dear Sir,

**Subject:** Asking for samples

We wish to buy large stocks of your woolen shawls and sweaters for the coming winter season. We shall be happy, if you could send us the samples of your woolen shawls and sweaters together with your lowest quotations for bulk order.

We are looking forward to hear from you soon.

Yours faithfully,  
Tukaram & Co.

## BUSINESS COMMUNICATION

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### MODEL LETTER: REPLY TO ENQUIRY FOR CATALOGUE & PRICE LIST

**MODERN WATCH COMPANY**

Gandhi Nagar  
Opp. Axis Bank  
Bangalore- 560 001

25<sup>th</sup> September, 2017

The National Watch Co.  
Market Road  
Mangalore- 575 001

Dear Sir,

**Subject:** Reply to enquiry letter dated 20<sup>th</sup> September, 2017

Thank you for your enquiry of 20<sup>th</sup> September 2017, we have great pleasure in sending you our latest catalogue and price list. Our catalogue is fairly illustrative. However, if you need any further information, we shall be pleased to furnish the same.

All the watches are guaranteed for 3 years. During this period, we undertake to repair free of cost in case of defect in watches found arising from faulty materials.

Our price list is subject to a trade discount of 10% for cash on delivery. We trust you will find our terms very attractive & place your valuable order with us.

We are looking forward to hear from you soon.

Yours faithfully,

**Modern Watch & Co.**

# BUSINESS COMMUNICATION

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## **ORDER LETTER:**

If the quotation is given or the offer made by the seller is found satisfactory, the buyer accepts the quotation and places an order with the seller.

A letter of order is a document that confirms the details of a purchase of goods or services from one party to another. It usually includes more information about what you are ordering, like quantity, model number, or color, the payment terms, and the manner in which the products are to be shipped. When the recipient receives this letter, they will process the order and send the merchandise.

## **Factors to be considered while drafting letter of order:**

Through order letter, the potential buyers request the suppliers to deliver goods to them. In modern time, printed order blanks or purchase order forms supplied by the seller are typically used for placing orders. However, in absence of order blanks and purchase order forms, order letters are written. Such letters contain three major categories of information:

- Information about the items being ordered;
- Information relating to shipping; and
- Information relating to payment.

**1. Information about the items being ordered:** An order letter must contain full particulars of goods ordered. Such information includes the followings:

- a. Product name
- Brand name
- Quantity
- Catalog number
- Model number
- Color
- Size
- Weight
- Unit price

**2. Information relating to shipping:** Shipping information is very important. In absence of shipping information, there can arise misunderstanding between buyer and seller. Shipping information may include the followings:

- Desired receipt date;
- Desired shipping location; and
- Mode of shipping (rail, road, or waterways).

**3. Information relating to payment:** Mode of payment of prices for the ordered items must be clearly indicated. The seller will accept the order letter only when both of them

## BUSINESS COMMUNICATION

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come to a common ground relation to payment of price. Payment information include the following:

- Mode of payment (cash, cheque, draft)
- Payment data

**MODEL LETTER: ORDER FOR GOODS ON THE BASIS OF QUOTAION:**

VVFGC

## BUSINESS COMMUNICATION

**MOHAN TRADERS**  
10<sup>th</sup>, Car Street  
Behind District Stadium  
Mangalore- 575 001

25<sup>th</sup> September, 2017

Messrs. Murthy & Sons  
10<sup>th</sup>, Main Bazar  
Calicut

Dear Sir,

**Subject:** Reply for order enquiry of 20<sup>th</sup> September, 2017

Thank you for your price quotation dated 20<sup>th</sup> September, 2017. We are pleased to place an order for the following items on the terms and conditions quoted by you.

Sl. No.	Particulars	Quantity	Unit Price	Amount
1	Brite refills for ordinary ball pens	2000	0.10	200
2	Brite refills for jotter pens	1000	0.20	200
			<b>TOTAL</b>	<b>400</b>

We shall make the payment by **DD** on State Bank of India, Calicut as desired by you, soon after the arrival of consignment.

Yours faithfully,

**Mohan Traders**

## BUSINESS COMMUNICATION

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### **CANCELLATION OF ORDER LETTER:**

After an order has been placed, it may sometimes, become necessary for a buyer to cancel it. The letter of cancellation should contain the following points:

1. It should state the reasons for cancellation, say undue delay on the part of the seller in the execution of the order, financial difficulty of the buyer, heavy fall in the market prices of goods ordered, etc
2. It should contain an assurance to make good the loss of the order cancelled by further orders.

### **MODEL LETTER: A LETTER OFFERING SUBSTITUTES**

## BUSINESS COMMUNICATION

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**COIMBATORE TEXTILES**

State Bank Road  
Coimbatore-01

25<sup>th</sup> September, 2017

The Mangalore Textiles  
Hampankatta  
Mnagalore-575 001

Dear Sir,

We are thanking you for your order of 20<sup>th</sup> September, 2017 for 100 pieces of Kanchivaram Sarees. We are sorry that we are unable to execute your order, as the goods are not in stock and the production of the same has been discontinued by the manufacturers.

In case if you are not particular about Kanchivaram Sarees, WE CAN SUPPLY Yadu Parvathi Voil Sarees which are similar to Kanchivaram Sarees in all respects.

We shall be glad to have your early instructions in the matter.

Thanking you

Yours faithfully  
**COIMBATORE TEXTILES**

**MODEL LETTER: CANCELLATION LETTER FOR DELAY IN ORDER DELIVERY**

## BUSINESS COMMUNICATION

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**NADHA CLOTH MERCHANTS**

State Bank Road  
Coimbatore-01

25<sup>th</sup> September, 2017

The Raj Traders  
Hampankatta  
Mnagalore-575 001

Dear Sir,

We placed an order with you on 10<sup>th</sup> September, 2017 for 100 pieces of 'Buffalo' brand jeans to be delivered on 15<sup>th</sup> September, 2017. But till now, we have received neither the goods nor any letter from you.

The time of delivery has been long expired. So we are forced to cancel the order. We are sorry to inform you that the goods if arrived, they will be refused.

Yours faithfully  
**NADHA CLOTH MERCHANTS**

### **COMPLAINT LETTER:**

After the goods are delivered to the buyer, the buyer examines them to find out whether they correspond in every detail with the order given. He also checks invoice against the order. If he finds any discrepancy or mistake, he immediately writes a letter and brings it to the notice of the seller. So, the letter written by the buyer to bring the mistake or the delay in the delivery of goods to the notice of the seller is called as Complaint Letter.

### **Essentials of good complaint letter:**

1. Investigate the matter in detail & then write complaint letter
2. The letter of complaint should be based on facts & not on imputation
3. The complaint should be made politely without any anger

## BUSINESS COMMUNICATION

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### MODEL LETTER: A LETTER COMPLAINING DAMAGED CONDITIONS OF GOODS

**CANARA TRADERS**  
Ashok Nagar  
Mangalore- 575 004

25<sup>th</sup> September, 2017

The Pearl Biscuits Factory  
10, Robertsonpet  
Bangalore- 560 027

Dear sir,

**Sub:** Complain about the damaged conditions of goods

We regret to inform you that, out of 100 tins of cream biscuits ordered by us, out of which 10 tins have been received in a damaged condition. The biscuits are broken into pieces and are unfit for sale.

Will you please let us know how you propose to help us out of this difficulty?

An early reply will be very much appreciated.

Yours faithfully,  
**CANARA TRADERS**

## BUSINESS COMMUNICATION

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### MODEL LETTER: A LETTER COMPLAINING DELIVERY OF WRONG GOODS:

<b>MADAN &amp; COMPANY</b> Palace Road MYSORE	23 <sup>rd</sup> September, 2017
The United Publishers Jeppu Market Road Mangalore-575 001	
Dear Sir,	
<b>Sub:</b> Complaining delivery of wrong goods	
Thank you for the prompt delivery of our order. But we are sorry to inform you that you have dispatched 100 copies of "Business Communication" by B.S.Raman, instead of "Business Studies" by B.S.Raman ordered by us in our letter no. 32 dated 15 <sup>th</sup> September, 2017. We presume that this has happened due to some oversight in your Packing Department.	
Please let us know what you would do to help us to get the books ordered and what we should do with the present consignment.	
An early reply will be very much appreciated.	
Yours faithfully, <b>MADAN &amp; COMPANY</b>	

### REPLIES TO COMPLAINT LETTER:

Replies to letters of complaints or claims are called as Adjustments Letter. The main objective of an adjustment letter is not just to answer the customer's complaint or claim but to settle the problem on a mutually satisfactory basis.

**MODEL LETTER: A REPLY LETTER FOR COMPLAINING OF INFERIOR QUALITY GOODS**

VVFGC

## BUSINESS COMMUNICATION

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**MANGAL TRADERS**  
Car Street  
Mangalore-575 001

23<sup>rd</sup> September, 2017

The Super Bazar  
Hampankatta  
Mangalore- 575001

Dear sir,

Received your letter of 20<sup>th</sup> September, 2017. We are very sorry to learn that the provisions supplied to you on 15<sup>th</sup> September, 2017, 200 were of inferior quality. We request you to return the goods to us at our expense. We would replace them by good quality goods.

We also assure you that we will take additional precautions to ensure that such things do not occur again.

Yours faithfully,  
**MANGAL TRADERS**

# BUSINESS COMMUNICATION

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## **UNIT 4:SALES CORRESPONDENCE:**

### **What are sales letter?**

A **sales letter** is a piece of direct mail which is designed to persuade the reader to purchase a particular product or service in the absence of a salesman. It has been defined as "A form of direct mail in which an advertiser sends a letter to a potential customer."

A sales letter is a letter written by a businessman to a prospective customer to persuade him to buy his goods.

### **Advantages of sales letter:**

1. It is very useful medium for communicating potential/prospective customers
2. It reaches easily and quickly any person at any place
3. It goes straight to the reader and draws his attention
4. It is selective
5. It is cheaper. i.e., not expensive

### **Functions of Sales Letter:**

1. Attracting attention
2. Creating interest & desire
3. Winning confidence / creating conviction
4. Inducing action

### **Essentials of effective sales letter:**

1. The sales letter should be individualistic. It should not be a routine one.
2. It should be creative
3. There should be personal touch in sales letter
4. It should be attractive both in appearance & in contents
5. It should be brief as possible
6. It should be polite & courteous
7. There should be no exaggeration of things beyond reality

## BUSINESS COMMUNICATION

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**ARCHANA SOAP WORKS**  
15, Industrial Estate  
Yeyyadi, Mangalore-575 008

23<sup>rd</sup> September, 2017

Ms. Chetana Shenoy  
10, Maharani Road  
Kodiyalvail, MANGALORE-575 003

Dear madam,

***“FACE IS THE INDEX OF A PERSON’S PERSONALITY”***

If you can make your face more beautiful, you can also enhance your personality. We have a simple device for making your face more beautiful. Use our **“Blossom Beauty”** soap regularly and see that your face blossoms like a rose.

**“Blossom Beauty”** soap is the result of expert research at our laboratory. It has an intoxicating fragrance and flowery touch. It keeps your skin smooth and its antiseptic ingredients protect you from skin diseases.

We feel happy to tell you that your friends Nita, Rita, Komala and all other sensible beauty conscious ladies now insist on the **“Blossom Beauty”** soap.

Don’t you like to try it and find your face prettier than before?

Stock is limited. Hurry up! Your delay may deny you of your beauty.

Yours faithfully  
**ARCHANA SOAP WORKS**

### **Follow-up letters:**

Follow up letters are closely connected with sales letters. They have become very important in mail order business.

## BUSINESS COMMUNICATION

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A sales letter sent to a prospective customer may or may not get the desired response from him. If it fails to get the desired response, the matter is, usually followed-up. This necessitates the writing of follow-up letters.

### **Essentials of effective follow-up letter:**

1. Each series of follow-up letter should suit the needs and desires of prospective customers.
2. Every time there should be new argument/ new appeal/ new inducement
3. There must be sufficient interval between two follow-up letters
4. The follow-up letters must also produce conviction, persuasion & action
5. The follow-up letters should be of pleasant reading
6. The tone of follow-up letters should not be offensive
7. There should be no attempt to criticize the customer for his inaction
8. The follow-up letters should be suggestive

### **MODEL LETTER: SALES LETTER\_ WASHING MACHINE**

## BUSINESS COMMUNICATION

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**CANARA MACHINES LTD**

RPD Cross  
Belagavi

7<sup>th</sup> October, 2017

Mrs. Shyamala Shet  
Bhavani Street  
Hubli

Dear madam,

A fortnight ago, we had the pleasure of writing to you about our '**Bright**' washing machine, telling you of its features and advantages and enclosing an illustrated catalogue. Probably, you have not yet taken a decision either way.

You will be pleased to know that since our last letter was written, the sales of our washing machines has increased tremendously and the increased sales have enabled us to offer a special discount. We have now decided to offer a special discount of 20% on all orders received up to 20<sup>th</sup> September, 2017.

We are sure you will take advantage of this offer.

Looking forward to your order which will receive our best attention.

Yours faithfully  
Canara Machines Ltd

**Second follow up letter:**

## BUSINESS COMMUNICATION

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**CANARA MACHINES LTD**

10, Bykampady  
Mangalore-575 007

10<sup>th</sup> October, 2017

Ms. Shyamala Shenoy  
10, Bhavanti Street  
Managalore

Dear madam,

On 30<sup>th</sup> September, 2017, we wrote to you about our '**Bright**' washing machine, informing you of the special discount that is available on orders placed only upto 20<sup>th</sup> October, 2017.

We are sure that you will appreciate that, with the special discount, the price of our washing machine is really attractive. However, we would like to remind you that the special discount offered to you in our previous letter will hold good only up to 20<sup>th</sup> October, 2017.

Please fill in the enclosed order form and send it to us immediately as delay will deprive you of the special discount.

Yours faithfully

**CANARA MACHINES LTD**

### **CIRCULAR LETTER:**

**Circular letter** is a written document that is addressed for circulation to a group of people. It is usually formal and official. It may be for a closed group or general distribution. It may be an effective substitute for a personal visit.

Generally, the letter that is used to circulate any special message to a huge member of audiences at the same time is known as circular letter. It is 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:**

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PROF. YUVARAJ H.  
ASST PROFESSOR, VVFGC.

## BUSINESS COMMUNICATION

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1. **Wide publicity:** One of the most important features of circular letter is that it makes wide publicity of information at a least possible time.
2. **Method of drafting:** Circular letter is very simple in nature. It is drafted in a simple language so that people of various sections can easily understand.
3. **Attractiveness:** Another dominate feature of circular letter is the attractive and distinctive presentation of message. In this letter, information is presented attractively so that in can convinces the readers.
4. **Conciseness:** A well-drafted circular letter is always concise but complete. It expresses the message using the least possible words.
5. **Courtesy:** Since circular letter is conveyed to external parties, it presents information courteously. Circular letter is drafted by using polite and cordial language so that it wins the readers heart.
6. **Persuasiveness:** Circular letter is written in a persuasive and motivational way so as to influence the reader's decision in favor of the company.
7. **Reader's interest:** Circular letter always focuses on the interest of the readers and presents trustworthy information.
8. **Universality:** The format, message and the wording of circular letter should be such that all concerned parties accept it.
9. **Free from controversy:** A business circular letter is free from political, religious, social or any other controversies.

### Importance of Circular Letter:

1. **Easy method of conveying information:** Circular letter is the most easy, simple and effective way to convey any information to a huge number of people.
2. **Achieving economy:** Circular letter can be used for wide publicity of products. As a result, organizations can save cost of sending letters to different parties separately and can gain economy.
3. **Saving time:** Circular letter transmits information to a large number of people at a time. It does not require reaching each individual separately. Thus, it saves time.
4. **Less effort:** Circulating information to each individual separately is a time consuming and laborious job. Circular letter helps to overcome this problem. Through circular letter, we can communicate with large number of people at a minimum effort.
5. **Creating market:** Through circular letter, a company can inform the potential customers about its products and services. In this way, new market can be created.
6. **Increasing consumer's confidence:** Convincing and attractive circular letter can easily touch the reader's heart and thus helps to enhance consumer's confidence on the company's products.
7. **Creating public consciousness:** In circular letter, information like price, quality, utility, place of availability etc. are mentioned in details that make people more conscious about the product.

### Dis advantages of Circular Letter:

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## BUSINESS COMMUNICATION

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1. **Oral communication can pitch more:** One of the main disadvantages of this form of written communication is the preference of oral communication over these circulars. Many of the higher echelons think that an oral communication can be done in a matter of seconds through a group Skype/Whatsapp call or through a normal telephonic conversation. These people think that office resources like paper, printer ink, etc., are being wasted when it comes to delivering the same information through circulars.

2. **An old form of communication:** This method is perceived as an old method as it has more susceptibility towards the aspect of red-tapism and it lacks flexibility. There are chances of some important information getting leaked about an organization. These circulars after the intervention of fax and emails have their fame getting deteriorated considerably. Stressing any important aspect via these circulars may or may not have the desired effect among the employees' as these fliers will look like an object of subjugation rather than a messenger bearing information. In these cases, more gentle handling and coaxing is needed from the management's side.

3. **Has a rigid and formal structure:** Always, the official circulars have a certain format or aspect to it and it cannot get deviated. These structures are generally in the form of Attention, Interest, Desire and Action and are pitched directly towards the employees' state to follow the guidelines, rather than addressing to their minds. Therefore, these types of letters lack personal emotions and appreciations that can only be conveyed through personal calls and one to one meetings. These circulars even when distributed to appreciate someone cannot express the true feelings due to the pattern of it and even if it does so, will appear as though it is an attempt to flatter the specific employee.

4. **Has the possibility of leaving some persons behind:** Suppose, if a group of persons or a specific team is absent from the company for some purpose and if an important circular is distributed throughout the company, then these persons may not know about it completely and hence, has the possibility of being ignorant about the instructions provided in the circular. Hence, adequate care must be taken to see whether all the employees are present in order to provide the circular.

5. **Illiterate persons cannot utilize:** Not all the employees of a particular company are literate. Many of the lower strata workers are those who cannot read and write and hence, if a circular reaches them they can neither assimilate the information neither provided nor can act according to those instructions provided there. Hence, the basic tenet of providing the circular itself gets scored off. In these cases, oral communication becomes the only possibility.

6. **Usage of complex jargons:** Due to the complex pattern these types of letters follow, it becomes imminent to use complex jargons and terminologies which may not go well with all the kinds of employees in an office. As most of these terms are too difficult to decode, comprehend and understand, the true specific purpose of sending these circulars gets faltered. Thus, this aspect leads to lack of communication and a delayed response from the

## BUSINESS COMMUNICATION

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employees' side leaving doubts amidst the higher management. Hence, if using circulars it becomes important to use simple English that can be understood by all the people.

**7. Can get distorted:** If the person who types these circulars originally forgets some important aspect that needs to be included in the fliers, then also the objective of sending circulars throughout becomes an epic failure, whereas in oral communication, even if the conveyer forgets something or any other vital note that is to be said, he/she can do so later. But, it is impossible to type another circular to convey the forgotten information alone, which is ultimately a waste of both money and time.

### **Types of Circular Letter:**

- **Trade circular letter:** When a circular letter is prepared and distributed for circulating any business related message, it is known as trade circular letter. Its main objective is to circulate business information like, launching new business, opening new branch or showroom, changing address of business, introducing new product, inclusion, retirement or death of partners etc.
- **Non-trade circular letter:** The circular letter that is prepared and distributed for circulating personal or social information is known as non-trade circular letter. The examples of non-trade issues are preaching the political ideology by a political organization, circulating personal opinion on any matter by an individual etc.

### **Essentials of good Circular letter:**

1. It should be attractive
2. It should create interest
3. It should inspire confidence
4. It must induce action

### **Occasions on which Circular letter is written:**

1. To announce the establishment of a new business
2. To announce the opening of a new branch
3. To announce the introduction of a new product
4. To announce the shifting of business to new premises
5. To announce the obtainment of agency
6. To announce the change in the prices of goods
7. To announce the admission of a new partner
8. To announce the death of a partner
9. To announce the transfer or sale of a business

**Model Letter: Opening of branch**

VVFGC

## BUSINESS COMMUNICATION

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**The Electronic World**  
2/6, Mohakhali, Dhaka-1212

Dear Customer,

We have come to your City!

Do you wish to come to your home?

Just within five years of being established, the Electronic World has made a name in the supply of anything and everything in electric domestic appliances. Having won the recognition of our customers in Chittagong for our goods and service, we have now opened a new outlet in your city, at the address given above.

The Electrical World is the largest traders of all types of electrical appliances for your home. It will be a pleasure to assist you in the purchase, fitting and maintenance of your domestic electrical equipment. You will get specialized service from us in installing various electrical appliances at your home.

Whatever you are planning to buy this month, you can make a choice from our wide selection of refrigerators, washing machine, blender, oven, toaster, mixers, grinders, TV, VCD, DVD, air conditions etc. We have different models and brands for the mentioned appliances. We hope our product will provide you the" best service in the city. As we always look for the benefits and satisfaction of customers, you can enjoy credit services,, guarantee and warranty at our shop made for you.

You are most welcome to our showroom at the above-mentioned address. You will be glad each and every time when you will visit your shop: The Electronic World.

Yours cordially,  
S. A Khan  
Marketing Manager



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### Model Letter:

PROF. YUVARAJ H.  
ASST PROFESSOR, VVFGC.

## BUSINESS COMMUNICATION

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### Standard Chartered Bank

15th July, 2004

Dear Valued customers,  
WE HAVE MOVED

From our old address at 35/1,  
Dhanmondi Complex to: Shopping Corner  
I 2 Corporation Road  
Dhanmondi

In the last twenty five (25) years we have grown with your patronage and cooperation-So much that our old premises became too small for us. Many a time it was so crowded in the bank that customers feel out of sorts.

Now you can feel it pleasant to bank on our new premises with more facilities made for you. Now we have ATM (Automated Teller Machine) services, credit card, services, call center facilities and- other new products for your satisfaction.

Our interior and exterior display is attractive and you will find comfort when you will be available to pass your valuable time for banking. A visit to standard chartered Bank is a total experience with all sorts of modern Banking.

Remember, our Telephone number for Dhanmondi Branch remains the same i.e. 8612345-9. Call us for any type of query regarding your banking.

Make standard Chartered Bank a trusted banking Partners of Yours.

Cordially Yours,

Junaid Mashroor  
Branch Manager, Dhanmondi  
Standard Chartered Bank.

## BUSINESS COMMUNICATION

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### Model Letter: To announce opening of new shop

**Water Front View**  
Merchant of Exclusive Products  
Monsoon Plaza, Dhaka

1st September 12

Dear Customer,  
Welcome to our store.

We have great pleasure to extend our cordial welcome to this store at the above address. The store will be declared open by the Respectable. President of FBCCI on 2nd Sept, 04. You are requested to grace the occasion by your presence.

We take this opportunity to invite you to make this store your shopping center for any of your requirements in:

1. Stationery
2. Exclusive Gifts
3. Ladies and Gents Wear
4. Refrigerators
5. Electrical Appliances
6. Books-General, Schools College.
7. Greeting Card
8. Children's Toy
9. Household Appliances
10. Cookers & Heaters
11. Garden Equipment
12. Building Accessories,
13. Office Equipment.

You will find interest at all times and things different from please you every time you call. Adequate space and smart environment will draw your interest to visit here with your family. We have amusements for your children while you shop and strong security to remove your wariness.

We are confident that a personal visit will certainly satisfy you with a smile. May we have the pleasure of meeting you soon?

Yours newly,  
For Water Front Vie.w

Hossain Suvro

VVFGC