

Business Correspondence

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Qualities of a Good Business Letter

We can classify the qualities of a good business letter as:

Inner Qualities-

- ❖ **Simplicity:** Simple and easy language should be used for writing business letters. Difficult words should be strictly avoided.
- ❖ **Clarity:** The language should be clear, so that the receiver may understand the message immediately, easily, and correctly.
- ❖ **Accuracy:** The statements written in the letter should be accurate to the best of the sender's knowledge.
- ❖ **Completeness:** A complete letter is one that provides all necessary information to the users. For example: while sending the product we should mention the product size, shape, quality and quantity etc.

- ❖ **Relevance:** The letter should contain only essential information. Irrelevant information should not be mentioned while sending any business correspondence.
- ❖ **Courtesy:** Courtesy wins the heart of the reader. In business letters courtesy can be shown by using words like please, thank you etc.
- ❖ **Neatness:** A neat letter is always impressive. A letter either handwritten or typed should be neat and attractive appearance. Overwriting and cuttings should be avoided.

Outer Qualities-

- ❖ **Quality of papers:** The paper used should be in accordance with the economic status of the firm. Good paper should be used for main copy and ordinary copy should be used for drafting the copy.

- ❖ **Color of the paper:** It is better to use different colors for different types of letters. So that the receiver will identify the letters quickly and prompt action can be taken.
- ❖ **Size of the paper:** Standard size paper (A4) should be used while writing business letters.
- ❖ **Folding of letter:** The letter should be folded properly and uniformly. Care should be taken to give minimum folds to the letter so that it will fit the size of the envelope.
- ❖ **Envelope:** The size and quality of the envelope also need special attention.

Presentation

Presentation is typically a introduction,lecture,speech meant to inform, persuade, inspire, motivate or to build good will or to present a new idea or product.

According to Bovee and Thill, “ Presentation is the appearance of something, which someone has worked to create.”

So,presentation is an activity in which someone shows,describe,or explains something to a group of people.

Types of Presentation

Basically presentation come in a lot of different forms and have a variety of purposes. In the business world, there are five main types of presentation. The types of presentation are discussed below-

- ❖ **Informative Presentation:** These presentations are brief and to the point. They generally stick to the facts and avoid complicated information.
- ❖ **Instructional presentation:** These presentations give specific directions or orders. It is designed to teach new things to the audience.
- ❖ **Arousing presentation:** It is a presentation designed to make the audience consider the topic or discussion.

- ❖ **Persuasive presentation:** It is used to make listeners accept and agree with the presenters proposal.
- ❖ **Decision -making presentation:** Decision making presentation is designed to convince listeners to act on the presenters proposal.

Quotation

Quotation is the price list of products which is prepared by the supplier for the customer.

When any organization wants to procure any merchandise, then they seek offers from the suppliers. After receiving the offer, the supplier sends the quotation.

According to Bovee and Thill, “ Quotation refer to the most recent sale price a stock,bond or any other asset traded.”

Elements of Quotation

A good business quotation will include the following-

- ❖ **Reference Number:** It's important to give our quote a unique reference number so both we and our client are sure about which quote is under discussion.
- ❖ **Business Details:** It's best to use our company's letterhead. It should always include our name, business address, contact telephone numbers and email address.

- ❖ **Greetings:** We should open our quote with a friendly greeting and thank our customer for the opportunity to quote.
- ❖ **Job specifics and Total Cost:** We should give detail the specifics of the job and outline what the costs cover.
- ❖ **Breakdown of costs:** We should describe the job proposal, detailing the elements involved. We may itemize costs for labor and materials.
- ❖ **Variations:** We should explain how different variations will affect the cost. For example : with or without installation.

- ❖ **Schedule for work:** We should indicate when we will start the job and how long it will take. If we win the job, we will be contractually obliged to finish it in this time so make sure it is feasible.
- ❖ **Payment Terms and Conditions:** We should indicate when we require payment. For example: deposit, periodical payments, lump-sum, and the rest on completion.
- ❖ **Quote as Expiry Date:** Clearly note the date we need the quote accepted by, especially if prices change quickly in our industry.



❖ **Customer Acceptance**

Signature: We should include a dated ‘**sign here**’ statement to confirm the agreement and to accept the terms and conditions.

❖ **Revise Quote:** We should provide a revised quote and ask our customer to confirm the quote before continuing work.

Circular Letters

A 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.

Prof. W. J. Weston said , A circular letter is one which is meant to be read by a number of correspondents.

Objectives

- Announcement of the establishment, transfer or taking over a business.
- Announcement of the establishment of new branch.
- Appointment of an important employee
- Admission of a partner
- Opening of new showroom
- Shifting of a business to a more convenient place

- Reduction in price.
- Launching a new product.
- Introducing a new technology.
- Informing about changes in the constitution of the firm.