



# SNS COLLEGE OF TECHNOLOGY

(An Autonomous Institution)

Coimbatore-35

## BUSINESS LETTERS



**Order Letters** As the name suggests, these are types of Business letters that are sent solely for the purpose of placing orders and they may be sent to wholesalers, retailers, or a manufacturer. The order letter includes all the relevant details related to the order such as invoice or receipt number, product details along with specifications, quantity of the order, Sales tax number and other details related to the manufacturer and a figure indicating the total amount of the order. Depending on the agreed payment terms the payment amount may or may not be included in with the Order letter.

**Complaint letters** are the types of Business letters written by one party to another party or entity to convey dismay about a certain issue. Complaints are indicators that something has went wrong and that has been indicated by a formal business letter. A customer may issue a product complaint letter to address something that is wrong with the product or to highlight a deficiency in services leading to dissatisfaction. The complaint letters are short and usually direct in nature, addressed to the company or person or department in charge. Sometimes complaint letters may also contain steps to rectify the problem or expected compensation. A complaint letter is followed by an acknowledgment letter and then an apology letter, if applicable.

**Inquiry Letters** These types of business letters are sent for inquiry about certain information. The primary purpose is to know about something or if someone has any query which needs to be answered. The inquiry letter is to be kept short and to the point with directly addressing the inquiry. The person who asks query is called an inquirer and the inquirer should make sure to include his address and contact details for the authorities to get back to them.

### Parts Of A Business Letter:

The following parts usually constitute the structure of a business letter:

#### 1. Heading:

Many business organizations use printed letter head for business correspondence. The letterhead contains the name, the address, the line of business, telegraphic address, telephone numbers, telex numbers, e-mail address etc.

#### 2. Date:

The date should be indicated in the upper right-hand corner of the letter sheet. It is generally written two or three spaces below the last line of the letterhead.

There are two methods of indicating the date:

(i) In the order of day, month and year — 10 June 2024.

(ii) In the order of month, day and year — June 10, 12024. Both methods are acceptable.

It is advisable to write the names of the month in full.

### 3. Inside Address:

The inside address consists of the names and address of the person or firm to whom the letter is written. It is generally written two spaces above the attention line and two spaces below the level of date. If there is no attention line it is given above the salutation in the left margin. The full address, i.e., the name of the person, firm, street, road etc. should be written as indicated in the source you got the address from. The details should not be abbreviated.

While addressing a firm, 'Messer' is used before the name. If the firm bears personal title, messers should be used. If the letter is addressed to an officer by name write Mr. or Shri before the name. If the officer is an unmarried woman add Miss and if married Mrs. or Smt. before her name.

### 4. Attention Line:

When a letter is addressed to a company so that it should reach a particular office by name or a particular department, then attention line is typed below the inside address. This line is generally underlined.

### 5. Salutation:

Salutation means greetings. It shows the respect or affection or politeness which you introduce in a letter. The choice of salutation depends upon the personal relationship between the writer and the reader. It is placed two spaces below attention line or two spaces below the inside address. While addressing a firm, company or a club, etc. use 'Dear Sirs'.

### 6. Subject:

The purpose of subject line is to let the reader know immediately what the message is about. By seeing this the reader can understand at a glance what the letter is about. The usual practice is to type this line in a double space between the salutation and the first line of the body.

Dear Sirs,

Subj.: Payment of Bill.

### 7. Reference:

In a reply to an earlier letter reference numbers, date etc. may be mentioned below the subject. Subject and reference must be separate and must stand out clearly to get the attention of the reader.

### 8. Body of the letter:

The body is the most important part of a letter. The purpose of this part is to convey the message and to produce a suitable response in the reader. It is,

therefore, important to organ-ise and arrange the material very carefully.

Generally, the body consists of the following:

(i) Opening paragraph.

(ii) Main paragraph.

(iii) Closing paragraph.

The opening paragraph should be written in such a way that it attracts the attention of the reader and makes him go through the letter.

The main paragraph contains the subject matter. It should cover all the relevant points which the writer wants to convey. It should be written in simple, clear and unambiguous terms.

The closing paragraph should indicate the expectations, intentions and wishes of the sender.

9. Complimentary close:

The complimentary close is a polite way of ending a letter. It is typed two spaces below the last line of the body of the letter.

10. Signature:

Signature is the assent of the writer to the subject-matter of the letter. It is placed below the complementary close.

### **Quotation Letter**

#### **SAMPLE.1**

This is a sample letter by Principal of a college, placing an order to a sports company for supplying some sports goods.

College Name

Address

Name

Ref.....

Reg: Order for supply of sports goods

Dear Sir,

You are requested to supply the following sports goods at the rates mentioned by you in your quotation, dated .....

Name of Items Quantity

1. Cricket Bats 12 Pieces

2. Volleyballs 12 Pieces

### 3. Badminton Rackets 12Pieces

Please dispatch the above items by General Transport, duly packed to avoid any damage in transit. Payment shall be made to you, as usual, by cheque within 30 days from the date of delivery of the goods.

Thanking you,

Yours faithfully

Your Name

**Sample:2**

#### Placing an order

Color World  
15; New Market, Dhaka-1200

1st JUNE 2024

Manager,  
Sales Division  
National Paints Co. Ltd.  
20, Tongi, Gajipur.

**Sub: Order for various paints.**

Dear Sir,

Thank you for your quotation and the price list. We are glad to place our first order with you for the following items:

SL. No:	Description	Quantity	Weight	Unit price	Amount (Tk.)
1	Enamels paint	25 Tins	100 lbs	1000	25.000
2	Synthetic paint	20 Tins	200lbs	2000	40.000
3	White paint	10 Tins	10 lbs	500	5.000 70,000

Since the above goods are required immediately as our stock is about to exhaust very soon. We request you to send the goods through your "Motor" van as the carriage inward is supposed to be borne by you.

We shall arrange payment within ten (10) days to comply with 5/10, Net 30 terms. Please send all commercial and financial documents along, with goods. We reserve the right to reject the goods if received late.

Yours faithfully,

Mohammed I  
Purchase Manager,  
Color world

### Complaint letter

Sample 1:

Goods were assured to be delivered within two (2) weeks of placing the order. But you have not yet received the goods, write a letter to your supplier, pointing out the delay and specifying a date by which you wish to get the goods. (Delay in the Execution of the order)

#### **VISION CORNER** Electron Plaza, Dhaka

June 15, 2024

General Manager  
Sales Division  
Rankon Electronics  
Bijoy Sharbni, Dhaka-1100

**Ref: Delay in the Execution of the order.**

Dear Sir,

On 5th June, 2024, we placed our order No: H-15 with you for ten (10) Sony TV and five (5) national DVD Players. When your representative visited us, he assured the delivery to be made within two weeks but we haven't yet received the goods.'

As the delivery has been delayed, we have lost our customers and caused us a great financial loss as well as a loss of considerable goodwill to us.

Please promptly dispatch the goods ensuring that we receive them not later than Monday, June 25, 24.

Yours faithfully

TV A. Taslim  
Sales Manager  
VISION CORNER

Sample 2:

Suppose you have received 1,000 cartoons of tube lights but 100 cartoons of them are damaged. Write a complaint letter to the supplier stating the fact and ask for quick replacement. (Goods received in a damaged condition)

#### **TRANS-WORLD LIGHTING** Mohakhali C/A, Dhaka-1212

5th March, 24

Manager  
Sales & Service Division LIGHTING WORLD LTD.  
Tongi, Gazipur,

**Sub: Complaint for Goods received in a damaged condition**

Dear Sir,

Many thanks for your prompt delivery of the ordered Tube lights. Unfortunately, on opening the cartoon, we found 100 cartoons of Tube lights in a damaged condition. We are not sure whether the damage has been caused by poor handling or wrong packing.

While placing the order, I clearly mentioned that we required these goods quickly and to be handled 'with care' while delivery. Although we received such goods in time but 100 cartoons damaged goods caused serious problems to the need of our valued customers.

Please take back 100 cartoons damaged goods and provide replacement before 15th Mach, 24 to enable us to satisfy our customers need.

We are looking forward to hear you with the said replacement.

Yours faithfully

M. Hafiz  
Sales Manager  
Trans-World Lighting