

LESSON: 3
WEEK: 3
TOPIC: BUSINESS LETTERS
AIM: To introduce to the students the importance of the letter in business, its layout and main points.

Learning outcomes:

- Layout of a business letter
- Punctuation
- Style

NOTES

1. Physical aspects
2. Twelve parts of a letter
3. Style
4. Language
5. Structuring the letter
6. Contents



Business letter

This is a written document used for external communication between two companies.

1. PHYSICAL ASPECTS

1. A4 size paper
2. Bond paper
3. Continuation sheets are always plain white paper

2. PARTS OF A BUSINESS LETTER

- | | |
|-----------------------|-------------------------------------|
| 1. Letter Head | 7. Contents |
| 2. Reference number | 8. Complimentary close |
| 3. Date | 9. Signature |
| 4. Receiver's address | 10. Copy |
| 5. Salutation | 11. Blind copy (bc) (if applicable) |
| 6. Subject Heading | 12. Enclosure (Enc) |

FORMAT/STYLE

- i) Semi blocked-punctuated
- ii) Fully blocked-Not punctuated

REASONS FOR BUSINESS LETTERS:

- i) Because it is proof of discussion and agreement.
- ii) It serves as a reference for the future

1. Letter Head

- Letterhead should have the registered name of the company, logo and slogan.
- Name should be registered under ROC (Registrar of Companies)
- It can also include the address, telephone number, fax number, e-mail address etc.

2. Reference number

- Correct information can be in the form of number or alphabetical order.
- Some companies use two reference numbers
 - one for the sender
 - one for the receiver

3. Date

- 26 December 2002 (month in full)

- 1 st	} Wrong way	26/12/02	} Wrong way
- 2 nd		26 December 02	
	26 th December 02		

4. Receiver's Address

-No punctuations should be used after the name and address

E.g.: Mr. Tan Chee Keeng
24, Wisma MCIS
Jalan Manchester
58200 Kuala Lumpur
Malaysia

The address should not be punctuated

5. Salutation

- The salutation should correspond with the complimentary close.

	Personalised ↓ →	Formal ↑
Salutation	Dear Mr Tan Dear Ms Jones	Dear Sir Dear Madam
Complimentary Close	Yours sincerely Yours truly Truly yours	Yours faithfully
NEVER USE → Dear Sir/Madam		

6. Subject Heading

The subject heading should always be in **CAPITALS**. It should begin on the left hand margin.

7. Contents

-Should be divided into small paragraphs which fall under the following 4 categories:

- Introduction
- Details
- Response/Action of the receiver (Rx)
- Close

8. Complimentary close

-The complimentary close should match the salutation and 3 spaces to be given, followed by the name of the person, written in brackets.

9. Signature

-Is placed in 3 spaces following the complimentary close, followed by the name (in bold) and designation.

10. Copy

-‘Copy’ should be used at the bottom of the page with the name of people who will receive photocopies of that letter.

11. Blind copy (bc)

-Bottom of the letter if that letter is to be sent to other people whose names are not related.

12. Enclosure (Enc)

-Will follow ‘copy’ or ‘bc’ again indicated at the bottom left margin when any extra information, papers, photo, bills, certificates, diploma etc is attached with the main letter.

Assignment questions

1. What are the twelve parts of a letter?
2. When will you use the following:
 - Copy
 - Enc

Reference



Communication for Business by Shirley Taylor, III edition, page number 51 to 57.
