

WEEK 10

LETTER WRITING
(Cont'd)



Complaint letter

STRUCTURE AND STYLE

Context:

- a. **What you are complaining about.** Background events: for e.g., specify goods, date and place of purchase, salesperson, invoice number.
- b. **Exact nature of complaint.** Details of fault, damage, omission, incompetence.
- c. **Adverse results ensuing:** inconvenience, delay, injury, loss of business.
- d. **How and when** you expect the problem to be put right. For e.g., money back, replacement, apology, by a certain date.

Adjustment Letter

- **STRUCTURE AND STYLE**

Context

- a. What is the complaint about. Background events.
- b. The cause of the problem needs to be explained.
- c. The action taken and by when. (Action that will be accepted by the customer.)
- d. Reassuring the receiver that it will not be repeated.

Circular Letter

The writer will have to:

- a. Explain why he is writing.
- b. Will have to express himself in a way that will be understandable.
- c. The letter must have impact and be quickly grasped.
- d. The letter must be more persuasive and friendly.
- e. It should look as if it is personally addressed.
- f. It has to be brief and up to the point.