An Intermediate Guidance for Business Correspondences
An Intermediate Guidance for Business Correspondences

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This book designed as guiding for arranging a study of English Business Correspondence. The subject matter has been chosen as a result of careful inquiry, among teacher and business men, as to what a course in business English and correspondence should include.

When presenting these subject, a literary point of view has come to be clearly understood. More than the mechanics of letter writing must be founded on a knowledge of grammar and composition. The student need to be able to spell accurately, a ready command of punctuation and also a fairly large vocabulary.

In addition, the importance of clear, straightforward speech and writing needed for both oral and written work in English Business Correspondence. Therefore, in this book there are several examples and exercises for each discussion which have been carefully tried out in the classroom.

In this guide book realized many shortcoming and mistakes therefore, we apologize if in writing this guide book is still not perfect and we are expecting critism and suggestions from professors and friends who are building more perfect for this guide book.
Finally, we would like to thank all those who have helped in the completion of this guide book, maybe useful for us all.

Thank you,
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CHAPTER 1

INTRODUCTION TO BUSINESS CORRESPONDENCE

A. Definition of Business Correspondence

Communication has always been highly regarded in commercial circles. In line with the means of communication, business communication can be generally divided into two types: oral communication and written communication. Indeed, written business communication by means of business letters plays a very vital role in establishing and maintaining business relationships both within a firm and with external contacts (Xu, 2012). As Yu & Fu said that business communication is a process through which the parties involved establish partnerships or relationships, negotiate terms, strike deals, and complete transactions (Yu & Fu, 2014). Nowadays business correspondence is an indispensable communication tool in international business (Zhaohui & Liping, 2017). It is common and widely used in business communication and transactions. Successful and effective business letters assist the flow of information in a company or business environment. Business letters can enhance business contacts, benefit or detriment company performance, and influence the outcomes of negotiations. Effective letter writing is crucial to the success of every company or professional. It is essential to study the rules of business letter writing and single out the peculiarities and specific features of types, styles and structure of business letters (Sviatiuk, 2015).

There is the difference between business communication and business correspondence. Business communication includes other forms of communication such as spoken, graphical and non-verbal etcetera, but business correspondence consists mainly on letters whether written or printed matter. Activities in business correspondence involve like investment of money in industries, wholesale transactions, retail outlets and various services of banks and transport. At every stage of investment, production, purchase, distribution, is setting up of agencies and sales, varieties of letters such as: enquires replies, clarifications, applications, circulars, memos, quotations, orders etcetera. With the help of these business correspondences various persons get into contact with various transactions. Good correspondence helps to create cordial and credible relationships in the context of
business. It also forms a record of the various stages of a transaction for record and reference as well as business correspondence. Hence it plays an important role in business and day to day life (Rattan, Librarian, Kahn, & Nabha, 2016). In conclusion, business letters are highly useful in introducing trade relations and promoting business transactions. They provide convenient and inexpensive means of communication without personal contacts.

People sometimes think of business writing as a ‘soft’ skill. In fact, people may see communication generally classified as a soft skill, as opposed to the ‘hard’ skills of finance, law, IT etcetera. But this description is misleading. After all, people drive processes. And how do they do this? By communication. The label ‘soft’ can give the impression that business writing is an easy option, which it certainly is not. Business writing can impact on the whole business cycle; it can win business, it can lose business and it can communicate the framework by which results can be achieved.

Business correspondence is not simply writing or information exchange. It is the way for business man or woman to introduce their business field through letter. The letter shows an attitude whether the reader can identify if you are giving good introduction, warming greetings or just simply straight to the point. In short, business letter is the way to deal with business transaction using nonverbally communication.

The effective and successful business letter is depending on the ability to communicate in letter. It also focuses on how to keep the customer satisfied and boost the business as well. The use of business letter is starting from promotion of the product, announcement of the opening a product, sales, placing order, negotiation, product complaint; send an invitation letter and so on. When the market opens globally, business letters continue to grow. Business letters are increasingly important and needed in various business transactions. Small, medium and large business all really needs the role of a business letter.

B. Function of Business Correspondence

There are 6 (six) functions of business correspondence (Rattan et al., 2016):
1. To provide contact between persons involved in a business transaction without meeting each other in person. Of course there many devices like the telephone and its variations, e-mail, fax, etcetera, which can make communication faster and easier but none provides a record for future reference as well as business correspondence.

2. To provides a reference for the future. It provides data of the past in order to take a new decision. For examples comparative statement of prices of rates, quotations, tenders etcetera.

3. To create a cordial atmosphere in which to do business. The language and tone of business letters and other forms of correspondence go a long way towards creating a pleasant and healthy ambience in which to do business.

4. To promote sales through letters is the fourth function of business letters.

5. The fifth function of business correspondence is that it plays an important role when things go wrong. In cases of disputes connected with business matters, business correspondence forms a very important reference base and also provides evidence for legal action.

6. The sixth function of this business correspondence is it is very inexpensive and convenient mode. Though there are other modes of communication like telephone, telex, fax, etcetera, business information can be provided and obtained economically and conveniently through letters.

Other functions of business letter are: (1) **Promotional function**; every business organization should grow and enlarge the quality of the products, producing new products and provide best services. They also should expand their market areas in order to reach wide customers. All round of the expansion is very possible if the business organization can keep all the customers well informed through letters that contain promote sales and services. **(2) Informational function**; valuable data about business transactions, policies and all other activities of the business organization is provided by business letters. Letters are ready references if they are available. It is important not only to maintain good correspondence but it is also more important to make it available in files as source of information. **(3)Legal Function**; if there any legal disputes in various business transactions, business letters can be used as legal document and authentic evidence. **(4) Goodwill function**; business letters also promote goodwill among parties when transacting business. They will build a good rapport between parties in a business
transaction. Nowadays, of course, in electronic age, many letters are transmitted through email, either within the body of the email or as an attachment. Nevertheless, this business trends still have traditional functions. Thus, it is crucial that those in the business world know these functions so that make the right impression with business associates.
CHAPTER 2
WRITING BUSINESS CORRESPONDENCE

A. Language Used in Writing Business Correspondence

A business letter has its own language, which is clearly different from personal letters. Several improvements and alterations are being made on a daily basis in the form and style of business letters, in order to make them more impressive, meaningful and compact. In arranging business letters, it is drafted after proper thinking and planning, so that the subject content can be presented in a systematic and logical way. The message that is conveyed in these business letters, are clear and free from doubt.

In business letters, it is strongly recommended to use formal language and formal writing style. One thing to remember is to avoid contraction, because it is used in informal and personal correspondence. Below are the examples:

**Informal**: We didn’t receive 37EDPG or 37DEPC.

**Formal**: We did not receive 37EDPG or 37DEPC.

**Informal**: We can’t complete your order because item VV21 is back ordered.

**Formal**: We cannot complete your order because item VV21 is back ordered.

Language in business letter is one of the components of an effective business letter. Sometime, one cause of misunderstanding is the “language barrier’. It is significant to consider that the language used in writing the letter should be understandable by the reader. Avoid jargons that are not familiar with them, not write a letter that your reader does not have any idea about the message given. It is not necessary to exaggerate the words, nor decorate the letter in a way that causes moving away from the actual message. Use simple and plain words will make the letter understandable. In all kind of communications, it is essential to ensure correct grammar, spelling and punctuation. Simply, it means putting across messages in natural way, using courteous style. **Simple but polite style is preferable without unnecessary wordiness, familiarity or slang (Sviatiuk, 2015)**. S

Before begin to worry about the basic mechanics of a business letter (structure, appearance, and grammar), think seriously about the attitude you wish to convey. The
attitude of the letter is conveyed through the choice of language, tone, and focus of attention. Each of these individual components is as important as anything else that goes into making up a successful and effective business letter. The attitude conveyed in the letter can make the difference between a letter that is tossed aside and one that is read, understood, and reacted to favourably. It is basically very simple to convey a reader-oriented attitude. Remember as write a letter means that you are addressing a specific reader. The language used, tone, and focus of attention must capture the reader’s interest for your letter to be successful.

They are 10 steps to good business writing:

1. **Remember the ABC**

   To reach good result in written communication, the message must meet these essential specifications:

   * **Accurate**: Check facts carefully
     - Include all relevant details
     - Proofread thoroughly
   * **Brief**: Keep sentence short
     - Use simple expressions
     - Use non-technical language
   * **Clear**: Use plain, simple English
     - Write an easy, natural style
     - Avoid familiarity

2. **Be courteous and considerate**

   Courtesy does not mean using old-fashioned expressions like “your kind consideration” or “your esteemed order”. It means showing consideration for your correspondent and being empathetic. Courtesy also means reply promptly to all communication (answer on the same day if possible), Write a brief note if you cannot answer immediately so it will create goodwill, understand and respect the recipient’s point of view.

3. **Use appropriate tone**

   The tone of the messages will reflect the motivation in which put the messages. To achieve its purpose the tone must be appropriate. Even in writing a complaint
or replying to one, the message can be conveyed in a way so as not to be rude or cause offence. It is important to try to get the tone right.

<table>
<thead>
<tr>
<th>Instead of</th>
<th>Say</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. We cannot do anything about your problem.</td>
<td>1. Unfortunately we are unable to help you on this occasion.</td>
</tr>
<tr>
<td>2. This problem would not have happened if you had connected the wires properly.</td>
<td>2. The problem may be resolved by connecting the wires as shown in the handbook.</td>
</tr>
</tbody>
</table>

4. **Write naturally and sincerely**

The message should sound sincere and try to show genuine interest in the reader’s problem.

<table>
<thead>
<tr>
<th>Instead of</th>
<th>Say</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. I have pleasuring in informing you</td>
<td>1. I am pleased to tell you</td>
</tr>
<tr>
<td>2. We do not anticipate any increase in prices</td>
<td>2. We do not expect prices to rise</td>
</tr>
</tbody>
</table>

5. **Remember the KISS principle**

KISS stands for Keep It Short and Simple. It means instead of using long or complex words/phrases, use short ones.

<table>
<thead>
<tr>
<th>Instead of</th>
<th>Say</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commence</td>
<td>Start</td>
</tr>
<tr>
<td>Conduct an investigation</td>
<td>Investigate</td>
</tr>
<tr>
<td>At the present moment in time</td>
<td>Now</td>
</tr>
<tr>
<td>In the very near future</td>
<td>Soon</td>
</tr>
</tbody>
</table>

6. **Use modern terminology**

A good message will use words and phrases precisely in order to get reader’s impression and give accurate message.

<table>
<thead>
<tr>
<th>Instead of</th>
<th>Say</th>
</tr>
</thead>
<tbody>
<tr>
<td>We are receipt of your letter of 12 June</td>
<td>Thank you for your letter of 12 June</td>
</tr>
<tr>
<td>Please be reminded….</td>
<td>Please remember…</td>
</tr>
<tr>
<td>Please be good enough to advise me…</td>
<td>Please let me know…</td>
</tr>
</tbody>
</table>
7. **Include essential details**
   In writing a business letter, it is recommended to prepare all important data in full so that the reader gets clear information. Make sure that everything is provided on the letter.

8. **Be consistent**
   Consistency also important in the way the message is presented.

9. **Use active not passive voice**
   Using active voice can considerably improve writing style, more interesting, more lively and active.

10. **Compose CLEAR communications**
    CLEAR stands for:
    - **Clear**: Leave no doubt on the reader’s mind.
    - **Logical**: Structure the messages logically. Start with an introduction, then develop the points on the body and draw the conclusion.
    - **Empathetic**: Pay attention to what the reader’s feel.
    - **Accurate**: Recheck. All the essential and relevant details are included.
    - **Right**: Proofread carefully.

According to Talbot, there are 4 (four) steps that will the guides to premier business writing. The system uses the idea of ‘a ladder of success’, in which start at the bottom (Step 1) and systematically climb to success (beyond Step 4) as follows:

**Step 1**
Be correct:
- √ Know what you’re writing needs to achieve, alongside what your company needs to achieve.
- √ At the very least, match readers’ minimum expectations.
- √ Ensure that your writing is free of mistakes.

**Note:** Your business communication will fail if you get your basics wrong.

**Step 2**
Be clear:

√ Use plain English and express facts as simply as possible.
√ Edit so that your main points are easily understood.

Note: Confused messages undermine your objectives. They can lose you custom too.

Step 3
Make the right impact:

√ Use the right words and layout to get noticed for the right reasons.
√ Use the right style to present yourself and your company well.
√ Create opportunities.

Note: The right impact differentiates you from competitors and helps bring about the responses you need.

Step 4
Focus on readers as your customers:

√ Write from their perspective.
√ Empathize with them.
√ Favor positive, proactive words.
√ Avoid words that put up barriers, and avoid jargon wherever you can.

Note: Use your written words to satisfy and, if possible, delight your customers.

Remember that no body language signals in writing. When communicate face to face, people around us attach a lot of importance to the signals given by body language. These are said to account for 55 per cent of the impact people make when giving a talk. The voice can account for perhaps 38 per cent – and the words just 7 per cent. This is because, in face to face communication, unlike writing, people do not need to focus just on words. People can ask if they are not sure what is being said. They can look for clues from the speaker's facial expression or tone as to the gravity or levity of the subject matter. These will help understanding and focus attention (or not!). But with writing, unless the writer is there in front of you, time will elapse before you can get the answers to any questions you have. That is, if you have the time or inclination to ask questions. At the
very least, it means that writers need to think twice, spellcheck – in fact, double-check – that their words are saying what they mean them to say (Talbot, 2009).

B. Parts of Business Letter

A basic business letter is composed in three parts: introduction, body of the letter and end remarks. The introduction will help the reader understand in which context the letter should be considered. While the body of the letter contains the actual message with details about what the letter would like to accomplish. This part of a business letter is extremely important. This is where the sender achieves the goals in writing a business letter. Any standard business letter has certain common components and formulas which are recognized and handled accordingly. The number of components may vary significantly depending on the aim of the business letter (Sviatiuk, 2015). A business letter is more formal than a personal letter. Basically, there are six parts of a business letter. Below are the explanations:

1. The Heading

This contains the return address (usually two or three lines) with the date on the last line. Sometimes it may be necessary to include a line after the address and before the date for a phone number, fax number, E-mail address, or something similar.

2. The Inside Address

This is the address you are sending your letter to. Make it as complete as possible and include titles and names (if possible). This is always on the left margin. If an 8½” 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.

An inside address also helps the recipient route the letter properly and can help should the envelope be damaged and the address become unreadable. Skip a line after the heading before the inside address. Skip another line after the inside address before the greeting.
A. The Greeting. The greeting in a business letter is always formal. It normally begins with the word “Dear” and always includes the person’s last name. The greeting in a business letter always ends in a colon.

B. The Body. The body is written as text. A business letter is never handwritten. Depending on the letter style you choose, paragraphs may be indented. Regardless of format, skip a line between paragraphs.

Skip a line between the greeting and the body. Skip a line between the body and the close.

5. The Complimentary Close. This short, polite closing ends 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 block style is becoming more widely used because there is no indenting to bother with in the whole letter.

C. The Signature Line. Skip two lines and type out the name to be signed. This customarily includes a middle initial, but does not have to. Women may indicate how they wish to be addressed by placing Miss, Mrs., Ms. Or similar title in parentheses before their name.

Business Letter Styles

The two most common letter styles are the block style and the modified block style. The have to worry about forgetting to indent a line, whether it is the first line of a paragraph eliminating the need to set tabs and indent lines. With the block letter style you do not block style is the more efficient of the two styles because all lines begin on the left margin, or another letter component. The modified block letter style is the more traditional style. Each style is presented below followed by a brief description of each component (Insley, 2016).
Block Letter Style

The block letter style has gained popularity over the years due to its efficiencies. This style rightfully earns its name because every line of every letter component, with the exception of the company letterhead, starts at the left margin. The company letterhead is typically centered horizontally about one inch from the top of the page, whether keyboarded or preprinted. Standard top, bottom, and side margins are one inch (Insley, 2016).

The block style does not necessarily mean full justification. For many reasons, there is usually no attempt to have each line end evenly on the right margin. Figure 1 below contains the block style letter contents.

### Block Letter Style

<table>
<thead>
<tr>
<th>Company Letterhead</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Return Address</strong> – If company letterhead is not used</td>
</tr>
<tr>
<td><strong>Attention Line</strong> – ATTENTION: Person’s Name</td>
</tr>
<tr>
<td><strong>Salutation:</strong></td>
</tr>
<tr>
<td><strong>Body Paragraphs</strong> – Do not indent the first line of each paragraph. Single space the paragraphs. Double space before the first paragraph, between paragraph, and after the last paragraph.</td>
</tr>
<tr>
<td><strong>Complimentary Close,</strong> – Followed by three blank lines for the written signature</td>
</tr>
<tr>
<td><strong>Written signature</strong></td>
</tr>
<tr>
<td><strong>Keyboarded Name</strong></td>
</tr>
<tr>
<td><strong>Sender’s Title</strong></td>
</tr>
<tr>
<td><strong>Writer/Typist Initials</strong> – RW/gt</td>
</tr>
<tr>
<td><strong>Enclosure Notation</strong> – Enclosed: Photos of new building</td>
</tr>
<tr>
<td><strong>Copy Notation</strong> – Name(s) of people who also received the letter</td>
</tr>
</tbody>
</table>

Modified Block Letter Style

The modified block letter style is a traditional style still used in some businesses. It differs from the block style in that the current date, complimentary closing, written signature, and keyboarded name/title start at the horizontal center point. The first line of each paragraph may start at the left margin as in the block style or may be indented one-
half inch. With this style, the company letterhead is typically centered horizontally about one inch from the top of the page, whether keyboarded or preprinted. Standard top, bottom, and side margins are one inch. As with the block style, there is usually no attempt at full justification. Figure 2 shows the modified block style letter contents (Insley, 2016)

**Modified Block Letter Style**

<table>
<thead>
<tr>
<th>Company Letterhead</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Current Date</strong></td>
</tr>
<tr>
<td><strong>Return Address</strong> – If company letterhead is not used</td>
</tr>
<tr>
<td><strong>Inside Address</strong> – Person to whom you are writing</td>
</tr>
<tr>
<td><strong>Attention Line</strong> – ATTENTION: Person’s Name</td>
</tr>
<tr>
<td><strong>Salutation:</strong></td>
</tr>
<tr>
<td><strong>Body Paragraphs</strong> – Do not indent the first line of each paragraph. Single space the paragraphs. Double space before the first paragraph, between paragraphs, and after the last paragraph.</td>
</tr>
<tr>
<td><strong>Complimentary Close,</strong> – Followed by three blank lines for the written signature</td>
</tr>
<tr>
<td><strong>Written Signature</strong></td>
</tr>
<tr>
<td><strong>Keyboarded Name</strong></td>
</tr>
<tr>
<td><strong>Title</strong></td>
</tr>
</tbody>
</table>

| **Writer/Typist Initials** – RW/gt |
| **Enclosure Notation** – Enclosed: Photos of new building |
| **Copy Notation** – Name(s) of people who also received the letter |

**Business Letter Components**

The typical business letter contains the following standard components: *company letterhead current date, inside address, salutation, body, complimentary close, written signature, and keyboarded name/title*. Each is described below. In addition, some business letters contain one or more other components. Common among these are *attention line, subject line, enclosure notation, copy notation, and postscript* (Insley, 2016). Each of these is also described below:

1. **Company Letterhead**
This is typically preprinted on company stationery and contains information such as company logo, company name, post office box address, physical address, e-mail address, telephone number, and fax number.

2. **Current Date**
   This sounds simple enough, but certain standards should be adhered to. For example when someone writing letters to U.S communication partners, spell out the month followed by the date and year (June 5, 2014). Do not use the digital version (06-05-14 or 6-5-14 or 6-5-2014). When writing letters to international communication partners, it is more typical to start with day followed by the month and year (5 June 2014).

3. **Inside address**
   The inside address (or letter address) contains the name and mailing address of the person or company the letter is being sent to.

4. **Salutation**
   This is the greeting to the reader. If you are writing to a specific individual, the typical salutation is the word *Dear* followed by the receiver’s title (Ms., Mr., Dr., etc.) and surname followed by *a colon*, for example, *Dear Ms. Garcia:*. If you are writing to a company and do not have a specific individual’s name, use a salutation such as Human Resources Department or To Whom It May Concern.

5. **Body**
   This is the message. Most business letters contain three parts: an opening paragraph, one or more body paragraphs, and a closing paragraph.

6. **Complimentary Close**
   As the term suggests, this closes the letter. It is typically a word or phrase followed by a comma. Examples of popular complimentary closes include *Sincerely* and *Respectfully*. Although they are less widely used, complimentary closings such as *Sincerely yours* and *Very truly yours* are still used by some.

7. **Written Signature**
   This is the writer’s written signature. It is typical to leave three blank lines between the complimentary close and keyboarded name components for the writer’s written signature.

8. **Keyboarded Name/Title**
At minimum, this component contains the keyboarded name of the writer. In addition, the writer’s job title should follow his or her name either to the right of it (e.g., William G. Rogers, Project Director) or below it. If your title appears on the line below, omit the comma after your name on the line above.

Other Business Letter Components

1. **Attention Line**
   Use this when we will send a letter to a company, but want to direct it to a specific person (**Attention: Mr. Gerald**), position (**Attention: Marketing Director**), or a department within the company (**Attention: Tenant Relations Department**). It is the second line of the inside address.

2. **Subject Line**
   It is a brief statement that specifies the letter’s subject. It starts with the word **Subject:** followed by colon, then a five- or six-word message description. The subject line is located between the salutation and the first paragraph of the body.

3. **Enclosure Notation**
   This notation indicates to the reader that there is one or more items with the letter. If there is enclose one item, either type Enclosure (the word only) or type Enclosure followed by a colon and the item enclosed (Enclosure: Sale Flyer). If enclose two or more items, type Enclosures followed by a colon and the number of enclosures (Enclosure: 2). The enclosure notation is located one blank line below the key boarded name/title component.

4. **Copy Notation**
   This tells the reader the name(s) of others the letter was sent to. Here are some examples: **cc: Tamara Jones, cc: Tamara Jones & Jennifer Maxwell.** The copy notation is located one blank line below the enclosure notation. If there is no enclosure, the copy notation is located one blank line below the keyboarded name/title component.

5. **Postscript**
   The postscript typically contains an afterthought or a brief reminder of information that the writer wants to emphasize. Type PS followed by the entry. The postscript is located one blank line below the copy notation. If there is no copy notation the
postscript is located one blank line below the enclosure notation. If there is no enclosure notation or copy notation, the postscript comes one blank line below the keyboarded name/title component.

When writing a business letter, it is best to express the gist of the essence or purpose of a letter, plain English. Make sure that the message can well deliver right to the recipient: more complicated text can be counterproductive and confusing for you and your reader. Below are the examples the useful phrases that can be used in writing business letter.

**Table 1. Useful Phrases and Vocabulary For Writing Business Letters**

| Salutation          | • Dear Mr. Brown  
|                     | • Dear Ms White  
|                     | • Dear Sir  
|                     | • Dear Madam  
|                     | • Dear Sir or Madam  
|                     | • Gentlemen  
| Starting            | • We are writing  
|                     |   • to inform you that ...  
|                     |   • to confirm ...  
|                     |   • to request...  
|                     |   • to enquire about ...  
|                     | • I am contacting you for the following reason.  
|                     | • I recently read/heard about ..... and would like to know ....  
|                     | • Having seen your advertisement in ..., I would like to ...  
|                     | • I would be interested in (obtaining / receiving) ...  
|                     | • I received your address from ... and would like to ...  
|                     | • I am writing to tell you about ...  
| Referring to previous contact | • Thank you for your letter of March 15.  
|                     | • Thank you for contacting us.  
|                     | • In reply to your request, ...  
|                     | • Thank you for your letter regarding ...  
|                     | • With reference to our telephone conversation yesterday...  
|                     | • Further to our meeting last week ...  
|                     | • It was a pleasure meeting you in London last month.  
|                     | • I enjoyed having lunch with you last week in Tokyo.  
|                     | • I would just like to confirm the main points we discussed on Tuesday.
### Making a request
- We would appreciate it if you would ...
- I would be grateful if you could ...
- Could you please send me ...
- Could you possibly tell us / let us have ...
- In addition, I would like to receive ...
- It would be helpful if you could send us ...
- I am interested in (obtaining / receiving) ...
- I would appreciate your immediate attention to this matter.
- Please let me know what action you propose to take.

### Offering help
- Would you like us to ...?
- We would be happy to ...
- We are quite willing to ...
- Our company would be pleased to ...

### Giving good news
- We are pleased to announce that ...
- I am delighted to inform you that ...
- You will be pleased to learn that ...

### Giving bad news
- We regret to inform you that ...
- I’m afraid it would not be possible to ...
- Unfortunately we cannot / we are unable to ...
- After careful consideration we have decided (not) to ...

### Complaining
- I am writing to express my dissatisfaction with ...
- I am writing to complain about ...
- Please note that the goods we ordered on (date) have not yet arrived.
- We regret to inform you that our order n° ----- is now considerably overdue.
- I would like to query the transport charges which seem unusually high.

## C. Kinds of Business Letter

There are 17 letters that will be discussed in this book. These are:

1. Inquiry Letter and Reply
2. Sales Letter
3. Order Letter
4. Complaint Letter
5. Order Letter
6. Appointment Letter
7. Invitation
8. Announcement
9. Memo
1. Design a letter heading for a company manufacturing washing machines, televisions and other household equipment. Include all the information about your company which is normally shown in a modern letter heading.

2. Below are names and addresses which might appear—suitably set out, of course—in the top left-hand corner of a business letter. Give the correct salutation and complimentary close in each case:
   a)  Burke and-Sons Ltd., 55 Inkerman Road, London SE5 8BZ.
   b)  The Sales Manager, BGW Electrics Ltd., Liverpool 4.
   c)  MT A. L. Moon, British Rail (Southern Region), London WIM 2BT.
   d)  Ms Angela Box, Gorton and Sons, 344 Oxford St., London W1A
CHAPTER 3

ROUTINE BUSINESS CORRESPONDENCE

A. Inquiry Letter and Replies

1. Inquiry Letter

According to Oxford Dictionary, “A letter is a message that is written down or printed on paper and usually put in an envelope and sent to somebody.” It can be said that a letter is a written message, printed or hand written, that is sent to someone by other through post or mail or in some other way. Letters are a kind of substitute for spoken conversations. It is spontaneous, private, and personal. It is non-literary and is not written for the eyes of the general public.

A letter is a written message sent by one person to another. In other words, a letter is a piece of conversation by post. So, when people transfer any written message through mail, it can be termed as letter.

The letters that are written for collecting information about job seekers, prices, products, and services are known as letter of inquiry. These letters are written to a third party seeking information about either a job or a company that wishes to make business relationship.

It can be said that inquiry letter consist some information about the quantity, price, quality and availability of goods or about the terms of sale.

As Gartside said: “An inquiry letter asks information like catalogue, quotation, sample, cost of a product from a seller in a concise and clear way.”

J. H Jains quoted: “The business letter which collects valuable information of the business and therefore provides price reduction and profit earning facilities is defined as inquiry letter”

The inquiry letter is useful when need information, advice, names, or directions. Be careful, however, not to ask for too much information or for information that you could easily obtain in some other way—for example, by a quick trip to the library or by an Internet search.

Quibble and others defined that letters of inquiry are a type of business message that asks the recipient for information or assistance.
Prospective employers’ business organizations usually write inquiry letters for obtaining desired information. Prospective employers write this letter to the referees mentioned in the job application to obtain information about the applicant’s personal and family background, ability, skills, honesty, character, integrity, quality of performance, fitness for job etc. On the other hand, business enterprises write inquiry letters to third parties referred by the customers to know about their business dealings, financial capabilities and goodwill to determine whether to establish business relationships with those enterprises.

Based on purpose, there are two most common types of inquiry letters such as (1) solicited and (2) unsolicited.

It is solicited inquiry letter when a business or agency advertises its products or services. For example, if a software manufacturer advertises some new package it has developed and you cannot inspect it locally, write a solicited letter or e-mail to that manufacturer asking specific questions. If you cannot find any information on a technical subject, an inquiry letter or e-mail to a company involved in that subject may put you on the right track. In fact, that company may supply much more help than you had expected (provided of course that you write a good inquiry communication).

It is unsolicited letter if the recipient has done nothing to prompt your inquiry. For example, if you read an article by an expert, you may have further questions or want more information. You seek help from these people in a slightly different form of inquiry letter or e-mail. As the steps and guidelines for both types of inquiry communications show, you must construct the unsolicited type more carefully, because recipients of unsolicited inquiry letters or e-mail are not ordinarily prepared to handle such inquiries.

Content and organization of inquiry letter, such as:

1. Early in the letter, identify the purpose-to obtain help or information (if it’s a solicited letter, information about an advertised product, service, or program).
2. In an unsolicited letter, identify who you are, what you are working on, and why you need the requested information, and how you found out about the individual. In an unsolicited letter, also identify the source that prompted your inquiry, for example, a magazine advertisement.
3. In the letter, list questions or information needed in a clear, specific, and easy-to-read format. If you have quite a number of questions, consider making a questionnaire and including a stamped, self-addressed envelope.
4. In an unsolicited letter, try to find some way to compensate the recipient for the trouble, for example, by offering to pay copying and mailing costs, to accept a collect call, to acknowledge the recipient in your report, or to send him or her a copy of your report. In a solicited letter, suggest that the recipient send brochures or catalogs.

5. In closing an unsolicited letter, express gratitude for any help that the recipient can provide you, acknowledge the inconvenience of your request, but do not thank the recipient “in advance.” In an unsolicited letter, tactfully suggest to the recipient will benefit by helping you (for example, through future purchases from the recipient’s company).

ELEMENTS OF PERSONAL STATUS INQUIRY LETTER

When a person writes letter to a referee for obtaining information about a job applicant, it is called personal status inquiry letter. The following contents should be included in the personal status inquiry letter:

1. **Name and address of the applicant**: The enquirer must mention full name and address of the applicant in the letter. This helps the receiver to identify the right person.

2. **Cause of inquiry**: In a personal status inquiry letter, the sender must clarify the cause of writing it. This enables the receiver to supply necessary and relevant information.

3. **Information needed**: The employer must clarify the type of information he requires. The employer may ask for information relating to educational attainments, character, habits, honesty, sincerity and family background of the applicant.

4. **Promising to maintain secrecy of information supplied**: An important aspect of inquiry letter is to assure the receiver that information provided by him will be kept secret.

5. **Assuring further cooperation**: The writer of the letter should also assure the receiver that similar help would be provided to him in future if he needs.

6. **Expressing gratefulness**: The sender should express gratitude or thanks to the receiver for cooperation. The writer can express gratefulness by some friendly
comments like “Any cooperation will be highly appreciated” or “Thank you in advance for your response.”

7. **Enclosure**: The sender should enclose a return envelope with the letter. If facilitates quick response from the receiver.

8. **Signature**: At the end of the letter, sender should put his signature along with his full name and position.

Factors to be considered for drafting an Inquiry Letter:

1. Price, quality, quantity and availability of a product
2. Business policy related information such as terms of credit

Keeping the above two things into consideration an inquiry letter should highlight the following matters:

1. Name: The product that is going to be purchased should be mentioned clearly in such letter.
2. Description: Information like quality, quantity, size & share, local or foreign origin and others of the inquired product should be mentioned clearly.
3. Sample: Such letter should request for sample of the inquired product
4. Price list: Such letter should ask for price list of the inquired product.
5. System of Supply: When, where, how and in what terms the product should be traded must be asked by such letter.
6. Payment system: What should be the way to pay the price should be sought by such letter.
7. Transportation: The way of shipment of the inquired product should be asked by such letter.
8. Provision for Addition or subtraction of value and quantity: Because of change in the economy or other events whether there would be any provision for plus/minus of value and quantity of inquired product must be sought by such letter.
9. Assurance: If the sales term and other conditions favor the buyer, whether he can go for bulk purchase or not and in this connection what additional benefits will be given should be inquired by such letter.
Example of Inquiry Letter

To,
XXX
Head of Advertising,
XXX Advertising Company
ADDRESS
Date
Subject: business communication inquiry letter

Dear Mr. XXX,

I am XXX, the senior marketing manager at XXX International Company and I am writing this letter to you to make an inquiry about your last few emails to us. I guess there has been confusion in business communication and I wish to clear it out upfront.

As discussed in our meeting last week, you were supposed to create an advertising plan and proposal for advertising of our brand and its products. In response to this discussion, you sent us a detailed plan but later, I received a completely new and different plan on email. I replied back to you asking about which one to consider but there was no response. Kindly look into the matter and let me know which plan to consider so that I can go ahead and review it.

I hope that you will reply soon because our product launch is coming up soon.

Thanking you
Regards
XXX
Another example:

To: Clarissa Jeffrey  
Chief Executive  
#03-45 Ashe Towers  
212 Holland Avenue, Singapore  

19 January 2019  

Subject: Inquiry of newest product  

Dear Sir/Madam,  

Dekker of Sheffield informs us that you are manufacturers of polyester cotton bedsheets and pillow cases.  

We are dealers in textiles and believe there is a promising market in our area for moderately priced goods of this kind.  

Please let me have details of your various ranges including sizes, colours and prices, together with samples of the different qualities of material used.  

Please state your terms of payment and discounts allowed on purchases of quantities of not less than 5000 of specific terms. Prices quoted should include delivery to our address shown above.  

Your prompt reply would be appreciated.  

Yours faithfully,  

Harrison Willy  

2. Replies of Inquiry Letter  

A response letter provides the answers or information requested in a letter of inquiry. The objective is to satisfy the reader with an action that fulfills their request. If you have neither the information requested nor the authority to reply, forward the inquiry on to the correct person. If you are the correct person, be prompt with your reply. Address every question courteously, even those that do not seem relevant.  

Take into account that your reader may lack your expertise. Keep your response on point and avoid going beyond the scope of the reader’s request. When responding to a
forwarded letter informs your reader in your opening paragraph that you are the correct contact person for all future communications. In your closing paragraph, express your willingness to be of further assistance.

Example of reply of inquiry letter

To:
Harrison Willy
Business Communication Director
21 Windsor Road
Birmingham B2 5JT

February 1, 2019

Dear Mrs. Willy,

I was very pleased to receive your inquiry of 19 January 2019 and enclose our illustrated catalogue and price list giving the details requested.

A full range of samples has also been sent by separate post. On regular purchases of quantities of not less than 500 individual items, we would allow a trade discount of 30%. For payment within 10 days from receipt of invoice, an extra discount of 5% of net price would be allowed.

Polyester cotton products are rapidly becoming popular because they are strong, warm and light. After studying our prices, you will not be surprised to learn that we are finding it difficult to meet the demand. However, if you place your order not later than the end of this month, we guarantee delivery within 14 days of receipt.

I am sure you will also be interested to see information on our other products which are shown in our catalogue. If you need details on any these please contact me.

I look forward to hearing from you.

Yours sincerely,

Clarissa Jeffrey
Identify Your Reader

A response letter should be addressed to a person from whom a request or inquiry has been received. That person’s name will be found in the complimentary close of a previous inquiry letter and should be placed in the inside heading and the salutation of your response. It should also be included on the top line of your envelope. Remember that people do business with people first, businesses second. When you address your reader by name, you recognize their importance and value as an individual human being.

Establish Your Objective

The objective of a response letter is to satisfy the reader with an answer or action that fulfills the request of an inquiry. The answer either informs the reader of the respondent’s ability to provide information or of a willingness to act on their behalf in some other way. The answers should be specific and brief. If you are replying to multiple questions you might consider placing your answers in a bulleted list. Items on a list highlight the components of your response, like snapshots in a photo album.

Determine Your Scope

The scope of a response letter is contained in the information you provide for the specific purpose of helping the reader grasp your objective. You may safely assume that your reader is a busy person, so getting to the point is important. Your goal is to have the reader make a decision quickly and respond in a timely manner. Information that is not related to your objective should be left out.

Consider for the targeted reader. We should know all things about the person, such as: title or position, what the needed, the purpose, et cetera.

The letter should consist about background information needed in order to make an informed decision. Let the recipient know the sender and something about the motive of letter. If it refers to receive some benefit, it may help to explain for what purpose the benefit will be used and also help to offer an incentive to respond.

Organize Your Letter
Organizing the response letter will establish a logical order in which to present the information. It is already begun by establishing an objective and determining scope. All include in the content that will become the body of the letter. It should be organized a simple outline. Begin by creating a list of points that the letter will address and put it in the sequential order that will help the reader comprehend the response. These points will become the backbone of draft, the outline will become a checklist.

**Draft Your Letter**

Making a letter from an outline is the simplest way to draft a response letter. It have already organized by creating a list. It can expressing a single thought or idea form from a full and complete sentence that have been made.

**Close the Letter**

Closing of a response letter should be in a professional manner. From last paragraph, sign off between a complimentary close such as “Sincerely,”, or “Thank you,”, and the sender’s name. If the response letter refers with an official duty, place the title below the name. Additional information such as dictation, notification of attachments, enclosures and copies sent to the recipients should be placed beneath the title line.

If you are writing in conjunction with an official duty, place your title below the printed name. Additional information such as dictation remarks, notification of attachments, enclosures and copies sent to other individuals should be placed beneath the title line.

**Review and Revise Your Response Letter**

Reviewing and revising the response letter is the last step in the writing process. In this step, the draft will be checked, making sure that the objective is clear and the scope is concise. Comprehend the request and the information quickly to enable a timely response. First, it is important to looking for the errors, checking for spelling, sentence structure and grammar mistakes. Remember the letter should be consisting with an active voice to make
the letter strong. The important thing to keep in mind is the overall cohesiveness of the whole unit. Check the accuracy, clarity and a sense of completeness.

When you inquiry is to supplier whom you have not dealt with previously, mention how you obtained their name and give some details about your own business. A reply to a first inquiry should be given special attention in order to create goodwill.

B. Sales and Order Letters

1. Sales Letter

Once you have made business letter, make sure that the letters should be brief but very effective and easy to understand. Goals of sales letter are convincing people or telling to our valuable customer to buy our products. If you have to convince people of a lot of things such as;

- Do I really need this?
- Can I get it somewhere else for cheaper?
- How much will this cost me?
- Does this deal expire?
- Is this the right fit for me?
- What do other people think about this products?
The sales letter would be effective if it has;

- the ability to get consumer’s attention
- the ability to sustain consumer’s attention
- the ability to transmit the message

### Sales Letter Format

<table>
<thead>
<tr>
<th>Headline</th>
</tr>
</thead>
</table>

**Organisation Letterhead or Your Name**
Your Designation

Your Address (can be positioned to the left, right or center) **Header**

Date (can be positioned to the left, right or center, before/after or at the start)

**Dear Recipient (Salutation)**

1st Paragraph – Introductory lines regarding the product or service **Body**

2nd Paragraph – Relevance of product/service in daily life etc.

3rd Paragraph – Assistive information towards the purchase process, call to action etc.

**Subscription – Thanking you,, yours sincerely etc.**
Your Signature **Closing**

Your Typed First Name Last Name

Your Contact
Example of Sales Letter

To
Jauhari
Summarecon Mall 3rd Floor
Bekasi, West Java
Date: 9th May 2017

Subject: sales letter for service business

Dear Mr. Jauhari,

I, Tony Wijaya, on behalf of GL Refrigerators am writing this letter to you to inform you that we have introduced a special offer for all our existing customers. We shall be offering all GL refrigerator owners a service session at 50% discount for the next 1 week. To make the most of this offer, please contact us at the earliest.

GL Refrigerators has always considered the satisfaction of its customers as the top most priority and due to this reason; we keep introducing amazing discounts and offers. This latest offer is being offered to you as GL completes its 19th anniversary this week. We understand that servicing of refrigerators is very important but most people avoid it due to high costs. We are thus bringing this offer so that you can avail top level servicing and repair for your fridge.
If you wish to avail this, you can call us on our customer care number and our service provider will visit you within 24 hours.

Sincerely,
Tony Wijaya
Sales Department

Carey, John A. Business Letters for Busy People. 2002

2. Order Letter

An order letter is also known as Purchase Order (PO). The objective is to provide the vendor with detailed instructions for fulfilling an order. It also serves as a legal record of the transaction and consequently, should be written with care. Order letter is made by buyer for placing order after receiving inquiry or quotation letter of a product from a seller.
Example of Order Letter

IBM Indonesia
Equity Tower
SCBD Lot 8, Jakarta
Indonesia
Phone (021) 123 4567
Fax (021) 765 4321
salesinfo@mscomp.com

To: Mr. Chen Jackson
Title: Export Manager
Company: Component Outsource Ltd.
Address: 50 Orchard Road Singapore 238865
Phone: (65) 735 58 09
Fax: (65) 735 58 12
Date: November 24, 2018
Ref: Customer Number: DC 43223-A

Dear Mr. Chen,

I am sending by fax a Purchase Order 113512 for the following chip sets and drives.

<table>
<thead>
<tr>
<th>Chip sets</th>
<th>100,000</th>
<th>Intex 440 SX</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>50,000</td>
<td>AGB 5/x/233</td>
</tr>
<tr>
<td></td>
<td>50,000</td>
<td>Intex 600</td>
</tr>
<tr>
<td>Drives</td>
<td>100,000</td>
<td>Ultra ATA/88</td>
</tr>
<tr>
<td></td>
<td>100,000</td>
<td>Ardo 6L</td>
</tr>
</tbody>
</table>

These components should arrive no later than the stock dates noted in the purchase order. Delivery instructions are detailed in the purchase order.

As you discussed in your November 23 telephone conversation with M. Simpson, you offered to waive shipping costs and to give a 10% discount. We appreciate the offer and, as with previous orders, will pay upon receipt of an invoice and the components. Invoicing instruction are detailed in the purchase order.

If you have any questions concerning our order, please do not hesitate to contact me.

Sincerely,

[Signature]

Santoso
Purchasing Specialist

*Bond, Alan. Over 300 Successful Letters for All Occasions.1998*
C. Complaint and Adjustment Letter

1. Complaint Letter

A complaint or claim letter requests some sort of compensation for defective or damaged goods or for inadequate or delayed services. The complaint may be so complex that a phone call may not effectively resolve the problem; or the writer may prefer the permanence, formality, and seriousness of a business letter. The essential of writing complaint letter is to maintain polite and formal words. Do not ever upset to the problems you are dealing with.

Tips for writing Complaint Letter

Avoid making the recipient an adversary. Here, there are few tips to compose your complaint letter;

- Be clear and concise. Describe the item or service you bought and the problem. Include serial or model numbers, and the name and location of the seller.
- State exactly what compensation you desire and how long you are willing to wait for a response. Be reasonable.
- Do not write an angry, sarcastic, or threatening letter.
- Explain why your request should be granted.
- Do not imply that the recipient deliberately committed the error or that company has no concern for the customer.
Example of Complaint Letter:

Ms. Rowanda Fischer
Customer Service Manager
NewTech Answers
454 Liberty Road
Philadelphia

Dear Ms. Fischer

In a recent shipment from NewTech Answers, there were two problems we received the wrong manuals and our account was incorrectly billed.

On April 1, we placed the following order: one copy of TM-0053-3 and one copy of TM-0056-7. On May 7, we received two copies of TM-0035-3. We did not receive TM-0053-3 or TM-0056-7.

We are returning—under separate cover—the two copies of TM-0035-3.

Please send us the two (2) manuals that we ordered. Also, please correct our account, no.594-NT. The invoice was for US$32.50 (thirty-two United States Dollars and fifty cents). The correct invoice total should be Can$32.50 (thirty-two Canadian dollars and fifty cents), or, at today’s exchange rate, US$22.18 (twenty-two United States dollars and eighteen cents). A copy of the invoice is enclosed.

Thank you for your attention to this matter.

Cordially yours,

Meiriza Qoriaina


2. Adjustment Letter

A next step to reply a complaint letter is often called as adjustment letter. The sellers or the writers who made adjustment letter should handle carefully because they must acknowledge, correct, and apologize for the consumers’ found.
Example of Adjustment Letter:

May 15, 20...
Ms. Holly Park
Wills & Company, Ltd
51 Wimbleton Road
Toronto, Ontario M4D 2V8
Canada

Dear Ms. Park,

We have received your letter of May 7 about the shipment of the wrong manuals.

We apologize for the error and will correct it to your satisfaction.

Two manuals—TM-0053-3 and TM-0056-7—have been sent to your attention under separate cover. In this letter, I have enclosed a discount coupon for ten percent off your next purchase. In addition, a revised invoice is enclosed. We have also deducted the cost of shipping and handling.

Again, we regret the error and apologize for any inconvenience. We look forward to serving you in the future.

Sincerely yours,

Rowanda Fisher
Customer Service Manager


D. Appointment Letter, Invitation and Announcement

1. Appointment Letter

Appointment letters provide more information than offer letters because they are sent after a candidate has accepted the position in the offer letter. An appointment letter can be used as proof of upcoming employment and is considered a formal copy of the contract the candidate agreed to by accepting the job offer.

Tips for writing Appointment Letter

- Use positive tone and can be either formal or informal.
- Referring to the issue
- State the details of the decision or agreement (when, where, time)
Example of Appointment Letter:

Name/Title  
Business/Organization  
Address  
City, State Zip Code

Date

Dear Sir/Madam,

Ms. Diane Bond, national production manager of our sales catalog division, will be in Boston on Thursday, January 28 and would like to tour your web offset printing plant in nearby Cambridge during that afternoon.

Would it be convenient for you or your assistant to meet her on this date? I will get in touch with you by telephone early next week to make an appointment.

Sincerely,

Signature

Name

Bond, Alan. Over 300 Successful Letters for All Occasions. 1998

2. Invitation

Invitations, particularly for formal occasions, are often sent by means of printed cards. Letters are just as effective, however, and can be far cheaper to produce. The letter writer clearly explains who is making the invitation and spells out the details.

Many companies organise special functions to publicise certain events, for example:

a. The opening of new branch office
b. The introduction of new product or services
c. Anniversary
d. Birthday party
Example of invitation:

2 The Reaches
Wood View
NORTHDEAN
NO3 1YN

10 June 2018

Mr and Mrs A Abbott
4 Ribble Road
Pottling
NORTHDEAN
NO8 1RT

Dear Mr and Mrs Abbott,
I should like to invite you both to the Club's Charity Ball, which is to be held on 10 July 2018 at 8pm in the Clubhouse.
I can arrange for up to six complimentary tickets, so that you may bring guests if you wish. Please would you let me know as soon as possible whether or not you are able to attend, as tickets are strictly limited.

Yours sincerely,
David Pringle

Example of replying invitation (refusal)

4 Ribble Road
Pottling
NORTHDEAN
NO8 1RT

14 June 2018

Mr David Pringle
2 The Reaches
Wood View
NORTHDEAN
NO3 1YN

Dear Mr Pringle,
Thank you for the kind invitation extended to my wife and me for this year's Charity Ball. I am sorry to say, however, that on this occasion we will be unable to attend, as we are away on holiday during July.
Please extend our sincere apologies to the other club members.

Yours sincerely,
Example of replying invitation (Acceptance)

4 Ribble Road  
Pottling  
NORTHDEAN  
NO8 IRT

14 June 2018

Mr David Pringle  
2 The Reaches  
Wood View  
NORTHDEAN  
NO3 1YN

Dear Mr Pringle,

Thank you for the kind invitation to my wife and me for this year's Charity Ball. We will come and join on your event.

Yours sincerely,

Tony Abbott

Bond, Alan. Over 300 Successful Letters for All Occasions.1998
Example of Invitation Letter (Business Meeting)

[Company name]
[Company name]

Subject: Business Meeting

Dear Sir/Madam [Last name]

As we have discussed last Tuesday, we take this opportunity to invite you to participate in the project kickoff meeting to be held on [Day, Date]. The meeting is intended to gather potential stakeholders, in order to create strategies, and design fertile environment that support synergies for all involved parties and community in general.

[Name of the company/agency] is regional leader in [specify field] with numerous projects implemented in the countries of the region. We specialize in project management of the [specify field] and have established network of hundreds of partners in various areas. Therefore we are looking forward to this opportunity, as we perceive it as potential platform to extend our network.

The meeting will be held in [city, premises] starting from [enter time]

We are looking forward to more fruitful business deals and a great association with you in the days ahead.

Please confirm your attendance by e-mail [address] or on the following phone number [enter number]. If you need further information of assistance do not hesitate to contact me.

Sincerely,

[Name Surname]
[Position]
[Company Name]

[Personal signature]
Example of Invitation Letter (Official Opening Ceremony)

<table>
<thead>
<tr>
<th>Name and Surname of the sender</th>
</tr>
</thead>
<tbody>
<tr>
<td>Street Name and Number</td>
</tr>
<tr>
<td>Postcode and City</td>
</tr>
<tr>
<td>Country</td>
</tr>
<tr>
<td>MM/DD/YYYY</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Name and Surname</th>
</tr>
</thead>
<tbody>
<tr>
<td>Street Name and Number</td>
</tr>
<tr>
<td>Postcode and City</td>
</tr>
<tr>
<td>Country</td>
</tr>
</tbody>
</table>

Subject: Formal invitation for the Official opening ceremony of the ____ Representative office

Dear Mr. Surname of the recipient

On behalf of our Steering Committee, it is our great pleasure to invite you to attend the Official Opening Ceremony of our representative office in (City, Country). Ceremony will take place in the _________(Name of the venue and address), on (day of the week), (DD/MM/YYYY) starting from (time).

(Name of the organization) is operative since (date of establishment) and active in (XX) countries. Among major national stakeholders we are recognized as the leader in (specify field). We have been already active in (Country name), through implementation of the project “(name of the Project)”.

Official Opening Ceremony will be an opportunity to familiarize you with our operations and present our mission and work plan in the upcoming period. The representative office is being established because of the launch of the “Project name” and therefore we consider your presence as very important.

Please complete full details on the attached Rsvp and return to the address stated above by DD/MM/YYYY. Unfortunately we are not in position to accept replies received after this date. On behalf of the Steering Committee, I look forward to your attendance.

Name Surname

Head of Mission to the (Country) 
(Organization)

Enclosures: – RSVP
– Official Opening Ceremony program

3. Announcement

Announcement letters are written to people/institution/organization that you want to inform about some news or something important. The letter would represent the particulars related to the reason, intention or any public notice to put up with the legal concerns and terms & conditions related to it.

These letters should have a tone based on the type of announcement. Writing this letter is of utmost importance as the recipients must know the things that are currently going on and it helps maintain healthy relationships with them. All recipient must come to know about a significant event that happened as soon as possible. This letter should be comprehensive and casual. It should make use of polite language along with a positive tone. Finally, recipient should be given updates regarding that particular announcement.

Here are the Announcement Letter Format Writing Tips:

- The aim of the announcement should be mentioned firmly, and the letter should be detailed accordingly
- The tone of the letter depends on the purpose. It may be casual/formal depending on why you’re writing or to whom you’re writing
- The tone of the letter should be according to the purpose of the announcement
- Finally, thank them(if required) & provide any further details information that they should know
Example of announcement letter:

Sample Announcement Letter

This template is available for download at www.aaahec.org. Personalize the letter by inserting your organization’s information into the [brackets], and print it on your organization’s letterhead. It may be sent to third-party payors, business and community leaders and contacts, local government agencies, local medical societies, professional organizations and patients.

[Insert Date]

Name
Address

Dear [Insert Name]:

We at [insert your organization’s name] are pleased to announce that we have recently been accredited for [n years] by the Accreditation Association for Ambulatory Health Care (AAAHC/Accreditation Association).

This is an important milestone in the continuing growth and success of our health care organization. Accreditation shows our commitment to providing the highest levels of quality care to our patients, and the same high level of conduct in our business practices. Accreditation by the AAAHC is proof of this commitment, and signifies that we have met the rigorous standards of a nationally recognized third party.

We are proud to have met the challenge of accreditation, and intend to consistently uphold the principles of quality improvement and patient care in the future.

(Include the following if you are sending Accreditation Association Informational brochures with this letter.)

We have included additional information on the meaning and significance of accreditation. If we can answer further questions, please contact [Name of appropriate contact person and phone number/email].

Sincerely,

[Signature]
[Title such as Medical Director or other senior executive]
Another example of announcement letter:

March 19, 2015

Principal Selection Announcement

Dear Cocopah Middle School Community:

I am very excited to share with the Cocopah Middle School community that Dr. David Peterson, Superintendent, will recommend to the Governing Board that Mr. Lance Huffman be named principal of Cocopah Middle School beginning with the 2015-2016 school year. This recommendation will be presented at the March 24, 2015 Governing Board meeting.

Mr. Huffman is currently serving as assistant principal at Madison #1 Middle School in the Madison Elementary School District. He has a Bachelor of Arts in History from the University of California at Santa Barbara with a secondary teacher certification, a Master of Arts in Educational Leadership and a Principal's Certificate from the University of Phoenix. He has twenty-one years' experience in education, four of which were spent serving as a teacher at Coronado High School in our district.

Please join me in welcoming Mr. Huffman to Cocopah Middle School!

Sincerely,

Pam Sitton

Pam Sitton, Ph.D.
Assistant Superintendent of Human Resources

PS/jml
D. MEMOS AND E-MAILS

1. MEMOS

Memo is a short official note that is sent by one person to another within the same company or organization. Memo transmits information relating to day-to-day activities of an organization. It generally carries orders, instructions, policies, procedures et cetera. It starts from higher level to lower level of the organization. It is also used to convey suggestions and requests from lower level to upper level. However, the following are the main foundations of memo:

Conveying information: in memo it require information. Memos are the tools to convey some information. Usually the information talks about a new policy, new decision, revision of an existing programmed, appointment of new managers and announcement of special event, program, schedule et cetera.

Making request: Memo is the mediator of making requests in internal parties. Memos have authority to request someone to attend in a meeting or to perform any function.

Providing response: Memo used to respond to any request. It is also conveys the requested information, one’s intention, whether to attend at a meeting or in a program.

Presenting information report: Memo is a tool for presenting informal reports that written in memo form to present facts and recommendations.

Solving problems: Memo is also very useful in solving routine and day-to-day operational problems. Memo indicates the ways of performing the job and solving problems. This acts as the guide to action.

According to Jane Watson from Business Writing Basics, the organization of memos is:

1. The memo set up is used only for written communication within an organization.

   The most common memo starts off with the following information:

   Date:
   To:
   From:
   Subject: or Re:
2. The exact order of these headings may change depending on the company’s official style. Some organizations have letterhead printed in memo form; if the organization does not have a specific form, use the common memo set up.

3. The date is the date the memo is written. Even though this is an informal type of communication, spell out the month. Do not use abbreviations, it makes you look unprofessional. Avoid using numbers for months and days unless this is your company’s policy. Numbers can cause confusion.

4. The To: and From: lines carry the names of the writer and the intended reader. Whether you use Mr. Or Ms. Depends on the culture of the organization and the person to whom you are writing. Job titles and department names are often omitted if the sender and receiver know each other well. However, if you believe this memo might serve as a future record, include titles.

If the memo is sent to more than one person, it may be possible to fit two or three names beside or under the To: line.

Examples
To: Jennifer Becevello, Susan Blakey, and Shannon McTaggart
Or
To: Jennifer Becevello
    Susan Blakey
    Shannon McTaggart

If it is not possible to fit the names of the addressees in the To: area, use the phrase: see distribution list. At the end of memo, type the word distribution, leave one line blank, and then list the names of the people who will receive a copy of the memo. Arrange the names by rank, department, or alphabet. Is space is tight, use two or more columns.

Be careful who you put on your distribution list. Ensure that the memo goes out to everyone who needs to read it.
2. **E-MAIL**

In the information age, email has become the dominant form of communication. Being able to write a polished, professional email is now a critical skill both in college and the workplace. Below are some key distinctions between formal and informal writing, as well as some guidelines to follow when composing a formal email to a superior (professor, current or prospective employer, etc.) or someone who does not know you. (College, 2013)

Email is a system of sending written message electronically from one computer to another. Email is abbreviation of electronic mail. Email allows us to send and receive messages to and from anyone with an email address, anywhere in the world.

Electronic mail is popularly known as email where textual messages are sent to the receiver through telecommunication links. Here, computer terminals are, connected together in a network to transfer message from one to one or one to many. The sender first types the message on a computer screen and then sends to the receiver.

The respective message is dropped in the receiver’s mailbox and receiver can read the message and answer if required. Both sending and receiving of email are processed and directed by mail server computers which are connected through a network.

In an email, both sender and receiver must have an individual account like micle@yahoo.com or micle@hotmail.com or micle@gmail.com etc. There are various web portals like yahoo, Hotmail, g-mail etc. to open an email account at free of cost.

Multinational and large companies have their own mail servers to provide access to its employees to deal with internal and external business need.

Email is a store and forward (S&F) Service where it is not necessary for the receiver to be present at the computer. The message resides in the receiver’s mailbox until it is read or deleted. File, data, sound, image or video clip can also be sent through email as an attachment.
When we have an email account, we must define our email address, password, and the mail server used to send and receive messages.

The original email standard only supported with plain text messages but if we need to change into rich text, we must do custom formatting. Email messages can include images along with messages. It is also allow you to send multiple attachments with each message. If we want to send an email to multiple recipients, we can simply add each email address to the “To” field.

**Informal vs. Formal**

**Informal:**
- Written to friends and family
- Accuracy and grammar (spelling and punctuation) are not important
- You can make up your own rules

**Example:**

_Hi Anne, I miss you so much! Can’t wait to see you on Friday!! We haven’t hung out in so long! I miss my bestie! Maybe we can go to the movies or dinner or just chill and watch TV and catch up….., whichever you want._

_Love ya,_

_Jules_

**Formal:**
- Written to a professor, colleague, boss, etc.
- Must always be professional
- Accurate grammar, punctuation, and spelling necessary

**Example:**

_Deer Professor Johnson,_

_I was unable to attend class today due to a doctor’s appointment. When you have a moment, could please let me know what I missed and what homework I need to have completed for Friday?_
Thank you,
Julia Smith

Email Format

Salutation:
The salutation of a formal email is similar to the salutation of a letter. When writing to someone you do not know by name, you put “To Whom it May Concern.” When applying for a job, you would address the person by, “Dear Hiring Manager.” If you do know the recipient’s name, you put “Dear Mr./Ms. Smith.” For a formal salutation, you should not use the recipient’s first name or the informal greetings “Hello” or “Hey.”

Body Paragraphs:
It is important to remember that an email needs to be concise. The first sentence, known as the opening sentence, can be a greeting if the situation allows it.

• I hope all is well with you.
• Thank you for your prompt response.

However, for most formal emails it is best to get straight to the point. Depending on the subject, you should have a maximum of four paragraphs and each paragraph should contain a single point. It is also important to provide questions in order to prompt a response. At the end of your last paragraph you should provide a “thank you” or “call to action” depending on the subject of your email.

• Thank you for your assistance with…
• Thank you for your time and I look forward to hearing back from you.
• Please feel free to call or email me if you have any questions.
• I would appreciate it if this could be taken care of promptly.

Closing:
Like the salutation, the closing of a formal email can be the same as the closing to a letter. However, unlike the salutation, there are more options for a closing.

• Thank you
• Best regards
• Sincerely
• Yours
The closing is then followed by your full name. It is also beneficial to add your job position (if applicable) and phone number under your name in the 4th paragraph (College, 2013).

Example:

Sincerely,
Julia Smith
Student Body President
Menlo College (555) 555-5555

Tips for writing an email:

- Do NOT use contractions. For example: don’t, haven’t, I’m, isn’t.
- Do NOT write in all capital letters.
- Use formal vocabulary and sentence structure. Do NOT use slang.
- Proofread the email at least twice and get a second opinion if possible.

Example of Email:

--- Original Message ---
From: MHRA Information Centre
To: Redacted
Sent: Thursday, May 21, 2009 9:48 AM
Subject: FOI 09/180 - RE: Freedom of Information Request - Meeting 15/05/09

Our Ref: FOI 09/180

Dear Redacted,

RE: REQUEST UNDER THE FREEDOM OF INFORMATION ACT 2000

Thank you for your enquiry which we received on 18th May.

I confirm that your request is being handled under the Freedom of Information Act and you should receive a reply within 20 working days from our date of receipt.

If you need to contact us again about this request, please quote the reference number above.

Yours Sincerely

Central Enquiry Point
Information Centre
MHRA
Market Towers
London SW8 9NQ

Tel: +44 (0)207084 2000
FAX: +44 (0)207084 2353
Another Example of Email

--- Original Message ---
From: Redacted
To: Gregor Simon
Sent: Monday, May 18, 2009 8:58 PM
Subject: Re: Meeting with Mr Bob Fiddaman 15/05/09

Dear Redacted

Thank you for your prompt reply.

Firstly, I would like to clarify that I didn’t actually ask you to comment on Mr Fiddamans blog - I merely gave the URLs as reference to where the publicity of your meeting could be found - as I would reference any document I refer too.

Secondly, further to my previous enquiry with regard your meeting with Mr Fiddaman on Friday 15th 2009, who took it upon himself to put my name forward:

Please can you confirm if Mr Fiddaman proffered details of mine to enable you to contact me and if so, please can you tell me exactly what details he disclosed?

Kind regards

Redacted

--- Original Message ---
From: Gregor Simon
To: Redacted
Sent: Monday, May 18, 2009 2:05 PM
Subject: RE: Meeting with Mr Bob Fiddaman 15/05/09
EXERCISE

1. Compose your message through an adjustment letter. Use block style letter. Arrange the expressions below into an adjustment letter:

<table>
<thead>
<tr>
<th>Part</th>
<th>Content</th>
<th>Expression</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opening</td>
<td>Acknowledge the mistake</td>
<td>We have received your letter of May 7 about the shipment of the wrong manuals.</td>
</tr>
<tr>
<td>Focus</td>
<td>Apologize for the error.</td>
<td>We apologize for the error and will correct it to your satisfaction.</td>
</tr>
<tr>
<td>Action</td>
<td>Give a solution.</td>
<td>Two manuals-TM-0053-3 and TM-0056-7 have been sent to your attention under separate cover . . .</td>
</tr>
<tr>
<td>Closing</td>
<td>Apologize again to the reader</td>
<td>Again, we regret the error and apologize for any inconvenience. We look forward to serving you in the future.</td>
</tr>
</tbody>
</table>

2. Complete the sentences in this letter. Use the words below.

<table>
<thead>
<tr>
<th>Apologize</th>
<th>apologize</th>
<th>providing</th>
<th>providing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enclosing</td>
<td>enclosing</td>
<td>regret</td>
<td>regret</td>
</tr>
</tbody>
</table>

May 17, 20-
Ms. Vanessa Idris
Office Manager
Empress Trading Corporation
62 504 Putrajaya
Selangor, Malaysia

Dear Ms. Idris,
Thank you for your fax of May 10 (1) the damaged CD-ROM you received. We (2) for the damage and for the (3) We are shipping by overnight mail a (4) CD-ROM.
In addition, we are (5) a complimentary training video. This video will help you make the most of your new accounting software.
Again, we (6) the fact that the accounting software package arrived with a (7) CD-ROM. We are sure you will find the accounting package useful, and we look forward to (8) you with other high quality products.

Sincerely yours,

Rowanda Fisher
Customer Service Manager
A. Letters of Apology

A personal letter of apology, or apology letter, should be short, sincere and contain personal touch. When it necessary to apologize for something, it is very important to get the tone right and make sure it is heartfelt. Sending someone a sincere letter of apology can have significant impact, and can go a long way towards patching up interpersonal differences.

Whereas a formal apology letter requires certain extra elements to underline the sentiment, strengthen the message, convey to the recipient that you are taking the situation seriously, and that you are truly sorry. In business field, it is sometimes necessary to send an apology letter when refuse request, explain the reason why prices is increasing, cancel appointment, apologize for mistakes, regret an oversight and so on.

Keep in mind that formal apology is most often intended for companies or groups, and individuals that we feel deserve a certain level of respect. It really depends on the situation. A formal letter should always be typed and written on quality paper. It should be concise and on point, be approximately three paragraphs in length and free of any typos or grammatical errors.

Before starting writes an apology letter, there are a few pointers to keep in mind. First, keep the letter brief and to the point. Do not ramble on about what happened but distill it to the essentials. Do not exaggerate, either. Do keep language respectful, sincere, and professional. In drafting an apology letter, be consider the basis of the outline: express remorse, take responsibility, offer amends and make sure that you avoid to create same mistakes twice.
Here is the template of formal apology letter:

<table>
<thead>
<tr>
<th>Notes</th>
<th>Formal Apology Letter Template</th>
</tr>
</thead>
</table>
| Salutation  
Make sure to address the person by title, Dr., Mr., Ms., or Mrs. | Dear ___________ |
| The 1st paragraph should begin with your apology along with a detailed account of the situation.  
Include the date, time (if appropriate) and where the infraction took place. | Please accept my sincere apology for ______________ on/at ________. |
| It was wrong of me to ______________ and I am truly sorry.  
Avoid using any contractions (didn’t and it’s, I’m etc.). “Did not” and “It is” are more suitable for formal apology letters. Avoid using any casual language, slang, or vague terms for the entire body of the letter. | I can appreciate how [hurt/angry] and [frustrated/disappointed] you are given the consequences of my actions and the trouble I have caused. |
| (Elaborate here with details if the infraction was serious) | (Elaborate here with details if the infraction was serious) |
| I take full and complete responsibility. It was wrong of me to [act/say/behave] as I did. There is no excuse for that type of behavior. | |
| In the 3rd, promise that it won’t happen again, include a statement of regret, and provide some way of easing the pain caused or form of restitution if appropriate. | Please be assured that I have taken all the necessary measures so that this type of mistake never happens again. |
| (If there are tangible concrete steps that you have taken then include them here.) | I deeply regret it ever having happened at all and I am willing to do whatever it takes to correct the situation. |
| (If the situation warrants it or you have an idea how to make it up to them, include those details here.) | Once again, I am truly sorry and humbly ask for your forgiveness. |
| End your letter by apologizing again and asking for forgiveness. | Sincerely yours, (or Respectfully yours,) |
Example of apology letter (cancelling an appointment):

Name ad Surname of the sender  
Street Name and Number  
Postcode and City  
Country  
MM/DD/YYYY  
Name and Surname  
Street Name and Number  
Postcode and City  
Country  
Subject: Apologize Letter  

Dear Mrs. Tju,

I am so sorry that I had to cancel our meeting yesterday. As my secretary explained to you I am afraid an urgent matter came up which I had to deal with immediately.

I understand our appointment has been rearranged for next Tuesday 12 March 2019 at 11.30 am, Jelantik Room 2nd Fl.

Perhaps we can extend our meeting over lunch.

Yours sincerely,

John
Another Example of an apology letter:

Apology Letter Following A Missed Interview

Your Name
Street Address
City, State Zip Code
Phone Number
E-Mail Address

Today's Date

Ms. Chris Smith
Her Job Title
Name of Employer
Street Address
City, State Zip Code

Dear Ms. Smith:

Begin with an apology for missing the scheduled interview and the resulting inconvenience. Include the date, time and place (Northern Illinois University) of the scheduled interview.

(Optional) Offer a brief explanation for missing the interview, but don't overdo it.

If you do not wish to pursue an interview with the employer, conclude with thanks for his or her time and consideration. You may or may not want to add that you have accepted other employment, that you are pursuing a different line of work, that you hope to relocate to another area, or some other reason that you may have for not seeking an interview.

If you do hope to schedule an interview with the employer, express your continued interest in the job and the company and your eagerness to reschedule the interview. You may want to suggest a date or two that would be convenient for you to interview at their company site or leave it open with an offer to meet with them at their convenience. Include with your letter another copy of your resume. Conclude with thanks for the representative's time and consideration.

Sincerely,

Your Name

Enclosure

To access all Career Services’ handouts, visit: www.niu.edu/careerservices/handouts.html

#110 07-06
B. Letters of Sympathy

This kind of letter is not easy to write. Sympathy letters are sometimes referred to as condolence letters, which are essentially different names for exactly the same type of letter. Letters of sympathy are appropriate in both business and personal situations. It is used to express sympathy to another party; usually in the case of the death of someone close to the recipient. As general rule of a letter, it should be short and written with sincerity but it cannot be set pattern. It writes depend on what kind of relationship the writer has with the recipient. The letter should express sympathy in simple words which are warm and convincing.

Here are some tips to help in writing a tactful sympathy letter that will be much appreciated:

a. Try to be empathetic
b. Be brief
c. Do not be dramatic
d. Be personal
e. Mention positive memories
f. End with a thoughtful hope, wish, or sympathy expression
Here is general sympathy letter template:

Office of the Commander

Ms. xxxxxxxxxx
xxxxxxxxxxxxxxx
xxxxxxxxxxxxxxxxxxxxxxxxx

Dear Ms. xxxxxxxxxx:

On behalf of the employees of xxxxxxxxxxxxxxxxxxxxxxx, I wish to convey our deepest sympathy to you upon the death of your husband, xxxxxxx.

During xxxxxxx’s many years of Government service, he distinguished himself among his co-workers and supervisors with his pleasant, enthusiastic manner and continuing high-quality performance. He was a valued member of our team, and you can be justly proud of his contributions. His friends and co-workers remember him with respect and admiration and he will be missed by all.

I extend my condolences to you and your family. I hope that time and memories will help lessen the burden of your sorrow, and that you may draw some measure of comfort knowing that others care and share in your loss.

Sincerely,

xxxxxxxxxxxxxxxxxxxxxxxxx
Colonel, U.S. Army
Commanding
Example of Letter of sympathy:

Susan Rodriguez  
123 Main Street, Anytown, CA 12345 - 555-555-5555 - susan.rodriguez@email.com

September 1, 2018

Elizabeth Lee
123 Branson Street
Smithfield, CA 08055

Dear Elizabeth,

We’re so sorry to hear about your mother’s death. Losing a family member is always difficult. Please let us know if there is anything that we can do to assist you during this trying time. You are eligible for three days of paid time off as stated in our employee bereavement policy. We have, in the past, granted additional unpaid time off for employees when travel and personal business related to the death required more time away from work.

Please let your manager or Human Resources know if you need to request additional time off. We can also work with a flexible schedule if any family business needs to be taken care of during work hours.

We are committed to helping you through this rough time in life’s journey. We sympathize on the loss of your mother and we want to support your efforts to move forward with your life’s business. Please let us know how we can help.

Regards,

Susan Rodriguez
Human Resources Director
Example of Sympathy Letter (Formal Condolence):

C. Letters of Congratulations

Letters of Congratulations are written for a wide variety of business and personal situations. They should be short and straight to the point, but genuine, sincere, and believable. The opening sentences state the reason for the congratulations; the second paragraph should elaborate briefly, as appropriate, followed by a short closing sentence. The primary purpose is to formally congratulate a person or an organization for an
outstanding achievement. The sample letter of congratulations below is typical. In it, someone congratulates a colleague for an award she/he has received. Unsolicited gestures such as this are good practice, both in business and in friendships.

In arranging a congratulations letter, focus on the basis below:

- Keep the language clear and precise.
- Praise the person or appreciate the person on the achievement.
- In the case of marriage and other function, wish the person luck in his future life.
- Do not make grammatical mistakes.
- The letter must be written in a happy tone.
- Keep the flow of the letter standard and do not deviate from the topic midway.
- End the letter by giving best wishes and congratulations.

Congratulation Letter template:

<table>
<thead>
<tr>
<th>From,</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>_______</td>
<td></td>
</tr>
</tbody>
</table>

Date: _____ (Date on Which Letter is Written)

To,

| _______ | |

Subject: Congratulation letter

Dear _____(Sir or Madam),

I ……………..(name of the writer) is writing this letter to Mr. ………….(name of the recipient) to congratulate him on the occasion of his engagement that took place on ……………….(date of the engagement). It is indeed a happy and proud moment and I am glad to know that he is finally going to settle in life.

Congratulations to you and your partner and all the best for your life ahead. This letter is on behalf of our company, and we all wish him good luck. May God bless you with a bright life and future ahead.

Yours Truly,

(Name of employer)
(Sign of the employer)
The following sample of congratulations letters templates are real-life examples of the types of congratulations letters typically written in personal and business situations.

June 25, 20xx

Belinda Asher
620 Mayview Ave.
Pineville, WV 24874

Dear Belinda,

On behalf of everyone here at Deerwood Resorts Ltd., I would like to sincerely congratulate you on your recent graduation from Mountain State University with your M.B.A. (Marketing).

I must say that I was not surprised to read of your success in the newspaper. During your first of four summers as an employee at our Lakeland Family Resort I noted how bright you are and how you have a very quick mind for business. Combine those attributes with your relentless work ethic and commitment to quality customer service, and it is obvious that you have a wide-open future ahead of you. I can only hope that your experience working with us contributed in some small way to your success.

On behalf of the management and staff at Deerwood Resorts I wish you all the best in your future career and life endeavors, whatever they may be.

Yours sincerely,

Bruce Atkinson

President and CEO
Another sample of congratulations letter:

Lean Sigma Corporation  
6011 Brookdale Dr.  
Suite 100 PMB 200  
Charlotte, NC 28215  

Toll Free: (866) 849-3086  
E-mail: admin@lscorp.com  
Website: www.leansigmacorporation.com

17 Mar 2015

Dear Yaret Ormeno

Congratulations! You have successfully completed the Black Belt certification course "New Horizons Black Belt". As a result, you have earned the professional designation of Lean Six Sigma Black Belt and with it, 11 continuing education units equivalent to 105 professional development units.

Your new professional designation of Lean Six Sigma Black Belt grants you all the rights, privileges and responsibilities appertaining to this credential.

As an accredited training and certification organization, the Lean Sigma Corporation is authorized to recognize your outstanding achievement and certify that you have completed the requisite course of study necessary to be granted this designation.

Sincerely,

Michael Parker  
President & CEO – Lean Sigma Corporation

Certification Number: 67932835 8724679829 2322567728672639
D. Letters of Thanks

Do you want to express any kind of appreciation to anyone? If yes, then consider to write a thank you letter. The length of this letter should not exceed more than one page. Some of the thank you letters are also called as the letter of gratitude. Everyone can write such a letter in any situation that deserves gratitude. Generally there are two types of thank you letter: business and personal thank you letter.

The business thank you letter is such letters are used in the corporate world. There are lots of interactions happening in the business environment on the everyday activities and such interactions do demand a thank you letter. In the business environment, such letters are more of like an obligation. It becomes compulsory to write such a letter, in certain or special situations that are economic in nature. For creating success, it is important to build the network of relationships in the corporate world and so the thank you letter can prove to be of great use.

While the personal thank you letter creates when someone want to show any kind of gratitude on a personal level, then they consider writing a personal thank you letter which is an informal letter. By sending such a letter can show a good etiquettes, acknowledging and valuing someone’s effort, is always a considerable option. Then, in order to make such letter acceptable, sugar coated words are used. Here is some writing tips to write a thank you letter:

a. Make the letter look interesting

Understand that thank you letter cannot be lengthy so write it in a simple and short manner. Do not overdo with your “thank you”. By following the formal etiquettes while writing such a letter and adding some humorous it can also make the reader enjoy.

b. Straight to the point

It is very important to be specific with the content of the letter and make use of simple language and write to the point. While thanking a person, talk about the relevant, sensible things and avoid exaggerate the content.

c. Check spelling and grammar errors

Grammatical and spelling errors can never make a letter look good. Always use simple words in the letter so that you can find it easy to write and the reader can
find it easy to read. Slang words or the words that have the double meaning are not recommended to use. Talking about grammar, use present perfect tense in writing a letter. The choice of words matters a lot when it comes to showing gratitude in this type of a letter.

d. End the letter tactfully

Good introduction and body of the letter is not enough to impress the reader. Apart from it, you should also take care of the ending of a letter. In the ending of the letter, it is highly recommended to use polite words because it shows gratitude and emphasize on the things that you have mentioned in the letter. It is advisable to close the letter in a courteous manner and add the right salutation.

Sample of general thank you letter:

<table>
<thead>
<tr>
<th>To,</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mr. Max White</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>DD/MM/YYYY</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>From,</td>
</tr>
<tr>
<td>Peter De Costa</td>
</tr>
<tr>
<td>Service in charge</td>
</tr>
<tr>
<td>Express Services Pvt Ltd</td>
</tr>
<tr>
<td>Sub: Expressing gratitude for your referral</td>
</tr>
<tr>
<td>Dear Mr. Max,</td>
</tr>
<tr>
<td>I would deeply like to thank you from the bottom of my heart for suggesting Mr. Kent to our “Quick Delivery” services. It was a great pleasure to have him at our shop. Your faith in us has made us work even more expertly to stand up to your expectations.</td>
</tr>
<tr>
<td>Mr. Kent was satisfied with our customer service experience and has placed a bulk order with us for delivery at his house. All this happened only because of your recommendation.</td>
</tr>
<tr>
<td>Once again, I would like to express my thanks towards you for referring your friend to our services. Your effort is truly appreciated.</td>
</tr>
<tr>
<td>Yours sincerely,</td>
</tr>
<tr>
<td>Peter De Costa</td>
</tr>
</tbody>
</table>
Another sample thank you letter

South Carolina Department of
Natural Resources

June 27, 2006

Ms. Jan Hott
CIO
Budget & Control Board
4430 Broad River Road
Columbia, SC  29210

Dear Ms. Hott:

Please accept my sincere appreciation for the assistance you provided the S.C. Department of Natural Resources in disconnecting phone lines that had remained in operation at our former Devine Street office location. Your efforts have reduced our land line phone costs by about $1,500 per month. I understand that it took no small effort on your part to achieve this positive result. Again, thank you for your hard work to save money and reduce waste in state government.

If I may ever be of assistance to you, please do not hesitate to call me.

Sincerely,

Alfred H. Vang
Deputy Director

AHV:kan
Copy: Nathan Hogue
Frank Fusco
EXERCISE

When sending a letter of sympathy or condolence to a business associate, you can make the letter personal by using *I* or professional by using *we*. We include your associates at work.

Example:

*Personal*  
*I’m sorry to hear of your father’s death.*

*Professional*  
*We’re sorry to hear of your father’s death.*

**Practice:**  
Rewrite the sentences. Change the focus of the sentences from professional to personal.

1. The news of your father’s death came as a surprise to us. You told us that he was sick, but his death must still be a shock.
   
   *Personal* :
   
   *Professional* :

2. Our thoughts and sympathies are with you as you mourn the loss of your father.
   
   *Personal* :
   
   *Professional* :

3. We hope that fond memories of him will help you through this difficult time.
   
   *Personal* :
   
   *Professional* :

4. My colleagues and I would like to extend our sympathy during this difficult time.
   
   *Personal* :
   
   *Professional* :

5. Please know that you have been in our thoughts, and accept our heartfelt condolences for your loss.
   
   *Personal* :
   
   *Professional* :
CHAPTER 5
BANKING LETTERS

A. Credit Letters

Forms of Credit

In most business correspondence credit and collections letters are from one department usually financial department. Both these letters are functionally closely related. Credit arrangements between trading firms take two forms: Bills of exchange, or drafts, by which the seller gives credit to the buyer for the period specified on the bill, e.g. 30, 60, or 90 days. Open account facilities by which the buyer is allowed to pay for his goods against monthly or quarterly statements. (Ashley, 1998:116)

Sample of Credit Letter

Credit Letter (Derived from A. Ashley)
B. Collection Letter

The first letter starts the date the invoice is sent; the collection letter or series is not sent until the 30- or 60-day credit period has past and the invoice is officially past due. The purpose of the collection letter is to get payment in full of the money owed while retaining the buyer as a satisfied, loyal customer who will continue to buy more.

Tips for writing Collection Letter

- Say how much is owed, what it is for, and that it is past due.
- Ask for immediate payment in full
- Describe the penalties for noncompliance (e.g., late charges, suspension of service and credit).
- Tell them the benefits of compliance (e.g., service continues uninterrupted, a free gift).

Sample of Collection Letter

Account # 8087-20
July 27, 2003

Dear Sue Smith,

We are concerned that we have not heard from you since we sent you the selections you chose when you joined the Club. As you know, payment is always due when you receive your selections. Because we have not received payment, we have suspended your membership privileges. Don’t miss out on all the benefits your membership offers you . . . the widest selection of music . . . your favorite artists . . . great discounts and more!

Please return the bottom portion of this letter with your check or money order in the enclosed envelope. Or, if you want to pay by credit card, please see the reverse side of the attached statement for details.

Send us your payment today. Paying promptly will restore your membership to good standing.

Sincerely,

Membership Services

P.S. If payment is not made within 30 days, an additional late charge of $1.50 will be added to your account (not a finance charge). Amount now due includes late charges.

For your convenience, you may now pay by using your credit card. Please see the reverse side for details.

CHAPTER 6
INTERNATIONAL TRADE

Export documentation is important to get products shipped along the import export supply chain. There are many essential sales and shipping documents that must be used. It may seem confusing at first, but importers and exporters must understand who creates whole document and how they are used. The shipping documentation must be provided by the exporters to get products cleared through customs and shipped through to final destinations. Global trade or international trade involves Bills of Lading, commercial invoices, packing lists, declarations, certifications and so on.

Transport documents are the heart of international trade transactions. These documents are issued by the shipping line, airline, railroad, international trucking company freight-forwarder or logistics company. To the shipping company and freight forwarder, transport documents provide an accounting record of the transactions, instructions on where and how to ship the goods and a statement giving instructions for handling the shipment.

A. Bill of Lading B/L

A Bill of Lading B/L is the most important shipping document in international trade. It is a document issued by the agent of a carrier to a shipper, signed by the captain, agent, or owner of a vessel, furnishing written evidence regarding receipt of the goods (cargo), the conditions on which transportation is made (contract of carriage), and the engagement to deliver goods at the prescribed port of destination to the lawful holder of the bill of lading.

A Bill of Lading is both a receipt for merchandise and a contract to deliver it as freight. There are various different types of bills of lading and regulations that relate to them as a group of transport documents. Since this is a negotiable instrument, the Bill of Lading may be endorsed and transferred to a third party while the goods are in transit. This document is prepared by the shipping and addressed to the exporters, the shipping companies through the agent and the importer. They are various kinds of Bill of Lading format, it depends on the agent of the carrier.
Bill of Lading format:
Example of Bill of Lading

**BILL OF LADING**

**CHARTER LINK LOGISTICS LIMITED**

**as the Carrier**

**BILL OF LADING**

**SHEEN HEN / CHINA**

**FOR RELEASE OF SHIPMENT, PLEASE CONTACT**

**TEAM TRANSPORT GMBH**

**HAMBURG STRASSE 3-12**

**20097 HAMBURG**

**TEL: 040-40 22 63 05 59 FAX: 043-40 22**

**NAME & No. OF GOODS**

| CNUNSE546799 | / 824687 / 40HQ | (550.00 KGS / 2.200 CBM / 31 CMTS) |

**CFS / CFS**

| 31 CMTS | S.T.C. | PARKING SENSOR |
| 31-2-31 | C/O 01 | OVER ALARM |

**WARRANTY**

**BILL OF LADING**

**SHIPPED ON BOARD**

**05-APR-2009**

**OCEAN FREIGHT**

**AS ARRANGED**

**Shipped on board**

**05-APR-2009**

**Excess value declaration as per Clause 11.4**

**MARINE TRANSPORT**

**Container No.**

**Number of original Bill of Lading issued**

**THREE (3)**

**CHECK**

**SHEEN HEN / CHINA**

**05-APR-2009**

Notes:

1. The contract evidenced by this Bill of Lading is governed by the laws of the Hong Kong Special Administrative Region. Any proceedings against the Carrier must be brought in the courts of the Hong Kong Special Administrative Region and no other court.
B. International Commercial Invoice

The International Commercial Invoice is recording transactions between the seller and the buyer. It is an administrative document which contains all the information about the international sale. The quantity, item, price for the products/services sold, delivery and payment conditions, as well as the taxes and other expenses that might be included in the sale, are detailed in an International Commercial Invoice.

For the exporter, this document means as a documentary evidence of the sales that it has made in foreign markets. The importer, with the original of the International Commercial Invoice, declares to the tax authority of his country the amount of tax that it must pay, to who it is going to pay and the agreed means of payment.

In operations with third countries, the International Commercial Invoice is part of the customs declaration, upon which, the taxes and tariff rights applied, must be paid when the products enter the country. This document also used as a declaration of the transaction and tax exemption to comply with the basic tax settlement conditions. It is prepared by the exporter and addressed to the importer and the import customs clearance.

In composing an International Commercial Invoice note to the following things:

1. Create a professional invoice: There are also lots of customizable templates of an invoice but it is a must to use professional fonts and styling that match your brand, and add logo and colors if possible.
2. Mark the invoice clearly: Add the word invoice at the top of the document can prove that it is the “invoice” received by the intended customer. An invoice needs to have a unique identification number. This makes for good record keeping and to make sure that there is no duplication number of transaction.
3. Write a description of the goods or services that will be charged
4. Add company name and information as per detail
5. Mention payment term: It is a good idea to note the terms of payment on the invoice as well. More importantly, note down how exactly the customer should make the payment. For example: if the customer should make the payment directly to a bank account, be sure to add some bank details.
General International Commercial Invoice template:

<table>
<thead>
<tr>
<th>Invoice Information</th>
<th>Carrier Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Invoice Number</td>
<td>Invoice Date</td>
</tr>
<tr>
<td>Vender Number</td>
<td>Vender Name</td>
</tr>
<tr>
<td>Address</td>
<td>Address</td>
</tr>
<tr>
<td>Telephone</td>
<td>Telephone</td>
</tr>
<tr>
<td>Fax</td>
<td>Fax</td>
</tr>
<tr>
<td>VAT Number</td>
<td>VAT Number</td>
</tr>
<tr>
<td>Company</td>
<td>Company</td>
</tr>
<tr>
<td>Shipping Phone</td>
<td>Shipping Address</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Shipment Information</th>
<th>Exporter Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shipment Number</td>
<td>Exporter Name</td>
</tr>
<tr>
<td>Exporter Address</td>
<td>Exporter City</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Itemized Information</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Item No.</td>
<td>Description</td>
</tr>
<tr>
<td>100</td>
<td>Specification</td>
</tr>
<tr>
<td>200</td>
<td>Quantity</td>
</tr>
<tr>
<td>300</td>
<td>Unit Price</td>
</tr>
<tr>
<td></td>
<td>Total Price</td>
</tr>
</tbody>
</table>

I hereby certify that the items listed above are true and correct

Name: __________________________
Signature: ______________________

Credit from: globalnegotiator.com

Here is the explanation for each part of International Commercial Invoice:

**Invoice Information**

Refers to the information regarding the commercial invoice
**Invoice Number:** The supplier invoice reference number

**Invoice Date:** The issue date of the invoice

**Order Number:** The customer order number of the goods

**Shipper Information:**
Refers to the information about the sender of the Goods

**Name:** The name of the sender
**Address:** The complete address of the sender, which includes the postal/zip code and the city name
**Telephone:** The telephone number of the sender.
**Fax:** The fax number of the sender
**VAT Number:** The sender Value Added Tax reference Number, for countries, which apply the VAT.
**Country:** The country the sender is located in.

**C consignee Information:**
Refers to the information about the receiver of the goods

**Name:** The name of the receiver
**Address:** The complete address of the receiver, which includes the postal/zip code and the city
**Telephone:** The telephone number of the receiver.
**Fax:** The fax number of the receiver
**VAT Number:** The receiver Value Added Tax reference Number, for countries that apply the VAT.
**Country:** The country the receiver is located in
**Notify Party:** The name of the party who affects the delivery of the goods.
**Address:** The address of the party to be notified

**Shipping Information**
Refers to the information about the shipping of the goods

**AWB Number:** The Air Way bill number under which the goods are shipped
**Forwarding Agent:** The shipping company name
**Date of Export:** The date of which the goods are shipped
**Payment Mode:** The paying mode of shipping that may be prepaid, collect or free domicile

**Shipment Information**
Refers to the information about the goods to be shipped
**Number of Pieces:** The number of parts the shipment consist of

**Specification of Commodities:** The description and nature of the Goods to be shipped.

**Wt:** The gross weight of the each piece

**Qty:** Number of units of the Goods.

**Unit Price:** The value of each item unit

**Amount:** The amount of each set of Goods

**Total Weight:** The total gross weight of the goods

**Currency:** The Currency used for pricing the item

**Total Amount:** The total value of the shipment

**Country of Origin:** The country where the Goods where manufactured

**Name:** The name of the sender

**Signature:** The signature/company stamp of the sender

---

**C. Airway Bill (AWB)**

An Air Waybill AWB is a non-negotiable transport document which covering transport of cargo from airport to airport. The Air Waybill should put name a consignee (who can be the buyer), and it should not be required to be issued “to order” and/or “to be endorsed” as it is not a title of property of the merchandise. Since it is not negotiable, and it does not evidence title to the goods, in order to maintain some control of goods not paid for by cash in advance, the sellers often consign air shipments to their sales agents, or freight forwarders’ agents in the buyer’s country. It indicates only the acceptance of goods for carriage. This document is prepared by the Transport Agent or the airline itself and is addressed to the exporter, the airline and the importer.

The Airway Bill is divided into two, namely House Airway Bill (HAWB) and Master Airway Bill (MAWB). The Master Airway Bill is issued by airlines. The use of HAWB and MAWB depends on the needs, depending on the direct delivery to the destination using HAWB. However, if there is transshipment or moving the ship using MAWB. There is also the term Airway Bill Surrender, which is the transfer of Airway Bill that has been received (surrendered) by the bank which indicates that the Airway Bill has been paid, including import duty fees. Airway Bill Submission is the same position as the original Airway Bill, the process of shipping goods in the warehouse, the shipping company does not need to wait for the Airway Bill to be received (surrender). The Airway Bill format varies because each transport agent has its own format and standard.

Below is the general format of The Airway Bill:
<table>
<thead>
<tr>
<th>Item</th>
<th>Code</th>
<th>Description</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>522</td>
<td>Motorcycles</td>
<td>2 @ 205X115X80 CM</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>1 @ 224X71X110 CM</td>
</tr>
<tr>
<td>2</td>
<td>522</td>
<td>Motorcycles</td>
<td>1 @ 205X115X80 CM</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>1 @ 224X71X110 CM</td>
</tr>
<tr>
<td>2</td>
<td>522</td>
<td>Motorcycles</td>
<td>1 @ 205X115X80 CM</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>1 @ 224X71X110 CM</td>
</tr>
<tr>
<td>2</td>
<td>522</td>
<td>Motorcycles</td>
<td>1 @ 205X115X80 CM</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>1 @ 224X71X110 CM</td>
</tr>
</tbody>
</table>

**Insert Air Canada connecting cities and connecting carrier Final Destination**

**Show all carriers and flight numbers for international shipments**

**New Motorcycles**

**Dimensions:**
- 2 @ 205x115x80 CM
- 1 @ 224x71x110 CM

**Expediteur:**

**Alan Jones**
Example of House Airway Bill:

```
<table>
<thead>
<tr>
<th>No.</th>
<th>Description</th>
<th>Chargeable weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>13</td>
<td>147 KG</td>
<td>AS AGREED</td>
</tr>
</tbody>
</table>
```

Shippers Name and Address:

ABC EXPORTER Sdn Bhd
Chang 264, Padungan Road,
Kuching
Malaysia
T: 64645 F: 12346
The Director

Importers Name and Address:

AZU IMPORTER GMBH
RISBERG STRASSE 350, D - 81829
MUNICH
T: 123467 F: 645123
PURCHASING OFFICER

Agent Name and Address:

MY FREIGHT FORWARDING COMPANY LTD
MALAYSIA

Report of Departure/Arrival of First Carrier and Redeployment

KUALA LUMPUR INTERNATIONAL
FRA
FRANKFURT INTERNATIONAL

NOL

Amount of Insurance:

Declared Value for Carriage: NVD
Declared Value for Customs: NCV

Shippers Load, Stow, and Count:

POOR STUFF
3.78

Shippers Certificate:

3 January 2010 KUALA LUMPUR INTERNATIONAL

Original 1 (For Carrier)
Example of Master Airway Bill:
CHAPTER 7
PERSONNEL LETTER

A. Letter of Application

1. Cover Letter

There are two types of job application letters: (a) an unsolicited (“cold”) letter of application, which is mailed to a company for which you would like to work even though the company has not advertised that there are any openings; and (b) an application letter in response to an advertisement in a newspaper or periodical for a particular position. In both cases, a job application letter (also known as a “cover letter” or “covering letter”) must be sent with an accompanying résumé.

An application letter generally contains a brief description of the job seeker’s work history or professional experience. An application letter often can substitute for a resume and, therefore, requires that the job seeker include specific information about her work history and professional competencies. A cover letter shouldn’t contain too much information about the job seeker’s work history because it’s merely an introduction to the resume. It’s acceptable for a cover letter to reference the job seeker’s work history in a sentence or two about her current or previous employer; however, it shouldn’t contain details about any professional experience. Mayhew, Ruth. (2018, June 29).

2. Sample of Application Letter

Dear Name,

This is a letter of inquiry. I am writing to find out if your company has openings for a product manager in one of your pharmaceutical divisions. The recent acquisition of Mencken Diagnostics, Inc. (for which I am currently working) by the Rextell Corporation has left the future of many employees uncertain. For this reason, I am seeking new challenges and options and have selected Barker Pharmaceuticals Corporation as one company whose reputation and leading position in the industry is unparalleled.

At present I am employed as a product manager for Mencken Diagnostics, Inc. in their New Jersey headquarters. My job involves the implementation of effective marketing plans in order that sales targets are met both on time and within budget. More specifically this involves the preparation of quarterly sales and analysis reports and forecasts, preparing product information packages for each new product launched, and producing promotional material for existing products.

After you have reviewed my résumé, I hope that we will have the opportunity to discuss my experience and qualifications further during a personal meeting. Thank you for your consideration.

Sincerely,

Signature

Name

B. Curriculum Vitae
1. Resume

A résumé is a summary of a person’s business or professional qualifications, educational background, and work experience for a particular position. The purpose of a résumé (also written as “resumé” or “resume” and also known as a “curriculum vitae” or “c.v.”) is to interest potential employers in an applicant’s capabilities, qualifications, and credentials for a given job.

2. Resume VS Curriculum Vitae

CV is a long application document and may be even 5 pages long. It covers in-depth all information including academic background, research experience, awards, honors, publications, teaching, volunteering experience and other specific accomplishments.

A resume is a brief summary of your skills, abilities, qualification, work history and educational background of a candidate. It might be customized to the specific job opening and may contain only relevant information to the current position.

<table>
<thead>
<tr>
<th>Resume</th>
<th>CV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Comes from the French word résumé which means “to sum up”</td>
<td>Comes from the Latin phrase curriculum vitae which means “course of life”</td>
</tr>
<tr>
<td>Provides a concise overview of your relevant skills and experience</td>
<td>Provides a detailed description of your academic and professional background</td>
</tr>
<tr>
<td>Includes your biography, contract details, educational background, relevant skills, and job experience</td>
<td>Includes details of your educational background and work experience, honors, awards, scholarships, grants, theses, published works, skills, certifications, licenses, exhibitions, lectures, etc.</td>
</tr>
<tr>
<td>Typically one to two pages long</td>
<td>Can be three or four pages long if you are in the early stages of your career but can be more than ten pages long if you have been in the industry many years</td>
</tr>
<tr>
<td>Usually written in reverse chronological order</td>
<td>Written in chronological order</td>
</tr>
</tbody>
</table>
The content can be changed depending on the job position you are applying for | The content remains the same regardless of the position you are applying for

3. Sample of CV
Research Experience

Deborah Hansen

Department of English, University of Illinois at Urbana-Champaign

- Conducted primary source research of American novels, examining publication history through multiple sources.
- Presented the Essence of William Faulkner,fluent, brief presentation, at the Annual Illinois Conference, emphasizing
- their publication history, exploration of literary history, and relationship with Faulkner's novels.

Teaching Assistant

Department of English, University of Illinois at Urbana-Champaign

- Assisted in Professor Ralph Winters, conducting research for and conference presentations.
- Prepared for the "New Directions in the Study of Faulkner: "The Sound and the Fury"

Publications


Presentations

- "New Directions in Faulkner's Novel," University of Illinois at Urbana-Champaign, February 2013.

Research Interests

- American literature, specifically the works of William Faulkner.
- Research methodologies in literary studies.
- The influence of historical context on literary works.

Languages

- Fluent in English, American English
- Proficient in Spanish, basic conversational skills

Contact Information

Deborah Hansen

Department of English, University of Illinois at Urbana-Champaign

Email: Deborah.Hansen@uiuc.edu

Phone: 217-333-4567
Another simple format of CV, it is very easy to beginner in composing Curriculum Vitae:
Your Name

12 Street St.
Areaonizzle
CITY o1CODE

Short Aside

This bit is an optional little note about yourself or your “mission statement”

Employment History

2008 – 2012 Some awesome job
AwesomeCo, Winner St., Fantasticville
At this job I did this and this and this...

2000 – 2008 Another awesome job
First Company, Starting Out St., Graduatetown
At this place I did some other things

Education History

1912 – 1916 A university / college
Qualifications.
Things of note (such as societies, prizes)

1912 – 1916 A secondary school / high school
Qualifications.
Things of note (such as societies, prizes)

Relevant Skills

Some great things that you learned in school, at work, or on your own. Such as:

Flying
Sorcery
Taming lions
Turning water into wine
Levitation

Feel free to add a little extra info.

This one sounds interesting.

References

These are some great people who know me and (hopefully) have nice things to say:

Professor Hubert Farnsworth
Head of mad science department, University I Went To, City It Is In.
emailaddress@uniwento.ac.uk
+44 (0) 20 8123 4567

Mr Bossman McBoss
Managing Director, AwesomeCo, Fantasticville
emailaddress@awesome.co
+44 (0) 20 7123 4567

Dr Richard Head
Psychiatrist specialising in real weird stuff... maybe leave this one out.

4. Format of Resume
## EXPERIENCE

<table>
<thead>
<tr>
<th>Year</th>
<th>Position</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016-Present</td>
<td>Secretary of AND Bank</td>
<td>Coral Gables, FL</td>
</tr>
<tr>
<td>2014-2016</td>
<td>Secretary of IBM Indonesia</td>
<td>West Pal Best</td>
</tr>
<tr>
<td>2010-2014</td>
<td>Administration Staff at PT Kyokuki</td>
<td>Tokyo, Japan</td>
</tr>
</tbody>
</table>

## EDUCATION

- University of Miami
- Bachelor of Science
  - Graduated in 2010
- Cum Laude (3.89)

## SKILLS

- English and Japanese (verbal and written)
- Expert in operating Ms. Office

## REFERENCE

Available upon request
CAREER OBJECTIVE
Personal Assistant/Secretary position in a major international company with long-term career potential for advancement and growth.

WORK EXPERIENCE
Blackstone Shop Holdings Inc., Manhattan (N.Y.), 1990 Present
Personal Assistant to the senior vice president in charge of sales for 33 stores in the New York metropolitan area, 21 stores in France, 18 stores in Great Britain and 14 stores in Germany. This position at the company's headquarters in New York City demands excellent secretarial skills (105 wpm typing and 100 wpm shorthand), correspondence in three languages, travel arrangements; heavy client contact, organizational and well-developed communication skills, maturity, diplomacy, and fluency in French and German, both written and spoken. In addition, this position requires a good sense of humor and the initiative to anticipate the day-to-day of a busy senior executive.

Secretary to the General Manager of a construction company, which is well-known for its innovative office building projects in the New York Metropolitan Area.

Schaefer & Associates, Manhattan (N.Y.), 1984-1986
Receptionist/Telephone Switchboard Operator/Secretary with a busy law firm, specialized in business and commercial law. This was my first job after completion of my secretarial training and formal education.

EDUCATION
Volmer Language Training School in Manhattan: Advanced language instruction in French and German (evening courses; 1984-1988).
Richardson Business Institute in Manhattan: Two-year secretarial, administrative, and "computer literacy" training; 1983-1984.
High school education in France, Germany, and New York City.

REFERENCES
Available upon request
**EXERCISE**

1. Match the explanations on the right with suitable words on the left. Arrange it into a good CV.

<table>
<thead>
<tr>
<th>Personal statement</th>
<th>Holidays Centre - assistant (summer job); Tourism information office - started as a trainee, promoted within six months</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal details</td>
<td>English (mother tongue); Spanish (fluent); German (good); French (good)</td>
</tr>
<tr>
<td>Work experience</td>
<td>Name: Jenna Hopkins; Address: 220 High Street 54; Cambridge F3R 230; Telephone: 70 2668 2330; email: <a href="mailto:jhopkins@hotmail.com">jhopkins@hotmail.com</a>; Date of birth: 23 May 1986</td>
</tr>
<tr>
<td>Languages</td>
<td>I am a hardworking and enthusiastic tourism management graduate who is looking for a position in tourism arrangement or hotel industry. I have also passed the city guide exam and I'm good at working with people.</td>
</tr>
<tr>
<td>Interests</td>
<td>Travelling, swimming, theatre, classical music</td>
</tr>
<tr>
<td>Other information</td>
<td>Theo Johnsson - Head of Postgraduate Studies; London Tourism Management School; Jan Woodrof - Manager of Cambridge Tourism Information Centre</td>
</tr>
<tr>
<td>Referees</td>
<td>I spent a year travelling in Asia and I have worked 2 summers at a children summer camp as a volunteer.</td>
</tr>
<tr>
<td>Education and qualifications</td>
<td>2000-2003 - London Tourism Management School - Postgraduate diploma in tourism marketing; 2004-2006 - Spanish International Tourism University - graduated in tourism arrangement and hospitality services</td>
</tr>
</tbody>
</table>

I am
2. **Structuring a Successful Resume.**

- **Step 1:** Read through the list of information that may appear in a resume
- **Step 2:** Decide and write down the section heading(s) that you think will best present each piece of information in a resume
- **Step 3:** Rank each of these sections in the order that you would present them in your own resume

<table>
<thead>
<tr>
<th>Your information</th>
<th>Possible Section Heading(s) in Your Resume</th>
<th>Rank Order</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your academic qualifications and track record</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The skills, knowledge and personal qualities you will bring to the position</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Where you see yourself moving within that field or industry</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Your interests</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Referee contact details</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Your principal achievements, within and outside of university</td>
<td></td>
<td></td>
</tr>
<tr>
<td>What you do in your free time, on campus and outside of university</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Your employment and work experience</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Where you live, your phone numbers and email address</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Memberships</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Your name</td>
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<td></td>
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</tbody>
</table>
REFERENCE


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https://doi.org/10.2991/icelaic-14.2014.93