

Business and Office Correspondence Concept

A business correspondence is such type of correspondence written for business purpose or business transactions. It is the written communication between individuals and institution on subject of mutual interest. Business correspondences are also known as business letters.

Business letters are important medium of communication in each and every type of business. Every organization has to develop and maintain the contact with its customers, supplier's, dealers, and business association and government agencies. So, the correspondence has been the best and powerful medium of communication among the business community.

Correspondence means written communication between individuals and institution on subject of mutual interest. Much of the communication that takes place in any organization is in writing. The object of correspondence is to convey the ideas thoughts or information without personal contact.

An ideal correspondence serves the following needs of the business

- It is the basis of purchase and sale of the goods
- It brings back the old and lost customer
- It introduces as well as attracts new customers
- It prepares the ground for the arrival of sales representatives.
- It builds reputation of the organization
- It brings back lost debts
- It removes complaints
- It creates new market

Official Correspondence Concept

The letters and other communications which are written by one government department or office to another, or to individuals or firms on public business are known as official correspondence. In short, those written communication through which the business of the government carried out is known as official correspondence.

Official correspondences are not motivated by individual or economic interests as business correspondence. They are written in absolutely formal language which states facts directly, these being no scope for personal touch.

Official communication takes place in various forms in the government offices. The main forms are

- a. Notifications
- b. Circulars
- c. Proclamations
- d. Communiqués
- e. Ordinance
- f. Resolution
- g. Tenders
- h. Official letters.

Importance of Correspondence

The major importance of correspondence can be explained as below

1. **Public Relation:** Public relation is necessary for gaining public confidence. Business correspondence is the medium of keeping public relation
2. **Information:** Correspondence is the main source of getting information. Organization can also give information to customers about the new products through correspondence. Thus, correspondence helps by providing effective and reliable business information and message to the business community and the society.

3. **Evidence:** Correspondence provides written records of the activities of organization. It can be produced as evidence to settle the disputes between persons or institution. Therefore if some controversy arises, the written letter will be the true evidence to solve the problems.
4. **Cheap means:** correspondence is a cheap means of contacting customers and other related person. A letter can be sent through the post office or by a messenger with minimum cost. Therefore, it is cheaper economical and convenient for all kinds of business.
5. **Creates good impression:** correspondence is very useful to make good impression in the mind of customers and other persons. Expression of facts and satisfaction can be made through correspondence. So, it helps to create good impression in the mind of related person.
6. **Contacting distant places:** Through communication it helps to contact the traders, dealers, customers etc. who are very far and difficult to contact personally, thus, it makes very closer and nearer the people.

Essential Qualities of Correspondence

While corresponding, it should be effective to achieve the desire results and goals. Therefore, a good correspondence should contain the following qualities.

1. **Courtesy and politeness:** the first essential feature of a good letter is courtesy and politeness. As we know any one can be convinced and motivate with politeness. Therefore, a good business letter should consider courtesy and politeness which using the language.
2. **Clearness:** letter should be written very clearly. Confusion and unclear letter will create doubt and confusion to the readers.
3. **Correctness:** business letters should be written with correct facts and figures. Incorrect letters will create negative impact in the mind of the receiver as well as it gives the negative and different meanings to the receiver.
4. **Conciseness:** Letter should be written concisely. Letter should be short and to the point. People are very busy and do not have time to read very lengthy letters.
5. **Completeness:** letter should be written with complete information and matters; otherwise, it might not be effective letter. All the necessary matters and messages should be written properly and sequentially in the letter.
6. **Simplicity:** Business letters should be written in a very simple language so that the receiver may understand easily.
7. **Sincerity:** A letter should also must the quality of sincerity. It should be prepared with sincere salutation and complimentary. It means the language and words of letter should reflect the style of sincerity.
8. **Originality:** Originality means using of one's own language and words. The style of a business letter should be original and unnecessary duplicating and copying should be avoided.
9. **Effectiveness:** Business letter must be as effective as possible. Effective letter should fulfill the desired objectives and capture the mind of receiver.
10. **Attractiveness:** Attractiveness the requirement of any business letter. A business letter should be neat and clearly typed. An attractive lay out of the letter can impact favorable in the mind of the receiver.

Structure of Business Letter

An attractive layout of a good business letter contains the following components

- a. **Heading:** it is the first part of a letter printed in the top of the letterhead with color and bold letter. The heading of a business letter includes the name of the firm, address, telephone and fax number on the left side below on the heading.
- b. **Inside Name and Address:** The second part of the structure of a business letter is inside name and address which consist of the name address of the party to whom the letter is written. It is written on left side below on the heading.

- c. **Salutation:** Salutation is the expression of greeting word before beginning of the letter. Generally the salutation starts from dear sir, dear madam, gentleman, etc. depending on the addresser. In the case, the letter is addressed to the name of an enterprise the salutation is “Dear Sirs”.
- d. **Subject:** Subject occupies the place just below or above of salutation. Subject is necessary to communicate the subject matter. The subject of the letter may be mentioned in short. The abbreviation of the word subject may be Sub: or Ref:
- e. **Body of the letter:** It is the most important part of the letter which includes all the subject matters of the letter. The body of the letter is the description of all facts and figure meant for the receiver.
- f. **Complimentary Claus:** After the completion of the body of the letter, it should be concluded with polite words which are known as complimentary clause. The complimentary clause should be used in accordance with the salutation is “Dear sir” the complementary clause should be “Your sincerely” or “Faithfully”.
- g. **Signature:** An authorized person should sign in order to give validity to the letter. The signature should be done just below the complimentary clause and the post of the signing officer should be mentioned below the signature.
- h. **Enclosure:** If any important document is necessary to enclose with the letter, it should be mentioned as Enclosure or Encl. in short to the left below side of the letter.
- i. **Post Script (PS):** if any important point or message is missed to mention in the letter, such missed point will be mentioned on the last space of the letter is known as post script or P. S.
- j. **Carbon copy (CC):** if the matter of the letter has to be informed to other authority or authorities for quick action, the letter needs extra copy/ies by using the carbon. In a situation like this abbreviation of carbon copy in CC is used at the left below side of the letter.

Specimen of structure of business letter

CHITWAN TRADING Ltd.
Tix:-433 Tel: +977 51 523545, Birgunj Parsa

} -1

Ref. No.....

Date:

AVC Company }
New Baneshwar, Kathmandu } -2

Subject: } -4

Dear Sir, } -3

..... }
..... }
..... }
..... } -5

Yours faithfully } -6

.....
Signature }
KS Singh } -7
Marketing Manager }

Encl: } -8

P.S. } -9

C.C to } -10

Practice in drafting different types of Business Letters

Enquiry Letter and Its Reply

Enquiring the items from one organization to other letter written so far is called enquiry letter and its reply given to the sender is called reply of enquiry letter. It should be clearly explained about all the enquiries needed that may be size, design, shape, price, quantity, quality etc. about the product or service should be specifically written.

When making an enquiry your request should be in the form of a question and not a statement. Be brief and to the point in your enquiry.

Example

KATHMANDU SECRETARIAL Institute
Naxal, Kathmandu

Ref. No.
2010

Jan 21,

M/s Mercantile Traders
Kathmandu

Dear Sirs:

We are one of the leading secretarial training institutes of Kathmandu; we are planning to expand our services. Hence, we are interested in buying 4 Nepali typewriter and 4 English typewriters. We would be glad to know about the makes you can offer together with terms and payment, delivery period, system, services etc.

Yours faithfully

For Kathmandu Secretarial Institute

K Shrestha
Principle

Reply to above Enquiry

MERCANTILE TRADERS
Kathmandu

Ref. No.

Jan 23, 2010

The Principle
Kathmandu Secretarial Institute
Naxal, Kathmandu

Dear Sir,

We thank you for your enquiry of Jan 21, 2010, regarding English and Nepali Typewriter. We have pleasure in informing you as under.

Makes: (1) Remington, (2) Halda, (3) Brother

Sizes: 15" and 18"

Delivery Period: For Brother 2 months, others readily available

| Make | Price English | | Price Nepali | |
|-----------|---------------|------------|--------------|------------|
| | 15" | 18" | 15" | 18" |
| Remington | Rs. 16,000 | Rs 18,000 | Rs. 18,000 | Rs, 20000 |
| Halda | Rs. 13,000 | Rs. 16,000 | Rs. 14,000 | Rs. 17,000 |
| Brother | Rs. 15,000 | Rs. 18,000 | Rs. 17,000 | Rs. 19,000 |

Payment: Against deliver of goods
Service and Guarantee: One year free servicing with guarantee for replacement of any defective part

We hope you will find the above terms and conditions acceptable and favor us with your order at an early date.

Thanking you

Yours Faithfully
For Mercantile Traders

Man Mohan Karki
Marketing director

Order Letter

If the customer is satisfied with the quotations or price list furnished by trader, the same will result in the order. A letter or ordering goods should be as clear a possible. To facilitate the ordering process most business firms use printed forms. It eliminates the chances of overlooking important details. However, order letter should contain:

- ❖ The reference of price list/quotation.
- ❖ The date of ordering
- ❖ The quantity size, pattern, mark, etc of goods
- ❖ Per unit rate
- ❖ Mode of dispatch; road/rail/air/sea etc.
- ❖ Place of delivery

Sending orders for fan

Ref. No.

date:

M/s General Electrical Company
New Road, Kathmandu

Dear Sirs;

We thank you for your letter along with the quotation dates..... The term and conditions given in your letter are accepted. So, please supply the following items through Himal Transport Co. and forward the documents through Rastriy Banijya Bank, Birgunj Branch,

1. Table fans: 5 pcs
2. Ceiling Fans (48"): 10 pcs
3. Ceiling Fans (56"): 5 pcs

Please confirm this order and intimate to us as to when you will dispatch the above items. The payment will be only after the receipt or the goods in good condition.

Thanking you

Yours faithfully

REPLY (Answer to order Letter)

M/s A.Z. Electric Company
Birgunj, Nepal

Dear Sirs:

We thank you for your order of date. For our table fans and ceiling fans, based on our quotation of date.....

Your order is being processed, and would soon be executed. The consignment would be delivered latest by date..... the relevant documents will be forwarded through Rastriyan Banijya Bank, Birgunj branch as instructed.

We hope you will find these fans entirely to your customers satisfaction and we may have the opportunity of further orders form you in near future.

Yours faithfully

Complaint Letters

A letter in which a complaint is expressed is called complaint letter. It is generally intended to get better goods, better service or some adjustment in the invoice. The cause of complain may arise due to dispatch of wrong goods unsatisfactory quality, late delivery of goods or deliver in damaged condition or charging wrong price.

While writing complaint letter following five basic rules should be followed.

- a. Explain carefully and tactfully what is wrong
- b. Include any details necessary to identify your claim dates, catalogue number, style, order numbers and the like.
- c. Indicate the loss or inconvenience you have suffered (if any), but don't exchange
- d. Explain in general, what you believe the company should do about your claim; but don't unreasonable in your request
- e. Avoid negative accusations or threats such as 'I demand'. 'I must insist', 'You will have to', 'unless you' etc.

The reply to the complaint letter is known as adjustment letter. While dealing with the complaints, follow the sound practice that the customer is always right; the writer of adjustment letters must use patience, tact, and diplomacy in his replies. The following important rules should be borne in mind while dealing with complaints.

- a. *Reply promptly*
- b. *Show the customer that you understand his problem*
- c. *If the complaint is unreasonable, point out courteously and in a tactful manner*
- d. *Tell the customer exactly what you are going to do about the problem*
- e. *Avoid negative word and accusations*
- f. *Whether you entertain the complaints or not, thank the customer for telling you about it.*

Example of Complaint Letter

| |
|--|
| <p>Quality Tea Company Ratnapark, Kathmandu</p> <p style="text-align: right;">August 21, 09</p> |
| <p>M/S Mechi tea Manufacturers, Dhaulabari, Jhapa</p> |
| <p>Dear Sir,</p> <p>We feel extremely sorry to invite your attention to the quality of the tea supplied. We have received 15 containers of tea of different flavors and taste but these are very much different of the samples shown by your representative, when he visited last time.</p> <p>We are reputed tea suppliers and never like to get any type of complaint form our customers. The quality of the tea supplied is so inferior that we are not going to supply it to our retailers or see to our customers. You are, therefore, requested to replace it as we don not deal in inferior quality of tea.</p> <p>We like forward to hear form you soon.</p> |
| <p>Yours faithfully, For Quality Tea Company</p> <p>Vinod Shah Manager.</p> |

Adjustment Letters

Mechi Tea Manufactures
Dhulabari, Jhapa

August 30, 2009

M/S Quality Tea Company,
Ratnapark, Kathmandu

Dear Sirs;

We are in receipt of your letter of date..... You claim that the quality of the tea supplied is very much different from the sample shown at your shop.

Though we take utmost care in making supply up to the mark but if by mistake, the quality of the consignment differ form that of the samples, we regret the inconvenience caused to you and assure you that in future every care will be taken in the supply. Please keep our consignments safe with your and we shall make arrangements to revoke it from your godown at our earliest possible.

Thanking you,

Yours faithfully

Krishan sitaula
Sales Manager

Circular Letter

Circulars letter are written without any enquiry from any corner. When it becomes necessary to notify all customers about certain fundamental changes in the business, it is notified through a circular letter. A circular is generally sent with any one or more of the following objects.

1. To introduce a new product
2. To inform about retirement or admission of a new partner
3. To inform about the opening a new branch or showroom and to invite on the opening ceremony.
4. To inform the possibility of delay when premises are being expanded or new premises being taken
5. To inform about fresh arrivals
6. To request for advertisements
7. To inform increase in prices
8. To inform about a change in the name and address of the firm
9. To offer special seasonal services
10. To inform about the establishment of a business.

Circular may be issued through press or is informed directly in the form of a letter.

Sharma and Company
Thamel, Kathmandu

Date:

M/s.....

.....

Dear Sir/Madam

We are glad to inform you that as from 1st October, 2009, we are taking into partnership Mr. Sures Malla, who has been for along time associated with our business in various capacities,

We are sure that with the association of Mr. Malla with us we will be able to serve your interest more effectively and you will continue to patronize our products.

Yours faithfully

Nagendra Sharma
Manager

Reference Letter

A letter written for ascertaining the financial position and reputation of new customers is known as reference letter. When a new customer asks for credit, it is essential to ascertain his financial position and reputation. Hence, a new customer supplies the names of reference with which he had previous business relationship. Then the traders may write to those references requesting the confidential information about the customer.

March 10, 2009

Dear Sir,

We thank you for your order of March 1.

Since this is your first transaction with us and as customary in our business house we would appreciate your giving us a trade reference with whom you have the dealings for the last few years.

Thanking you

Yours faithfully

Application Letter

A letter written for receiving an employment is known as application letter. Usually the objective of a letter of application is to get an interview. When you write a letter of application you are selling yourself-your background, your training, your personality your ability to do the work required in the position fro which your are applying. The application should be so written that it stimulates enough interest and curiosity and creates desire in the mind of the employer to see you personally.

Letter of application should be written respectfully and modestly stating your qualification without boasting or underrating. It should induce a feeling of good will and friendliness in the prospective employer. Application should be correct and tidy.

Kha 1-305, Dilibazar,
Kathmandu-32
January 4, 2010

The Personnel manager,
Nepal Crpet Factory
Naxal, Kathmandu

Subject: Application for the Post of Office Secretary

Dear Sir,

In response to your advertisement inof dated.....for the post of office secretary in your factory, I wish to offer myself as a candidate for the same.

I passedfrom.....in div.....from campus.....with office management and Secretarial Practices.

Regarding my experience I wish to submit that I have worked as a junior Secretary fortime period incompany Ltd.

I am young man of 21 years with active habits and sound physique.

Copies of testimonials are enclosed. I trust that my qualifications and experience will meet your requirements and would appreciate an opportunity to convince you of my merits and competence.

Yours Faithfully,

.....
Arjun Singh

Encls: As above