

BUSINESS COMMUNICATION (UNIT –II)

**PRIYA.So,
ASSISTANT PROFESSOR,
COMMERCE WITH COMPUTER APPLICATION,
Dr. SNS RAJALAKSHMI COLLEGE OF ARTS & SCIENCE,
COIMBATORE.**

TRADE ENQUIRIES

What is trade enquires ?

- ❖ Meaning of 'to enquire' : **TO ASK FOR INFORMATION**
- ❖ Information concerning product, service, or others (special price, favourable terms) advice.
- ❖ When a buyer wishes to get some information about the quantity, price, availability etc of goods to be bought or about the terms of sale, payment etc he writes a letter of inquiry to the seller.

MEANING OF TRADE ENQUIRIES

- ❖ A Business Inquiry letter is a letter written for communication between two organizations or persons belonging to two different organizations inquiring regarding some business they are doing together or hoping to do in future.
- ❖ It can ask the status of the ongoing work being done by the company receiving the letter.

DEFINITION OF INQUIRY LETTER

- ❖ **R. V. LESIKAR AND OTHERS**, “LETTERS THAT ASKS QUESTIONS OR INFORMATION ABOUT ANYTHING IS CALLED INQUIRY LETTER.”
- ❖ **QUIBLE AND OTHERS** SAID, “LETTER OF INQUIRY IS A TYPE OF BUSINESS MESSAGE THAT ASKS THE RECIPIENT FOR INFORMATION OR ASSISTANCE.”

BUSINESS INQUIRY LETTER WRITING TIPS

- ❖ The letter must be written politely and humbly since it is a formal letter.
- ❖ Keep the letter brief and concise and sticking to the point and asking for what you want straightforwardly.
- ❖ Be clear about what do you want from the receiver.
- ❖ Tell them of your requirements if you are ordering a custom made product.

ENQUIRY LETTER (INTRODUCTION)

❖ Give Reference:

“ With reference to your advertisement in”, “I saw a sample of your product” etc.

❖ State Subject:

I am writing to enquire about..... I want to know about....

ENQUIRY LETTER (BODY)

- **Ask for more detailed request:**

“I would especially like to know if..,

- **Additional enquiry / request:**

“Could you also please....

- **Request for action:**

“Would you please kindly send me a brochure / catalogue for my reference.

ENQUIRY LETTER (CLOSING)

- ❖ **Offer thanks**: Thank you very much in advance for you kind assistance”. “I would be grateful for any help you may provide me.” “Thanks for your response. Its very much appreciated.
- ❖ **Anticipate response**: “I am looking forward to your reply soon.” I look forward to hearing from front you soon.” I look forward to receiving your advice on these issues”.

PT. FOCUS DATA KONSULTAN

Jln. Barito Street No.11

Jakarta 12790

Ref : AA/DA/14A

18th November,2010

Johnson Family & Uncle

24 Yamaha Street

Singapore, 235003

Dear Sirs,

We have seen your advertisement in the internet regarding your mobile phone products. The one that we are interested is LG products, especially GW-300. it is very fashionable and suits to our needs. Please send us your updates catalogues,price list and terms of payment.

We are waiting for your kind reply.

Yours Faithfully,

Ade Hermansyah

Purchase Manager

CLASSIFICATION OF ENQUIRIES LETTERS

Enquiry letters

Enquiries Containing
Sales Possibilities

Enquiries Asking
For a Favour

Solicited Enquiries

Un-Solicited Enquiries

CLASSIFICATION OF ENQUIRIES LETTERS

- ❖ **Solicited Inquiry**: An inquiry made in response to the seller's advertisement and publicity is called a solicited inquiry. Actually it is a response by the buyer to the advertisement or publicity of a seller.
- ❖ **Unsolicited Inquiry**: An inquiry made at the buyer's own initiative is called unsolicited inquiry. This type of inquiry is made when a buyer wants to know anything from the seller.
- ❖ **Inquiry for some Favor**: An inquiry made not about goods but some other information like special price or favorable terms is called inquiry for some favor.

ENQUIRY REPLY LETTERS

- ❖ To respond to / Answer enquiries.
- ❖ Make sure to answer ALL queries with clear information / explanations.
- ❖ Remember: A good & professional reply could mean certain future business.
- ❖ Should also be clear & Specific.

ENQUIRY REPLY LETTER (INTRODUCTION)

❖ Acknowledge receipt of enquiry:

“Thank you for your enquiry on our product”, “ We have received your letter enquiring about” etc.

❖ Show appreciation for interest:

“ Thank you for your interest in our product”..... “ We are pleased to hear about your interest in our service...

ENQUIRY REPLY LETTER (BODY)

❖ Provide request material & information:

“In response to your query ...”, “ We have also enclosed ...” “ As requested the following information regarding”.. etc.

❖ Make suggestions / recommendations & justification:

“I highly recommend due to”..... “ I suggest that you because”...

❖ **Apologizing & rejecting proposals:**

“We regret to say that we are unable to...”, Due to company policy its not possible for us to...”

❖ **Hope for satisfaction:**

“We hope this information is very useful to you”..... “We hope this information addresses all your needs”...

❖ **Assurance of quality:**

“We believe that you will be very pleased / satisfied with the quality of our product”...

ENQUIRY REPLY LETTER (CLOSING)

❖ Suggest contact:

“If you require further clarification / If there are anymore doubts, please do not hesitate to contact again...”, “ Please feel free to contact me at number if I can be of further assistance...”

❖ Hope for satisfaction:

“We look forward to an order from you soon”..... “We are looking forward to doing business with you”...

THE BIG CO.

Cilegon
West Java

Your ref.: DS/RC
2 July 2009
Our ref.: DL/RC
Thomas Co. Ltd.
Regent Street 435
London W.1.

Dear Madam,

Re.: Request for Catalogue

Thank you for your inquiry letter of 25 June 2009 and interested in our advertisement.

As requested, we enclose herewith the latest illustrated catalogue together with price list and the terms. Dispatch of product will be sent after we receive your order letter in two weeks and we could give 3% cash discount in 30 days from invoice date.

We are looking forward to your order soon.

Yours faithfully,

Mr. Gordon
Marketing Manager

Encl. catalogue

OFFERS & QUOTATIONS

MEANING OF AN OFFER LETTER:

- ❖ An offer is a **VOLUNTARY ACT ON THE PART OF A TRADER OR MANUFACTURE.**
- ❖ It closely resembles to a circular letter & is a **KIND OF ADVERTISEMENT.**
- ❖ The ultimate object of **MAKING SUCH OFFER IS TO BOOST UP THE SALES** or expand the existing market.
- ❖ An offer makes a **CONTRACT, QUOTATION & SALES OF THE PRODUCT.**

KINDS OF OFFER

❖ FIRM OFFER:

Its an offer in which the seller undertakes to accepts an order at the specified price & conditions and within a specified time only.

❖ OFFER WITH OUT ENGAGEMENT:

In such offer the seller dose not find himself to accept an order at the price & condition stipulated without further negotiation.

Importance Points While Making An Offers

- ❖ The Quality of the goods.
- ❖ Units of Weight or Measure.
- ❖ Terms of Payments.
- ❖ The Place of Delivery.
- ❖ The Mode of Transportation.
- ❖ Time of Delivery.
- ❖ Charges of Packing.

Offer Letter of a new product

Dear Sirs

We think you will be interested in the new "Sealex" paint we have just introduced to the trade. A sample has been sent to you today by parcel post.

"Sealex" is the result of many months of careful research. It is made from a special formula and owes its superiority over other exterior paints to its remarkable ability to resist the peeling cracks just visible to the naked eye.

This quality to expand with the cracks comes from a very special combination of granite, mica and resin that provides a rich, thick coating twice the thickness of that of the average finish, thus giving long-term protection.

"Sealex" is available in twenty-one basic colours and, as you will see from the enclosed list, prices are surprisingly low.

We are nevertheless allowing a special 5% discount to distributors who place orders before the end of the current month and look forward to receiving one from you.

Yours faithfully

James Morisson

PT. TORABIKA
Jl. Sultan Hasannudin No. 2
Makassar, South Sulawesi

June, 16th 2014

PT. BarawidyaUtama
Jl. Pinangsia Raya 38

Dear sir/madam,

I would like to express our gratitude to your interest in our product. In reply of to your Inquiry letter, we have the pleasure to send herewith our offer as follow :

Commodity : Dump truck

Quality : USA Standard Dump Truck

Quantity : Minimum buy in 10 Vehicles

Unit Price : US \$ 15.000/Unit

Shipment : within thirty days after L/C

Payment : By opening an Irrevocable L/C, Confirmed Letter of Credit on our favor

We are looking forward to your order

Yours faithfully,



Valensia Jeanet
Sales Manager

SAMPLE JOB OFFER LETTER

Name and Address

Date

Dear Mr./Miss/Mrs./Ms. (Name):

Congratulations! We are pleased to confirm you have been selected to work for (Company/Division/Department). We are delighted to make you the following job offer.

The position we are offering is that of (Job Title) at a salary/wage of (salary/hourly rate) per (year/month/week/hour). This position reports to (Title and name of Supervisor). Your working hours will be from (state working hours) and/or (normal workdays). This is a (permanent/seasonal/contract/casual) position. (If this is a contract position state expected length of term).

Benefits Information if relevant to the position:

- | | | |
|-----------------------------------|---|-------------------------------|
| Vacation | - | ___ weeks per annum |
| Probation (or Provisional) Period | - | from (dd/mm/yy) to (dd/mm/yy) |
| Employee Benefits Include: | - | MSP |
| | - | Group Insurance |
| | - | Short/Long Term Disability |
| | - | Dental Care |
| | - | Health care |

We would like you to start work on (state desired date) at (state start time). Please report to (name of person to see on start date), for documentation and orientation. If this date is not acceptable, please contact me immediately.

Please sign the enclosed copy of this letter and return it to me by (specify date) to indicate your acceptance of this offer.

QUOTATIONS

- ❖ A quotation on the other hand is a specific offer made to a particular person in response to an inquiry from him.
- ❖ A Quotation is a specific offer for sales in response to an enquiry from a particular person or business.

TERMS USED IN QUOTATIONS

- ❖ **LOCO PRICE**: Price of goods at the sellers factory or warehouse.
- ❖ **Ex- WAREHOUSE PRICE**: Price of the goods at the warehouse of the seller.
- ❖ **CARRIAGE FORWARD**: Transport charges are borne by the buyer.
- ❖ **CARRIAGE PAID**: Transportation up to the buyers place or nearest station will be borne by the seller.
- ❖ **FRANCO PRICE**: The seller bears all the expenses and buyer dose not bear any expenses.

- ❖ **FREE ON RAIL (F.O.R)**: This price includes the cost of the goods and the charge of packing, carriage to the railway station & loading them in to the subsequent charges like railway freight.
- ❖ **FREE ON BOARD (F.O.B)**: The price includes the cost of goods, expenses of packing, carriage to docs, loading of good on board the ship = borne by buyer.
- ❖ **COST, INSURANCE, & FREIGHT(C.I.F)**: This quotation includes Freight & insurance in additions to the cost the goods. The buyer has bear only unloading expenses.

ORDER & EXECUTION

- ❖ The order is the direction given by the buyer to the seller to despatch or deliver the goods in accordance with the accepted terms & conditions.
- ❖ If the quotation submitted by a trade meets with his customers approval an order will result.

CONTENTS OF AN ORDER LETTER

- ❖ Acknowledge of the quotation.
- ❖ Types of the goods.
- ❖ Price of the goods.
- ❖ Quantity of the goods.
- ❖ Mode of transportation.
- ❖ Time & Place of delivery.
- ❖ Mode of payment.

Date: _____

To,

Supply Services Company

Address _____

Dear Sir / Madam,

You are requested to accept this purchase order for the below mentioned items.

Qty	Product	Unit Price	Total
2	Refrigerators	\$200	\$400
5	Air-conditioners	\$250	\$1250
3	Microwaves	\$100	\$300
10	Ceiling fans	\$75	\$750

Total \$2700

Delivery is to be made by (due date) _____.

Delivery address: (Organization's Name with Address) _____

Payment: Immediately on receipt of the materials in good condition.

Please treat this as Purchase Order No. _____ If you are unable to service this order, you need to inform us immediately at contact no. _____.

Yours sincerely,

Signature

Name of the person

Designation

EXECUTION OF ORDER

- ❖ When the seller accepts the order and delivers the ordered items, he writes the order execution letter.
- ❖ Timely & carefully execution of order shall impress the customer and build up the reputation of the firm.

Contents of order execution letter

- ❖ Reference to the date and number of order
- ❖ Expression of thanks for the order
- ❖ Intimation about its execution
- ❖ Information about the date of dispatch of the goods and the mode of transport
- ❖ A statement of the amount of the invoice
- ❖ Solicitation for further orders

M. H. Publications (Pvt.) Ltd.
38 Bangla Bazar, 2nd Floor, Dhaka

Ref.....

Date...

Md. John
Librarian
The Bangladesh Commerce College, Dhaka

Subject: Supply of books

Dear sir,
Thank you for your order. Your order dated 15 March 2014 for some books was shipped via Federal Express Bangladesh Ltd. This morning and will arrive within four days. A copy of invoice is enclosed herewith. Payment of bill by the accepted terms and conditions will be appreciated

Thanking you,

Manager

<http://thebusinesscommunication.com/>

DRAFTING OR DEALING EXECUTION OF ORDERS

- ❖ In some case the seller may find it difficult to execute the order promptly or within the agreed period due to various reasons.
- ❖ Under such circumstance the seller must write a letter to the buyer informing him of the circumstance or reason due to which delay of the order.

INABILITY TO EXECUTION LETTER

- ❖ Some times the seller himself may not be in a position to execute the orders placed wit him.
- ❖ In such other hand the seller could not have liability to place the order.

CANCELLATION OF AN ORDER

- ❖ If the buyer decides to cancel an order he should immediately communicate his decision to the seller.
- ❖ Cancellation of an order is not possible in all cases.
- ❖ If the order is placed subject to a condition that it should be executed within a specified time and the seller fails to execute the order within the stipulated time, the buyer can cancel the order.

CREDIT & STATUS ENQUIRY

Why Credit?

- ❖ Goods may be sold on cash & credit.
- ❖ In business goods can not always be sold for cash.
- ❖ Through the credit facility increase the volume of sales & size of the market for the goods of the seller, it involves an elements of risks of delayed payments or non-payment & bad debts.
- ❖ Credit has become a powerful instrument in Morden business. Industry & trade have expanded rapidly because of the credit arrangement between buyer & seller.

SOURCES OF INFORMATION

- ❖ Internal Sources
- ❖ From the Customer
- ❖ External Sources
 - A. Trade Reference
 - B. Bank Reference
 - C. Credit Inquiry Agencies

STAGES IN STATUS ENQUIRY

- ❖ Letter requesting the customer seeking credit facility to quote trade reference.
- ❖ Customer reply to the above letter.
- ❖ Status enquiry letter addressed by the seller to the businessman or firm, quoted by the buying customer.
- ❖ Letter by the seller to his knowing the status of goods.

Sample Status Inquiry Letter

Sample Status Inquiry Letter

(Use the same letterhead & contact information found on all correspondence & résumé.)

Date

Mr. Jason Doe
Finance Manager
Energy Corporation
City, State Zip Code

Dear Mr. Doe:

May I inquire concerning the status my application for a summer internship position with Energy Corporation? After having submitted a résumé at the Oklahoma State University Career Fair in September, it was a privilege to interview on October 10th with you. How fascinating and informative to learn more about Energy Corporation's internship program. Although you must be busy, I did want to remind you of my sincere interest in the possibility of working with you this summer.

As you know, an excellent internship, such as the one you have posted, will provide valuable hands-on experience for a career in the energy industry. You can be assured that I will make every effort to prove to you my ability to learn quickly and efficiently. In doing so, you can be sure that I will strive for excellence in learning from you and your colleagues at Energy Corporation.

There is no other company with whom I would rather work for this summer than with Energy Corporation. Would you please advise me as to the status of your selection process? In the event that you are not considering me as an internship candidate, I will channel my efforts on another opportunity.

Again, allow me to thank you in advance for your understanding and cooperation in this matter.

Sincerely,

(Your Signature)

Stan Student

COMPLAINTS & ADJUSTMENTS

COMPLAINTS:

- ❖ Business is conducted by human being. Therefore, there are bound to be complaints. There cannot be business without complaints.
- ❖ The complaint letter should be used for defect, fault or error to bring out the mistake of the product or sellers side.
- ❖ Order may be executed improperly or incomplete, goods may be damaged or unsatisfaction received, misunderstanding may arise over discount, bills, credit terms will shown to the seller by this letter.

CAUSES OF COMPLAINTS LETTER

- ❖ Unjustified delay in the execution order.
- ❖ Supply of inferior goods.
- ❖ Supply of wrong goods.
- ❖ Delivery of damaged goods.
- ❖ Variance in the terms & conditions relating to the payment & delivery.
- ❖ Mistake in calculation.

SAMPLE COMPLAINT LETTER

YOUR ADDRESS
YOUR CITY, STATE & ZIP CODE
Daytime TELEPHONE NUMBER

DATE

NAME/TITLE OF CONTACT PERSON
COMPANY NAME
STREET ADDRESS
CITY, STATE & ZIP CODE

Dear [CONTACT PERSON]:

On [date] I [purchased or had repaired] a [name of product, including serial and model number OR service performed]. I made this purchase at [location, date and other details of the transaction].

Unfortunately, the [product] has not performed well [OR the service was inadequate] because [state the problem(s)].

To resolve the problem, I would appreciate [state the specific action you want – for example a refund, replacement, etc.] Enclosed are copies of my records [receipts, guarantees, warranties, cancelled checks, contracts, model/serial numbers, previous repair receipts for item, etc.] (NEVER send the original documents).

I look forward to your reply and resolution of my problem. I will wait [set time limit] before contacting my Attorney General. Please contact me at the above address or telephone number.

Sincerely,

YOUR NAME
ACCOUNT NUMBER

Enclosures [list the documents you are enclosing - never send the originals]

BUSINESS LETTER

COMPLAINT

New York, May 12, 2011

No: XXI/complaint letter/PD/VII/2011

Subject : Damaged Goods Complaint

Lamp : -

Dear . :

SUNRISE Ltd.

Green street

New York

Dear Sirs ,

We hereby inform you that there are some items that we received our order in a damaged condition . The following is a list of the damaged items and a description of the damage :

No. No. Description Qty . Letter Remarks

1 Rectangular Dining Table Dimensions 180x180x75 cm 1 XVI/SJ-PO/AJM/VII/2011 There are 4 wooden slat off without tapping screws

2 Place 3 XVI/SJ-PO/AJM/VII/2011 Newspapers and Magazines Canvas galvanize torn and faded

3 Desk Phone XVI/SJ-PO/AJM/VII/2011 Part 2 feet cracked and loose connection with the table top

4 TV Cabinet 1 Glass XVI/SJ-PO/AJM/VII/2011 cracks along the 30 cm and the handle does not match the order

We have sent some photos via email that shows the condition of the damaged goods . Please remember to follow-up on schedule imminent stuffing .

Similarly, the letter claims we made in the hope of an improvement in the quality of goods and packing system security so that future does not happen the same problems .

For your attention and good cooperation we thank you

Sincerely,

DIAMOND Ltd.

Manda Flow

Purchase dept

ADJUSTMENT LETTER

- ❖ Adjustment Letter is response letter to customer complaint or claim. It is official in nature and explains the relevancy of the complaint or claim and how it can be resolved.
- ❖ A letter of adjustment doesn't mean that your complaint or claim will be accepted.
- ❖ A letter of adjustment deals with all sorts of claims and complaints; defective product, poor service, goods not delivered, shipment arriving late, salary not received and others.

ELEMENTS OF ADJUSTMENT LETTER

- ❖ Reference to the claim & compliant letter.
- ❖ Whether you agree or disagree with claim or compliant.
- ❖ What action you have taken or are going to take.
- ❖ An apology or comment of goodwill.

Adjustment letter sample

Bangladesh Textiles Mills Ltd.
Narayangong, Dhaka

10th Feb. 04
Marketing Manger
Bexi-Clothes Corner
South Plaza,
Dhaka-1215

Ref: Your letter dated 5th Feb. 04.

Dear Sir,

We thank you for your letter of 5th Feb. 04 along with/ sample of cloth for examination.

The report that we have received just today shows that the consignment forwarded to you was the wrong one full of defective clothes. It was a mistake because of our despatch section and we regret this mistake which has caused you both embarrassment and inconvenience. We have already sent the replacement by passenger train. You can be sure of the quality of cloth now sent.

You can, of course, return the clothes to us and debit our account for the loss caused to you. We again regret the inconvenience to you and assure you that such mistakes will be avoided in future.

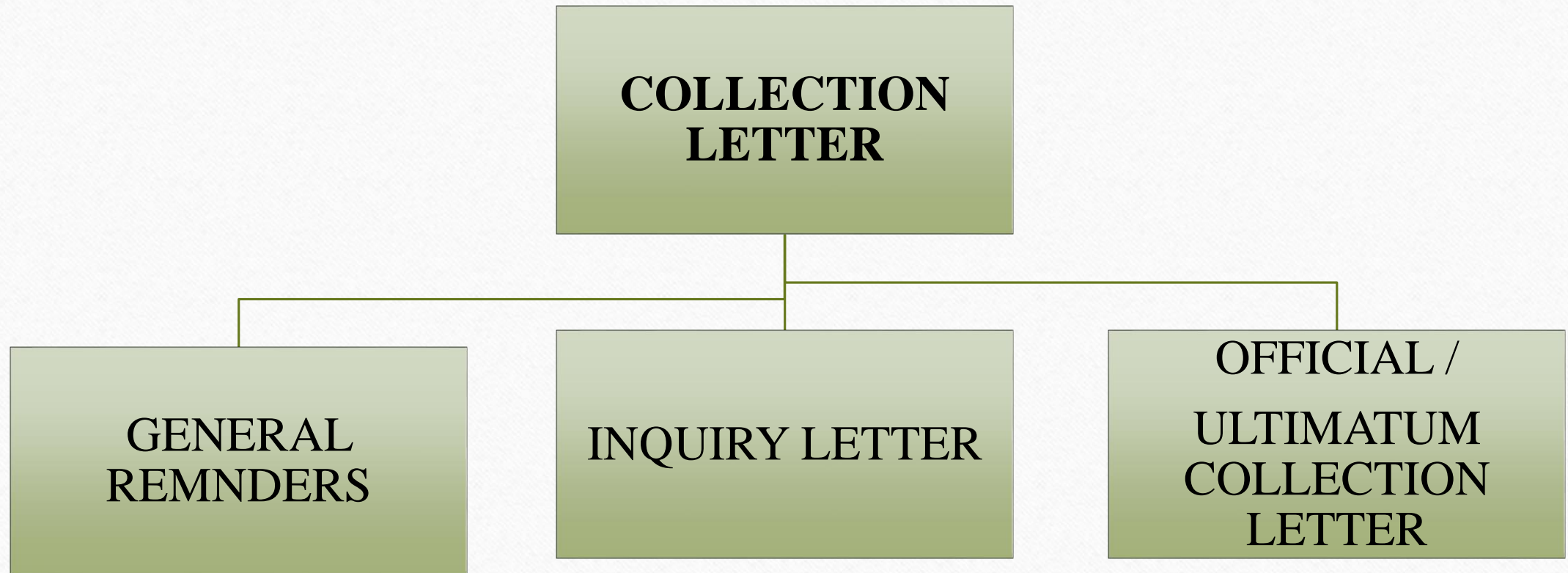
Yours faithfully

M. Ashraf
Sales Manager
Banagladesh Textile Mills Ltd.

COLLECTION LETTER

- ❖ A collection letter (also known as DUNNIG LETTER) is a written notification to inform a consumer of his due payments.
- ❖ It is a official message to a borrower. A collection letter may include reminder, inquires, warning or notification of possible legal action . Although a collection letter is a firm notice to a borrower, it must be written in a polite way.
- ❖ One should not to use slang, offensive and abusive word.

TYPES OF COLLECTION LETTER



❖ **REMINDER COLLECTION LETTER:**

It is written with a assumption that customer forgets to make the payments. General assumption like money problem or medical problem issues are made. Always use a friendly manner to write it.

❖ **INQUIRY COLLECTION LETTER:**

As the name suggests, the main purpose of this type of letter is to make inquiry. The writer wants to inquiry about the reasons for the delay of the payments. Here, the writer asks for the keenness to help the customer. One can give the choice of partial payments here. It helps to maintain a good relationship with the customer.

❖ **ULTIMATUM COLLECTION LETTER:**

Here the writer mention the action which can be taken. In case of failure of payment of the loan. One uses the logical and fair statements . Various punishments like debarring from further business, legal action are stated in this letter.

OBJECTIVES OF COLLECTION LETTER:

- ❖ Collect overdue funds
- ❖ Maintain a positive relationship with the customer.

Example debt collection letter templates

Option 1

{Enter your business name}

{Enter your address}

{Recipient's name}

{Recipient's business name}

{Recipient's address}

05 May 2020

RE: Unpaid invoice # {Enter invoice reference}

Dear {Recipient's name}

The above invoice for \${enter amount} has recently become overdue for payment. As such, we would appreciate you making this payment as soon as possible.

If there is an error on our part and payment has been made, please contact me immediately so that the matter can be rectified.

Otherwise, if there is a problem paying this amount owing, please contact me so that an alternative arrangement for payment can be made.

Yours sincerely

{Your name}

{Your position}

Please note that this is a guide only and should neither replace competent advice, nor be taken, or relied upon, as financial or professional advice. Seek professional advice before making any decision that could affect your business.

SALES LETTER

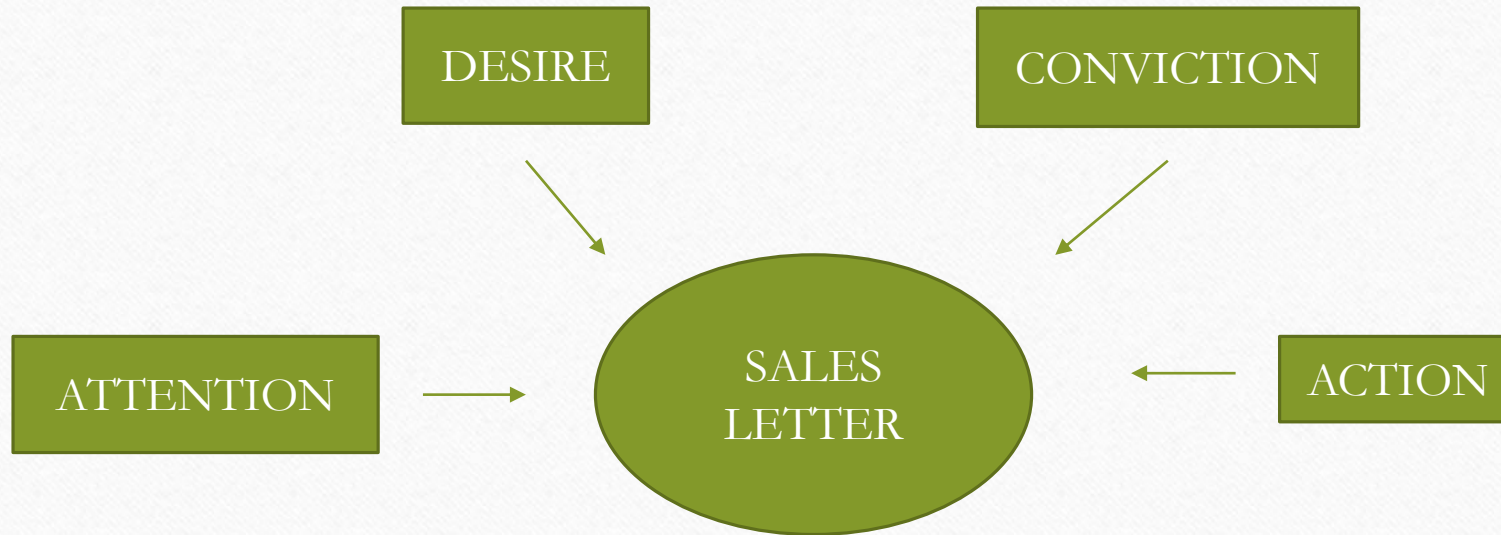
DEFINITION:

- ❖ Sales letter is a letter to present a products to visitors as possible so they decide to buy the product . Or the main aim is to sell goods and service and earn profit.
- ❖ A sales letter can be defined as “a letter Witten with a view to effecting the sales of merchandise or service”

PURPOSE:

- ❖ To introduce and sell the product or service of the company .
- ❖ To make direct sales.
- ❖ To attract customer by listening the benefits or advantages of the product.
- ❖ To persuade readers to buy.
- ❖ To get patronage and goodwill .

PARTS OF SALES LETTER:



PARTS OF SALES LETTER:

❖ ATTRACT ATTENTION

The first part of a sales letter should draw the attention of readers, so be sure to attract the attention of the readers at the beginning of your sales letter.

❖ CAUSE OF DESIRE

The second part of sales letter is to cause desire. You want the reader to have what you want to sell. The best way to do this is given them what you want to sell on emotional level.

❖ CONVICTION

If the letter shows logically, clearly and fairly that the goods offered will satisfy important purposes in the prospects life or business and if it tells convincingly about the economy of the purchase.

❖ ACTION /DO ACT

The last part of a sales letter is call to action. This means that you want to create a sense of urgency. You must tell them why they should buy immediately.

ADVANTAGES OF SALES LETTER:

- ❖ A sales letter is less expensive.
- ❖ Reach a client where a salesman cannot.
- ❖ Reach a number of clients all at the same time.
- ❖ Ease of understanding and availability of full details.
- ❖ More convenient, efficient, and comprehensive.

TYPES OF SALES LETTERS:

❖ **INTRODUCTORY:**

This type of letter is written to a customer or a consumer to introduce to the company or a product. It also explains how readers will get benefit from the product or the service. It must grab people's attention, build their interest and call to action.

❖ **PRODUCT UPDATE:**

As the name suggests, this type of letter is to describe the benefits of new products over older ones. Other details like a limited period to purchase and discount can also be included.

❖ **SELLING INCENTIVE**

It promotes existing products among current customers. This type of letter must build some excitement among the reader to buy the product.

❖ **THANK YOU**

A sender writes this letter to thank the customers to be a part of the business. It shows the value of the customer. A brief mention is given on the availability of product for the customer.

❖ **HOLIDAY CELEBRATION:**

This letter gives a chance to offer a product as a gift for customers. It also shows the discounts and the offers limited to the holiday celebration.

❖ **INVITATION:**

It is an invitation to the customers for any celebration. This helps the customers to feel important.

JAN PETERZOOM COEN Co,
5400 Greenville strata
Den Hag ,Nederland

September 12 ,2020
Herman willem daendels
Tobias asselaar 8
2517 KC Den Haag
Nederland
Dear Mr Dandles

Do you need new wood furniture for your home ? Do you have difficulties in selecting type , colour , or design of furniture for your home ?

If so , it is time for you to browse our catalogue . In our newest catalogue enclosed , you can find wood furniture on dressers , night stands , beds and other wood furniture pieces . All furniture we production are warm and comforting in design and appeal . Now we are introducing “JAN PETERZOOM COEN Co”, your source for quality home furnishing delivery fast . Our giant furniture site features a huge selection of accent furniture , bathroom furniture , bedroom furniture , dining room furniture , living room furniture , kids furniture , baby furniture , children’s furniture , bunk beds and more.

see our catalogue and study the details price of our products . If you decide to accept our offer, give us a call at :78876666 or visit our website : www.janpeterzoomcoen.com

Sincerely yours,

(signature)

Jan Peterzoom coen
Marketing manager

CIRCULAR LETTER

- ❖ A circular letter can be defined as a letter containing a formal message addressed to a large number of customers.
- ❖ Since the message to be conveyed is the same, the circulars are generally printed or cyclostyled leaving space for inside address.
- ❖ In those circumstances, the facts are communicated to a large number of customers through circular letters.

OBJECTIVES OF CIRCULAR LETTER

- i. To obtain publicity for a cause, a campaign or a product introduced.
- ii. To make the reader interested in their contents.
- iii. To impress the reader with facts and information about the firm, its policy etc.
- iv. To gain the confidence of the reader.

REASON (or) SITUATION FOR WRITING A CIRCULAR LETTER

- ❖ Establishment of a new business.
- ❖ Admission of a partner
- ❖ Change in the address of the place of business
- ❖ Death or retirement of a partner
- ❖ Purchase of a business.
- ❖ Obtaining an agency.
- ❖ Price reduction and clearance sales.
- ❖ Conversion of partnership into a company.
- ❖ Introduction or arrival of new products or new schemes.

RATHNA ELECTRICALS

15, Netaji Road,
Coimbatore - 641 001
15th May 2008.

Dear Sir,

We are pleased to inform you that we have this day admitted into partnership Mr. K. Ramjet, who has for many years been associated with our business in various responsible positions.

We are confident the Mr. K. Ranjit will exert every effort to further the interest of our firm and we trust that you will continue to favor us with your valued custom.

Yours faithfully,
Rathna Eletricals,
N. Poaghavan
Managing Partners.