



SNS COLLEGE OF ENGINEERING

Kurumbapalayam (Po), Coimbatore – 641 107

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Business Letter

There are several business letter formats, but all of them can be subdivided into two basic groups: the block format and various indented formats. Although the block format is somewhat more common, (perhaps because it is easier), either one is acceptable. All conventional formats contain the same features:

1. Return address of the letter writer.

1600 Main Street
Springfield, Kansas 12345

2. The date of the letter.

This is usually typed in one of two ways:

(Begin with the day, no comma) 15 January 2015

or

(Begin with the month; use a comma) December 1, 2019

3. Complete name, title, and address of the recipient.

Use "Mr." for a male recipient. If you do not know how a female recipient prefers to be addressed, it is best to use "Ms."

Ms. Anna Brown, Chair
Department of Linguistics
Right State University
1415 University Drive
Felicity, OH 45434

4. Salutation with a colon.

Dear Ms. Brown:

5. Body of the letter.



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It is best to keep an initial business letter short. Business people are busy and do not have time to read long letters! In a one-page letter, you will usually only need three or four paragraphs, single spaced. Use a double space in between paragraphs. See examples that follow.

The easiest way to write the body of the business letter is to use a prewritten business letter.

6. Closing.

The most common closing is "Sincerely." Follow this with a comma. Skip four single lines after the closing and type your name. Sign your name in the space above your name.

Sincerely,

Jonathan Wilson

7. Enclosure.

If you are enclosing additional information with your letter such as a resume or a curriculum vitae, skip two single lines after your typed name and type "Enclosure" or "Enclosures." If you use the plural, you have the option of stating the number of enclosures in parentheses.

Quotation

A **letter of quotation** is any **letter written** in reference to the price of a service or product. This could range from a customer or client requesting or accepting a **quote**, to the supplier or service provider sending the **quote** amount. Either of these **letters** could be headed as a **letter of quotation**.

Tips for writing a business letter for quotation

- Express appreciation for their interest in your company
- Give relevant information about the items including the cost
- Refer to an inquiry if applicable
- Explain why the reader should choose your goods/services
- Show the reader how your items can improve their business



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- Keep it short and relevant
- Use the business format style
- Provide contact information where you can be reached
- Use formal content and professional language



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From,

Sarah Livingston,

Germs Mobile Accessories

7124 Cedar Ave.

Fishers, IN 46037

United States

Date:_____ (Date on which letter is written)

To,

Ellen Pierce,

Centurion Company

873 E. Glenholme St.

Anaheim, CA 92806

United States

Dear Sir,

I am writing this letter to seek a quotation from you. In our company, we plan to upgrade our systems. In this regard, I request you to send a detailed quotation regarding the various packages you offer. There are various items to be upgraded. I am attaching a list of our requirements along with this letter.

We hope your prices are competitive in the industry. We heard about the reputation of your company in the industry and are relying on you for our services. If the price factor is decided, we shall place the order immediately.

Looking forward to hearing from you.

Yours Sincerely,

Narendra Kumar



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Letter of Placing Order

Each letter has a format to follow, so is the letter of placing an order has it's own. A letter is not just a piece of paper or an email, infact it is the idea, thought or a need that one is going to communicate to a person who is not physically present. So, it is very important that all the aspects are covered properly and the thought that a person is going to put is clear. We are listing below some very important point that will make the letter writing an easy job for the students.

By following these points, students can easily write a letter, no matter what the topic is.

- The letter should get started with the **address of the writer**
- Then the **date** should come
- After that, the **designation as well as the address of the receiver** will come
- Then the **Subject** should come, which should be clear and precise
- Add a nice and suitable **salutation**
- Now, start writing the Main body. Make sure that main body is divided into three-four paragraphs. It is important to make the letter presentable.
 1. **Para 1-** should explain for what are you going to place the order
 2. **Para 2-** should talk about the details of the services or products that you are placing the order for
 3. **Para 3-** is going to be the concluding one, so do not forget to mention what do you want in response from the one who is going to receive the order.
- End the letter by using the **appropriate words to say thanks**.
- Then sign off with a **name**



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Example

Blossom Public School
Ghaziabad
February 25, 2020

Sharma and Sharma Group
New Delhi

Subject: Purchase of Sports Items

Dear Sir,

It is my pleasure to communicate to you that our school wishes to place an order for sports items in bulk with your company. These items will be used in the activities room, gym, and sports ground of the school starting from the academic session of the year 2020-21. List of the items along with their quantity is given below:

Name of the Items	Pieces Needed
Willow bats	25
Wicket keeping pads	30
Batting pads	45
Football	30
Batting gloves	35
Wicket keeping gloves	40
Tennis balls	36
Practice net	03
Stumps	34
Volleyballs	20
Practice balls	150

Kindly, deliver the order on time, by ensuring that all the items are taken from the fresh lot. Payment of the entire purchase will be done digitally. It would be great if you could share the time when all the items will be delivered at our address.



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Looking forward to hearing from you.

Yours Truly,
Ankit
Sports Incharge

Complaint Letter

There are 2 types of format for letter writing. They are formal and informal. The letter of complaint falls under the formal category. A complaint letter must have the below-given parts:

1. Format / Layout
2. Content
3. Expression

The structure must be as per the arrangements below:

1. Sender's Address
2. Date
3. Designation and Address of the receiver
4. Subject heading
5. Salutation
6. Body of the letter
7. Complimentary close etc as per requirements

Tips to Write a Good Complaint Letter

The format and the grammars can be aceed by many. The key point is to ace the language and expression of the thought in the letter. Here are a few tips to get hold of this area:



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- Use polite yet assertive phrases
- Specify the action that you want to be taken in the letter in a respective manner.
- Do not forget to write the details of the purchase / issue that you are complaining about.
- Mention the complaints as directly as possible and in easy to understand manner.



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105, ABC road
Pratap Nagar ----- **Address of the Sender**
New Delhi

25 February 2020 ----- **Date of writing the letter**

The Customer Service Manager ----- **Designation of the receiver**
XYZ Electronics
NYC Market ----- **Address of the receiver**
Gurgaon - 122001

Subject: Replacement of Defective TV Set ----- **Subject of the letter**

Sir, ---- **Salutation**

----- **body starts** -----

I, Manish Sharma, have purchased an LG TV set from your showroom on February 25, 2020 against the bill number 1001001. But I regret to inform you that the TV is not working as it must. There are the following problems:

- A) The volume cannot be increased after a certain level
- B) The pictures turn balck and white on its own after a few minutes of switching the TV on.

I bought the TV set on your assurance that it will be of excellent working condition. The TV set that was shown to me of the same model at the showroom was fine working, however the one delivered to me seems to have|proved your assurance wrong. I would request you to either replace the set or send in your expert engineers to look into matter.

----- **body ends** -----

Yours Faithfully, ----- **Complimentary close**
Manish Sharma



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Sales Letter Sample

Summit Electric Company, Inc.

327 Park Avenue
Houston, TX 45678
204-555-5412
info@summit.com

Dear Sir

With summer approaching, you must be thinking of how to keep your office cool, so that you and your colleagues can continue to work efficiently. Realizing your needs, we have manufactured room-coolers for different capacities. We have given detailed specifications in the enclosed pamphlet. You would be happy to know that we are giving a guarantee for five years against all manufacturing defects and repair, or replace any part that causes trouble, at our own cost.

At the end of the pamphlet you will find a card, please fill it and mail it and we shall send our technician to inspect your office, examine your requirements, and suggest you about the appropriate location of coolers so that your entire office may maintained at the proper temperature throughout summer.

If you place the order before 30 July, we shall give you a special discount of 5 percent. Our man will transport the coolers to your office and install them whenever you want. And this extra service is totally free.

It is our belief that you would like to avail yourself of this special offer.

Yours sincerely

Jean Lee
General Manager



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