



الجامعة التقنية الشمالية

المعهد التقني / الموصل

قسم تقنيات ادارة المكتب

المرحلة الثانية

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مدرس المادة

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Commercial correspondence

Business letter

The main parts of the business letter

1 – the heading : it is the name and address of the company (person) that sent the letter .

It consists of the following informations :

The full name of the company (person) .

The name of the street ,city, country .

Telephone , telex , fax , p.o. box .

2 – the date : Every letter must have a date it consists .

The day , month , and year .

It is used for future action and filling .

3 – the inside address : this part of the letter identifies the name and the address of the person (company) that received the letter .

4 – the salutation : it is your greeting to your address before starting the message of the letter .

5 – the body : it contains the main informations of the message what is wanted to be said in the letter .

6 – complementary close : it is the friendly ending of the business letter .

If the name of the person to whom the letter is sent is mentioned in the salutation use (sincerely yours) .

If the name of the person to whom the letter is sent is not mentioned in the salutation use (faithfully yours)

7 – the signature : the writer of the business letter is identified by the signature , it contains :

The writer name and his job .

The name of the company .

The auxiliary parts of the business letter :

1 - Reference no : they are used for future action and filing .

2 – attention line : it is used when you direct your letter to the attention of a specific person , using either his name or his job or both .

3 – subject line : it is used to give the reader an advance notice to what the letter is about .

4 – Reference initials : they are the typist initials or the initials of his last name .

5 – enclosure notation : they are used when some materials like a cheque are included with the letter catalogue , price list document in the same envelope .

6 – carbon copy : it is used when the letter is sent to one or more person or parts other than the addressee and or wish him to know that .

7 – post script : it is used when additional information to the message of the letter .

The qualities of a successful business letter :

- 1 – grates a favorable first impression .
- 2 – appeals to the reader point of view .
- 3 – correct in every details .
- 4 – is courteous , friendly and sincere .
- 5 – promote good well .
- 6 – is concise .
- 7 – clear and complete .
- 8 – flow smoothly .
- 9 – is well paragraph .
- 10 – avoid jargon .

Arrangement style of business letter :

1 – full blocked style :

In this style all parts of the letter begin at the left margin of the paper , it is modern and time saving .

2 – the blocked style

In this style all parts of the letter begin at the left margin except the date , complementary close and signature begin at the right .

3 – semi blocked style

This style is the same as the blocked style except that the paragraph are indented .

4 – the indented style

In this style the inside address is indented with a comma after each , it is old fashioned .

5 – simplified style

It is the same as the full – blocked style

Except that it has no salutation an complementary close .

Type of correspondence

Letters can be classified into three main types :

1 – personal or private letter :

These are the letters which are exchanged among friends , relatives , and usually they include personal matters .

2 – official letter :

Letters which are exchanged among official and governmental bodies , they include official affairs such as orders , appointments , promotions .

3 – commercial letters :

Letters which are exchanged among firms , traders , companies, and businessmen , these letters include commercial transactions .

Terms of delivery

Means the place and the time in which the goods are delivered to the buyer .

1 – loco : (x-ware house)

The buyer receives the goods to the sellers store .

2 – f.a.s. : (free alongside ship)

The buyer receives the goods on the docks of the sellers port

.

3 – f.o.b. (free on board)

The buyer receives the goods on board the ship of the seller port .

4 – c.& f : (cost and freight)

The buyer receives the goods at his port .

5 – c.i.f. : (cost insurance and freight)

The seller pays the expenses for insurance, freight and cost .

6 – franco

The buyer receives the goods at his shop .

Terms of payment

1 – c.w.o. : (cash with order)

The buyer sent the money to the seller with the order .

2 – c.o.d. : (cash on delivery)

The buyer pays the money after receiving the goods .

3 – c.a.d.: (cash against documents)

The buyer receives the shipping document and pays the money of the goods .

4 – d.a.a.: (documents against acceptance)

5 – l / c .: (letter of credit)

The buyer has to open a letter of credit in his bank in favor of the seller .

The Enquiry

It is a letter written by the buyer to the seller that ask for informations such as prices, catalogue , sample , and general informations .

Some practical steps of writing a letter of Enquiry :

1 . Explain the way you know about the address .

A . we owe your name and address from the -----embassy in -----
-----.

B . we have seen your address -----newspaper No -----dated
-----.

2 . please quite your price for the following items :

1 . -----

2 . -----

3 . -----

End your letter as follow :

A . we are looking forward to receiving your reply soon .

B . we look forward to hearing from you as soon as possible .

Q. write a letter of enquiry using the following:

- the letter is sent by the Iraqi stores co. Al-Rashid St, Baghdad, Iraq.
- the date of the letter 15-1-2010 and No.63.
- the letter is sent to Al-ahram carpet co. al-jeeza st. cairo-egypt.
- you have got name and address from Al-sabah newspaper dated 23-12-2009 No. 1350.
- ask about the prices of the following item:
 - 100 pcs carpet 4x6
 - 200 pcs carpet 4x3
 - 60 pcs carpet 2x3
- the letter is signed by waleed abed Al-hameed sales manager.
- sent a copy to the sales dept.
- use semi blocked style.

Replay of Enquiry

It is a letter written by the seller to the buyer given him A catalogue, samples and general in formations of the Goods offered for sale.

Dear Sir:

1-

a-We received with than your letter of enquiry dated -----
---- and No -----.

b-Thank you for your enquiry dated ----- and No-----.

2-We are happy to send you out -----.

a-We shall happy to received your order soon.

b-We look forward to received your order soon.

c-We hope to hear from very soon.

Q-Write a replay of enquiry using the following:

- 1-The letter is sent by Volkswagen automobile Co. highway St- Brazil.
- 2- The letter is sent to AL-Shark CO. For the spare parts Anadhol St. Istanbul – Turkey
- 3-The date of the letter 25-8-2010 and No.81
- 4-The date of enquiry 15-8-2010 and No.91 Ask about a catalogue of spare parts.
- 5- The letter is signed by Mohammed Iqbal-Manager.
- 6- You sent out a catalogue. Of spare parts
- 7- Enclose with the letter a catalogue.
- 8- Sent a copy to the stores.

Use full blocked style.

Write A Replay of Enquiry Using the following

The letter is sent by al-Saba stores for electronic. Al- Rasheed St. Baghdad-Iraq

The letter is sent to Bing co. for electronic son set. Seoul, Korea

The date of the letter is 1-10-2017 and no. 89

The date of Enquiry 20-8-2017 and no 120

-the letter asking about cataloged

-the letter is signed by Waleed a seed the manager.

-sent a copy to the stores.

-Use The block style

-enclose: cataloged

The Quotation

It is a letter written by the seller to the buyer given him the prices of the goods offered for sale

it should be clear.

it contains:

A – Quantity of goods required.

B – the price per unit.

Dear sir.

We received with thanks your letter of enquiry dated -----and
no -----.

Our prices are as follow:

a-----.

b-----.

c-----.

d-----.

A – we look forward to receive your order very soon.

B – we shall happy to receive your order soon.

C – we hope to hear from you again soon.

Q- write a letter of quotation using the following:

- The date of letter 5-10-2011 and no 112.
- the letter is sent by Philips co. for electronic high way St. Tokyo – japan.
- the letter is sent to Waleed Yousef the Iraq stores co. Al – Rashid St. Baghdad – Iraq.
- the date of enquiry 5-9-2011and no 53.
- the prices given are:
 - A – 500 pcs video Philips \$60 each.
 - B – 200 pcs T.V Philips \$ 100 each.
- The letter is signed by henry Philip export manager.
- Sent a copy to the stores.
- use full blocked style.