

K.T.S.P.Mandal's

SAHEBRAOJI BUTTEPATIL MAHAVIDYALAYA

Rajgurunagar, Tal-Khed, Dist-Pune,410505

Department of Commerce

S.Y.B.COM

SEM-IV

Subject

Business Communication-II

Chapter 3

Types and Drafting of Business Letters

Chapter 3

Types and Drafting of Business Letters

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B. Types of Business Letters

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2. Replies to Enquiry Letters
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A) Introduction

Businesses are of different types. Their operations are neatly organized in departments such as personnel, marketing, sales, purchase, accounts, and administration and secretarial. As such, business letters emerging from these departments are different in tone. In order to communicate better, one has to understand the features of these businesses letters. Some of the business letters have to be polite, some persuasive and some firm. This unit will discuss in detail the different types of business letters. The drafting of enquiry letters, order letters, sales letters, complaint letters and collection letter will also be explained.

B) Types of Business Letters

1) ENQUIRY LETTERS

Introduction

Letters of enquiry are normal request for information. The enquiry letters are related with purchasing side of trade. Such processes may be of commodities or services. It should be kept in mind that enquiry letters are sent out for commodities or services that are not bought frequently by the businessman.

Types of enquiry

1. Solicited enquiry

Solicited enquiry is in a response to an advertisement sales letter of a seller. Already the buyer has some information of product or services. He requires further details.

2. Unsolicited enquiry

An unsolicited enquiry is opposite of solicited enquiry. He writes to firm that sell the kind of product he requires or provide the kind of services he needs. These letters are sent to obtain general or particular information from recipient.

Drafting the letter of enquiry

1. Read advertisement carefully
2. Mention the name of advertisement media
3. Ask your doubts tectfully
4. Do not include so many enquiries in a single letter
5. Do not enquire about product which are not offered by recipient
6. The enquiry should be specific
7. Write the address carefully and correctly

ENQUIRY LETTER

K.T.S.P. Mandal's
Sahebraoji Buttepatil Mahavidyalaya,
Rajgurunagar, Pune 410505

Fax- 123456
Telephone-6543210
Reference-Enq/2101

Date-

To,
The Proprietor,
M/s Shubham furnitures
Sadashiv Peth, Pune-30

Subject:- Enquiry about price of different furniture

Respected sir,

As per your advertisement in the newspaper "THE ECONOMIC TIMES" dated on 1st December 2021.

We want to purchase some furniture for our new classrooms. Our requirements are of a valued nature, therefore we request you to send us your price list.

You have mentioned in your advertisement that a special discount will be given to educational institution. So please send us the details particulars of discount.

We are waiting for your reply

Thanking you,

Yours faithfully

Principal
K.T.S.P. Mandal's
Sahebraoji Buttepatil Mahavidyalaya,
Rajgurunagar, Pune 410505

2) REPLY TO THE ENQUIRY LETTER

Introduction

The timely replies to the enquiry made by customers or clients are very important for business. Reply letter also wins the trust of customers. Replies usually contain price quotation and term of sale search as discount credit delivery etc replies to regular customer should early and correctly and easily.

Drafting of replies letter

1. Read the enquiry letter carefully
2. Draft the reply letter promptly and timely
3. Mention the rules and regulations clearly
4. Give complete information
5. Use courteous tone in the reply letter
6. Encourage recipient to ask other doubts and queries
7. Provide catalogue or price list

REPLY TO ENQUIRY

Shubham furnitures
Sadashiv peth Pune 30

Date:-

To ,
The Principa,l
K.T.S.P. Mandal's
Sahebraoji Buttepatil Mahavidyalaya,
Rajgurunagar, Pune 410505

Subject:- Replies to enquiry

Respected sir

We thank you for your enquiry made on 5th December 2021 and are glad to know that you are impressed by our advertisement in the economic Times dated on 1st December 2021.

The enclosed catalogue will be give you all the necessary details about tables, benches, desk, chairs etc that you might. In sense of the education view you will also get special trade discount at 10% on all orders exceeding rupees 2 lacs

We are waiting for your orders

Thanking you,

Yours faithfully

Proprietor
Shubham furniture
Sadashiv Peth, Pune 30

Enclosure:-
Catalogue

3. ORDER LETTERS

Drafting of order letter

1. Refer quotation price list carefully
2. Mention quality and quantity of product or commodity
3. Provide information
4. Mode of payment
5. Acknowledgement card to convey the receipt of order later

LETTER OF ORDER

K.T.S.P. Mandal's
Sahebraoji Buttepatil Mahavidyalaya,
Rajgurunagar, Pune 410505

Fax- 123456
Telephone-6543210
Reference-Enq/2101

Date-

To,
The Proprietor,
M/s Shubham furnitures
Sadashiv Peth, Pune-30

Subject: - Order of furnitures

Dear Sir,

We are very thankful to you for the price list sent by you please place the order for following items.

Sr.No.	Particulars	Quantity	Rate per Unit	Amount
1	Benches	240	Rs. 1000	Rs. 240000/-
2	Desks	04	Rs. 1500	Rs. 6000/-
3	Tables	04	Rs. 500	Rs. 2000/-
4	Chairs	08	Rs. 200	Rs. 1600/-
Total				Rs. 249600/-

As per the agreement you are supposed to provide us 10% discount on amount. You are requested to send the above goods by "Arun transport". The standard material should be used for packing. We have enclosed here with cheque of rupees 1 lakh. The remaining amount will be paid within 15 days from the date of delivery. We request you to send about goods within 15 days. Please acknowledge the receipts of our order waiting for your supply and cooperation

Thanking you

Yours faithfully,

Principal
K.T.S.P. Mandal's
SBM, Rajgurunagar, Pune 410505

Enclosure-
Cheque

4) CREDIT AND STATUS ENQUIRY

Status enquiry is an enquiry about financial status and truth worthiness of customers.

A) Letter for Credit and Giving Reference

LETTER OF CREDIT & GIVING REFERENCE

K.T.S.P. Mandal's

Sahebraoji Buttepatil Mahavidyalaya,

Rajgurunagar, Pune 410505

Fax- 123456

Telephone-6543210

Reference-CR/2104A

Date-

To,

The Proprietor,
M/s Shubham furnitures
Sadashiv Peth, Pune-30

Subject: - Letter for Credit and Giving Reference

Respected sir,

We thank for your letter. We appropriate the need for references and give names and address of reputed firms which we have been dealing for more than 15 years.

- 1) Bank of India , Chakan 410501
- 2) Rajgurunagar Sahakari Bank Limited , Rajgurunagar, 410,505

We propose to purchase the furniture rupees 1, 49,600 from your firm on the basis of 3 months credit facility. We are appreciating your decisions concerning this order.

Thanking you!

Yours faithfully,

Principal
K.T.S.P. Mandal's
SBM, Rajgurunagar, Pune 410505

B) letter of collecting information about credit worthiness.

LETTER OF COLLECTING INFORMATION ABOUT CREDIT WORTHINESS

SHUBHAM FURNITURES

Sadashiv Peth Pune- 30

Fax- 123456
Telephone-6543210
Reference-CICW/2104B

Date-

To,
The Manager,
Bank of India
Chakan, 410501

**Subject: - Collecting information about credit ordinance of K.T.S.P.Mandal's
Sahebraoji Buttepatil Mahavidyalaya, Rajgurunagar.**

Respected sir,

We have received on order from The Principal of Sahebraoji Buttepatil Mahavidyalaya, Rajgurunagar for supply of furniture worth rupees 1,49,600/- on 3 months credit facility.

If you can find out anything about their activities and financial reputation then please provide us.

Thanking you!

Yours faithfully,

Proprietor
Shubham furniture
Sadashiv Peth, Pune 30

C) Letter for unfavourable reply from Bank

LETTER OF UNFAVOURABLE REPLY FROM BANK

**BANK OF INDIA
CHAKAN, 410501**

Fax- 123456
Telephone-6543210
Reference-UR/2104C

Date-

To,
The Proprietor,
Shubham Furniture
Sadashiv Peth, Pune-30

Subject: - Letter of Unfavourable reply

Respected sir,

In a response to your letter dated _____, we have to state that, the party does not enjoy credit facilities with the bank for the last 8 months. It is reported that the bank had a difficulty in recovering previous loans and advances from party due to their adverse financial position.

This information is given in confidence and truly.

Thanking you!

Yours faithfully,

Manager
Bank of India
Chakan, Pune-410501

D) Letter for favourable reply of bank

LETTER OF FAVOURABLE REPLY FROM BANK

**BANK OF INDIA
CHAKAN, 410501**

Fax- 123456
Telephone-6543210
Reference-FR/2104D

Date-

To,
The Proprietor,
Shubham Furniture
Sadashiv Peth, Pune-30

Subject: - Letter of Favourable reply

Respected sir,

In a response to your letter dated on _____. We have to state that, the firm has a good financial position and good reputation in the market and has turnover of rupees 50 lakhs per year,so it is not risky to supply them a goods on credit to the extent rupees 1,75,000.

This information is given in confidence and truly

Thanking you!

Yours faithfully,

Manager
Bank of India
Chakan, Pune-410501

5) SALES LETTER

SHUBHAM FURNITURES

Sadashiv peth Pune 30

Fax- 123456
Tel- 6543210
Ref. SL/2205

Date-

To,
The Principal
K.T.S.P. Mandal's
Sahebraoji Buttepatil Mahavidyalaya,
Rajgurunagar, Pune 410505

Subject: - Sales Letter

Respected sir,

We are proud to introduce to you our shop Shubham furnitures. We are in this business for past 15 years. Our furnitures are of good quality and have good customer review to stop it will be our pleasure to provide you furniture at reasonable prices.

Our latest launch items are high quality table, benches, chairs, desks and we will offer special discount with them. Their detail descriptions and coloured pictures are given in the enclosed folders.

Our shop remains open from 10: a.m. to 8:00 p.m. on weekdays. We look forward to a positive reply.

Thanking you!

Yours Faithfully

Proprietor
Shubham Furniture
SadashivPeth Pune 30

Encl:-
Catalogue

6) COMPLAINT LETTER

A) Causes of complaint letters

1. The goods supplied are unsatisfactory.
2. The wrong goods are supplied.
3. The goods are in defective packing.
4. The goods are in delivered in damaged condition.
5. Variance in the order quantity of goods.
6. Excessive price of material.
7. Variance in terms and conditions.

B) Drafting of complaint letter

1. Use Proper language and words
2. Clarity should be taken
3. Objective view should be taken
4. The complaint should be made very tact fully
5. Complaint should be genuine.

K.T.S.P. Mandal's

Sahebraoji Buttepatil Mahavidyalaya,

Rajgurunagar, Pune 410505

Fax- 123456

Telephone-6543210

Reference-CL/2205

Date-

To,

The Proprietor,

M/s Shubham furnitures

Sadashiv Peth, Pune-30

Subject:-Letter for complaint about the goods

Respected sir,

Waiting for our order dated _____. You have sent us the furniture against about order. We regret to inform you that the material is not up to your usual standards. Some desks, chairs and tables are defective. So we request you to replace this inferior material as early as possible.

We are waiting for your favourable response.

Thinking you!

Yours faithfully,

Principal

K.T.S.P. Mandal's

SBM, Rajgurunagar, Pune 410505

7) COLLECTION LETTER

SHUBHAM FURNITURES

Sadashiv peth Pune 30

Fax- 123456
Tel- 6543210
Ref. SL/2205

Date-

To,
The Principal
K.T.S.P. Mandal's
Sahebraoji Buttepatil Mahavidyalaya,
Rajgurunagar, Pune 410505

Subject: - Collection of overdue accounts/ credit

Respected sir,

We refer to our supply of furniture in your college. We would bring to your notice the following bills which are outstanding for payment.

1. Bill number 200- dated_____ - Rs. 7500/-
2. Bill number 201- dated_____ - Rs. 4300/-
3. Bill number 202- dated_____ - Rs. 3250/-

The above mentioned a bill number 200 and 201 being nearly 50 days credit. We request you to kindly release the payment against those before the date_____.

As for bill number 202 dated_____Rs 3250/-, we enclose a fresh bill showing it is count of 2.5% as per your requirement to release the payment immediately.

Since we are in urgent need of the above payment we request you to kindly release payment against the about bills on or before date_____.

Thanking you!

Yours Faithfully

Proprietor
Shubham Furniture
SadashivPeth Pune 30

8) CIRCULAR LETTER

Introduction:-

A circular is also a written formal document used for inter departmental or organizational communication. A businessmen sends a circular letter when he has to communicate a formal message to number of customers, shareholders, suppliers, business traders. It serves the same purpose as the notice.

Occasions of Circular letters

1. Change in address
2. Opening of new departments, shops, branches
3. Introducing new product
4. Announcing rise or reduction in prices
5. Announcing retirement or death of partner
6. Announcing organizing programs.

K.T.S.P. Mandal's

Sahebraoji Buttepatil Mahavidyalaya,

Rajgurunagar, Pune 410505

Date:-

CIRCULAR NO. 2022/01

The organization is conducting a Visit to Village program, under the Rural Development Project on the date_____. We will be visiting a nearby village and conducting cleanliness there. The employees are advised to come in informal dress code and assemble in the main ground at 11.00 am and join for program.

Principal

Sahebraoji Buttepatil Mahavidyalaya,

Rajgurunagar, 410505

Reference:-

1. Business Communication, M. K. Sehgal, Excel Books India, 2008
2. Business Communication, Prin.R.B.Suryavanshi & others, Success Publication, 2010
3. Business Communication, Yogesh T Malshette, Nirali Prakashan, 2018