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المراسلات التجارية
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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 persons 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 – creates 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 will .
- 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

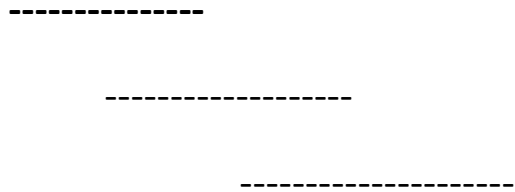
In this style all parts of the letter begin at the left margin except the date , complementary close and signature begin at the right .

3 – semi blocked style

This style is the same as the blocked style except that the paragraphs 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 and 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 in formations such as prices, catalogue , sample , and general in formations .

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 .

Iraqi Stores Co .

Al-Rasheed St,

Baghdad-Iraqi.

15-jan-2010

No : 63

AL-ahram carpet co .

Al-jeeza st ,

Cairo-Egypt.

The Enquiry

Dear sir

We have seen your address in Al-sabah newspaper no.1350. dated 23-12-2009.

Please quote your price for the following items :

- 1 . 100 pcs carpet 4x6
- 2 . 200 pcs carpet 4x3
- 3 . 60 pcs carpet 2x3

We are looking forward to receiving your reply soon .

Waleed

Faithfully yours

Waleed adeb al-hameed

The sales manager

C.c.to the sales dept

Discount

There are three kinds of discount :

1 . Cash discount :

This is an allowance made by the seller to the buyer for prompt payment or payment before the debt is due .

2 . Trade discount :

It is the amount allowed off the price- list of the goods to traders to encourage them to buy again .

3 . Quantity discount :

It is the amount allowed off the price- list of the goods to traders to encourage them to buy more .

Q . What are kinds of discount , explain One of them ?

Packing and Dispatch

The art of packing is to get the contents in to a nice compact shape that will stay that way during the roughest journey , and wrap the lot with a good, strong cover of some kind , the cover

Differs from (the thin brown paper parcel that tears open at the first touch) and (the heavy box that gets there all right but cost more in postage than the contents are worth) .

This is the problem that faces the dispatch department of every firm , many firms have established a special department for export packing using the new packing materials which are light and strong and new methods to ensure the safe tr

The Complain Letter

It is letter written by the buyer to the supplier (seller) complaining About damage items , late delivery , and any other problems .

1 . If the subject of the complain letter that the goods are delayed .

Dear mr

A . Refer to our order dated -----and No ----- .

B . we are very sorry to tell you that your goods have been delayed too much in delivery .

C . this will cause us some problems with our customers and in our selling .

D . please send the goods as argent as possible and we hope that this will never happen again .

2 . If the subject of the complain letter about some of the items you received were damaged .

Dear mr

A . I am sorry to tell you that when we unpacked the goods we found that some of the items were damaged .

B . we kindly ask you for compensation, we hope that more attention will be paid in packing for next shipment .

C . below you find a list of the damaged items .

D . Encl :

List of damaged items .

Q . write a letter of complain showing that the goods are delayed in delivery .

-The letter is sent by the Iraqi trading co . al- Mansur st , Baghdad – Iraq .

-The letter is sent to Philip henry Philips co . for Electronic 30 highway St , Tokyo – japan .

-The date of the order 4-10-2009 and no .68 .

-the date of the letter 15-12-2010 and no .120

-the letter is signed by Mohammad Waleed export manager .

-use blocked style .

Iraqi Trading.

Al-mansur st,

Baghdad-iraq.

15-dec-2010

No: 120

Philip henry Philips co.

30highway St ,

Tokyo- Japan.

The complain letter

Dear sir

Refer to our order dated 4-10-2009 and no.68.

we are very sorry to tell you that your goods have been delayed too much in delivery.

this will cause us some problems with our customers and in our selling .

please send the goods as argent as possible and we hope that this will never happen again .

mmmmmmmmmm

Faithfully yours

Mohammad waleed

The export manager

Q . Write complain showing the goods are damaged .

-the letter is send by the Iraqi stores for electronic al-zuhoor st .

Baghdad – Iraq .

-the letter is send to Samsung co . for electronic son set . seoul , korea .

-the date of the letter is 1-5-2016 and no . 60 .

-the letter is signed by hisham waleed the manager .

-sent a copy to the stores .

-use block style .

Iraqi stores for electronic.

Al-zuhoor st ,

Baghdad – Iraq.

1-may-2016

No : 60

Samsung co .

For electronic son set,

Seoul , korea .

Complain of damaged

Dear sir

I am sorry to tell you that when we unpacked the goods we found that some of the items were damaged .

We kindly ask you for compensation, we hope that more attention will be paid in packing for next shipment .

Below you find a list of the damaged items.

Enclo :

List of damaged items .

Wwlll

Faithfully yours

Hisham waleed

The manager

C.c to the stores

Replay of complain

1 . If the subject of the complain about delayed of goods the replay are as follow :

Dear mr

-Refer to your letter of complaint dated -----and no.-----.

-We are very sorry to hear that the goods were delayed that was all because of reasons beyond our control .

-We promise you that such delay will never happen again .
accept our apology .

2 . If the subject of the complain about some of goods were damaged the replay are as follow :

Dear mr .

-Refer to your letter of complaint dated -----and No. -----.

-We are very sorry to hear that some of the goods were damaged we are ready to compensation the damage articles .

We hope that this will not happen again .

Accept our apology .

Q . Write a reply of complain about delayed of goods using the following :

-The letter is sent to mohammad ali trading co . al-zuhoor st,
mosul – iraq .

-the date of the letter 15-12-2011 and no.45.

-the date of complain letter 9-12-2011 and no . 60 .

-the letter is sent by al-shark co . Istanbul – turkey al-zahra st .

-the letter is signed by waleed abed-al-wahid . import manager.

-sent a copy to the store.

-use semi – blocked style .

Al-shark co .

Al-zahra st ,

Istanbul – turkey.

15-Dec-2009

No : 45

mohammad ali trading co .

al-zuhoor st,

mosul – iraq.

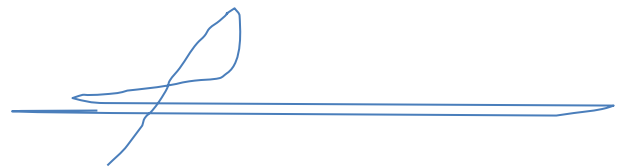
Replay of delayed

Dear mr

Refer to your letter of complaint dated 9-12-2011 and no.60 .

We are very sorry to hear that the goods were delayed that was all because of reasons beyond our control .

We promise you that such delay will never happen again . accept our apology .



Sincerely yours

waleed abed-al-wahid

the import manager

c.c to the store

Q- Write a replay of complain about some of goods damaged using the following :

-the letter is sent by the Iraqi stores co , AL-Rashed st,Baghdad-Iraq .

-the letter is sent to AL-ahram co , al-jeeza st , cairo – Egypt.

-the date of the letter 11-5-2019 and no.33 .

-the date of complain letter 7-5-2019 no.40 .

-the letter is signed by waleed ahamed . sales manager .

- use full blocked style .

Iraqi stores co.

AL-Rashed st,

Baghdad-Iraq.

11-may-2019

No : 33

AL-ahram co.

al-jeeza st,

cairo – Egypt.

Replay of damaged

Dear sir

Refer to your letter of complaint dated 7-5-2019 and No.40 .

We are very sorry to hear that some of the goods were damaged we are ready to compensation the damage articles .

We hope that this will not happen again . Accept our apology .



Faithfully yours

waleed ahamed

sales manager

The order letter

It is a letter written by the buyer to the seller asking him to send the goods agreed upon in the quotation .

Dear sir :

a . we received with thanks your letter of quotation dated -----and no ----- .

b . please supply with the following :

Items no	description	quantity	Unit price	total

Terms :

Delivery :

Payment :

C . I have waiting forward to received the goods as soon as possible .

Q . write a letter of order using the following :

The letter is sent by the Iraqi stores co . al- Rashid st, bagdad – Iraq .

The date of the letter 23-10-2011 and no .34 .

The date of quotation 1-10-2011 and no. 60 .

The letter is sent to Seiko watch co. 60 highway st. Tokyo – japan .

The good ordered are :

A . 100 pcs men watch \$ 50 each .

B . 1000 pcs women watch \$ 60 each .

C . 500 pcs wall watch \$20 each .

Terms : payment : c.w.o

Delivery : f.o.b

The letter is signed dy ali Hassan import manager

Use semi blocked style .

Iraqi stores co.

Al- Rashid st,

bagdad – Iraq .

23-october-2011

No : 34

Seiko watch co.

60 highway st,

Tokyo – japan .

The order letter

Dear sir

we received with thanks your letter of quotation dated 1-10-2011 and no 60.

please supply with the following :

Items no	description	quantity	Unit price	total
A	Men watch	100	50 \$	5000
B	Women watch	1000	60 \$	60000
C	Wall watch	500	20 \$	10000

Terms :

Delivery : f.o.b

Payment : c.w.o

I have waiting forward to received the goods as soon as
possible .

alihassan

Faithfully yours

Ali Hassan

The import manager

The Invoice

It is an account of goods bought or sold with description price and quantity of each article .

It is not only a request for payment but also records of transactions which give the buyer and the seller information about what has been bought or Sold .

Parts of the Invoice :

- 1 . The name and the address of the company (seller) .
- 2 . The date and no. of the invoice .
- 3 . The date and no . of the order .
- 4 . The name and the address of the customer (buyer)
- 5 . The quantity .

Description .

Unit price .

Total .

- 6 . Terms :

Payment :

Delivery :

Company Name

Invoice no.

Company Address

City , state

Phone Number Fax Number

Invoice

Customer :

Date

Order

Date

Name

Address

City

Phone

Qty	Description	Unit price	Total

Terms :

Payment :

TOTAL

Delivery :