

FUNCTIONS OF A BUSINESS LETTER

A Business Letter serves the following functions:

1. Communicates commercial information
2. Serves as a permanent record for future reference
3. Leaves a lasting impression on the receiver's mind
4. Widens the area of commercial transactions
5. Used as a legal document
6. Used to build goodwill

● LETTERS OF INQUIRY (ENQUIRY):

These letters ask for information of products and services, catalogues, samples or quotations.

A letter of enquiry should state:

1. The purpose of a letter
2. Refer to source of information
3. Specifications: the quality and the quantity one wants
4. The expected date of delivery and the mode of delivery
5. Ask the supplier to quote the prices or send the price list/catalogue
6. Ask for a discount
7. Ask for the mode of payment

LETTER OF ENQUIRY

WRITE A LETTER ASKING A SPORTS GOODS SUPPLIER TO SEND THEIR PRICE LIST.

KARNAVATI CLUB

Iscon road,
Ahmedabad.
20TH July,2010.

To
The Manager,
Swastik sports,
Delhi.

Dear Sir,

Sub.: Letter of inquiry for sports goods

We are a leading club in Ahmedabad and we would like to make bulk purchases of the following sports goods for our club.

NO.	ITEM	QUANITIY
1.	Cricket kits	10
2.	Hockey sticks	30
3.	Basket balls	15
4.	Foot balls	15

Dr.P S Nayak

Kindly send us your latest price list and also let us know regarding the discount available as well as the other terms and conditions.

Yours faithfully,

G. Arora

(The Manager)

LETTER OF REPLY

These letters are written in reply or in acknowledgement of an inquiry letter. Letters of reply reflect business etiquette and they perform the function of a salesman.

- A letter of reply should state:
 1. An acknowledgement of an inquiry letter
 2. Price list/catalogue or the price quoted
 3. Terms of payment
 4. Time of delivery

WRITE A LETTER OF REPLY IN REFERENCE TO THE ABOVE INQUIRY

SWASTIK SPORTS

Swastik sports,

Delhi.

25TH July,2010.

To

The Manager,

Karnavati club,

Dr.P S Nayak

Ahmedabad.

Dear Sir,

Sub.: Letter of reply to your enquiry for sports goods

We thank you for your enquiry dated 20th July,2010. We are glad to enclose the latest price list of our sports goods.

NO.	ITEM	QUANITIY	RATE/UNIT
1.	Cricket kits	10	Rs.1000
2.	Hockey sticks	30	Rs. 300
3.	Basket balls	15	Rs. 500
4.	Foot balls	15	Rs. 500

Our normal trade discount is 15% and we offer a 5% extra for bulk orders exceeding Rs.60000.

If you need any further details or assistance in meeting your special requirements, kindly feel free to write to us.

Yours faithfully,

P. Singh

(The Manager)

Dr.P S Nayak

Letter of Order

These letters are written to place an order for a product(s). in Business Letters ordering goods, care should be taken to give a clear and exact description of the articles needed.

- A Letter of Order should contain:
 1. An acknowledgement of the earlier letter if any.
 2. An itemized list of the goods wanted to be supplied.
 3. Specifications of the quality, quantity and packing of the goods required.
 4. Directions of forwarding: by rail, post etc.
 5. Mode of payment.

Write a letter for placing an order for different types of fans.

GUPTA AGENCIES LTD.

Karanpara Road

Rajkot

20th November, 2010

To

The Manager,

Prakash Electricals Ltd.,

Ahmedabad.

Sir,

Sub: Order for fans.

We thank you for your letter dated 15th November, 2010 enclosing your catalogue and price list. We are pleased to place our order for the following.

Sr. No.	Description	Quantity
1	Usha Pedestal Fans	25 Nos.

Dr.P S Nayak

2	Usha Ceiling Fans	45 Nos.
3	Polar Mini Fans	75 Nos.

Kindly negotiate the documents through UCO Bank Rajkot Branch. Payment will be made on presentation of documents. As mentioned in your price list, kindly give us a discount of 15% on the list price.

We request you to confirm dispatch of the goods by return of post.

Yours faithfully,

K. Sharma

(The Manager)

Letters of Cancellation of an Order

These letters are written by the seller when he comes across some adverse situation and finds himself being unable to execute the order placed by the buyer.

- Letters of Cancellation of Order should contain:
 1. Acknowledgement of the order received.
 2. Clear explanation about the difficulty in executing the order.
 3. Request the customer to understand your difficulty and try to convince him about the same.
 4. Apology for the inconvenience caused.
 5. Offer to serve for future orders from the customer to the best of his satisfaction.

Write a letter of Cancellation for the above order.

PRAKASH ELECTRICALS LTD.

Ahmedabad

17th November, 2010

To

The Manager,

Gupta Agencies Ltd.,

Rajkot.

Dear Sir,

Sub.: Cancellation of the order placed.

With reference to your letter placing an order for electrical goods, we are sorry to inform you regarding our inability to execute your order.

The workers in our factory are on an indefinite strike and therefore the production unit is entirely shut down at present. Under such circumstances, it seems impossible for us to fulfill your order within the due date. We are extremely sorry for the inconvenience caused to you.

Dr.P S Nayak

We shall be obliged to execute your order once the matter is settled if you allow us some more time. We assure you of our best services in future and hope to have continued business with you.

Yours faithfully,

R. Joshi

(The Manager)