



SRI AKILANDESWARI WOMEN'S COLLEGE, WANDIWASH

BUSINESS CORRESPONDENCE

Class : II UG Commerce

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STRUCTURE OF A BUSINESS LETTERS

- The structure of business letters refers to the proper arrangement of the various parts or the different elements of a business letter.
- The letter should consist of the following components.
 - The heading
 - The date
 - The inside address
 - The salutation
 - The body of the letter
 - The complimentary close
 - The signature

THE HEADING

Almost all business firms use printed letterheads for their correspondence.

Generally, the name and address are printed on the top of the letterhead but it frequently gives other particulars such as the description of the business, the telephone number, the telegraphic address, the telex number, fax number, E-mail address etc.,

To give a balanced appearance to the letter, nearly one fifth of the total space should normally be used for the heading.

IMPORTANCE OF A LETTER HEAD

- To supply the reader of the letter with the name and address of the firm writing the letter.
- This will enable the reader to send his replies to the latter.
- To render the placement of the message more attractive.
- The artistic letterhead reinforces the effectiveness of the message contained in the text of the letter.

The heading

PRASANNA PUBLISHERS,
17, Murugappa Achari street,
Chepauk, Chennai-600005

Telephone: 8548866

E-mail: peasana@eth.net

THE DATE

- * This gives the date of the month and the year.
- * It appears on the right hand side of the letterhead about five space below the heading.
- * e.g. march 1, 2020. Some people omit the comma after the date and the full stop after the year, but it is generally considered correct to use them.
- * The practice of writing the date as 1-3-2020 or 1/3/2020 should be avoid because it would give rise to errors, particularly in foreign correspondence.

THE INSIDE ADDRESS

- This gives the name and full address of the person, firm or company to whom the letter is written.
- It is generally typed lines below the date line and above the salutation on the left-hand margin of the letterhead.

Use of prefixes and courtesy titles

Mr., Esq., Sri., Mrs., Shrimathi.

Miss. Messers are the ordinary courtesy titles used in correspondence.

The prefixes or courtesy titles to be used depend on the status of the receiver.

1. Mr. or Esq. is used in case of men both married and unmarried.
2. Miss is used for an unmarried woman.
3. Mrs. Or Shrimathi is used for a married lady.

THE SALUTATION

- The salutation is the similar to greetings like “good morning” ,”good day” ,”good afternoon” etc. used by us in social life.
- It is written about three space below the inside address.
- The following are the usual forms used in business letters.
 - Sir , Dear sir, Dear Sirs, Gentlemen, Dear Mr. Mohan, Madam , Mesdames etc.

THE BODY OF THE LETTER

- This is the most important part of the letter.
- The ultimate object of a business letter is to convey a message.
- The body of the letter contains the principal message to be conveyed to the other party.
- Therefore , the writer should take utmost care to set out the matter clearly.

In this connection , Mr.L.Gartside suggest the following points which the reader should always bear in his mind

- * Write simply, clearly, politely , grammatically and to the point.
- *Paragraph correctly confining each paragraph to one topic.
- *Avoid stereo typed phrases and commercials.

THE COMPLEMENTARY CLOSE OR SUBSCRIPTION

- The complementary close written three spaces below the last line of the body of the letter and just above the signature.
- For example

Awaiting for a favourable reply, I am.

Yours faithfully,

THE SIGNATURE

- The signature follows immediately after the complementary close.
- It usually written in ink.

For example,

yours faithfully,
J.Mohan