



SRI AKILANDESWARI WOMEN'S COLLEGE, WANDIWASH

BUSINESS COMMUNICATION

Class : II UG Commerce

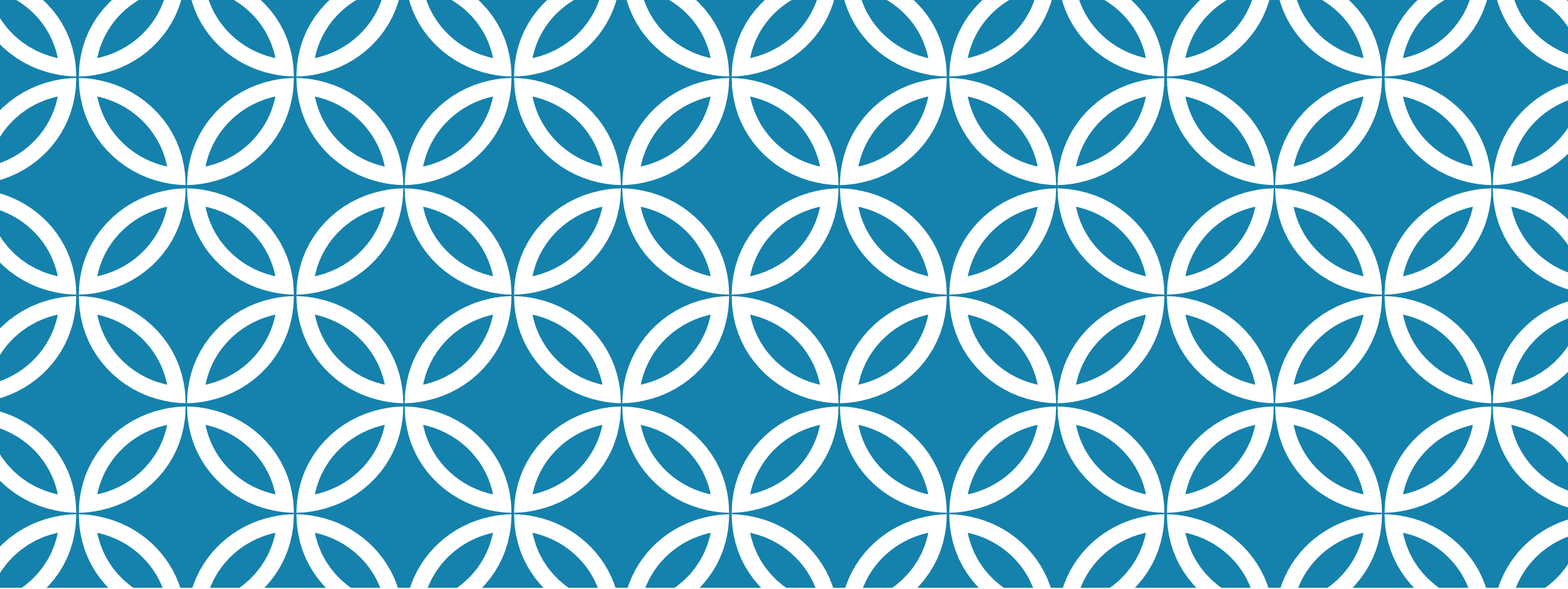
Mrs.V.SUGANTHI

Assistant Professor

Department of

Commerce

SWAMY ABEDHANADHA EDUCATIONAL TRUST, WANDIWASH



LAYOUT OF A BUSINESS LETTERS

FULLY INDENTED LETTER STYLE
FULLY BLOCKED LETTER STYLE
SEMI INDENTED LETTER STYLE
MODIFIED LETTER STYLE
HANGING LETTER STYLE
NOMO SIMPLIFIED LETTER STYLE
SEMI BLOCKED LETTER STYLE

1. FULLY INDENTED FORM OF LAYOUT

This is the traditional form of layout and is very popular in England as well as in our country.

* Under this method, the inside address, opening salutation, body of the letter etc.

* 1½” Margins are generally given on both side and the date is so placed that the last figure serves as a guide for the right hand margin.

1. FULLY INDENTED FORM OF LAYOUT

- * Every line of address has a comma at the end the last line ends with a full stop.

- * The first line of each paragraph begins away from the margin or indented.

- * The complementary close begins at the centre of the typing line.

LAYOUT DESIGN OF INDENTED FORM

Imperial Stationery Ltd
258 North Hampton Road Manhasset, NY 10847 (914) 375-2788

January 4, 2007

Ms. Ashley Nickols
Savbizzor Ltd
28 Green St., Suite 11
Upstate, NY 10947

Dear Ms. Nickols:

Thank you for ordering 15 cases of premium paper from Imperial Stationery Ltd. Your order has been shipped and should reach you within the next five business days.

Find enclosed your total bill for the above order amounting to \$794.85, and the check for \$23.85 is your refund. Because you paid in advance, we are giving you 3 percent cash discount and we also are paying for shipping and handling.

Imperial Stationery is pleased to add you to its list of customers. We look forward to your next order.

Sincerely,

J. O'Conelly

Jennifer O'Conelly
Customer Service

2 Enclosures

2. FULLY BLOCKED FORM OF LAYOUT

* This is another important form of layout more commonly used in the united states.

* Under this method, the different parts of the letter and even paragraph of the body of the letter begin from the left -hand margin.

* Only essential punctuation mark are typed. No comma is put after every line of the inside address, salutation and complementary close.

2. FULLY BLOCKED FORM OF LAYOUT

- * The date line also starts at the left-hand margin.
- * They claim that is methods help to give the letter a more balanced appearance and also facilitates reference to the file.

LAYOUT DESIGN OF FULLY BLOCKED FORM

Doie Cleverelle
SavioCor Ltd
28 Green St., Suite 14
Upstate, NY 10947

October 27, 2006

Ms. Margaret Edwards
Barnell Ltd
48 Stanlead Road
London SE27 1HF

For the Attention of Financial Manager

Dear Ms. Edwards:

I wanted to take this opportunity to thank you for the excellent job you did in arranging financing for our project. We appreciate the fact that you made yourself available for discussion seven days a week. We were impressed by your thorough knowledge of financing and investment banking.

We have been dealing with our new financial institution for about a week now. The advantages of association with this institution are already apparent. I feel as though we have taken a quantum leap forward in progress.

I would not hesitate to retain your services again and to recommend your firm to any company seeking the best representation.

Sincerely yours,

D. Cleverelle

Doie Cleverelle,
President

press-correspondence.co

3. SEMI INDENTED FORM OF LAYOUT

* This type of layout is more or less similar to the traditional indented form with a few modifications.

- 1) The inside address is typed in block form with comma at the end of each line
- 2) The body of the letter and each paragraph are indented in the same way as that of an indented form of layout.
- 3) The complementary close and the signature are typed at the centre of the typing line.

LAYUOT DESIGN OF SEMI INDENTED FORM

Imperial Stationery Ltd
258 North Hampton Road Manhasset, NY 10847 (914) 375-2788

January 4, 2007

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Savbizeor Ltd
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Upstate, NY 10947

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Imperial Stationery is pleased to add you to its list of customers. We look forward to your next order.

Sincerely,

J. O'Conelly

Jennifer O'Conelly
Customer Service

2 Enclosures

Savvy-Business-Correspondence.com

4 MODIFIED BLOCK FORM OF LAYOUT

This style is similar to the fully blocked form of layout differing from it only in the positioning of the date, the subject heading and the complementary close.

i) The date line is typed from the centre of the typing line and the terminal figure ends at the right hand margin.

ii) The inside address is typed in block form without comma.

4 MODIFIED BLOCK FROM OF LAYOUT

iii) The body of the letter and each paragraph are also typed in full block form.

iv) The attention line or subject heading is centred over the body of the letter.

v) The complementary close and the signature are placed at the centre of the typing line.

LAYOUT DESIGN IN MODIFIED BLOCK FORM

Gregory Donaldson
Mnoan Inc
247 Madison Ave., Suite 2108
New York, NY 10015
December 8, 2006

Debie Cleverelle
Savbizcoo Ltd
28 Green St., Suite 14
Upstate, NY 10947

Dear Ms. Cleverelle:

The first shipment of equipment from Savbizcoo Ltd has arrived. We are delighted with every piece. Therefore, we decided to make our initial purchase larger than anticipated. I am attaching our purchase order No. 8930 for additional goods totaling list price \$700,000.

Since you already have a copy of our Procurement Guidelines, I shall not attach them to this order. As before, we will establish a letter of credit. Please inform me of shipping dates.

Sincerely,
G. Donaldson
Gregory Donaldson,
Chief Procurement Officer

Enclosure: Purchase Order No. 8930

Savvy-Business-Correspondence.com