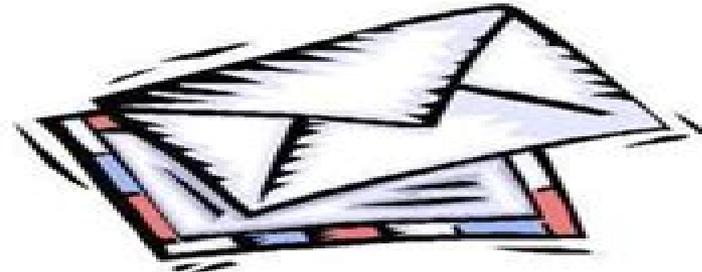


UNIT 2 | BUSINESS CORRESPONDENCE



INTRODUCTION

Letters and memos are the two most common forms of business communication between organizations and between organizations and individuals. Instances of using this form of communication include placement of orders, complaint about a product, enquiries about a product, calling for a meeting and so on. Therefore, business documents are essential in the business world. A well written letter can help you to win new business and develop your relationship with clients.

A business letter or a memo is different from a letter you normally write to a friend. In business correspondence, **simplicity, brevity, accuracy and conciseness** are some of the characteristics of a good document.

A successful business letter is one that elicits the expected response. You can achieve this by expressing your ideas in a way that makes your purpose clear to the reader and by writing in a suitable way that makes your purpose clear to the reader.

The types of letters that will be covered in this chapter are:

1. Letter of Enquiry
2. Letter of Proposal
3. Letter of Complaint
4. Letter of Adjustment

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Henry Brereton Marriott Watson



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