Lesson 3
Writing Business Letters

Using a proper business letter format in your business communications conveys a sense of professionalism and set up the proper first impressions. The knowledge of how to create a business letter format can take your business from "amateur hour" to real business status.

Proper Business Letter Formats
Business letters, use four common letter formats. All proper business letter formats are acceptable but the block format is more common.

1. **Block Letter Format:** The block letter format is formatted with
   - All text aligned with the **left margin**.
   - Paragraphs are doubled spaced and all line text single spaced.
   - The margins are a standard word processor setting of one inch.

The following is a sample of how a Block style letter will look like

Name of Sender
Return Address

Name of the sender and return date is written only in case the letter is not written on the official letterhead

Name of Recipient
Title/Department
Company
Street Address
City, State, and Zip Code

Date

RE

Subject:

Dear [Name]

_____
_____

_____
_____

_____
_____

Sincerely,

(Handwritten Signature)
Writer's Name (with title)

Enclosure:

Cc:, Copy to:, Copies to:

BLOCK LETTER FORMAT

University of Nizwa
College of Economics, Management, and Information Systems
Building H, Initial Campus Birkat al Mouz, Nizwa
Sultanate of Oman, P.O Box: 27
Tel: +9680000000 Fax:+968000000
www.unizwa.edu.om

Return address is not mentioned since the letter is on the letterhead

Dr. J. Smith
26 Baverly Hills
New York City

May 10, 2014

RE: Your Interview for the position of Assistant Professor

Subject: Offer letter

Dear Dr. Smith,

I am writing to you with regard to your application for the post of Assistant Professor at our college and the interview you had with us on May 5, 2014.

It gives me immense pleasure to inform you that the College Selection Committee has recommended your name for the appointment to the position of Assistant Professor, after being satisfied with your teaching and research abilities which are commensurate with our requirement.

The appointment / offer letter is attached with this letter along with the application form. Hope the offer letter is acceptable to you.

Please return the duly filled application form and the acceptance letter before May 25, 2014.

Please feel free to write to me to clarify any doubts or apprehensions.

With best wishes

Dr. Ahmed Al Kindi
Dean

Enclosures: Copy of acceptance letter, application form, copy of contract

Cc: Director Human Resources, UoN

2. **Semi-blocked Format:** The semi-blocked letter has the same formatting as that of a blocked letter, the only difference is that the Date and Closing is not left aligned. i.e. all text is aligned left except for Date and Closing.

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3. **Indented Format:** Both Blocked and Semi-Blocked formats can be indented. In indented formats, whether blocked or semi-blocked, each paragraph of the body text is indented.

INDENTED FORMATS

University of Nizwa
College of Economics, Management, and Information Systems
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Dr. Ahmed Al Kindi
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Enclosures: Copy of acceptance letter, application form, copy of contract

Cc: Director Human Resources, UoN

Parts of a Letter

1. **Return Address:** If you have company letterhead you can skip this section. Include your full business address and correct legal business name. You can also include your email address or phone number if needed by your recipient.

2. **Recipient's Name & Address:** Include the full name and address of the contact you are sending the letter to. The person's title can be added along with the phone number if needed.

3. **Date:** Follow the month, day, and year format. Make your date current to the actual mailing date of the letter.

4. **Reference Lines:** "Reference lines" assist with filing or routing correspondence. A reference line can refer to your files and/or your reader's files. Place your reference line first.

5. **Subject:** Clearly stating the subject of the letter helps you recipient quickly know the context of what your letter is about.

6. **Greeting:** For the greeting use the person's formal name and end with a colon for your business letter.

7. **Body:** Your letter body should start with a general introduction of who you are and the letter purpose. Include specific paragraphs outline the issue or problem. Close the body with a call to action. Every business letter should be short and concise taking into account of your reader's limited time.

8. **Closing:** Here you can choose any formal format such as "Best Regards" or "Sincerely."

9. **Signature:** Sign your name as the same as in your letter. Name & Title: Include your full name and job title.

10. **Encloses and CC:** If you are sending additional documents include an enclosure line and if someone else is receiving a copy of the letter include cc. or carbon copy of the other receiver or receivers.

Lab Practice 3

Task 1: Study and observe following sample of a Block style letter

Name of Sender
Return Address

Name of the sender and return date is written only in case the letter is not written on the official letterhead

Name of Recipient
Title/Department
Company
Street Address
City, State, and Zip Code

Date

RE

Subject:

Dear [Name]

_____
_____
_____

_____
_____
_____

_____
_____
_____

Sincerely,

(Handwritten Signature)
Writer's Name (with title)

Enclosure:

Cc:, Copy to:, Copies to:

Task 2: Study the contents, layout and format of the following letter:

University of Nizwa
P.B 33, Birkat Almoz
Nizwa, Oman

Mr. M Khan
Royal Stationers
Darya Ganj, New Delhi
India 110001

June 10, 2014

RE: Our telephonic conversation.

Subject: Supply of stationary items.

Dear Mr. Khan

Refer to the telephone conversation we had on June 8, 2014 regarding supply of office stationary to our university.

Please send us your catalogue along with price list and offer of discounts for these items at an earliest.

We look forward for a long term relationship with you.

Yours sincerely

……..
Mohammad Al Arzi
Manager Purchases

Enclosures:

Cc: Director Finance UoN and Director Purchases UoN.

Task 3: Study the content and layout of the following Letter for on-the-job training placement

Mohammad Sultan Al Ajmi
Business Administration Department
11 –H (15), University of Nizwa
Oman

Personnel Manager
Bank Muscat
Branch Muscat
Ruvi, Oman

May 12, 2014

Subject: Application for internship.

Dear Sir,

I am writing to you for providing me an opportunity to undergo my internship in your bank for three months between May and August, 2014.

I am currently pursuing Bachelor's in Business Administration with Accounting as major, from University of Nizwa. During my studies I have gained knowledge in accounting practices and skills and have also worked on some accounting softwares.

This internship is to be done as the part of our curriculum to gain practical knowledge in the field of our major. Since Bank Muscat is one of the leading Banks in Oman using best accounting practices, I am desirous of doing my internship in this bank to gain practical accounting skills. I am attaching my CV and the letter of recommendation from my tutor with this application.

Hope you will consider my application for internship placement and provide me an opportunity to have my training at your bank.

Your Faithfully

Ahmed Al Arzi
Student

Task 4: Name of the Student_____ ID _____ Sec _____

Complete the following letter

_____
Business Administration Department
11 –H (15), University of Nizwa
Oman

Director Human Resources
Saud Bhawn Group
Muscat, Oman
_____

_____

Dear Sir,

I am writing to you _____ to undergo my internship in your _____ for three months between May and August, 2014.

I _____ Bachelor's in Business Administration with Marketing as major, from University of Nizwa. During my studies I have gained knowledge in _____ .

This internship is to be done as _____ to gain practical knowledge in the field of our major. Since _____ is one of the leading companies dealing in automobile sales using best _____ practices, I am _____ in your company to gain practical marketing skills. I _____ with this application my CV and the letter _____ from my tutor with this application.

Hope you will consider my application for internship placement and provide me an opportunity to have my training at your bank.

Your Faithfully

_____
Student

Name: _____ ID: _____ Sec: _____

Task 4: Carefully observe the following letter and identify the formatting errors / mistakes in the letter and write the corrected letter on the following page.

University of Nizwa
P.B 33, Birkat Almoz
Nizwa, Oman

June 10, 2014

Mr. M Khan
Royal Stationers
Darya Ganj, New Delhi
India 110001

RE: Our telephonic conversation.

Subject: Supply of stationary items.

Dear Mr. Khan

Refer to the telephone conversation we had on June 8, 2014 regarding supply of office stationary to our university.

Please send us your catalogue along with price list and offer of discounts for these items at an earliest.

We look forward for a long term relationship with you.

Yours sincerely

……..
Mohammad Al Arzi
Manager Purchases

Enclosures:

Cc: Director Finance UoN and Director Purchases UoN.

Name: _____ ID_____ Sec_____

Write the corrected letter from Task 4 here

Task 5:
How to open and close a letter:
Here are some ways to open a letter

Dear Sir	To a company To an man you do not know his name
Dear Madam	To a woman you do not know her name
Dear Mr. Smith	To a man when you know his name
Dear Ms. Smith	To a women (married or unmarried) when you are not clear about her preference
Dear Mrs. Smith	To a married woman (when you are clear that she prefers to be identifies as married
Dear Miss Smith	When writing to an unmarried woman
Dear John	To a friend or someone you know well and can to him or her informally
Dear Smiths	To a couple you are familiar with (Mr. & Mrs. Smith)

Some ways to close a letter

Dear Sir Dear Madam	Yours faithfully Faithfully yours Respectfully fours Yours respectfully
Dear Mr. Smith Dear Mrs. Smith Dear Miss Smith Dear Mr. & Mrs. Smith	Yours sincerely Sincerely yours Yours truly Truly yours
Dear John Dear Annie	Best wishes Regards

Now put in the appropriate openings and closing in the following:

The Manager Bank Muscat, Oman Dear ……. Yours……	John Hall 1200 Brussels Dear ……. Yours…….	The Manageress HSBC Bank, Muscat Dear…….. Yours…….	Ms. Mawali Bank Muscat, Nizwa Dear ……. Yours……..
Golden Tulip Hotel Nizwa Dear…….. Yours……..	Mrs. H Cheng 5 Hatton Road Hong Kong Dear…….. Yours…….	Mr. & Mrs. Cheng 35 Cheng Street Hu Chin Min City Dear…… Yours…….	The Director HR UoN, Oman Dear……. Your……

Task: 4 Name of the Student _____ID_____ Sec:___

Task 2: Write your own letter applying for an internship placement in one of the companies of your choice in Oman?