**BUSINESS CORRESPONDENCE**

In our day-to-day life we exchange our ideas, thoughts and other information with our friends, relatives and other people. Sometimes we directly talk to them and sometimes we also write letters to them. In letters we express our feelings in a few words, we may ask for any information or we may write about a complaint in connection with our problems. Similarly businessmen also exchange ideas, information by writing letters. They communicate business information to customers, suppliers and others and at the same time receive a variety of letters from them. This course will help you to get acquainted with different types of written correspondence used in the process of business transactions.

**Objectives**

After studying this course, you will be able to:

■ explain the meaning and importance of Business Correspondence;

■ describe the essential qualities of a good business letter;

■ identify the constituting parts of a business letter;

■ recognize all the types of written correspondence used in business nowadays;

■ write various types of business letters, e-mails and faxes.

**Business Correspondence**

Communication through exchange of letters is known as correspondence. We communicate our feelings, thoughts etc. to our friends and relatives through letters that may be called personal correspondence. Businessmen also write and receive letters, e-mails, faxes in their day-to-day transactions, which may be called business correspondence.

Business correspondence is a written communication between two parties. Businessmen may write letters to suppliers of goods and also receive letters from the suppliers. Customers may write letters to businessmen seeking information about availability of goods, price, quality, samples or place orders for the purchase of goods. Job applicants may write to companies and firms asking for vacancies. Employees may send their letters to employers hoping for a pay rise or promotion. Thus, business correspondence may be defined as a media or means through which views are expressed and ideas or information is communicated in written form in the process of business activities.

**Importance of Business Correspondence**

Now-a-days business operations are not restricted to any locality, state or nation. Today production takes place in one area but consumption takes place everywhere. Since the businessmen as well as customers live in far off places they don’t have sufficient time to contact each other personally. Thus, there arises the need for written correspondence. In the past the situation was not so. Business letters were not so essential. But now the importance of letters has increased because of vast expansion of business and the businessmen as well as customers being scattered all over the world. Thus, there is a need to maintain proper relationship among them by using appropriate means of communication. Here business letters play an important role. The customers can write letters to the businessman seeking information about products and businessmen also supply various information to customers. This helps them to carry on business on national and international basis.

**Advantages of Business Correspondence**

**1) Inexpensive and convenient mode**

Though there are oral modes of communication business information can be provided and obtained economically and conveniently through written forms of communication.

**2) Creates and maintains goodwill**

Sometimes business letters are written to create and enhance goodwill. Businessmen at times send letters to enquire about complaints and suggestions of their customers. They also send letters to inform the customers about the availability of a new product; to recommend or remind of a clearance sale; to express thanks for long-term relations or even apologize for a delay in supplying necessary goods. All this results in cordial relations with the customers, which enhances the goodwill of the business.

**3) Serves as evidence**

We cannot expect a trader to memorize all facts and figures in a conversation that normally takes place among businessmen. Through written correspondence, he can keep a record of all facts. Thus, letters can serve as evidence in case of dispute between two parties.

**4) Helps in expansion of business**

Business requires information regarding competing products, prevailing prices, promotion, market activities, etc. If the trader has to run from place to place to get information, it will simply result in loss of time. But through business letters, he can make all enquiries about the products and the markets. He can also receive orders from different countries and, thus enhance sales.