

Abdelhafid Boussouf University Center – Mila

Institute of Economic, Commercial and Management Sciences

Departement of Economics

LECTURES ON : Business Letter

Addressed to first and third year economics students – Second semester

By Teacher: MEKHTOUT Oumaima

Academic year 2023-2024

1. What is a Business Letter?

A business letter is a formal written communication used in professional settings. It's a way to convey information, make requests, or communicate with other businesses or individuals in a clear and professional manner.

2. Structure of a Business Letter:

Sender's Information: Include your name, title, company name (if applicable), and contact information at the top of the letter.

Date: Write the date when the letter is being sent.

Recipient's Information: Include the recipient's name, title, company name (if applicable), and address below the date.

Salutation: Start the letter with a formal greeting, such as "Dear Mr./Ms. [Last Name]," or "To Whom It May Concern:"

Body: This is the main part of the letter where you express your message clearly and concisely. Break it into paragraphs for readability.

Closing: End the letter with a formal closing, such as "Sincerely," "Best regards," or "Yours faithfully," followed by your signature (if sending a physical letter).

Enclosures/Attachments: If you're including any additional documents with the letter, mention them at the end.

3. Tone and Language:

Keep the tone professional, polite, and respectful. Use clear and concise language, avoiding jargon or overly technical terms unless necessary. It's important to be courteous and maintain a positive tone throughout the letter.

4. Types of Business Letters:

Cover Letter: Used to accompany a resume or other documents when applying for a job.

Sales Letter: Introduces a product or service to potential customers and persuades them to make a purchase.

Complaint Letter: Expresses dissatisfaction with a product, service, or experience and seeks resolution.

Thank-You Letter: Expresses gratitude for a favor, opportunity, or assistance provided.

Inquiry Letter: Seeks information about products, services, or procedures from another company or individual.

Acknowledgment Letter: Confirms receipt of documents, payments, or other items.

Resignation Letter: Formal notification of intent to leave a job position.

5. Formatting and Presentation:

Use a standard font (e.g., Times New Roman, Arial) and size (usually 12-point) for readability.

Align the text to the left and use single spacing within paragraphs.

Use a professional letterhead if available, or create a header with your contact information.

Proofread carefully for spelling, grammar, and punctuation errors before sending.

Business letters play an important role in professional communication, conveying messages effectively and maintaining professional relationships.