

Introduction

Business letters are a fundamental form of written communication used in professional and organizational contexts. Despite the rise of digital communication, formal business letters remain essential for official correspondence, legal documentation, and professional interactions.

They reflect the image, professionalism, and credibility of an organization. Therefore, mastering business letter writing is a critical skill for university students and future professionals.

■ 2. Definition and Purpose

◆ Definition

A business letter is a formal written message exchanged between individuals or organizations for professional purposes.

◆ Main Purposes

Requesting information

Providing information

Making inquiries

Submitting applications

Filing complaints

Confirming agreements

Business letters must be clear, concise, and professional to achieve their objectives effectively.

■ 3. Structure of a Business Letter

A standard business letter follows a well-defined structure:

◆ 1. Sender's Address

Indicates the writer's contact information.

◆ 2. Date

Written in a formal format (e.g., March 17, 2026).

◆ 3. Receiver's Address

Includes the recipient's name, title, and organization.

◆ 4. Subject Line

Summarizes the purpose of the letter.

◆ 5. Salutation

Examples:

Dear Sir or Madam

Dear Mr. Smith

◆ 6. Body of the Letter

The body is usually divided into three parts:

Introduction → states the purpose

Main Content → provides details

Conclusion → indicates expected action

◆ 7. Closing

Examples:

Yours sincerely

Yours faithfully

◆ 8. Signature

Includes the sender's name and position.

■ 4. Types of Business Letters

◆ 4.1 Inquiry Letter

Used to request information about products or services.

- ◆ 4.2 Complaint Letter

Used to express dissatisfaction and request a solution.

- ◆ 4.3 Application Letter

Used when applying for a job or position.

- ◆ 4.4 Order Letter

Used to place orders for goods or services.

- ◆ 4.5 Adjustment Letter

Response to a complaint, offering a solution.

■ 5. Writing Style and Tone

Business letters must follow a formal and professional style:

- ◆ Key Characteristics

Clarity

Conciseness

Accuracy

Politeness

Objectivity

- ◆ Language Guidelines

Avoid informal expressions

Use standard grammar and vocabulary

Maintain a respectful tone

■ 6. The “7 Cs” of Business Communication

Effective business letters follow the 7 Cs principle:

Clarity → clear message

Conciseness → no unnecessary words

Completeness → all information included

Correctness → no errors

Courtesy → polite tone

Concreteness → specific details

Coherence → logical structure

■ 7. Common Errors in Business Letters

Students and professionals often make mistakes such as:

Grammar and spelling errors

Lack of clarity

Overly long sentences

Informal language

Missing structure

Avoiding these errors improves communication effectiveness.

■ 8. Example of a Formal Business Letter

- ◆ Job Application Letter

Dear Sir or Madam,

I am writing to apply for the position of Marketing Assistant at your company. I hold a degree in Business Administration and have developed strong analytical and communication skills.

I would welcome the opportunity to contribute to your organization and further develop my professional experience.

Thank you for your consideration.

Yours sincerely,

[Your Name]

■ 9. Business Letters in the Digital Age

Although emails are widely used, they follow similar principles to business letters. Digital tools such as Microsoft Word help format professional documents, while email platforms require maintaining the same formal tone.

■ 10. Importance in Professional Life

Business letters are essential for:

Building professional relationships

Communicating formally with clients and partners

Documenting agreements

Enhancing organizational image

Strong writing skills improve career opportunities and professional success.

■ 11. Advanced Considerations

◆ Cross-Cultural Communication

Different cultures may have different expectations regarding formality and tone.

◆ Legal Importance

Some business letters serve as legal documents and must be precise and accurate.

◆ Persuasive Writing

Certain letters aim to influence decisions (e.g., proposals, applications).

■ 12. Conclusion

Business letters remain a vital communication tool in the professional world. Their effectiveness depends on structure, clarity, tone, and accuracy. Mastering business letter writing enables students and professionals to communicate efficiently and maintain a strong professional image.