


Chapter 2

Written Communication

Business Letter رسالة

It is the formal way of communication used outside and inside the company



Batelco
Bahrain Telecommunication Company
P.O. Box: 14
MANAMA-kingdom of Bahrain

Ref. M123 Reference

12 February 2012 Date

Mr. Jawad Moh'd
House no.3719,
JIDHAFS, Bahrain Addressee

Dear. Mr. Jawad, Salutation

APPLICATION FOR EMPLOYMENT Subject

Thank you for your letter and CV offering your services to the company.
Your application has been carefully reviewed.
Unfortunately, at this time, Batelco has no suitable vacancy for you.
We thank you for your interest in applying to join our organization

Yours sincerely Complimentary Close

Mariam Signature

Recruitment Officer Name & Job
Mariam Janahi

Enc. Enclosure

CC: HR manager Carbon Copy

Mark	Date Format
✓	12 February 2012
x	12/2/2012
x	12 Feb 2012

Correct Salutation	Use
Dear Miss. Batool Dear Mr. Ali	A <u>person you know</u> his gender (female – male) and name.
Dear Sir\Madam Dear Sir Dear Madam	When the name of the receiver is <u>unknown</u> .

Complimentary Close	Use
Yours sincerely	Receiver's name is <u>known</u>
Yours faithfully	Receiver's name is <u>unknown</u>

Standard parts of a business letter:

1- Letter head رأس الرسالة

The heading at the top of the letter paper. It contains: name, address..

2- Reference المرجع

The number of the business letter

3- Date التاريخ

The correct date forms:

Mark	Date Format
✓	12 February 2012
×	12/2/2012
×	12 Feb 2012

4- Addressee (Receiver) المرسل إليه

The name and the address of the receiver

5- Salutation التحية

The greeting that begins the letter

Correct Salutation	Use
Dear Miss. Batool Dear Mr. Ali	A <u>person you know</u> his gender (female – male) and name.
Dear Sir\Madam Dear Sir Dear Madam	When the name of the receiver is <u>unknown</u> .

6- Subject العنوان

Identifies the topic of the letter

Examples of Business letter
Inquiry, Quotation, Order etc.

7- Body النص

The message section of the letter.

❖ The body fall into three parts:-

- Opening paragraph,
gives the reason for writing.
- Middle paragraph,
Subject in more details.
- Closing paragraph,
which suggests action(s)

8- Complimentary close ختام الرسالة

It is the formal conclusion of the letter

Complimentary Close	Use
Yours sincerely	Receiver's name is <u>known</u>
Yours faithfully	Receiver's name is <u>unknown</u>

9- Signature التوقيع

The signature of the sender.

10- Name and job title (Sender) المرسل

It shows the writer's name followed by his\her position (job title).

11- Enclosure (Enc) المرفقات

Any item sent with the letter, such as a cheque, invoice, photograph, form, or any additional paper

12- Carbon Copy (CC) نسخة إلى شخص

Used when a copy of a letter is sent to someone other than the addressee

Memo (Memorandum) مذكرة



Communication used Within (inside) the company.


Example: You work in the Purchase Department of Al Hilal Company. Your Manager Mr. Jassim Nasser asked you today to prepare and send a MEMO to Mr. Ali Hassan – the Accountant – to inform him that:

“It was agreed at recent Board Meeting to purchase 10 new computers. I have now received the quotation for this equipment and it comes to BD 1800. Could you please give me an authorization letter so that I can make this order”.

NOTE: A copy of this memo is to be send to Khalid Rashid, Budget Manger.

MEMORANDUM	
TO: <u>Ali Hassan, the Accountant</u>	Reciever
FROM: <u>Jassim Nasser, Purchase Manager</u>	Sender
COPY: <u>Khalid Abdulla, Budget Manager</u>	
DATE: <u>تاريخ اليوم</u>	
SUBJECT: <u>New Computer / Quotation of new computers</u>	
<u>It was agreed at recent Board Meeting to purchase 10 new computers. I have now received the quotation for this equipment and it comes to BD 1800. Could you please give me an authorization letter so that I can make this order</u>	

E-mail (Electronic Mail/ Digital Mail) بريد الكتروني

Fastest method of communication 

- The **rules** of Emails and policies قواعد

- Send only essential e-mails.
- Do not forward e-mails without the sender's permission.
- Be aware when forwarding confidential e-mails.
- Use only copyrighted materials.

Example: You are working in Future Company, and youe manager told you to write an E-mail and send it to Mr. Nabeel Mohamed and tell them to provide the followin equipments for the company:

- Two photocopy machines, One franking machine and Two jogger machines

Required: Prepare the E-mail in the below form using the following notes:

1. Mr. Nabeel's E-mail is **Nabeel@capitalequip.com**
2. Write a good salutation & complimentary close
3. Write a good subject for E-mail
4. Send a copy to **Afnan@futuerco.com**

	To...	Nabeel@capitalequip.com
	Cc...	Afnan@futuerco.com
	Subject	Order for equipment

Dear Mr. Nabeel Mohamed,

Please provide us the following equipment:

- Two photocopy machines
- One franking machine
- Two jogger machines

Correct Salutation	Use
Dear Miss. Batool	A <u>person you know</u> his gender (female – male) and name.
Dear Mr. Ali	
Dear Sir\Madam	When the name of the receiver is <u>unknown</u> .
Dear Sir	
Dear Madam	

Yours Sincerely,

Complimentary Close	Use
Yours sincerely	Receiver's name is <u>known</u>
Yours faithfully	Receiver's name is <u>unknown</u>

Comparison مقارنة

Comparison	Business Letter	Memo	E- mail
Distribution	Outside/ Inside	Inside	Outside/ Inside
Envelop	Yes	No	No
Signature	Yes	No	No (e-signature)
Parts	Long	Short	Long/ Short
Cost	More	Less	Less
Postal Stamp	Yes	No	No
Salutation	Yes	No	Yes
Complementary Close	Yes	No	Yes

Example: Find the appropriate document/way to be used in each of the following situation, then determine its type by placing (✓) in each column.

No	Situation	Document/ Way	Communication	
			Written	Oral
1.	The sales manager wants to see all the sales employees to discuss the marketing project tomorrow	Meeting		✓
2.	Hayfa wants to pass a message to all of her friends at the same time	Email/ Line/ Whatsapp	✓	
3.	I want to investigate a problem, evaluate a situation or purpose to change something	Report/ Meeting	✓	
4.	The general manager wants to pass a message to all of departments head inside the organization	Memo/ Email	✓	
5.	My manager would like to write a message for the employees in our branch in Oman	Letter/ Email	✓	

End of Chapter 2