

SECTION 4



Email Writing

The email writing format is the same for each of the categories, though the choice of words and language differ depending upon the type of email. One can use friendly and casual language in informal emails. The language used in formal emails should be professional, clear, and formal.

The email writing format is

From: Sender's email id
To: Recipient's email id
Cc: Other individuals receiving the same mail with visible ids
Bcc: Other individuals receiving the same mail with invisible ids
Subject: Title or the reason of writing mail
Salutation: Words like Dear, Respected, Hi etc.
Main body: the main content of the email <ol style="list-style-type: none"> 1. Introduction 2. Matter in detail 3. Conclusion
Closing: Ending Statement
Attachments: Attached Files with emails
Signature Line: Sender's name, signature, and other details of contact

Email Format

Let us look at the important **steps to follow** when writing a formal email.

1. Subject line

Grab attention with the subject line. The first part of an email which your recipient sees is the subject of the email. If you do not put it well, you risk having your email not opened until later or at all. Here are some things to keep in mind:

- Make the subject line **specific, simple, and to the point**. For example, instead of '*The internship report you asked for*', write, '*Internship Report, {date/week/month}*'.
- The subject line should be **short**. Ideally, your subject line should stand around six words.
- Keep the most **important and informative words in the beginning** of the subject line.
- Use **markers** like *Fwd*, *Reply*, *Urgent*, or *Notice* to further narrow down the subject. It informs your reader about the nature of your email.

Some of the examples of good subject lines in formal emails can be:

- Marketing Budget, October 2018
- List of New Freelancers
- Job Application for the Post of XYZ
- Leave Application
- Query Regarding the Missing Information in the Document
- Contract Agreement - XYZ Assignment

2. Salutation

Each email is directed towards someone. Start your formal email with addressing the recipient in a manner fitting the relationship you have with them.

For people you are unfamiliar with or do not know the names of, use '*To Whom It May Concern*' or '*Dear sir/madam*'.

For senior officials, stick to their designation or follow it with their name, for example, '*To the Manager*', '*Dear Dr. Ghosh*', or '*Dear Ms. Kapoor*'.

Among colleagues, it may be appropriate to simply precede the name with a '*Hi*'.

Do not skip the salutation and always be respectful. Never use nicknames or just surnames or first names in a formal email.

3. Body of the email

The body text is the main part of your email. It is important to follow a certain pattern when writing the body of your email.

- The **opening paragraph should set the tone and reason** for your email. Introduce yourself if you are a stranger to the person you are writing to, and jot down why you are writing to them.
- For example, you can begin with '*My name is Abc, and this email is with reference to Xyz.*' or '*This is with reference to the marketing budget as discussed in the meeting.*'
- **Elaborate on your concern, question, or response** as comprehensively as possible. Write in a way that is easy to understand, but at the same time, do not lose your point in providing unnecessary information. Say only what is required.
- The **closing of the email** should also support the nature of your email. If you are asking a question, close with something like '*Hope to have an answer from you soon*', or '*Looking forward to hearing from you soon*', and if you are addressing a question, end with '*Hope I have sufficiently answered your query/doubts.*'
- Signature
- These are the last words of your email, capable of forming a lasting impression on your reader.
- Sign off with a simple word or phrase, which conveys respect. Safe choices are '*Best regards*', '*Warmly*', '*Sincerely*', '*Kind regards*', or simply '*Thanks*'.
- If you are writing to someone for the first time or someone who is not an immediate colleague or senior, use your full name.

- Furnish your name with contact information. Your phone number and/or work address are enough.
- If you are writing on behalf of or as an employee of an institution, make sure to mention it along with adequate contact details
- To make your signature even more effective, you may also choose or design an attractive (but not flashy) template.

Formal Email Samples

Formal emails are sent in a whole variety of situations. While they use the same rules, they may have to be modified according to their purpose.

Now that you are familiar with the format of a formal email, let us have a look at few email samples.

Email sample 1: A request

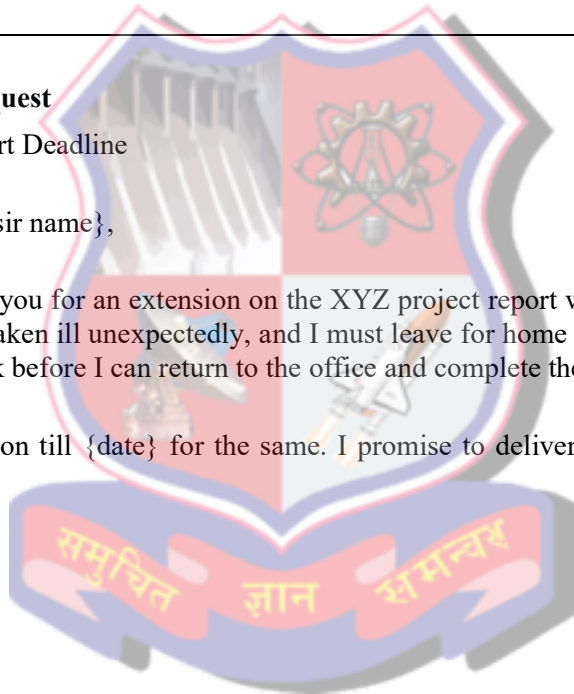
Subject: Extension on Report Deadline

Dear Mr./Ms. {Recipient's sir name},

I am writing this to request you for an extension on the XYZ project report which is due on {date}. My mother has taken ill unexpectedly, and I must leave for home tonight. I'm afraid it will take me a week before I can return to the office and complete the report.

Kindly grant me an extension till {date} for the same. I promise to deliver the project report by then.

Sincerely,
 {Your name}
 {Phone number}



Sample Emails

1. Inquiry

Question: Draft an email to make an inquiry for raincoats and umbrellas from a wholesaler in Mumbai .

To: rambrellasuppliers@gmail.com

From: tirupatiagency@gmail.com

Subject: Inquiry for different varieties of raincoats and umbrellas.

Dear Sir,

We would like to buy raincoats and umbrellas (product) for the next monsoon. You are a leading manufacturer of raincoats and umbrellas. We have also visited your website and we are interested in starting business with you.

We would like to see your company catalogue which has details of all the products that you manufacture. We would like to have all the details of different models and sizes of your products we intend to sell them during the coming rainy season.

Let us know the prices of your products and the rate of discount you allow Please inform us the time you will take to deliver the goods.

We hope to receive a prompt reply to this inquiry.

Thank You

Yours sincerely,

(Name)

2. Reply to inquiry

Question: You have received an inquiry for raincoats and umbrellas Draft a suitable reply.

To: tirupatiagency@gmail.com

From: rambrellasuppliers@gmail.com

Subject: reply to inquiry for different varieties of raincoats and umbrellas.

Dear Sir,

We have received your mail regarding the inquiry for different raincoats and umbrellas. We appreciate your interest in our products.

We have attached our company catalogue of all our products that we manufacture and price list with this mail.

We shall allow you 30% discount on the prices of these products. We can supply your goods within 10 days of receiving the order. You have to settle the account within 15 days of receiving the goods.

Please note that we will give you 3% extra rebate if your order exceeds Rs. 500000.

We are keen on executing your order quickly and carefully.

Thank You

Yours sincerely,

(Name)



3. Placing an order

Question: Place an order of Air conditioners for your newly constructed branch office.

To: kabirworld21@gmail.com

From: gujaratagro@gmail.com

Subject: order for air conditioners for new office

Dear Sir,

We have received your mail reply to our inquiry about the air conditioners .We are thankful to you for your prompt reply.

We have studied the specification of the air conditioners and have found that it is according to our need. The terms and conditions of business stated by you are suitable to us. So, we request you to supply us 15 air conditioners as shown below:

Sr.No	Type	capacity	Quantity	Unit Price	Total Price
1	Voltas AC with inverter	1.5 ton	3	35000	105000
2	Voltas AC with inverter	2.0 ton	5	52000	260000
3	Voltas AC without inverter	1..5ton	2	33000	66000
4	Voltas AC without inverter	2.0 ton	5	50000	100000

Total 531000

Please note that the air conditioners ought to be installed before 15th May 2021 since our new office is to start functioning from 18th May 2021..

Thank You

Yours sincerely,

_____ (Name)

4. Complaint: Delay in Delivery of goods

Question: You have placed an order for table and ceiling fans for coming summer season. But the order has not been executed even after one month. Draft the complaint to the supplier about delay in delivery of goods.

To: newindia@gmail.com

From: Gujaratelectronics@gmail.com

Subject: complaint for delay in delivery of fans.

Dear Sir,

We refer to our order dated 2nd April 2021 for Usha Table and Ceiling Fans. We have specially instructed you to supply them before 18th April 2021 but we are sorry we have not yet received the goods.

We had ordered the goods for the coming summer season. The delay in delivery of our order has caused great loss to our business.

We, therefore, request you to supply them within 7 days of receiving the mail. If you fail to do so, we shall be compelled to cancel our order.

We look forward to your prompt and positive response..

Thank You

Yours sincerely,

(Name)



5. Adjustment to above Complaint.

New India Electrical Suppliers have received a complaint from Gujarat Electronics, Ahemdabad about delay in delivery of goods. Draft a suitable reply.

To: Gujaratelectronics@gmail.com

From: newindia@gmail.com

Subject: reason for delay in delivery of fans

Dear Sir,

We have received your mail regarding delay in delivery of your order for table and ceiling fans. We are sorry for the inconvenience caused to you due to this delay.

The workers and staff in our office were on strike so the administrative work was badly paralyzed. Due to this we could neither execute your order nor intimate you about the delay in delivery.

However, the strike has been called off now. We hope we shall be able to dispatch the goods with four or five days. We trust you will understand our position and cooperate.

Thank You

Yours sincerely,

_____ (Name)

Complaint: shortage in goods

Question: You have placed an order for 500 compass boxes. But the consignment had only 475 boxes. Draft a complaint to the supplier.

To: omegainstruments@gmail.com

From: swastikstationers@gmail.com

Subject: complaint for shortage in number of boxes..

Dear Sir,

We are thankful to you for executing our order no. 24/A dated 20th April 2021 for 500 Camel Compass boxes. However, we are sorry to point out that the execution of the order has not been as careful as it ought to be.

Our shop assistant has opened the container of compass boxes. He has reported that there are 475 compass boxes in it instead of 500.

Please make the necessary adjustment. We are sure that you will execute our orders more carefully in future.

Thank You

Yours sincerely,

_____ (Name)

Adjustment to above Complaint.

Omega Instruments have received a complaint from Swastik Stationers that he has received 475 instead of 500 ordered by him. Draft a suitable reply.

To: swastikstationers@gmail.com

From: omegainstruments@gmail.com

Subject: adjustment for remaining 25 boxes

Dear Sir,

We have received your mail on 25th May 2021. We regret to note that you have received 475 Compass Boxes instead of 500 against your order no.24/A of 20th April 2021 .

We have dispatched the remaining 25 compass boxes by Maruti Couriers. You will receive them tomorrow evening.

We request you not to judge our services by this isolated incident. We shall try to render consistently efficient services in future.

Thank You

Yours sincerely,

_____ (Name)



Complaint: damaged goods

Question: You have placed an order for 250 Flower Vases. But you found that the consignment had 23 flower vases in damaged condition. Draft a complaint to the supplier.

To : duraguardglasses@gmail.com

From: suhasininovelties@gmail.com

Subject: complaint for damaged flower vases.

Dear Sir,

We have received 250 flower vases against our order no. 76/C dated 20th June 2021. However, when our shop assistant opened the box, he found 23 vases in damaged condition.

This damage is due to the fact that you have not packed the goods in thermocoal lined boxes according to our instructions.

Please send us 23 new flower vases. Alternatively permit us to adjust their price in the settlement of the invoices.

Thank You

Yours sincerely,

(Name)

Adjustment to above Complaint.

Duraguard Glasses Limited have received a complaint from Suhasini Novelties that he has received 23 flower vases in damaged condition. Draft a suitable reply.

To: suhasininovelties@gmail.com

From: duraguardglasses@gmail.com

Subject: adjustment for damaged flower vases

Dear Sir,

We have received your mail on 25th July 2021. We are sorry to note that you have received 23 flower vases in damaged condition out of total 250 in the consignment against your order no.76/C of 20th June 2021 .

We accept our liability in this matter . We have enclosed a credit note for Rs. 2300 along with this mail against 23 damaged flower vases.

We regret the trouble caused to you in this transaction. We assure you to execute your orders more carefully in future.

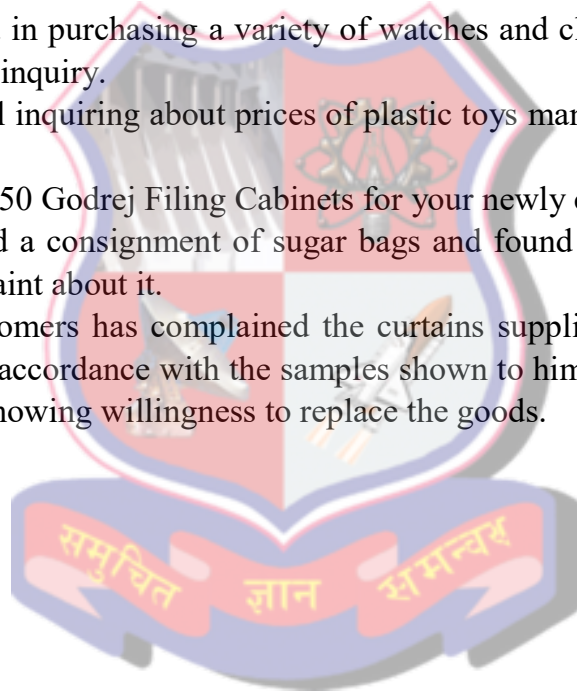
Thank You

Yours sincerely,

(Name)

Exercise:

1. You have placed an order for 15 HP scanners to National Systems Limited, but received only 12 scanners. Draft an email to the supplier complaining about it.
2. Draft an email asking for the illustrated catalogue and quotation of certain electronic goods required by your firm.
3. Draft a complaint to Swagat Furnitures asking for compensation as you found some of the pieces of furniture delivered in the damaged condition.
4. The Book Store in your college requires 15 copies of Oxford Advanced Dictionary. Place an order for it.
5. The proprietor of sports goods manufacturing company has received a complaint from one of their customers regarding non-execution of his order in stipulated time. Draft a suitable reply.
6. You are interested in purchasing a variety of watches and clocks from Quartz Palace. Draft an email for inquiry.
7. You have an email inquiring about prices of plastic toys manufactured by you. Draft a reply.
8. Place an order for 50 Godrej Filing Cabinets for your newly constructed office.
9. You have received a consignment of sugar bags and found shortage in weight .Draft an email to complaint about it.
10. One of your customers has complained the curtains supplied by you are of inferior quality and not in accordance with the samples shown to him. Draft a reply expressing your regrets and showing willingness to replace the goods.



Business Letters

A **business letter** is a letter from one company to another, or between such organizations and their customers, clients, or other external parties. The overall style of letter depends on the relationship between the parties concerned. Business letters can have many types of content, for example to request direct information or action from another party, to order supplies from a supplier, to point out a mistake by the letter's recipient, to reply directly to a request, to apologize for a wrong, or to convey goodwill. A business letter is useful because it produces a permanent written record, and may be taken more seriously by the recipient than other forms of communication.

Qualities of a Good Letter:

The 7 Cs of business communication which make it are:

1. Clarity
2. Correctness
3. Conciseness
4. Courtesy
5. Concreteness
6. Consideration
7. Completeness

#1: Clarity

Practicing clarity in your communication ensures that the message is received accurately. You should know what you wish to say and how to say it. Use language that can be easily understood, and resist the temptation to include unnecessary information.

Example:

Instead of saying, "We have considered the consequences of the existing policy on the hiring strategies we employ with our human resources department and updated them accordingly," say, "We have updated our hiring policy."

#2: Correctness

You must communicate with correctness – correct grammar, language, data, etc. In written communication, you should proofread before sending.

Example:

"You may enter the building during opening hours but must show relevant I.D."

Immediately, the recipient of this information has two questions:

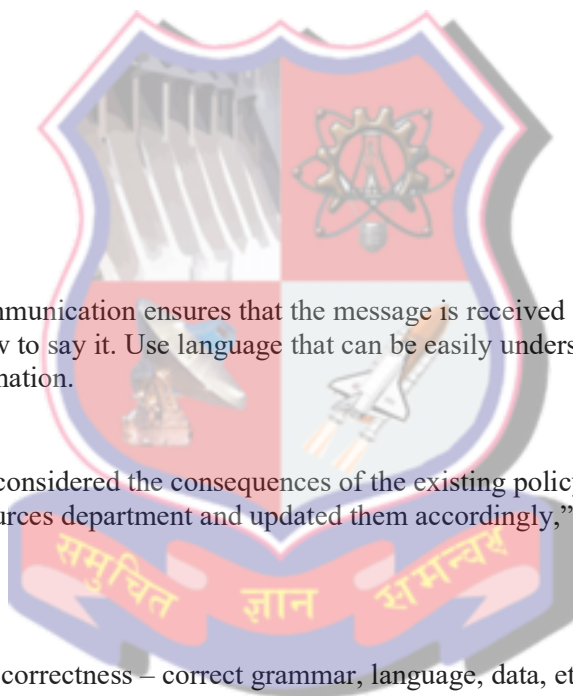
- "What are the opening hours, and what ID is considered relevant?"

Correctness in this communication is conveyed by saying, "You may enter the building during the opening hours of 9am to 5pm daily, but must show your employee identity card."

#3: Conciseness

Never use more words than is necessary. Brevity is more easily understood, though you must avoid discourtesy. Concise messages save you and the recipient time, too. To be concise, follow these rules:

- Eliminate unnecessary words



- Use action verbs
- Remove repetition

Example:

“As a matter of fact, during the month of June, all employees must ensure that they wear appropriate clothing to ensure they stay cool while the air-conditioning is being repaired.”

Becomes:

“Indeed, during June, employees must wear appropriate clothing to stay cool while the air-conditioning is repaired.”

#4: Courtesy

Employ courtesy when communicating. This shows you respect the recipient and helps to build goodwill. You must ensure that you are sincere, thoughtful, and do not use discriminatory language.

Example:

“I don’t appreciate how your team ignores requests for collaboration from my team. The work we do is equally as important as your work. Could you make certain that your team collaborates more readily from now on?”

Such a message is unlikely to encourage a negative response. Instead, a more effective approach would be:

“I understand that your team is extremely busy and receives many requests to collaborate on project work. However, my team is working a highly urgent project with enormous mutual benefits. I would greatly appreciate if you could ask your team to collaborate more effectively with mine to move this project forward faster. If there is any help that we can provide to make this happen, please let me know.”

#5: Concreteness

Concrete communication is specific, clear, and meaningful. It avoids vagueness, uses available facts and figures to add authenticity, and builds around an active voice.

Example:

An example would be poor communication of underperformance during a one-to-one. You might say, “Your sales numbers are on the low side. They need to be improved to at least the team’s average.”

Give your employee concrete direction with evidence and an active voice:

“Your sales conversion rate is below 50%. You must improve this to the team average of 65% or higher.”

#6: Consideration

Be considerate with your messaging by putting yourself in the position of the recipient. Focus on communicating to ‘you’, considering needs and issues experienced by the recipient.

Example:

Imagine that you are unable to pay a promised bonus. How do you communicate this?

“We are unable to pay bonuses now. The business is awaiting payment from a major client. Once this payment is received, we can consider paying contractual bonuses as soon as is practicable.”

This could be better conveyed as follows:

“Unfortunately, we are not presently in the position to pay your bonus. However, as soon as our major client has settled their account, we will pay any bonuses owed to you. We’re sorry about this delay, but are sure you understand our need for positive cash flow and the long-term benefits this will deliver to you.”

#7: Completeness

Your message should be complete, delivering all the facts needed for the recipient to make an informed decision. Incomplete messages often receive poor responses.

To ensure your communication is complete, ask if it answers the what, when, why, who, where, and how.

Example:

“You haven’t completed the task that I set you,” is a message full of ambiguity. Instead, make sure you include all relevant facts:

“The data analysis for client ABC that I asked for on March 5 should have been completed by today. Will you have it finished this afternoon?”

Format:

A business letter must include:

1. Address

The address of the person receiving the correspondence includes a formal name, street address, city, state, and pin code.

2. Date

The date is put for any business communication.

The date is a critical piece of information documenting when the correspondence was sent.

This is important for correspondence that may be kept for future reference.

3. Subject Line

This indicates the subject of the letter so the receiver gets the idea what is the letter about.

4. Salutation

The salutation is the formal way of addressing the person.

Common salutations are *Dear* or *To Whom It May Concern*.

5. Introduction

The first few sentences of a letter are introductory.

The introduction section introduces the subject of the letter.

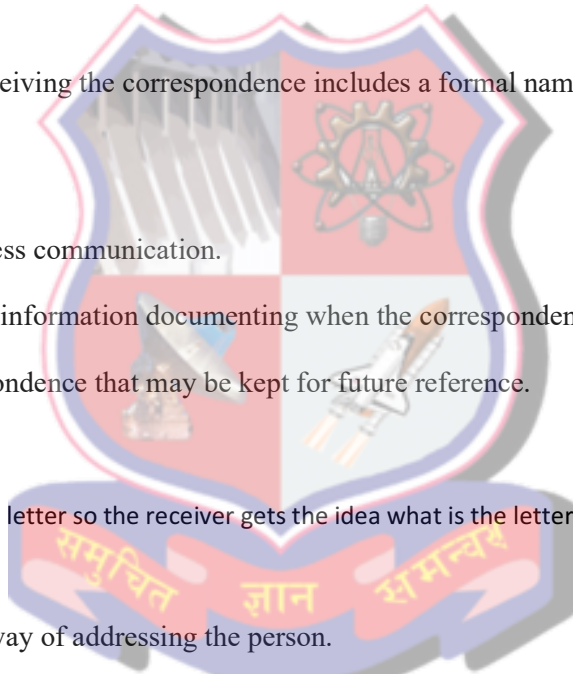
It is a summary in a sentence or two that explains the goal of the letter.

For example, an introduction may be something like:

I am writing today to further explore a vendor relationship with XYZ Corporation.

6. Body of the Letter

The body of the letter is where the bulk of the information is shared.



The body of the letter explains in detail all aspects of what is being communicated.

This would include detail of the information being shared.

For instance, the body may be something like this:

We understand that XYZ Corporation can provide tools for 10% less than other competitors. And, that the focus on service after the sale is amongst the best in the industry.

7. Closing

The closing of the letter summarizes what the letter was about and any next steps or action items.

This section gives the reader a heads up that the communication is coming to a close.

For instance, the closing may be something like this:

Please call me at your earliest convenience to discuss a vendor relationship and to explore if we can come to a mutually beneficial relationship. I look forward to speaking with you soon.

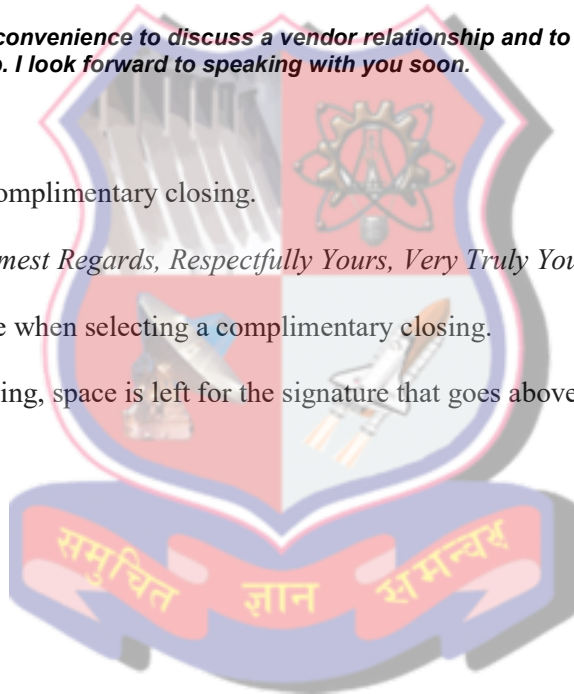
8. Signature

The signature section has a complimentary closing.

Examples are *Sincerely*, *Warmest Regards*, *Respectfully Yours*, *Very Truly Yours*, or *Cordially Yours*.

Be sure to gauge the audience when selecting a complimentary closing.

After the complimentary closing, space is left for the signature that goes above the typed name and title of the person sending the letter.



ABC Corporation
2435 West Elm Street
Small Town, USA 11223
888-987-6543

June 19, 2019 ← **Date**

James Smith
XYZ Corporation
Big Town, USA 21212 ← **Address**

Dear Jim: ← **Salutation**

I am writing today to further explore a vendor relationship with XYZ Corporation. ← **Introduction**

We understand that XYZ Corporation can provide tools for 10% less than other competitors. And, that the focus on service after the sale is amongst the best in the industry. ← **Body**

Please call me at your earliest convenience to discuss a vendor relationship and to explore if we can come to a mutually beneficial relationship. ← **Closing**

I look forward to speaking with you soon.

Sincerely,

Jack Jones
Jack Jones
ABC Corporation ← **Signature**



Sample Letters

1. Order Letter

From

Date: _____ (Date on Which Letter is Written)

To,

Subject: Order Letter

Dear Sir,

I am the purchase manager of XYZ Company and I am personally writing this letter to order goods for our site work. As we have been purchasing goods from you company since some time now, I am writing this letter to order material.

Along with this letter I am attaching the list of materials or goods that is needed. Please make sure you send it across in a week as the requirement is a bit urgent this time.

I hope there is enough stock left with you to complete this order of ours. Thanking you for your support and timely orders till date.

Thanking You,

Yours truly,

Name and Signature



2. Complain letter

From

_____ (your name)

_____ (your address)

Date _____ (date of writing letter)

To

_____ (name of recipient)

_____ (designation)

_____ (name of organization)

_____ (address)

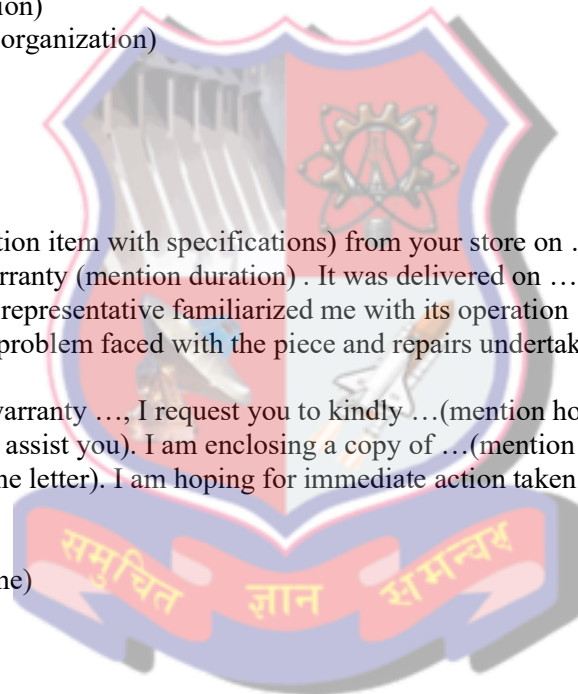
Dear Sir/Madam,

I purchased a(mention item with specifications) from your store on ...(mention date) . The piece is on warranty (mention duration) . It was delivered on ...(mention delivery date, if any), and your representative familiarized me with its operation on ...(mention date), ...(briefly explain the problem faced with the piece and repairs undertaken if any).

Since the piece is on warranty ..., I request you to kindly ...(mention how you want concerned authority to assist you). I am enclosing a copy of ...(mention documents you are enclosing along with the letter). I am hoping for immediate action taken regarding this issue.

Thanking You

_____ (your name)



3. Leave Application

Sender's name and address:

Date:

Receiver's name and address:

Subject: Sick Leave application

Respected Mr. /Mrs. [Name of the recipient] (or Sir/Madam),

I am writing this application to notify you that I am suffering from severe viral infection and therefore, I need sick leave from work. I caught this infection last night and I will not be able to come to the office for at least [number of days]. As notified by my doctor, it is best that I take rest and recover properly before resuming work. The letter from the doctor is also attached for your reference.

Kindly grant me a leave for [number of days] days.

I hope you will understand and grant me a leave for aforementioned period. Waiting your approval.

Yours Sincerely,

[Your Name]

[Signature]

