

Sidi Mohammed Ben Abdallah University
Faculty of Letters & Human Sciences
English Studies
Modular Degree Program



Business Comm (S2)
Prof. Belfakir

BUSINESS LETTER

There are certain standards for formatting a business letter, though some variations are acceptable (for example between European and North American business letters). Here are some basic guidelines:

- Use a simple font such as Times New Roman or Arial
- Use 10 to 12 point font
- Use a colon (or a comma) after the salutation (Dear Mr Bond:/,)
- Lay out the letter so that it fits the paper appropriately
- Single space within paragraphs
- Double space between paragraphs
- Double space between last sentence and closing (Sincerely, Best wishes)
- Leave three to five spaces for a handwritten signature
- enc: (meaning "enclosure") comes next (if necessary)
- Fold in three (horizontally) before placing in the envelope

Formatting Business Letters

Block format is the most common format used in business today. With this format, nothing is centered. The sender's address, the recipient's address, the date and all new paragraphs begin at the left margin, like this:

Wicked Wax Co. Ltd
22 Charlton Way
London, SE10 8QY

SENDER'S ADDRESS
may be printed company logo and address

5th December, 2006

DATE

Ms. Maggie Jones
Angel Cosmetics Inc.
110 East 25th Street
New York, NY, 10021
USA

RECIPIENT'S ADDRESS

Your ref: 123
Our ref: abc

RECIPIENT'S REFERENCE (IF ANY)
SENDER'S REFERENCE (IF ANY)

Dear Ms. Jones:

SALUTATION

Forthcoming Exhibition

SUBJECT

First paragraph...

Second paragraph...

BODY OF LETTER

Third paragraph...

Sincerely,

CLOSING

Morris Howard

SIGNATURE (HAND-WRITTEN)

Morris Howard, President

NAME, TITLE (TYPED)

cc: Brian Waldorf

COPY TO

Enc: catalogue

ENCLOSURE

Requesting Information

Dreamtime Movies Universal Ltd

54 Oxford Road, Skagnes SK3 4RG
Tel: 0223 123 4567 Fax: 0223 765 4321
Email: info@dreamtimemovies.com.uk

March 17, 2017

Lingua Services Galactic Ltd

69 Milk Street, LONDON SW7 6AW, UK
Tel: +44 20 123 4567 Fax: +44 20 765 4321
Email: info@linguaservicesgalactic.com

Dear Sirs:

Translation Brochure

I should be grateful if you would send us your brochure and price list about your translation services.

We are currently developing our sales literature and web sites and are interested in translating these into five languages apart from English.

I look forward to hearing from you.

Yours faithfully

Andrea Philips

Andrea Philips
Marketing Manager

Sending Information

Lingua Services Galactic Ltd

69 Milk Street, LONDON SW7 6AW, UK
Tel: +44 20 123 4567 Fax: +44 20 765 4321
Email: info@linguaservicesgalactic.com

Date

Ms Andrea Philips
Dreamtime Movies Universal Ltd
54 Oxford Road
Skagnes
SK3 4RG

Dear Ms Philips

Translation Services & Fees

Thank you for your letter of 22 January enquiring about our translation services.

Lingua Services Galactic offer a full range of translation services to help you in the development of sales literature and web sites. I have pleasure in enclosing our latest brochures and price list from which you can see that our prices are highly competitive.

I look forward to calling you in a few days.

Yours sincerely

James Brown

James T Brown
Sales Manager

Enc: 3

Salutation

Here are some common ways to address the recipient:

- Dear Mr Powell,
- Dear Frederick Hanson:
- Dear Editor-in-Chief:
- Dear Valued Customer,
- Dear Sir or Madam:
- Dear Madam,
- Dear Sirs,
- Gentlemen:

Final paragraph

Your last paragraph should include requests, reminders, and notes on enclosures. If necessary, your contact information should also be in this paragraph. Here are some common phrases used when closing a business letter:

- I look forward to...
- Please respond at your earliest convenience.
- I should also remind you that the next board meeting is on February 5th.
- For further details...
- If you require more information...
- Thank you for taking this into consideration.
- I appreciate any feedback you may have.
- Enclosed you will find...
- Feel free to contact me by phone or email.

Closing

Here are some common ways to close a letter. Use a comma between the closing and your handwritten name (or typed in an email).

- Yours truly,
- Yours sincerely,
- Sincerely,
- Sincerely yours
- Thank you,
- Best wishes
- All the best,
- Best of luck
- Warm regards,