

Types of business letters

Offer

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Plan

- 1. Aim
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- 3. Structure
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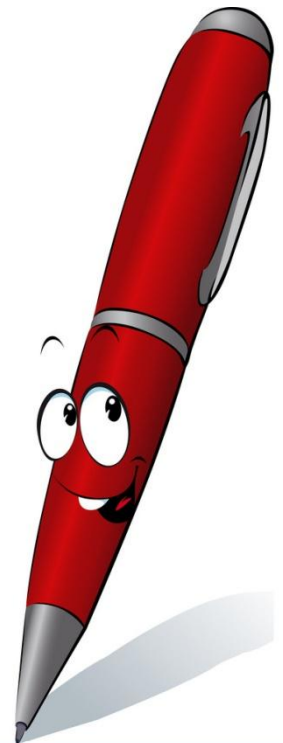


1. Aim

- - **Represent** your company
- - Give **lists of goods** and services you offer

SO,
The letter should be

- -informative
- - precise



2. Vocabulary

- To introduce
- To call attention to
- Above mentioned goods
- We produce
- Our customers are
- We are working for (teens, engineers...)
- We are particularly interested in...
- Further information
- To require

3. Structure

- 3.1. Кратко представить компанию и ее продукцию.
- 3.2. Перечислить достоинства. Новшества. Отличие от др.
- 3.3. Описать сегмент рынка, с кот. работает компания
- 3.4. Конкретные предложения.
- 3.5. Готовность к сотрудничеству
- 3.6. Conclusion mark and signature block.

3.1 Общая информация

- I am very pleased to introduce our company
- I am writing to you to introduce our company
- Our detailed catalogue will demonstrate
- We are a company which imports tools for the industrial market

3.2 Достоинства, дополнительная информация

- I especially call you attention to ...
- Besides the above mentioned goods our company also produces...

3.3 Сегмент, потребители

- Our customers are small entrepreneurs
- We deliver our goods on CIF terms.

3.4 Конкретные предложения

- We take pleasure in sending you the...
- We can give you a 5 per cent discount.
- We are particularly interested in long term working relations with Russian retailers
- In fact we are interested in license agreements only

3.5 ГОТОВНОСТЬ К СОТРУДНИЧЕСТВУ

- If there is any further information you require, please contact us.
- We will be pleased to supply any further information you require.
- Please do not hesitate to get in touch if you need any further information.

Example 1

- Dear Ms. _____,
- Are you looking for new ways to expand your business? We at Excel Media completely understand how important it is to keep expanding a business and how much fund does it require. We have been helping the businesses for a decade now in digital media. (Mention the business proposal that you have along with why you think it can work)
- (Also, mention the plan in detail and how the proposal can make a huge difference) (Specify who will work with this new project and in what way that will affect the business)
- If you are interested in the project it would be great if we could arrange a meeting and discuss about this new project in details. You can contact us at***** to set a meeting or for any other questions. Contact us to see how we can save you money and generate new business.
- Sincerely,
- Name

Example 2

- From,
Farahan Khan
CVS company
New Delhi
- Date: DD/MM/YYYY
- To,
Dilip Kumar
DFG company
Mumbai
- Subject: Business offer

Dear Mr. Kumar,

This letter is to propose Computer repair and maintenance services to Stellar Apartments. We have been providing quality services to many complexes in and around the area. We would be extremely happy to give you testimonials and reviews sheets of what people have to say about our services.

We would provide you with the best quotation and the best part that most people like about our service is that we provide 24/7 services. If you require our help at any hour of the day, our technicians will be happy to you. Our motto is to provide high-quality services and make certain that your work is not hampered.

Enclosed is the quotation of the services with other details like inclusions. If you are interested, you can contact us on ***** or even email on nobody@gmail.com. We would be happy to serve you.

Sincerely,