

**University of Larbi Ben Mhidi –
OEB**

**Department of Finance and
Accounting**

Level Grade: Master One – Two

**Module: English as a Foreign
Language**

Business correspondence: Correspondence:

1. Any written or digital communication exchanged by two or more parties (communication by exchanging letters with someone)
2. It is a means of communication in written form
3. It is a written communication and an important medium for passing information

Business correspondence:

1. It is an umbrella term used for any form of written communication that happened in business relationships. It could be with business partners or internal communication within the organisation. This form of communication helps to carry out business activities.

It is also known as Commercial Correspondence

Objectives of Business Correspondence:

1. Facilitates the exchange of information in order to inquire or sell
2. Advertise goods and services
3. To build relationships
4. Act as a representative of the organisation
5. Avoid the need of personal contact and visit

Types of Business Correspondence:

There are many types of Business Correspondence however these are the main:

Internal Correspondence: a formal communication which takes place within a particular company, institution or organisation. It is done by people who are employed in that company, to promote understanding, explicitness and coordination among its members and different departments.

External Correspondence: it takes place outside a particular company, institution or organisation. It is simply a type

of correspondence that is used to communicate with individual clients or financial institution which are external. This type of correspondence is mainly used to build a relationship, order raw materials, and to sell goods and services.

Different forms of Business Correspondence:

Business correspondence happens daily in the lives of businessmen in the form of:

1. Letters to suppliers
2. Letters of inquiry
3. Letters of complaint
4. Job application letters
5. E-mails
6. Memo (short document-short reports- less formal to inform employees of new policies, requirements and to propose ideas)
7. Text messages (less formal)
8. Fax
9. Voice e-mails
10. Postcards
11. Notes

Purposes of Business Correspondence:

1. Serves as a notice:

Having an employee who is not performing well in his job, then a memo or a formal letter is a good solution to inform him or her about his or her misconduct. It is also used as an announcement of new policy in a workplace.

2. Serves as an order:

It is chiefly applied to make workers follow appointed things. Take for instance new policies that have been set and the employer want them to be done in a certain manner

3. Serves as instruction:

It informs and gives new knowledge concerning specific project or policy as well as further skills added to workers prior knowledge.

Significance of Business Correspondence:

1. The most crucial feature is the ease of reading and communicating with different parties. As it is not always possible to meet partners face to face. Therefore, this would be a rescue for any business
2. Maintain a proper relationship
3. Acts as evidence in other words it lets businesses keep record of facts that can serve as evidence at a later point in time.
4. Creates and sustain goodwill. A company growth increases due to business correspondence. It creates goodwill between business and clients since any letter like a complaint letter, feedback or suggestion promotes a healthy relationship and reputation between the two sides.
5. Inexpensive and convenient
6. Helps business expend and grow.
A constructed well written business correspondence can reflect a positive image on the company as it removes ambiguous communication and

clarifies rules, regulations and policies.

Examples of Business Correspondence

1. Enquiries
2. Replies and quotation
3. Orders
4. Payments
5. Complaints and replies to complaints
6. Account adjustments and corrections
7. Credit
8. Agents and agencies
9. Transportation and shipping
10. Reservations, appointments and hospitality
11. Discount