

# Business Writing

**Firefly Electric and Lighting Corp.  
Training and Organizational Development  
Human Resources Department**

## Module 9

Writing Business Letters: Format and  
Content



# Module 9 : Writing Business Letters: Format and Content Lesson 2

## Parts of Business Letters

# PARTS OF A BUSINESS LETTER

# Parts of a Business Letter

Best custom in correspondence has established that the mechanical construction of a letter consists of seven (7) essential parts. In business letters, these can be further expanded by accessory parts.

Letters can make a physical mark in the process of communication. How it is constructed gives the recipient a favorable or unfavorable impression of the writer and the company he/she represents. The writer must take heed in how the letter is constructed especially in the correct placement of parts.

# Parts of a Business Letter

The essential parts of a business letter:

- Heading
- Date line
- Inside address
- Salutation
- Body
- Complimentary close
- Signature line/ block

# Parts of a Business Letter

## Accessory Parts of a Business Letter

- Attention line
- Subject line
- End Notations
  - Reference initials
  - Enclosure line
  - Copy line
    - CC
    - BCC

# Parts of a Business Letter

I. Heading – a printed heading on office stationery usually contains company name and logo, business address, which consists of street address with number, city, province and ZIP code; phone / Fax number, email address and web site.

The name of the sender and title or position will appear in the signature line.

When the writer uses a blank paper, the heading will consist of the return address and the date.

# Parts of a Business Letter

## PARTS OF BUSINESS LETTERS

### HEADING

Genesis Electric and Lighting Corporation

G/F Miramar Towers

4225 Quintin Paredes Street

Binondo, Manila 1006

Philippines (need not be written for local mails)

T (02) 858 9000 )Trunkline / Fax 858 9002

[gencorp@monkeychip.com](mailto:gencorp@monkeychip.com)

[www:genescorp.com](http://www.genescorp.com)



# Parts of a Business Letter

II. Dateline – indicates when the letter was written. When using a blank paper instead of one with the letterhead, the return address and the date form the heading.

The date should be written as: month (fully spelled out) day and year. July 20, 2015 date format used by U.S. or 20 July 2015 date format used internationally or by the military. Place the dateline one line below the return address.

# PARTS OF BUSINESS LETTERS

## DATE LINE

July 20, 2015 – U.S. based  
format

20 July 2015 – international or  
military based format

# Parts of a Business Letter

III. Inside Address – consists of the personal title, the name of the recipient, his /her title or position in the company, the company name and business address.

Include the complete mailing address: street number, name of the street, city, province and ZIP code.

Contact information may be added if needed.

If the position fits on the same line as the name of the recipient, place a comma then the position.

# PARTS OF BUSINESS LETTERS

## INSIDE ADDRESS

Ms. Ainette Chua

Proprietress

Good Hope Commercial

67 Gonzaga Street, Bacolod City 6100

Philippines (need not be written for local  
mails)

Tel. No. 434 6210

# Parts of a Business Letter

- Attention line – an accessory part that is optional. This is used when you don't know the name of the person who holds the position in the company. It is a good policy, however, that you call the company and ask for the person's name. If needed, it is placed two lines under the inside address.

Ex. Marigold Trading Inc.

647 Araneta Street

Bacolod City 6100

2 lines


Attn: HR Manager

2 lines



# PARTS OF BUSINESS LETTERS

## Attention Line



Marigold Trading Inc.  
647 Araneta Street  
Bacolod City 6100

Attn: HR Manager



# Parts of a Business Letter

- The subject line is a brief phrase that states or summarizes the topic or subject of the letter. Although it is optional, it is a big help to the recipient to gain an idea of what is in the letter.

Ex. Re: Lumina electrical products catalogue with 2015 adjusted prices.


The subject line is placed two lines under Attention line. In the absence of Attention line, it is placed under Inside address.






# PARTS OF BUSINESS LETTERS

Subject Line



Re: Lumina electrical  
products catalogue with 2015  
adjusted prices.





# Parts of a Business Letter

IV. Salutation is an opening phrase of a letter that expresses a polite greeting, an expression of goodwill or other signs of recognition directed to the recipient. The customary term used in salutation is “Dear” followed by a person’s name with or without title and ends with a colon as punctuation mark.

# PARTS OF BUSINESS LETTERS

## Salutation:

Dear Eng. Salas: preferred option,  
when the name is known.

Dear HR Manager: if only the  
position is known.

# Parts of a Business Letter



# Salutation Tips

For formal business letters, begin with “Dear” followed by a person’s name with or without title then colon.

Dear Peter: / Dear Atty. Reyes: / Dear Dr. and Mrs. Calsado :  
Wrong: Dear Miss Mabel:

For social business letters begin with “Dear” followed by a person’s name with or without title then comma.

Dear Fr. Jun, / Dear Noel, / Dear Ben and Alice. Note the degree of formality is less than the formal letter.

When writing to a stranger or somebody on a formal basis, begin with a title followed by the family name. then colon.

Dear Engr. Tolosa:/ Dear Ms. Flor:/ Dear Rev. Salazar:

Refer to a woman as Ms. if her marital status or preference is not known

Dear Ms. Juaneza:/ Dear Ms. Ponce:

Abbreviate titles of the clergy, officers of organizations, government officials, military and naval personnel if first names or initials are used; spell out if followed by surname .

Msgr. Noly BUT Monsignor Adorable  
Cong. R.B. Luna BUT Congressman Luna  
Pres. P-Noy BUT President Aquino  
Capt. B.J. Mapa BUT Captain Mapa  
Honorable Raul Ledesma BUT The Honorable Judge Ledesma

# Parts of a Business Letter

## Punctuation Usage in Business Letters:

- US traditional format: Colon for salutation; comma for complimentary close.
- Customary punctuation mark for email salutation is comma.
- Standard format for salutation in U.K. is comma; complimentary close uses comma.
- Open punctuation format is trending in U.K. No punctuation marks are used in salutation and complimentary close nor in the address line, and in the list of items. Only periods are used to end sentences.

All addresses are written in capital letters.

# Parts of a Business Letter

V. Body of the letter is an expansion of what is stated in the subject line. It begins two lines below the salutation.

Content of Body text:

- A brief general introduction of who you are, your main point and purpose in writing.
- Background information and supporting data of the main point
- Closing paragraph restates the purpose of the letter, establishes good will and call for some kind of action.

# Parts of a Business Letter

The body of the letter should be set single spaced with two lines separating the paragraphs.

Indenting the paragraph is acceptable but it is considered less formal than paragraphs without indention.

Key information should be easily accessible using bullets, lists or headings.



## PARTS OF BUSINESS LETTERS

Body of the Letter:

Thank you for patronizing GenCorp's electrical products.

I am Joebert Avila, GenCorp's Logistics Manager. I am writing to confirm ...



# Parts of a Business Letter

VI. Complimentary Close or Valediction is a part of the letter that indicates the writer's respect and appreciation for the person to whom he is sending the letter. It is placed two lines below the last line of the body of the letter.

Complimentary closes commonly used in business letters:

Best regards

Cordially

Kind regards

Sincerely

Best wishes

Cordially yours

Respectfully yours

Sincerely yours

# Parts of a Business Letter

Thank you

Warm regards

Very sincerely yours

With appreciation

Yours cordially

Yours faithfully

Yours respectfully

Yours truly

Note: In complimentary closes consisting of two or more words, only the first word starts with a capital letter.

Leave four spaces between the complimentary close and the signature block

# PARTS OF BUSINESS LETTERS

## Complimentary Close:

Best regards,

Sincerely yours,

Respectfully yours,

Yours faithfully,

With appreciation, etc.

Cordially,

Truly yours ,

Warm regards,

# Parts of a Business Letter

VII. The signature block consists of the full name of the writer with the handwritten signature above it. Sign exactly as it is typewritten. No courtesy title is used in a formal business letter. Position is indicated below the printed name. Contact number is optional, unless needed.



# PARTS OF BUSINESS LETTERS

Signature Line:

. *Roberto Javelosa*

Roberto Javelosa  
Regional Sales Manager  
+63 933 5569 789

# Parts of a Business Letter

- For letters with signatories of the same rank:

*Luis Villanueva*

Luis Villanueva

Sales Support Manager

*Elizabeth Torres*

Elizabeth Torres

HR Manager

- For signatories in which one is of a higher rank: the signature block of the higher in rank is below that of the lower rank, with the word “Noted” above the handwritten signature.

# Parts of a Business Letter

*Armando Lizares*

Armando Lizares

Team Leader, Sales Support

Two lines separate the two signatories

Noted:

Ricardo V. Solis

Ricardo V. Solis

Sales Support Supervisor

# Parts of a Business Letter

- End notations consist of additional information such as:
  - reference initials or identification line lets the recipient know who typed the letter. It is usually indicated with full caps for the author of the letter and lower caps for the typist.

Ex. JTG/mln or JTG:mln

If the author typed the letter himself, there is no need for reference initial.

A line separates the signature block from the reference initials.



# Parts of a Business Letter

- Enclosure notation informs the recipient that additional materials such as catalogues, promotional pamphlets, price lists, brochures, special offers are included in the letter.

A number will indicate how many enclosures are there and labels will identify what are these.

Ex: Encl. or Enc. (2)

(1) Hotel reservation receipt

(1) round trip plane ticket (Manila-Singapore-Manila)

A line separates enclosure notation from reference initials.

# Parts of a Business Letter

- Copy line informs the recipient about the other person or persons who are receiving a copy of what was sent to him.
  - CC – previously known as carbon copy. It is now called courtesy copy. This is used by the writer when he sends duplicate copies to other persons aside from the addressee. The addressee can see the email addresses of these people.
  - BCC or Blind carbon copy is a copy sent to people in the loop. This copy is kept for office file and the third party recipient but does not appear in the original letter.

A line separates copy line from enclosure notation.

# PARTS OF BUSINESS LETTERS

## End notations:

- Reference initials:  
JTG/ mln or JTG:mln
- Enclosure: (2)
  - (1) hotel reservation receipt
  - (1) round trip plane ticket (Mla- Sng – Mla)

# PARTS OF BUSINESS LETTERS

## End notations:

○ Copy line:

CC: Ms. Martha Ballesteros, Accounting  
Supervisor

Mr. Joseph Maramo, Marketing Supervisor

BCC: Mr. John Cuaycong, CEO

# Parts of a Business Letter



# Parts of a Business Letter

1. In local mails, what should be omitted?

- a) phone number
- b) street number
- c) web site
- d) country

2. How should the date be written?

- a) 12 March, 2015
- b) 12, March 2015
- c) March 12, 2015
- d) March 12 2015

3. Where will the name of the addressee appear?

- a) heading
- b) enclosure
- c) signature line
- d) inside address

# Parts of a Business Letter

4. A business letter has X essential parts.
- a) 6
  - b) 10
  - c) 7
  - d) 8
5. Which is not included in enclosure notation?
- a) promotional items
  - b) special offers
  - c) catalogues
  - d) price list
6. The addressee will know who have received duplicate copies of the letter sent to him through:
- a) the BCC end note
  - b) the CC end note
  - c) the office file
  - d) the enclosure notation

# Parts of a Business Letter

7. Which does not belong?

- a) attention line                      c) reference line
- b) copy line                              d) enclosure line

8. Without the pre-printed company name /logo, the heading will consist of:

- a) return address and inside address
- b) return address and date
- c) return address only
- d) return address and salutation



# Parts of a Business Letter

9. Which of these is the appropriate way to write inside address?

- |  |   |
|--|---|
| a) Mr. Alex Sy, Manager<br>Golden Hands Lending Corp.<br>233 Reina Regente St.<br>Binondo Manila 1006    | c) Mr. Alex Sy, Manager<br>Golden Hands Lending Corp.<br>233 Reina Regente St<br>Binondo Manila 1006  |
| b) Mr. Alex Sy<br>Manager<br>Golden Hands Lending Corp.<br>233 Reina Regente St.<br>Binondo, Manila 1006 | d) ]Mr. Alex Sy,<br>Manager<br>Golden Hands Lending Corp.<br>233 Reina Regente St.<br>Binondo, Manila |

# Parts of a Business Letter

10. Where can the date line be found?

- a) between return address and inside address
- b) between inside address and salutation
- c) above return address
- d) below inside address.

# Parts of a Business Letter

If you got a score of 6 or less in the practice exercise, please review the notes on Parts of a Business Letter before taking the quiz.

Please look over the uploaded Powerpoint notes in Quia and check whether there are other facts you need to include in your Cheat Sheet.

# Parts of a Business Letter

1. In local mails, what should be omitted?

- a) phone number
- b) street number
- c) web site
- d) country

2. How should the date be written?

- a) 12 March, 2015
- b) 12, March 2015
- c) March 12, 2015
- d) March 12 2015

3. Where will the name of the addressee appear?

- a) heading
- b) enclosure
- c) signature line
- d) inside address

# Parts of a Business Letter

4. A business letter has X essential parts.
- a) 6
  - c) 7
  - b) 10
  - d) 8
5. Which is not included in enclosure notation?
- a) promotional items
  - c) catalogues
  - b) special offers
  - d) price list
6. The addressee will know who have received duplicate copies of the letter sent to him through:
- a) the BCC end note
  - b) the CC end note
  - c) the office file
  - d) the enclosure notation

# Parts of a Business Letter

7. Which does not belong?

- a) **attention line**
- b) copy line
- c) reference line
- d) enclosure line

8. Without the pre-printed company name /logo, the heading will consist of:

- a) return address and inside address
- b) **return address and date**
- c) return address only
- d) return address and salutation

# Parts of a Business Letter

9. Which of these is the appropriate way to write inside address?

- a) Mr. Alex Sy, Manager  
Golden Hands Lending Corp.  
233 Reina Regente St.  
Binondo Manila 1006
- b) Mr. Alex Sy  
Manager  
Golden Hands Lending Corp.  
233 Reina Regente St.  
Binondo, Manila 1006
- c) Mr. Alex Sy, Manager  
Golden Hands Lending Corp.  
233 Reina Regente St  
Binondo Manila 1006
- d) Mr. Alex Sy,  
Manager  
Golden Hands Lending Corp.  
233 Reina Regente St.  
Binondo, Manila

# Parts of a Business Letter

10. Where can the date line be found?

- a) between return address and inside address
- b) between inside address and salutation
- c) above return address
- d) below inside address.



# Module 9, Lesson 2: Parts of a Business Letter Quiz

1. Please proceed to [www. Quia.com/web](http://www.Quia.com/web).
2. On the space provided, enter your log in name and your password.
3. Under “Quiz”, please select Module 9, Lesson 2, Quiz 1.
4. Follow the instructions in the quiz.
5. Follow these same steps when you go to succeeding quizzes after every lesson.

# Parts of a Business Letter



End of Module 9, Lesson 2