

HOW TO WRITE
Official Letters in English



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Any person who without rights commits acts as referred to in Article 7 paragraph (3) and / or Article 52 for use commercially, shall be punished with imprisonment of 2 (two) years and/or a maximum fine of Rp. 300,000,000.00 (three hundred million rupiah)

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Faridi, Abdurrachman, et.al.

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I. Judul II. Abdurrachman Faridi, et.al



PREFACE

The Background

The result of the research conducted by the writer in 2018 on Material Development of Writing Official Letters in English by Using Task-Based Approach (TBA) in Universitas Negeri Semarang (UNNES). Stakeholders needs UNNES graduates competency that the students should have basic practical business knowledge such as computer (typing), business letter writing and filing system. Some secretarial works like answering and making telephone calls, escorting visitors, preparing meeting and making a minute of meeting will also give lots of advantages when the students interested in taking secretarial positions (Faridi, 2006).

As a follow up of this research finding, the subjects of English business letter writing, secretary ship, public speaking, hotel and tourism are added in the curriculum in order to link up with the community needs in the field. After being presented for one or two years, the above-mentioned subjects are considered to be too much for one semester. To make it more practical, the subjects are then combined into one, called English for Business Purposes.

The Objectives.

As it is previously mentioned how this subject comes up in the curriculum, the objectives of giving the business knowledge to the students are:

- a. To give basic secretarial skills to the students so that they can identify the office works and later apply them in their career.
- b. To prepare the students with the secretarial skills i.e. writing parts of letter, thank you letter, sale letter, order letter, complaint letter, an application letter, interview, personality behavior etc., so that they will be ready to compete in the work force.

However, due to the limits of time, the discussions are only intended for 9 () presentations. When the students need to enrich their public speaking such as to be an MC, making a presentation, having a meeting or making a speech, they may have a different book written by the same author, called *Tata Cara Seminar, Rapat, Pidato, Mc dalam Bahasa Inggris*, published by UNNES Press 2009.

The Author



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CHAPTER

1



A Business Card

1. DEFINITION

Business card is a small card printed with somebody's name and details of their job and company. Business cards are traditionally the primary way that business people present their contact information to other business people and potential customers or clients. Standard business cards are 2 by 3 inch rectangles of card stock with the business person or professional's business information, such as his or her name, the business name and address, the service or products supplied and the phone number(s), fax number(s), and website and email address(es) printed on them. The back of business cards is usually (but not always) blank. For instance, if you're traveling abroad for business it is good practice to have one side of your business cards translated into the language appropriate to the country you are visiting. (When you present such business cards, you should present the card to the recipient so that the recipient's language is face up.)

Business cards are usually presented to one person by another in a face-to-face exchange, although they may also be attached to invoices and thank you cards, or even attached to a vehicle in a business card holder so passersby can help themselves to one if they're interested in the service or product advertised on the vehicle. When business cards are exchanged in person, they may be exchanged at the

beginning or end of a conversation. When you receive business cards, you should always look at the card and comment upon it before putting it away - preferably into a business card holder. It is a bad manner to stuff business cards into your pockets.

Business cards originated as trade cards in 17th century England. They were used both as advertising and as maps as there was no formal street numbering system in London at the time. Today business cards are still used as advertising as well as a convenient way to present a business' contact information. Business cards can even double as brochures, for instance.

Business cards are cards bearing business information about a company or individual. They are shared during formal introductions as a convenience and a memory aid. A business card typically includes the giver's name, company affiliation (usually with a logo) and contact information such as street addresses, telephone number(s), fax number, e-mail addresses and website. It can also include telex, bank account, and tax code. Traditionally many cards were simple black text on white stock; today a professional business card will sometimes include one or more aspects of striking visual design.

2. DIMENSIONS

Aspect ratios range from 1.42 to 1.8.

Standard	Dimensions (mm)	Dimensions (in)	Aspect ratio
ISO 216, A8 sized	74 × 52	2.913 × 2.047	1.423
ISO/IEC 7810 ID-1, credit card sized	85.60 × 53.98	3.370 × 2.125	1.586
Ireland, Italy, United Kingdom, France, Germany, Netherlands, Spain, Switzerland, Belgium	85 × 55	3.346 × 2.165	1.545
Australia, Denmark, New Zealand, Norway, Sweden	90 × 55	3.54 × 2.165	1.636
Japan	91 × 55	3.582 × 2.165	1.655
Hong Kong, China	90 × 54	3.543 × 2.125	1.667
Canada, United States	88.9 × 50.8	3.5 × 2	1.75
Argentina, Brazil, Czech Republic, Finland, Hungary, Israel, Kazakhstan, Poland, Romania, Russia, Serbia, Slovakia, Ukraine, Bulgaria, Mexico	90 × 50	3.543 × 1.968	1.8

3. OTHER FORMATS

Recent technological advances have made CD-ROM "business cards" possible which can hold about 35 to 100 MB of data. These cards may be square, round or oblong but are approximately the same size as a conventional business card. CD business cards are designed to fit within the 80 mm tray of a computer's CD-ROM drive. They are playable in most computer CD drives; however do not work in slot-loading drives. Despite the ability to include dynamic presentations and a great deal of data, these discs are not in common use as business cards.

Most handheld computers have the ability to wirelessly transmit (through either infra-red or Bluetooth or RFID) an electronic business card, eliminating the need for the recipient to re-key the contact information. This is also done via SMS.

4. SPECIAL MATERIALS

Apart from common business cards made of paper/card there are also special business cards made from plastic (PVC), especially frosted translucent plastic, crystal clear plastic, white or metallic plastic. Other extraordinary materials are metal, rubberized cards, rubber, magnets, poker chips, wooden nickels, and even real wood. For the most part those special material business cards are of standard format, preferably with rounded corners. These new materials are popular among companies that wish a unique and eye-catching look.

5. BUSINESS CARD SOFTWARE

Business cards can be mass produced by a print shop or printed at home using business card software. Such software typically contains design, layout tools, and text editing tools for designing one's business cards. Most business card software integrates with other software (like mail clients or address books) to eliminate the need of entering contact data manually. Cards are usually printed on business card stock or saved in an electronic form and sent to a print shop. Multiple programs are available for users of both Mac and Windows platforms.

6. COLLECTING

There are several hundred known collectors of business cards, especially antique cards, celebrity cards, or cards made of unusual materials. One of the major business card collectors' clubs is the International Business Card Collectors, IBCC. IBCC members exchange cards with other members, simply for the price of postage. Collectors often shorten the words "business card" to BC to make e-mail discussion easier.

7. FUNCTION

Business card is the single most important design piece in a company's identity system. An identity system contains letterhead, envelope, and business card, but it can also include additional elements. The challenge for a business card design is to design a clear and efficient message in a small space that expresses the nature of your business and communicates your needs to your client.

A business card functions as your professional identifier. In one easy-to-carry vehicle, the business card communicates both your status within the organization and the company's pertinent business information. The business card is an important sales tool as it serves as a helpful reminder to potential customers of their face-to-face meeting with you.

You may think a business card design is pretty straightforward. Including your contact information and address with your business name and identity and you're done. Not so. For your business card to function to the best of its ability, you need to consider quite a few options and probably make notes of the specifics listed below before ever putting design content to paper.

a. **Personal Identifier**

The business card is both an introduction and a keepsake. It details pertinent information about the bearer of the card and the business of the company. Without saying a word, the recipient of the business card knows much about the card owner, including her name, position within the company and job status as well as a number of ways in which the individual might be contacted, including physical mailing address, business fax and phone numbers, and email. The card

might also relay the card owner's professional status, with the inclusion of suffixes such as M.D., PhD. or Esquire behind the surname, or trade license numbers.

b. Corporate Identifier

The company's name and logo are prominent features of a business card. The logo identifies the company by name and the nature of the business in which it operates. The particular design of the logo telegraphs much about the professionalism and sophistication of the company. The design of the card itself also communicates much about the character of the business.

The weight and texture of the card stock and the number of ink colors used on the business card convey a message about the company's commitment to quality as well as the status and regard the business has for itself. Traditionally, business cards are on white paper; however, a business that operates in a creative sector, such as an entertainment company, might opt for a more colorful and expressive business card design.

c. A Corporate Keepsake

The business card is a both a promise and a commitment. Its distribution is a promise that the company represents itself as the card indicates. Its acceptance is a commitment to seriously consider the company at some future date as a candidate for a business relationship. The business card functions as the individual's and the company's ambassador when the owner of the card is not present. To be effective, the business card must be retained by the recipient of the card. This role as corporate keepsake is the supreme function of the business card:

to be singled out from among the many business cards passed along for saving and potential use by a new customer prospect.

Having your own business card is very useful. This is what marks your name and your company with the people you associate with in your business endeavors. As it serves to promote, there are various ways on how you can make it more beneficial for you and your business purpose. It would pay to take a look at what could suit you more before undergoing business card printing.

Identification: Mainly, this is what your business card is for. Encounters with business associates or targets happen on a regular basis, and being able to provide and exchange contact information builds your database and theirs as well. Keeping in touch with people around gives you more chances of possibly gaining something beneficial for you in the future.

Promotional tool: This is a very handy tool that you could use to define your product or service. Making use of the back part of your card to briefly explain what you have to offer is a very practical way to clearly link yourself and your company.

For appointments: There are times when having to set a meeting immediately with a customer or client is needed. Your business card, as handy as it is, can serve as your agreement with that person on a set appointment date.

For whatever purpose you have, Business Cards will always be beneficial for you and your business. Remember that choosing the right printing company to do your job is also important to create a business card that is right for you.

8. PARTS OF BUSSINESS CARD

Most business cards will have at least a name of a person or company but there are other essential and useful elements of a good business card.

a) **Name of Individual**

Not every type of business card has to have the name of the individual but it's a nice personalized touch. In a large organization it can be beneficial to the recipient to have the name of a specific person to contact. The name of the individual or the name of the business or organization is usually the most prominent text element of a business card.

b) **Name of Business or Organization**

A business card almost always has a business or organization name on it. The name of the individual or the name of the business or organization is usually the most prominent text element of a business card. An organization with a highly recognizable logo might de-emphasize the business name (size and/or placement) but it is usually an essential piece of information.

c) **Address**

A physical address or a mailing address or both are typical parts of a business card. If the company does business exclusively online or by mail, a physical address might not be a key element to include. If both a physical and a mailing address are included, it may be desirable to label each one.

d) **Phone Number(s)**

Multiple numbers are typically listed in order of voice, fax, cell but you can omit any numbers that are not the preferred method of phone contact. Don't forget the area and/or country codes and extension, if required. Using parentheses, hyphens, periods, spaces, or other characters to separate numbers in a phone number are generally a matter of preference and custom but be consistent in whatever method is chosen.

e) **Email Address**

Including an email address is an important element for Web-based businesses but other businesses or organizations might omit this form of contact unless it is one of their preferred methods of contact.

f) **Web Page Address**

Web addresses can be listed with or without the http:// preceding the URL. As with email addresses, it is an essential element for Web-based businesses.

g) **Job Title of Individual**

Not a required element, some entrepreneurs or sole proprietors might include "President" or "CEO" or some other title to give the appearance of a larger organization.

h) **Tagline or Description of Business**

A tagline or brief description can be useful when the business name is somewhat ambiguous or doesn't clearly convey what the business does. Taglines can also convey benefits and features.

i) **Logo**

A logo used consistently on business cards and other print / electronic materials helps to establish a company's identity.

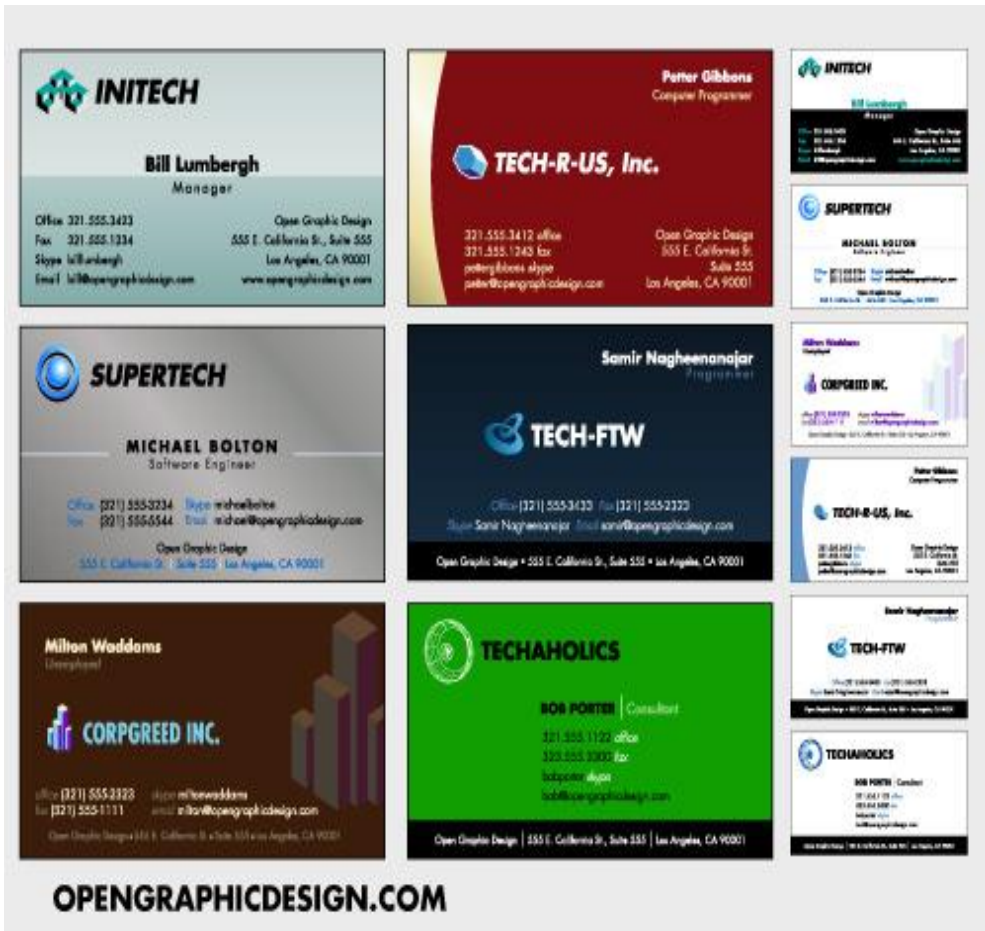
j) **Graphic Image(s) (including purely decorative elements)**

Small companies without a logo may choose to use generic or stock images or custom illustrations that help reinforce what the company does. Small graphic embellishments or boxes might be used to separate blocks of information.

k) **List of Services or Products**

A long list will usually clutter up a standard size business card but when using two-sided or folded business cards a bullet list of services offered or main product lines can extend the usefulness of the business card.

9. SAMPLES OF BUSINESS CARDS



BLAYS
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Logistics Solutions

1. DEFINITION

Company profile is the profile of company usually written in brochure. It contents the history, the aims and goals, products and achievement that the company has got. The purpose of company profile is to approach new segments important in growing a business.

Based on <http://www.howtothings.com/business/c428-advertising.html>, a company profile is a brief summary about a company, its objectives and goals, its history to date and milestones achieved along the way. It is one of the best tools to showcase your company's performance and acts as a marketing tool to get new investors, employees, customers or other interested parties in dealing with the company. Company profiles can be a slick and colorful brochure detailing information or it can be a web page on the company's website, usually referred in sections titled "About Us" or "Who are we", etc.

2. FUNCTION

Company profile is one important aspect in the publication of a company. The functions of a company profile are as media of communication and dissemination of information about companies to the relevant parties, both internally and externally.

In making company profile, sometimes the company found few problems. This is because the company actually needs, yet with the manufacture company profile is interesting and right on target. This problem is often solved by hiring companies or hire someone to create a company profile. This solution can be quite practical and can be applied with a relatively quick time, but it is strongly associated with the use of high cost. The essence of the function of company profiles, among others:

- a) as a representation of companies
- b) as a marketing tools
- c) as a complement to the proposal / bid
- d) a branding material
- e) as a prerequisite to access bank funds (grants, loans)
- f) as a prerequisite to follow certain events (exhibitions, seminars, workshops, exchanges)
- g) for completeness of the tender material
- h) as a matter of books in event sponsorship
- i) as a personal gift given to loyal customers or specific customer
- j) as a special gift, door prize, or seminar event organizing kit at the time

And of course many other applicative functions can be developed from the company profile owned by your company. So, with many functions, Have your company has adequate company profile?.

Company profile is a representation of your company, make it the best, and make your company profile as a powerful weapon for marketing boom achievement of your company. The more beautiful company profile, the more your customers interested in the first impression with exceptional creative touch.

3. PARTS OF COMPANY PROFILE

There are a few basic elements of content that every company profile must contain. While you can make specific profiles aimed at a specific group of people, say investors, for example, the information contained in a corporate profile may not have much relevance to other segments or groups such as customers or employees. A better alternative is to make a general company profile that includes sections highlighting relevant information specific to a certain segment, but also providing an overall view of the company's ethos and principles. Such a company profile should include an introduction, brief company history, relevant data on the company in terms of income, revenue, structure, infrastructure and resources, products, professional experience, and capacity. You should also include company goals and future plans, both in the short and long terms, testimonials from existing customers, employees and major investors and a company mission statement, any company slogans, or "guiding philosophies" for the company.

There are few fundamental elements that a company profile should contain. You can create specific profiles dealing with a particular group of people, such as investors. This type of company profile will only contain information about the investing opportunities in your company and will not include much information about other

sections such as employees or customers. On the other hand, you also have the option to make a single profile that contains information about all the sections of your company. Such profile will include sections highlighting information relevant to particular group of people. I think this would a better alternative as it will provide an overall view of the company's principle and TOS.

According to explanation above, we conclude that the parts of company profile are:

- a) Name of the company
- b) Address
- c) The history of the company
- d) The aims and goals of the company
- e) The products that are provided by the company
- f) Awards and achievement of the company

http://www.associatedcontent.com/article/1259994/how_to_make_a_company_profile.html?cat=35

Example of Company Profile

Sekel Associates, LLC

With headquarters in Minnesota, Sekel Associates, LLC provides superior consulting services for managing the implementation of Warehouse Management Systems in the retail industry, serving both the domestic and international sectors. Sekel Associates, LLC brings a fresh and innovative approach to consulting services, acting as liaison between the end-user and the software provider. Our goal is to exceed the expectations of every client by offering outstanding customer service, increased flexibility, and greater value, thus optimizing system functionality and improving operation efficiency. Our associates are distinguished by their functional and technical expertise combined with their hands-on experience, thereby ensuring that our clients receive the most effective and professional service.

As experts in automated retail management systems and distribution, Sekel Associates, LLC is involved in every stage upon client selection of Warehouse Management Systems software from implementation to completion offering continual functional and technical support. Our extensive skills encompass all aspects of implementation and operation, including business requirements definition, development of functional specifications for client approval, system design, and overseeing development teams customizing software to fit specific client needs. Typically, we are on-site at the retailer's locations handling client contact, providing functional and technical training and support, and resolving any and all troubleshooting issues that arise when the client initiates software usage in a live setting.

Unlike other consulting firms, at Sekel Associates, LLC we possess operations experience in a distribution center at the GM-level. Our

associates are well versed in all aspects of multiple location management, from budgeting to productivity to establishing and maintaining business partnerships. We pride ourselves on our proven track record for effectively administering multiple implementations. This is due to effectively directing team members in the development of software modifications to ensure that all business requirements are met within budget restraints and time schedules. In addition, Sekel Associates, LLC has experience with large distribution centers, having been responsible for the successful implementation of a 1.2 million square-foot retail distribution center.

In order to meet the individual needs of clients, Sekel Associates, LLC maintains a wide range of qualifications. We excel in Oracle databases, forms, and reports. Our extensive knowledge base entails host systems interfacing with the Warehouse Management System, including merchandising, purchase order, and planning and allocation systems. Moreover, our functional and technical experience extends to interfacing with third-party conveyers and various unit sorters. At Sekel Associates, LLC we are continually expanding upon our knowledge and services to assist clients with successfully implementing Warehouse Management Systems in multiple distribution centers throughout various locations.

Exceptional functional and technical expertise coupled with extensive industry knowledge makes Sekel Associates, LLC the ideal choice for a consulting firm to manage the implementation of your Warehouse Management System.

Sekel Associates, LLC
8749 Kilbirnie Terrace
Brooklyn Park, MN 55443
(763) 315-3755

CHAPTER

3

Advertisement on Job Vacancy



1. DEFINITION

Advertisement is a public notice offering or asking for goods, services, etc. Advertisement is also a form of communication intended to persuade an audience (viewers, readers or listeners) to take some action. It includes the name of a product or service and how that product or service could benefit the consumer, to persuade potential customers to purchase or to consume that particular brand. It can also serve to communicate an idea to a mass amount of people in an attempt to convince them to take a certain action, such as encouraging 'environmentally friendly' behaviors. Modern advertising developed with the rise of mass production in the late 19th and early 20th centuries.

Commercial advertisers often seek to generate increased consumption of their products or services through branding, which involves the repetition of an image or product name in an effort to associate related qualities with the brand in the minds of consumers. Different types of media can be used to deliver these messages, including traditional media such as newspapers, magazines, television, radio, outdoor or direct mail; or new media such as websites and text messages. Advertising may be placed by an advertising agency on behalf of a company or other organization.

Non-commercial advertisers that spend money to advertise items other than a consumer product or service include political parties, interest groups, religious organizations and governmental agencies. Nonprofit organizations may rely on free modes of persuasion, such as a public service announcement.

A vacancy or job opening refers to a job offered by a firm that wishes to hire a worker. A job is a regular thing performed in exchange for payment, usually as one's occupation. A person usually begins a job by becoming an employee, volunteering, or starting a business. The duration of a job may range from an hour (in the case of odd jobs) to a lifetime (in the case of some judges). If a person is trained for a certain type of job, they may have a profession. The series of jobs a person holds in their life is their career.

Advertisement for job vacancy is a public notice offering or asking for a job offered by a firm that wishes to hire a worker.

2. FUNCTION

Any of various methods used by a company is to increase the sales of its products or services or to promote a brand name. Advertising is also used by organizations and individuals to communicate an idea or image, to recruit staff, to publicize an event, or to locate an item or commodity.

Product advertising can be seen by economists as either beneficial (since it provides information about a product and so brings the market closer to a state of perfect competition) or as a hindrance to perfect competition, since it attempts to make imaginary distinctions (such as greater sex appeal) between more or less similar products.

Specialized advertising agencies often handle the advertising of a company's products, services, or corporate brand, although some aspects may be dealt with within the company (in-house). There are two basic types of advertising, informative advertising and persuasive advertising. The effectiveness of advertising is notoriously hard to measure. Marketing departments, who often take responsibility for a company's advertising budget, can try to measure the success of their company's advertising using market research.

Advertisers use a variety of media such as newspapers and magazines, television and radio, direct mail, the Internet, and posters. In newspapers and magazines, classified advertisements are small advertisements of only a few lines of print, almost always without any illustration. They are often used by individuals or small companies. Display advertisements are larger advertisements, usually in boxes, which often carry a mixture of pictures and words. Larger companies often employ advertising agencies to devise an advertising campaign. The agency will usually undertake market research in preparation for the design of the advertisements to be used in the campaign. It will then book space on television, in newspapers, and so on for the advertisements.

Not all advertisements are aimed at all people. To ensure that their advertisements will appeal to those most suited to their product, advertisers ensure that they have a target audience in mind when they design their campaign. People have been generally divided into one of six target audiences, labeled A, B, C1, C2, D, and E, which range from wealthy professionals to students, the retired, and the unemployed.

This means that an advertiser can tailor its appeal according to the socio-economic background of its target audience.

In terms of job vacancy it informs to the readers that there is a vacant position that can be got in a company.

3. THE IMPORTANT THINGS ABOUT ADVERTISEMENT

The size of an advertisement

When you are looking for a job vacancy in a media, you should consider the size of the advertisement itself, because it represents the company you are going to join with. When the size of the advertisement is big it means the company is big and reliable. It is impossible for a big company to announce a job vacancy in a small size advertisement in a media.

a. Clear address of the advertiser

The address of a company must be clearly understood to the reader. When we talk about the address we are talking about the where the company is located.

b. Clear Business

It talks about the field of business this company runs.

c. Specific qualifications of requirement

It talks about the qualifications of requirement of people needed by the company. So it is easy to be understood by the readers.

Example of Job Vacancy Advertisement

Job Vacancy at PT. INDIKA CIPTA KREASI

We are an event organizer company need qualified candidates for the position:

CREATIVE STAFF

Requirements:

- a) Bachelor degree graduated.
- b) Male/Female, age max 27
- c) Minimum 1 year experience in event industry (event organizer, promoter, advertising agency, public relations consultant, etc.) is an advantage.
- d) Creative, initiative, independent, energetic, and assertive personality
- e) Ability to make concept and proposal
- f) Excellent presentation skill
- g) Fast learner and team player
- h) Familiar with computer software and internet communication
- i) Fluent in English both written and spoken
- j) Able to work under pressure and tightly deadline

ACCOUNT EXECUTIVE

Requirements:

- a) Bachelor degree graduated, GPA min 2.8
- b) Female, age max 28

- c) Minimum 1 year experience in the same position
- d) Good network in event industry (event organizer, promoter, advertising agency, public relations consultant, etc.) is a must
- e) Must be fluent in English – written and spoken
- f) Fast Learner
- g) Excellent presentation skill
- h) Pleasant Personality
- i) Able to work under pressure and tightly deadline
- j) Computer literate
- k) Excellent communication and interpersonal skill
- l) Understand the capacity of Account Management Job description

Send your application letter and CV at least two weeks after this advertisement to : hrd@indika.co.id

CHAPTER

4



Parts of Letter

1. PARTS OF LETTER

- A. The Heading or Letterhead. Companies usually use printed paper where heading or letterhead. It is specially designed at the top of the sheet. It gives all the necessary information about the organization's identity.
- B. Date. The month should be fully spelled out and the year written with all four digits October 12, 2018 (12 October 2018 - UK style). The date is aligned with the return address. The number of the date is pronounced as an ordinal figure, though the endings st, nd, rd, th, are often omitted in writing.
- C. The Inside Address. In a business or formal letter we should give the address of the recipient after our own address. Include the recipient's name, company, address and postal code. Add job title if appropriate. Separate the recipient's name and title with a comma. Double check that you have the correct spelling of the recipient's name. The inside address is always on the left margin.
- D. The Greeting or salutation. The type of salutation depends on our relationship with the recipient. It normally begins with the word "Dear" and always includes the person's last name. If we do not know the name or the sex of our receiver addresses, we use "Dear

Madam/Sir” (or Dear Sales Manager or Dear Human Resources Director).

- E. The Subject Line (optional). It can help the recipient in dealing successfully with the aims of our letter. Normally the subject sentence is preceded with the word Subject: or Re: Subject line may be emphasized by underlining, using bold font, or all capital letters. It is usually placed one line below the greeting but alternatively can be located directly after the "inside address," before the "greeting."
- F. The Body Paragraphs. The body is where we explain why we're writing. It's the main part of the business letter. Make sure the receiver knows who you are and why you are writing but try to avoid starting with "I".
- G. The Complimentary Close. This short, polite closing ends always with a comma. It is either at the left margin or its left edge is in the center, depending on the Business Letter Style that you use. It begins at the same column the heading does. The traditional rule of etiquette in Britain is that a formal letter starting "Dear Sir or Madam" must end "Yours faithfully", while a letter starting "Dear" must end "Yours sincerely". The second word of the closing is not capitalized.
- H. Signature. The signature is the last part of the letter. We should sign our first and last names. The signature line may include a second line for a title, if appropriate. The signature should start directly above the first letter of the signature line in the space

between the close and the signature line. We use blue or black ink.

- I. Initials, Enclosures, Copies. Initials are to be included if someone other than the writer types the letter. If we include other material in the letter, put 'Enclosure', 'Enc.', or 'Encs. ', as appropriate, two lines below the last entry. cc means a copy or copies are sent to someone else.

2. LETTER STYLE

Letter style is the form or pattern part of letter or how to put part of the letter. Letter style is correlated with letter appearance. If the body of the letter is long will comfortable use specific style. We must choose the right letter style in order to letter appearance tidy, nice, and comfortable. In choosing letter style, it is like to choose clothes that comfortable with needed. Clothes that is used to office will different with clothes used to vacation. Therefore, we must choose the right kind of the letter style. There are seven kind styles of letter. They are as follow:

A. Full Block Style

Full block style has special characteristic all part of letter arranged or aligned to the left margin. But in Indonesian style, generally the heading still in the center of paper. This style suitable with the letter that have not long content or the body is not too long, because every paragraph has once space or once (enter). The following is a sample of full block style:

COMPANY, INC
123 ALPHABET
LOS ANGELES , CALIFORNIA 90002

15 November 2012

Ms. Susan Smith
Supervisor of Product Development
Pet Supply Provider, Inc
472 Canine Road
Los Angeles, California 90002

Dear Ms Smith,

It was pleasure meeting you at the conference last week. As we discussed, I sincerely believe that the widget gizmo product by the company, Inc. Can greatly streamline your production process. If you are still wiling, I would like to bring some of the key members of team along with me to meet with you at Pet Supply Provider, Inc. We would like to give you an overview of our services and discuss with you the best plan to suit your needs.

Meeting in person would allow us to fully evaluate your wants and needs. Our team is available to meet any time this week or next. Please let me know, at earliest convenience, when you would be available.

Yours sincerely,

Sam Brown

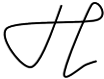
B. Block Style

Block style is the modification of full block style. This style is the same with full block style but it has little different in position of date, complementary close, signature and writer's name. It is put slightly in the right of paper's center and placed parallel. This style is the same with full block style, because it has once spaced every paragraph. The following is a sample of block style:

COMPANY, INC 123 ALPHABET LOS ANGELES , CALIFORNIA 90002
15 November 2012
Ms. Susan Smith Supervisor of Product Development Pet Supply Provider, Inc 472 Canine Road Los Angeles, California 90002
Dear Ms Smith,
It was pleasure meeting you at the conference last week. As we discussed, I sincerely believe that the widget gizmo product by the company, Inc. Can greatly streamline your production process. If you are still wiling, I would like to bring some of the key members of team along with me to meet with you at Pet Supply Provider, Inc. We would like to give you an overview of our services and discuss with you the best plan to suit your needs.
Meeting in person would allow us to fully evaluate your wants and needs. Our team is available to meet any time this week or next. Please let me know, at earliest convenience, when you would be available.
Yours sincerely,  Sam Brown


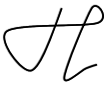
C. Semi Block Style

Semi block style is modification of block style. This is the same with block style but the body of letter has different. The beginning of each paragraph which is indented five space. This style is chosen when the content of the letter is not too long or not to short. This style has not spaced every paragraph as full bock style or block style.

COMPANY, INC 123 ALPHABET LOS ANGELES , CALIFORNIA 90002
15 November 2012
Ms. Susan Smith Supervisor of Product Development Pet Supply Provider, Inc 472 Canine Road Los Angeles, California 90002
Dear Ms Smith,
It was pleasure meeting you at the conference last week. As we discussed, I sincerely believe that the widget gizmo product by the company, Inc. Can greatly streamline your production process. If you are still wiling, I would like to bring some of the key members of team along with me to meet with you at Pet Supply Provider, Inc. We would like to give you an overview of our services and discuss with you the best plan to suit your needs.
Meeting in person would allow us to fully evaluate your wants and needs. Our team is available to meet any time this week or next. Please let me know, at earliest convenience, when you would be available.
Yours sincerely,  Sam Brown


D. Indented Style

Indented style is similar with semi block style but the inside address shape is like a ladder. From the first line until the next line indented with same spacing adjust the previous row. This style is chosen when a letter has long content.

COMPANY, INC 123 ALPHABET LOS ANGELES, CALIFORNIA 90002	
15 November 2012	
	Ms. Susan Smith Supervisor of Product Development Pet Supply Provider, Inc 472 Canine Road Los Angeles, California 90002
Dear Ms Smith,	
<p>It was pleasure meeting you at the conference last week. As we discussed, I sincerely believe that the widget gizmo product by the company, Inc. Can greatly streamline your production process. If you are still wiling, I would like to bring some of the key members of team along with me to meet with you at Pet Supply Provider, Inc. We would like to give you an overview of our services and discuss with you the best plan to suit your needs.</p>	
<p>Meeting in person would allow us to fully evaluate your wants and needs. Our team is available to meet any time this week or next. Please let me know, at earliest convenience, when you would be available.</p>	
Yours sincerely,  Sam Brown	

E. Hanging Style

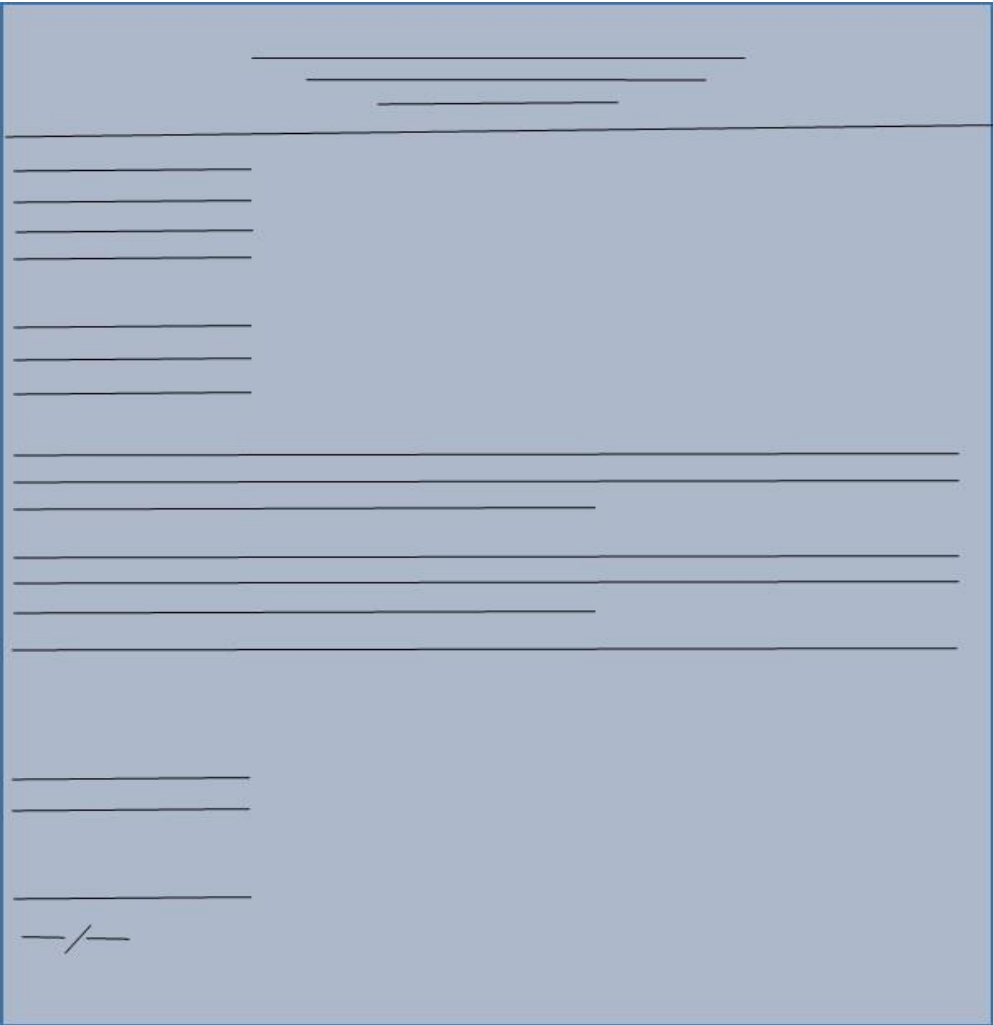
This style is a unique one. The other style is indented some space in the first line of body's letter. This style is indented some space in the next line but the first line still in the left margin. This style is chosen in order to write a letter which has a detail content. The following is a sample of hanging style:

COMPANY, INC 123 ALPHABET LOS ANGELES , CALIFORNIA 90002	
15 November 2012	
Ms. Susan Smith Supervisor of Product Development Pet Supply Provider, Inc 472 Canine Road Los Angeles, California 90002	
Dear Ms Smith,	
It was pleasure meeting you at the conference last week. As we discussed, I sincerely believe that the widget gizmo product by the company, Inc. Can greatly streamline your production process. If you are still wiling, I would like to bring some of the key members of team along with me to meet with you at Pet Supply Provider, Inc. We would like to give you an overview of our services and discuss with you the best plan to suit your needs.	
Meeting in person would allow us to fully evaluate your wants and needs. Our team is available to meet any time this week or next. Please let me know, at earliest convenience, when you would be available.	
Yours sincerely,  Sam Brown	

F. Simplified Style

The simplified style is a variation of the full-block and semi-block letter formats. Business professionals take us more seriously when we format our written communications using one of these formats. A personal letter format is acceptable for writing to a friend, but using this format when you are sending a communication to another business owner can make we look unprofessional.

Structure of Simplified Style



CHAPTER

5



Parts of Letter

A business letter is a letter from a company to another or between such organizations and their customers, clients and other external parties. The styles of letter depend on the relationship between the parties concerned. Business letters have many types of contents such as sale letter, order letter, complaint letter, thank you letter, etc. A business letter is very useful because it produces a permanent written record, and may be taken more seriously by the recipient than other forms of communication.

A. SALES LETTER

A sales letter is designed to generate sales. It persuades the reader to place an order; to request additional information; or to lend support to the product or service. The sales letter must be specific. It should go to the right audience and appeal to the reader's needs. In other words, it must be informative.

1. Parts of Letter

a. Headline

The headline needs to get the reader's attention. It makes readers want to know more (and actually read the rest). It makes a specific promise that relates to our prospects' needs or interests, for instance, when we offer domestic cleaning services, we do not use a headline such as "Want Cleaning Services?" in our letter. We should use, "Your Whole House Sparkling Clean – We Do It for You so you don't have to!"

b. Offer

We tell our prospective customers what we offer them first. We have to make them want our product or service. We think like a prospective customer or client when we write this section of our letter and answer the question “What’s in it for me?” What are the benefits to the customer of making this purchase?

c. Proof

We assure Our readers that they will be satisfied with their purchase. Testimonials (statements of satisfaction from past customers) are an excellent way of doing this. We offer our readers a “fail-safe” such as a money back guarantee, or give them with a free trial offer.

d. Persuade to Action

We persuade readers to act. We come right out and say what we want readers of our letter to do. We make it easy for our customer to act. We set a deadline for the expiration of our offer and throw in a free gift.

e. P.S. (Postscript)

We ask our reader once. We add a P.S. to our letter to light a fire under our customers and get them to act right now.

2. Samples Sales Letter to Customers

Sample Sales Letter to Customers

GreenClean Gets Your House Sparkling Clean and Helps the Environment
****Your Business Logo Here****

Sandra Smith
555 Weston Way
Vacaville
FLA, 33505

Dear Ms. Smith,

For as little as \$150 you can have your entire home clean and sparkling, without enduring the nasty odor of chemical cleaners. We care about the environment and use only state-of-the-art green cleaning methods to ensure that you and your family are not exposed to any harmful or allergy-causing cleaning products. You'll love what we do because:

- All our cleaning products are completely non-toxic - safe for children and pets!
- We leave surfaces clean, sparkling and hygienic.
- Our staff are bonded and fully insured.
- We offer senior discounts to those 65 and over.

Satisfaction is guaranteed - if you are not happy with the service we promise to make it right. As one of

B. ORDER LETTER

Order letter is a document that confirms the details of purchase goods or service which deliver by individual to another individual, from one company to another company, or from buyers to the sellers. It includes more information about what we are ordering such as quantity, model number, or color, the payment terms, and the matter in which the products are to be shipped.

When the seller or recipient receives this letter, they will process the order and send the merchandise. Order letter is containing the ordering of goods. Order letter made because there is an offer from the seller. Besides, order letters can also be made on their own initiative because prospective buyers already know the existence of goods or services on the market.

Order letter should be arranged briefly but clearly, the seller can quickly understand the buyer's intention.

1. Purpose of Order Letter

The purpose of order letter is to order a goods or services in want by individuals or agencies, the existence of a letter ordering goods is that what is ordered clearly and in accordance with the intent.

2. Parts of Order Letter

As we know that all of kind the business letter has almost same parts of the letter. The different just place on the content of the letter.

- a. Letter head/ heading
- b. Date
- c. Receiver's Name and Address (Inside Address)
- d. Salutation
- e. Subject
- f. Body of the letter
- g. Body of the letter divided into 3 paragraph, stating the introduction, details of order, and conclusion.
- h. Complimentary close
- i. Signature
- j. Sender's Name and Designation
- k. Enclose

3. Basic Writing Order Letter

- a. Offer

Letter of order is made based on the offer letter. The buyer is interested in what the seller is offering. For example,

Fentya.Ltd offers a computer to an Electronic Store, the store is interested in the computer and finally makes a letter order to order the goods.

b. Advertising

Advertising is an effective medium for promoting products. Advertising provides buyers with information about the desired product.

c. Out of stock

This is usually done when the company has established cooperation with other companies. When their goods run out, they will order by letter order to their partners.

4. Considerations for Creating an Order Letter

a. Financial situation

The financial situation will affect the ability of the company to order goods. For example, the company's financial condition is a crisis then the company will limit orders.

b. As you wish

c. Before you order the goods, you must know whether the item is in accordance with the criteria or what you want.

d. Risk

e. You should analyze what risks will be faced, from the risk of delivery of goods, what transportation is used until payment.

f. Understand the condition of the goods

g. You must also understand the condition of the goods.

5. Some Points Must be Presented in Order Letter

a. Name and type of goods

In the order letter must include the type of goods that is the name and type of goods.

b. Quality

You must also include the quality of the goods you want.

c. Quantity

In order letters there is usually a quantity of goods that you will order. Suppose you order a computer then it should be listed number of computers that you ordered.

d. Price of goods

You should inquire about the price of the item. For example when you buy in large quantities, which ultimately relate to discounts.

e. Payment of Goods

You must submit on how to pay. For example cash or credit

f. Delivery of goods

You need to inquire about the delivery of goods so you can anticipate unexpected things.

g. Alternate replacement if the goods are not available

When ordered items are not available, you may be able to replace them with other items.

6. Parts of Contents in Order Letter

Paragraph 1

should include the reference line and or acknowledgement o previous conversation.

a. Sentences 1

With reference to your letter dated.....

With reference to your reply of inquiry dated.....

This is with reference to your advertisement in the Hindu dated.....

With reference to our telephonic conversation.....

This is with reference to the telephonic conversation between the.....and.....

b. Sentence 2

Open with a general description of your order that encompasses all the details

We thank you for your prompt response to our enquiry....

Thank you for your quotation and a generous supply of samples

Your price list and samples meet our expectations

Your products are appropriate/ suitable for our requirement

Paragraph 2

May provide...justification, explanation, and details of the order

a. Sentence 1

We would be pleased to place an order.

We would be glad to place an order with your firm/ company...

We would now like to place an order as per the details given below....

We would be glad to place an order as per the specifications given below....

b. Sentence 2

Provide all specifications: quantity, price (including discount), size, catalog number, product description, shipping instruction (date and place), arrangements for payment (method, terms, deposits), and cost totals. (use a format that presents information clearly and makes it easy to total amounts, double check the completeness of your order and the cost totals, preferably use tabular format)

c. Sentence 3

Request for specific action

Include a clear summary of the desired action

Whenever possible, suggest a future reader benefit of complying with the order

Paragraph 3

Clearly state any time limits that apply to your order, and explain why they are important.

Sample of Order Letter

From,

Date: _____ (Date on Which Letter is Written)

To,

Subject: Order Letter

Dear _____ (Sir or Madam)

I ...(name of the person) am writing this letter to you ...(name of the receiver) to place an order for goods for our ongoing project. Actually, we had ordered enough goods for our work, however the quantity seems very less now and hence we require more goods for our work to be completed soon. The attached list of goods with this letter will tell you precisely our requirement of goods. Hope you send it as soon as possible so that our work can continue without any halt.

Hoping to receive the said order soon without any delay, also the payment for the same would be done soon.

Thanking you,

Yours Truly,

Name of the person

Sign of the person

C. THANK YOU LETTER

Thank you letter is written for personal situations as opposed to business situations. Thank you, letter should be written by personal or based on business. In the contrary, thanks letter is for business situations that often referred to as appreciation letters, or letters of appreciation. Due to their business nature, these types of thank you letter tend to be written more formally than personal thank you letters.

People say "thank you" using text messages or chat these days, but nothing beats writing an old-fashioned thank you letter. It is a meaningful way to express gratitude when we received a gift or where the recipient of someone's thoughtful action. Addressing our letter warmly and make it personal and sincere. Thank you letter also should be hand written if the recipients are friends or relatives.

1. The sample of Thank You Letter:

Thank a business for good service, low prices, or professional courtesies.

- a. Thank a customer for purchasing a product or service.
- b. Thank a doctor or health care facility.
- c. Thank a religious leader.
- d. Thank a retiree for his or her service.
- e. Thank someone for a favor.
- f. Thank someone for a pleasant occasion.
- g. Thank someone for helping in your absence.
- h. Thank someone for hospitality.
- i. Thank someone for visiting a place or attending an event.
- j. Thank someone for volunteer work

2. How to write a Thank You Letter:

Thank you letter is started by, addressing the person in the way that feels most natural. In almost every situation, starting with "Dear (person's name)," is appropriate. Whether the note is for our best friend, our teacher or parents.

Express our gratitude sincerely. Thank you letter is short letter. It is more specific about what ou're grateful for. Describing the gift, a little will make it clear that we have thought about it and it is something we cherish.

1. "Thank you so much for the darling pair of leggings you gave to Leigh!"
 - a) "You are such a dear for coming to my opening night."
 - b) "I am very grateful for your assistance with my senior project this semester."
 - c) "Without you, I wouldn't be the student, or person, that I am today."

2. Let them know why their specific gift is cherished. Even if we do not absolutely love the gift, think about the trouble and expense the person went to for our benefit. Show them that this effort, and the gift itself, is important to you. Try to be honest and sincere.
 - a) "She has been *begging* me for a pair of leggings lately! They fit her just right, and she has a red dress that matches them perfectly. They'll be put to good use this winter."
 - b) "You are such a dear for coming to my opening night. It made me happy to see your bright smile in the audience. Knowing you were there helped calm my stage fright."

- c) "I am very grateful for your assistance with my senior project this semester. You have a lot of students depending on you, and I really appreciate your taking the time to give me so much individual attention."
- d) "You did not have to take the time to mentor and meet with me -- most people wouldn't -- but your passion and patience has left an impact on me that I will never wear out"

3. Inquire after the other person or share a little news. Now that we have expressed our gratitude, it is nice to write another few lines that show we care about the person. Ask some questions, and share information about your life. This makes all the difference between a dashed-off note and an actual thank you letter, and the recipient will take even more pleasure in receiving your words. For example, you could write.

- a) "It was fun to catch up with you at the party. How are things going with Bobby's soccer team? He has natural talent, that boy. Leigh has been asking about him every day. We can't wait to see you this Christmas."
- b) "Will you be returning to New York again soon? Next time, I want to take you to dinner at my favorite spot. It'll be nice to have a full-length conversation, rather than rushing to catch up backstage!"
- c) "I wish you the best with your research this summer, and look forward to seeing you at the NSTA conference in the fall."
- d) "Best of luck with your new responsibilities and projects. I'm eagerly awaiting the chance to see what you do next, and to keep learning from your from afar."

4. Let them know you appreciate them one last time. To wrap things up nicely, let them know how much you appreciate their friendship and love. You don't even have to bring up the gift again. Just thank them for being them.

- a) "Friends like you are the best part of this town, and I'm looking forward to the day we can sit down together and catch up."
- b) "Your support throughout my career shows just how incredible of a friend you are. Your warmth, generosity, and kindness mean the world to me."
- c) "You give the college a good name, and embody everything I love about my school. I hope I can one day pay it forward to students of my own."
- d) "Anytime you want to talk, collaborate, or share a cup of coffee, you know where to find me. A conversation with you is something I could never turn down."

5. Close the letter. Think about the nature of our relationship and choose the closing that seems most appropriate. If you can't decide, it's fine to just sign our name. Here are a few examples of popular closings:

- a) To a loved one: Love, Much love, Hugs and Kisses, All my love, Yours,
- b) To a friend: Cheers, Thanks again, Warmly, See you soon, Many thanks,
- c) To a colleague: Sincerely, Gratefully yours, respectfully yours, Best wishes.

3. Sample of Thank You Letter

[Sender's Name]
[Address Line]
[State, ZIP Code]

Letter head



Letter Date

date



[Recipient Name]
[Address Line]
[State, ZIP Code]

address of recipient



Dear Sir, (UK)
Dear Madam, (UK)
Dear Sirs: (US)

salutation



BODY OF THANK YOU LETTER



it consists of
expressing gratitude
and appreciation

Yours faithfully, (UK)
Sincerely, (US)

complimentary close



Signature

Clarification of name

complete name



Example

Keith Megan,
CEO of Easy Company
Manchester M23 4DJ.
Tel: (0161) 2341234
2 January, 2010

Mr. Thompson,
Personnel Manager,
Oldbury Foods Limited,
346 Wood Road,
Manchester,
M2 3LL.

Dear Sir,

I would like to express my wholehearted thanks for all the great work you have done for the Easy Company in the last 15 years. You have consistently proved to be a loyal and hardworking employee. Your skill and ability have inspired me and the other employees. Your work on the Easy Company was outstanding and we could not have done it without you.

It is with regret that we lose you as a team member, but I wish you and your family at the best for the future. I would be happy to supply a reference and hope to keep in touch.

Yours sincerely

[sign here]

Keith Megan

5888 Chula Road
Bangkok 10500

9 July 2003

Dear Suda,

Thank you very much for all the kind hospitality that you and Somsak your husband showed to me during my stay in Bangkok. I truly enjoyed my tour of your beautiful city and the sumptuous dinner you gave me at your place.

I certainly hope to see you again when you come to visit your children in London. Again, please accept my heartfelt thanks to you both for making my trip such an enjoyable one.

Sincerely,
William Strand

Bonds Forwarding Company BFC
999 Harbor Road, London W.I.
5th December, 2015

Mr. Theodor Bonds

Looking through our files yesterday, I realized that it is just twenty years since we started business together. So I'm really glad to have the opportunity of saying "Thank You" for your regular custom.

Your recommendations to other potential customers have also shown me that you appreciate the service we offer.

We grateful, and look forward to continuing our long association.

Your sincerely,

John Reagan
Bonds Forwarding Company BFC

D. COMPLAINT LETTER

A complaint letter is written by a consumer to a manufacturer or retailer regarding a problem with a product or service. Complaint letter is a good way to express our disappointment for the bad product and service we have received without creating any big hassles. In this corporate world, complaint letters are taken seriously by companies who care their clientele. The language that used in this type of letter is simple. This letter is of official nature and the language has to be formal.

1. Some Reasons of Writing a Complaint Letter

- a Problem with the delivered goods: obsolete, defective, incomplete, not according to buyer's specification such as color, brand, size etc., and wrong or poor quality.
- b Pricing: If there is any mistake in preparing the invoice of the shipped goods, then such letter is written.
- c Packing: Faulty or poor packing of the goods causes damage to the goods which can be claimed to the seller.

2. What to include In a Complaint Letter

- a. Describe our problem and the outcome we want
- b. Include key dates, such as when we purchased the goods or services and when the problem occurred
- c. Identify what action we have already taken to fix the problem and what we will do if we find the seller cannot resolve the problem
- d. Ask for response within a reasonable time
- e. Attach a copy of any supporting relevant documentation such as a receipt or invoice.

3. Structure Body of a Complaint Letter

a The background

What is your need, what reasons you choose a product goods / services, where you get the goods / services.

b The problem

Cause: what you do with the goods / services.

Effect: what caused the malfunction of goods / services.

c Solutions

What do you want from the seller of goods / services.

d Expectations

What do you want after the company / seller to read this letter.

e Warning (optional)

What would you do if a complaint is not satisfactorily addressed.

Sample of Complaint Letter

Your Address

Your City, State, ZIP Code

(Your email address, if sending via email)

Date

Name of Contact Person *(if available)*

Title *(if available)*

Company Name

Consumer Complaint Division *(if you have no specific contact)*

Street Address

City, State, ZIP Code

Dear **Contact Person or Organization Name**):

Re: *(account number, if applicable)*

On **(date)**, I **(bought, leased, rented, or had repaired)** a **(name of the product, with serial or model number, or service performed)** at **(location and other important details of the transaction)**.

Unfortunately, your **(product or service)** has not performed well **(or the service was inadequate)** because **(state the problem)**. I am disappointed because **(explain the problem: for example, the product does not work properly; the service was not performed correctly; I was billed the wrong amount; something was not disclosed clearly or was misrepresented; etc.)**.

To resolve the problem, I would appreciate your **(state the specific action you want: money refunded, charge card credit, repair, exchange, etc.)**. Enclosed are copies (do not send originals) of my records **(include receipts,**

guarantees, warranties, canceled checks, contracts, model and serial numbers, and any other documents).

I look forward to your reply and a resolution to my problem and will wait until **(set a time limit)** before seeking help from a consumer protection agency or the Better Business Bureau. Please contact me at the above address or by phone at **(home and/or office numbers with area code)**.

Sincerely,

Your name

Enclosure(s)

CHAPTER

6



APPLICATION LETTER

1. DEFINITION

An application letter is merely another name for a cover letter, the official business letter often included with a job application and/or resume and sent to a prospective employer. Although application letters are generally considered optional components of applying for a job, more and more frequently, employers are singling out those who actually take the time to write an application letter as their top picks. http://www.ehow.com/facts_5003488_definition-application-letter.html

A letter of application, also known as a cover letter, is a document sent with your resume to provide additional information on your skills and experience. Your application letter should let the employer know what position you are applying. <http://jobsearch.about.com/od/jobsearchglossary/g/lette...>

A cover letter or covering letter or motivation letter or motivational letter or letter of motivation is a letter of introduction attached to, or accompanying another document such as a résumé or curriculum vitae. http://en.wikipedia.org/wiki/Application_letter

A cover letter, also referred to as a letter of application, is a document sent to prospective employers along with your

resume.http://www.ehow.com/about_6121062_cover-letter-definition.html

2. PARTS OF APPLICATION LETTER

Earlier, some applicants preferred to send a longer letter of application with lots of information, but nowadays it is considered to be better to send a short (max 1xA4 page) covering letter with your CV instead. In this you state that your CV is enclosed; your CV has all the factual information needed (personal details, education, qualifications, experience) so you don't need to repeat this information.

BUT you are "selling yourself" so your covering letter must interest the reader in your qualifications, show that you're serious and have shown this in the past. You also want your application to bring results! You need to draw attention to the valuable strengths that you have - these might remain unnoticed in a factual (chronological) CV.

3. LAYOUT

A formal (business) letter layout is preferred; there are slight differences in UK and US format (punctuation, phrases, naming etc). See the layout below. Note that you don't write your name on the top of the page.

"Dear Sir(s)" is a formal way of addressing the reader; however, it is better if you can find out the name of the person. In that case, use the person's title and surname. Prof and Dr are used for both men and women. Other titles include Mr. for a man; Mrs. (married woman), Miss (unmarried) are found, but women nowadays use Ms (it gets round the problem of marital status). In UK, if you use the name (e.g. Mr. Smith), you usually close with "Yours sincerely,"

4. EXAMPLE

Your address

Your Phone number

(Your email address)

Today's date

Name of person receiving letter

Name of company/institution

Name of department

Dear Sir, (UK)

Dear Madam, (UK)

Dear Sirs: (US)

BODY OF LETTER

Yours faithfully, (UK)

Sincerely, (US)

Signature

Clarification of name

5. BODY OF THE LETTER

The letter is made up of 6 parts:

- a. **Identify the source of the information**
(Explain *how* and *where* you learned of the position)
- b. **Apply for the position**
(State desire for consideration)
(A) Direct strategy: *I apply for this position*
(B) Indirect strategy: *I would be a good candidate*
- c. **Provide supporting arguments for the job application**
(Describe your qualifications, personal and professional.
Describe reasons for application.
Describe benefits to you and/or the prospective employer)
- d. **Indicate desire for an interview**
- e. **Specify means of further communication**
(Indicate how you can be contacted or when you will contact the prospective employer)
- f. **Express politeness (pleasantries) or appreciation**

Source: Prof Ulla Connor: talk on her "Contrastive Study of Letters of Job Application: Finnish, Flemish, and USA" given in Turku, 1994.

6. USEFUL PHRASES

Introductory paragraph

- a. State your **purpose/reason** for writing:
"I should like to apply . . ."

- b. State the **post/position** for which you want to apply:
" . . .for the position of Research Technician . . ."
- c. Cite the **source** and the **date/issue** from which you learned about the job:
"which was advertised recently in the October 10th issue of the New Scientist . . ."

Body of the letter

- a) Introduce yourself with any relevant **personal data** (e.g. age, marital status, nationality):
"I am 23 years old, single and am willing to relocate abroad."
- b) Briefly include your **current job, length of employment and any duties and responsibilities** which might be relevant to the job:
"I am presently employed as a . . . and have held this position for the last three years."
- c) Point out your highest **academic qualification**
"As you will note from my CV, I hold a master's degree in . . . from the University of Turku, where I specialised in . . ."
- d) Mention any earlier **experience** (e.g. traineeships) or special **skills** which could be valuable to the employer:
"I have also had experience in . . .while working as a trainee in a work study programme at . . ."
". . . and am familiar with . . . /have much experience in using . . ."
- e) Emphasise the **benefits** to the employer of hiring you, and mention any reasons why the job would be beneficial to you (this shows that your motivation is not purely financial!):

"I believe that my knowledge of . . . would be of great value/benefit to this position . . ."

"I feel that this position would give me the opportunity to further develop my skills in the field of . . ."

Closing paragraph

- a) Mention the **documents** (e.g. CV) which accompany your covering letter:

"Please find enclosed my curriculum vitae . . ."

- b) Mention your willingness or ability to come for an **interview** or to give more **information**:

"I should be pleased to attend an interview at any time which is convenient to you. I can be contacted at the telephone number given at any time /during office hours / after 5 p.m."

"I would be most happy to provide any further details you may require."

- c) If the advertisement specifies that **further information** concerning conditions of employment, job description, or salary can be obtained by writing:

"I should be grateful for further details concerning . . ."

- d) Finally, indicate your interest in getting a **reply** even if it isn't what you'd hoped for:

"I look forward to hearing from you (soon)."

7. FUNCTION OF APPLICATION LETTER

Application letters are utilized by job seekers to introduce themselves to the potential employers to provide further background, more than a resume or application can provide.

8. BENEFITS

An application letter is an opportunity for the job seeker to catch the employer's eye and allow an individual to stand out from the competition by personalizing the letter.

9. CONSIDERATIONS

In addition to sending out a resume and an application letter, it may also be beneficial to pursue the matter further by calling or e-mailing the employer in an attempt to be remembered when it comes time for the employer to examine job applicants.

Well, the main advantage is that the cover letter lets the recipient know exactly what they have received, and from whom it came. A document without a covering letter is easily mislaid, and it can be confusing.

The cover letter has two main goals:

- a. Get the potential employer to read your resume.
- b. Combined with your resume, get them interested enough to schedule an interview with you.

10. HERE ARE 5 REASONS TO SEND A POWERFUL, FOCUSED COVER LETTER WITH EACH AND EVERY RESUME:

- a. **The cover letter gives you yet another golden opportunity to state your case.**

The job market of today is much more aggressive than ever before. Don't lose a key opportunity that can *make or break* your chances of winning an interview. When you use every tool possible to **communicate your worth**, you are leaving MUCH less to chance.

- b. **A clear picture of your career goal emerges when you use a cover letter.**

Consider for a moment what happens when you do NOT send it: the hiring manager must spend precious minutes figuring out what position you are applying to, whether you are planning to relocate, and precisely why you are qualified. Give the job search your all by telling employers just WHY they should be looking at you--not your competition!

- c. **Employers respond faster when you show interest in THEM.**

If you really WANT to work for a particular company, say so in your cover letter! This can be flattering to a potential employer. Minimally, it shows that you've done your homework on that company, and have the desire to produce results for them--**and that can be VERY attractive.**

d. **This is one more chance to stand out.**

Remember that many employers are swamped with hundreds, even thousands of resumes--and spend literally 10 *seconds* looking at your application. *You'll be able to give hiring managers MORE connections* between your authentic strengths (in other words, your personal brand) and their needs with a cover letter. This is your chance to elaborate on the classic question "why should we hire you?"--so TAKE it.

e. **This might be the ONLY exchange you'll have with your next potential boss.**

You can only INCREASE your chances of success by introducing yourself in a professional manner. Plus, if YOU send a great cover letter and no one else bothers to do so, what might happen? Your resume could be the one that gets the most attention.

In summary, don't miss out on your chance to COVER your interest in the company! Carefully compose an effective, to-the-point cover letter, **giving yourself a great platform to describe why you should be hired for the job.**

- **A global resume authority and former recruiter, Laura Smith-Proulx of An Expert Resume** has achieved a 98% success rate landing interviews at prestigious corporations. Her signature e-system, **"Solve Your Toughest Resume Challenges to Win More Interviews,"** gives insider secrets to gaining an employer's attention with a powerful resume and cover letter.

- When it comes to getting your foot into the door for that important job interview, most job seekers are clueless about the process. Probably the most important part of your job hunting search is having an outstanding cover letter.
- Landing that all important job interview is what gets your foot into the door. That's your goal - the job interview.

Cover letters may also serve as marketing devices for prospective job seekers. Cover letters are used in connection with many business documents such as loan applications (mortgage loan), contract drafts and proposals, and executed documents. Many US MBA Schools, such as MIT and Harvard, request a cover letter as part of their admission application. Cover letters may serve the purpose of trying to catch the reader's interest or persuade the reader of something, or they may simply be an inventory or summary of the documents included along with a discussion of the expected future actions the sender or recipient will take in connection with the documents.

11. EXAMPLE OF APPLICATION LETTER

Cheadlee,
Manchester M23 4DJ.
Tel: (0161) 234 1234

Miss Janet Timms,
Personnel Manager,
Oldbury Foods Limited,
346 Wood Road,
Manchester,
M2 3LL.

3 January, 2010

Dear Miss Timms,

I am writing to enquire whether you have a vacancy in your company for a Quality Assurance Manager. I enclose a copy of my CV for your consideration.

As you will see from my CV, I am currently working for Gepo Foods as the Senior Quality Assurance Technician. In my present position I am responsible for managing all quality assurance in Gepo Foods' Manchester factory. I have worked closely with the Production Department and have been able to identify problems before they affected production deadlines.

Over the last year I have implemented BS5750/ISO 9000 throughout our factory. This meant rewriting many of the company's procedures and in some cases creating new procedures. I successfully obtained accreditation at the first attempt within the Board's six-month timescale.

With my proven ability to manage and maintain the highest QA standards whilst also minimising costs, I feel that I would be able to make a significant contribution to your company's management team.

I would be grateful if you would contact me if you have any vacancies in your company, or keep my information on file in case of future openings. I would welcome hearing from you.

Yours sincerely,

Christopher Jones

Christopher Jones.

1. DEFINITION

Curriculum vitae is a written description of your work experience, educational background, and skills. Also called a CV, or simply vitae, it is more detailed than a resume and is commonly used by those looking for work outside the U.S. and Australia. A curriculum vita is also used by someone looking for an academic job, i.e. in a college or university. (www.wikipedia.com),

Based on Oxford Dictionary, Curriculum vitae is a brief account of a person's education, qualifications, and previous occupations, typically sent with a job application

2. FUNCTION

The purpose of making a CV is to inform prospective employers of a job seeker's qualifications and experience for a position.

In the United Kingdom a CV is short (usually a maximum of 2 sides of A4 paper), and therefore contains only a summary of the job seeker's employment history, qualifications and some personal information. It is often updated to change the emphasis of the information according to the particular position the job seeker is applying for. Many CVs contain keywords that potential employers might pick up on and displays the content in the most flattering manner brushing over information like poor grades. A CV can also be extended

to include an extra page for the job seeker publications if these are important for the job.

In the United States and Canada, a CV is used specifically in academic circles and medical careers and is far more comprehensive; the term *résumé* is used for most recruitment campaigns. A CV elaborates on education to a greater degree than a *résumé* and is expected to include a comprehensive listing of professional history including every term of employment, academic credential, publication, contribution or significant achievement. In certain professions, it may even include samples of the person's work and may run to many pages.

In the European Union, there has been an attempt to develop a standardized CV model known as Europass (in 2004 by the European Parliament and European Commission) and promoted by the EU to ease skilled migration between member countries, although this is not widely used in most contexts. The Europass CV system is meant to be just as helpful to employers and education providers as it is to students and job seekers. It was designed to help them understand what people changing between the countries have to offer, whilst overcoming linguistic barriers. The Europass documents also provide recognition for non-accredited learning and work experience.

There are a few companies that prefer not to receive a CV at all in application, but rather produce their own application form which must be completed in applying for any position. Of those, some also allow applicants to attach a CV in support of the application. The reason some companies prefer to process applications this way is to standardize the information they receive, as there can be many

variables within a CV and, therefore, the company often does not get all the information they require at application stage.

3. THE STRUCTURE AND DESIGN OF CV

A standard British CV is typically limited to two pages of size A4 paper and generally includes the following points.

- a) Personal details at the top, such as name in bold type, address, contact numbers and, if the subject has one, an e-mail address. Photos are not required at all, unless requested. Modern CVs are more flexible.
- b) A personal profile or career objective, instead of being written in either the first or the third person as commonly occurs, should be an impersonal statement, being a short paragraph about the job seeker. This should be purely factual, and subjective statements about the writer's qualities such as "enthusiastic", "highly motivated", are allowable in so far as the objective is to convince the reader of the desirability of arranging an interview. Buzzwords should be avoided, and focus should be placed on the individuals unique abilities which sets them apart from other job applicants.
- c) A bulleted list of the job seeker's key skills or professional assets alone is somewhat unsophisticated.
- d) A reverse chronological list of the job seeker's educational qualifications and work experience, including his or her current role. The CV may account for the writer's entire career history, recent jobs only, or those jobs relevant to the job being sought. The career history section should describe achievements rather

than duties. The early career can these days be lumped together in a short summary but recent jobs should illustrate concept, planning, achievement, roles.

- e) A reverse chronological list of the job seeker's education or training, including a list of his or her qualifications such as his or her academic qualifications (GCSEs, A-Levels, Highers, degrees etc.) and his or her professional qualifications (NVQs and memberships of professional organizations etc.). If the job seeker has just left the place of education, the work experience and education are reversed.
- f) Date of birth, gender if you have an ambiguous first name, whether you have a driving license used to be standard - but nothing is required and you should not waste space on trivia. An employer requesting date of birth and gender needlessly could find itself on the losing side of recent anti-discrimination legislation.
- g) The job seeker's hobbies and interests (optional) if directly connected with the job seeker's career and/or employment.

There are certain *faux pas* for CVs:

- a) The CV being longer than two full sheets of paper. (This rule does not apply to academic positions, for which the CV normally includes a complete list of publications and major conference papers. CVs for positions in postsecondary teaching, research, and academic administration may be of any length.)
- b) Writing anything pejorative about other persons or businesses.
- c) Implying skills which one does not have.

As with résumés, CVs are subject to recruiting fads. For example,

- a) In German-speaking countries, a picture was a mandatory adjunct to the CV for a long time.
- b) Indian employers prefer lengthy résumés.
- c) Including a photograph of the applicant is strongly discouraged in the U.S. as it would suggest that an employer would discriminate on the basis of a person's appearance — age, race, sex, attractiveness, or the like. The theatre and modelling industries are exceptions, where it is expected that résumés will include photographs; actors refer to such photos as head shots.
- d) In Korea, résumés always include a picture of the applicant, and other information, such as religion, [Resident registration number \(South Korea\)](#), family information, military information (for men), and other information often regarded as personal information in the West.
- e) When listing non-academic employment in the U.S., the newest entries generally comes first (reverse chronological).
- f) The use of an "objective statement" at the top of the document (such as "Looking for an entry-level position in stores") was strongly encouraged in the U.S. during the mid-1990s but fell out of favour by the late-1990s. However, with the avalanche of résumés distributed via the Internet since the late 1990s, an "objective" and/or "skills summary" statement has become more common to help recruiters quickly determine the applicant's suitability. It is not prevalent elsewhere.

- g) In the 1980s and early 1990s in the U.S., the trend was to not allow a résumé to exceed one page in length. In the late 1990s, this restriction fell out of vogue, with two- or even three-page résumés becoming common.
- h) In Canada, by [Canadian Charter of Rights and Freedoms](#), applicants may refuse to put down race, national or ethnic origin, colour, sex, age or mental or physical disability on the résumé even if the employer instructed the applicants to do so.

4. WRITING a CV

a. Heading

In the CV heading you can write your general information:

- Name
- Surname
- Local address
- E-mail address
- Phone number

(If applying for an overseas job, please remember to include your international dialing code.) Include your mobile/cell phone number if you are going to relocate soon.

b. CV Skills Summary

The Skills Summary section of your CV includes your main skills. You should only include keywords in his section, do not go into lengthy descriptions of your skills. The skill summary is also called personal profile.

c. CV Objective

The CV Objective, sometimes also referred to as CV Personal Profile states "What is the next step in my career?" This should be a short, concise statement that informs the employer what kind of position you are looking for. The type of position, the role (managerial, supervisor, contractor) should be included as well.

If you are job hunting it is a good idea to have several CV's with different profiles or objectives. For example, you can have a CV for a sales supervisor and the other for a shop floor manager. Your 'sales supervisor' CV can highlight achievements in this area, and the CV would be tuned to that particular in terms of job descriptions and achievements.

d. Education on your CV

List all of your qualifications in this section. Include all of your education including certifications from non-academic institutions, especially those that are related to the job vacancy. If you have more work experience than qualifications, put your work experience before your qualifications.

5. STAGES OF CV EVALUATION

a. The first glance

A recruiter will glance at the first page of each CV and if it seems worth keeping, he will also have a quick look at the second page. The longest CVs normally end up in the bin unless a full history of the candidate is required. The CV must be three or less pages. CVs without an introduction or quick summary of the candidate and the skills or relevant qualifications also get a place in

the trash can. Long descriptive paragraphs and sentences earmark the CV for the bin. Poor formatting and grammar mistakes are also frowned upon. After the first glance there are usually only a third of the CVs left.

b. The second glance

If your CV made it to this point, you already have a 30% chance of getting to the interview. The recruiter has another look at each CV to establish whether the applicant's skills, qualifications, career history and motivation match the job requirements. The recruiter must be able to identify this from the first page of the resume or CV.

c. The in-depth look

The remaining CV's are scanned and then matched with all the criteria. The CV's are not thrown out any longer but the best possible candidates are picked.

d. The final examination

It is only at this stage that the recruiter examines the content from the rest of the CV in more detail and is looking for those skills, signs of innovative thinking, leadership, trustworthiness, and specific achievements that make the candidate right for the specific job.

You as the candidate must ensure that your CV survives the elimination stages and still stands out enough to get the interview. The free CV templates are useful in determining what the standard is and what you should change. Your first page is the ticket to the final pile, the rest of the content and lay-out determines whether you

get the interview. After consideration of the above, it should be obvious that free CV templates can only be guidelines and nothing more.

6. EXAMPLE OF CURRICULUM VITAE

Personal Details

Full Name : Fiorentina Putri
Sex : female
Place, Date of Birth : Probolinggo, August 5, 1979
Nationality : Indonesia
Marital Status : married
Height, Weight : 165 cm, 53 kg
Health : perfect
Religion : Islam
Address : Perum Bojong Depok Baru 1, Blok ZT No.3,
Cibinong
16913
Mobile : 08176578976
Phone : 021 876998765
E-mail : putrid@yahoo.com

Educational Background

1985 – 1991 : Gajahmada Elementary School, Probolinggo

1991 – 1994 : Junior High School No.1, Probolinggo
1994 – 1997 : Senior High School No.1, Probolinggo
1997 – 2001 : Accounting Department at the University of
Pancasila,
Jakarta

Course & Education

1998 – 1999 : Computer & Internet Course at Puskom Gilland
Ganesha,
Jakarta
1999 – 2002 : English Language Course at LBA Gilland Ganesha,
Jakarta
2004 – 2004 : Tax Course (Brevet A & B) at FAIUP, Jakarta

Qualifications

- a) Accounting & Administration Skills (Journal Printing & Calculation, Ledger, Petty Cash Payroll & Calculation, Inventory Controls, Project Data Updating, Teller, Salary Calculation).
- b) Taxation System.
- c) Computer Literate (MS Word, MS Excel, MS Power Point, MS Access, MS Outlook).
- d) Internet Literate.

Working Experience

Working at PT. Flamboyan Bumi Singo, Cibinong

Period : August 2001 - May 2010
Purpose : Permanently working
Position : Accounting and taxation staff
Job's Description :

- a) Payroll Staff;
- b) Project's data updating;
- c) Business correspondences;
- d) Expatriates documentation filling & follow up;
- e) Translation;
- f) Appointment arrangement;
- g) Filling data updating;
- h) Arranged of business trip schedule;
- i) Meeting budget arrangement;
- j) Procurement filling, inventory control, and administration asistant;
- k) Preparing for breakdown statement for the project, preparing intern finance circular correspondences, and preparing for the presentation materials;
- l) Issuing invoice & receipt for vendor and customers;
- m) Inventory Controller;
- n) Preparation of purchase requirement and purchase order;
- o) Invoice & payment arrangement.

CHAPTER

8



FILING SYSTEM

1. DEFINITION

Filing system (often also written as files system) is a method of storing and organizing computer files and their data. Essentially, it organizes these files into a database for the storage, organization, manipulation, and retrieval by the computer's operating system. (Anatomy of file system by M. Tim Jones)

Filing means keeping documents in a safe place and being able to find them easily and quickly. Documents that are cared for will not easily tear, get lost or dirty. A filing system is the central record-keeping system for an organisation. it helps you to be organised, systematic, efficient and transparent. It also helps all people who should be able to access information to do so easily. (<http://www.etu.com>)

Filing system - a system of classifying into files (usually arranged alphabetically). (dictionary.com)

2. FUNCTION

A special purpose file system is basically any file system that is not a disk file system or network file system. This includes systems where the files are arranged dynamically by software, intended for such purposes as communication between computer processes or temporary file space, (anatomy of file system by M. Tim Jones).

Generally administrative and not common to all organizations. Organizations may have formalized selection, evaluation, and payroll processes. (<http://www.etu.com>)

Cutting or shaping hard substances or for making them smooth. (Oxford dictionary)

3. EQUIPMENT USED FOR FILING

- a) Filing Cabinet - it is used to keep flat files and suspension or hanging files
- b) Steel Cabinet - It is used to keep big files that need to be locked up
- c) Date Stamp - It is used to date stamp documents that are received on daily basis so that they are filed in chronological order and so we have a record of when we received the document -Register - It is used to record files taken out and files returned
- d) Filing shelves - It is used to file box files
- e) Box file - This is a big file that is used to keep big documents that cannot go into a filing cabinet. They are kept in shelves.
- f) Clip folders - they are used for documents that need to be taken out very often; they hold documents tightly so that they do not fall out.
- g) Folders - paper or cardboard folders are used to keep loose documents together. The folders are placed inside suspension or box files.
- h) Suspension file -the suspension files are used to keep documents in filing cabinets. The files are put into the drawers upright. The

suspension files hangs down from the cradle. These files always remain in the cabinets but folders inside them can be taken out

- i) Box files - they are used to keep big documents including magazines and books
- j) Lever arch files -documents are kept firm in these files and allow one to look at documents without taking them out of the file.

4. METHODS OF FILING

There are 5 methods of filing:

- a) Filing by Subject/Category
- b) Filing in Alphabetical order
- c) Filing by Numbers/Numerical order
- d) Filing by Places/Geographical order
- e) Filing by Dates/Chronological order

These ways of filing is called classification and means organising things that are alike, together. You can, however, combine some of these methods. For example, files that are kept together according to what they are about we say are subject filing but, inside each file the documents could be filed according to date order. When we file by categories, we try to file in a logical way; we put files together because they belong together; we don't put them together just because they start with the same letter. For example, we could put all our files into categories. Correspondence could be one category that takes up a whole drawer of our filing cabinet. Inside that drawer we could have sub-categories. Sub categories could be things like:

- a) Fundraising correspondence
- b) Correspondence with other organisations
- c) Correspondence with members
- d) Correspondence with members of the public
- e) Correspondence with Board

...and so on.

Some documents may have to file in two places to make it easier to access the information. For example you may have a category for "hinders" and for "correspondence". In your funders category you will have a sub-category for each major fonder and you will sometimes have to file a letter from a finder in that funder's file as well as in your fundraising correspondence file.

1. How to Form Categories

- a) Sort all your documents out into piles that you think belong together.
- b) Give each pile a category name.
- c) Make a list of categories.
- d) Look at your list critically: Ask yourself: Can we combine any categories?. Should we break up a category into two categories? What sub-categories do we need? Do we need to have alphabetical files within a category?

Make sure you don't have too many categories. It should not be difficult for anyone to decide in which category they are likely to find the information they need.

2. Filing Key

Once you have decided on your categories, you will have to draw up a filing index so that everyone can understand the system you used and find the information they want. This index is called a filing key.

Write up a filing key by listing all the categories and sub-categories in the order they are filed in. Make sure it is laid out so that everyone can understand it. Put it on the filing cabinet and also put a key for each drawer on the front of the drawers. Give everyone a copy of the whole filing key. Make sure that everyone who does filing understands the key and uses it for filing.

3. New Files

Don't create new files unless you are absolutely sure the information does not logically fit into an existing file. Put the new file in the correct category and write it in the filing key immediately. Give everyone a copy of the new categories as soon as possible.

4. Filing Correspondence

All letters must be filed in 2 places.

Incoming Mail

- a) The original letter together with a copy of your answer goes into the SUBJECT FILE.
- b) A second copy of the letter goes into the CORRESPONDENCE IN file.

Outgoing Mail

- a) One copy of the letter goes into the SUBJECT FILE. Any letters in answer to your letter must go into this file; and all future correspondence about the subject.
- b) One copy goes into the CORRESPONDENCE OUT file.

5. Filing Rules

There are two basic rules underlying filing: ALPHABETICAL FILING - filing according to the letter of the alphabet and DATE FILING - most recent files on top.

These rules are basic because they apply to all filing systems. When we file by name, subject and area we should always file alphabetically and by date.

Alphabetical Filing Rules

Rule 1: *File by name in terms of the first letter*

Example: African Eagle
Becker
Duncan & Co
Greenfield

Rule 2: *If the first letters are the same, file in terms of the second letter.*

Example: Clarence
Coetzee
Curnow
Cyril

Rule 3: *File in terms of surnames*

Example: Donkor, SJ
Nkomo PS
Shongwe RO
Yesufu ED

Rule 4: *If surnames are the same, file in terms of the initial*

Example: Cato, JS
Cato, JU
Cato, RS
Cato, TM

Rule 5: *Some surnames have prefixes and are filed in terms of the first letter of the prefix*

Example: de Gruchy, JR
de la Rey, OP
van der Linden, MN
van Rensburg, MJ

Rule 6: *When there are two surnames, file under the first surname.*

Example: Mokoena & Khumalo
Nxumalo & Abrahams
Saloojee & Cassim
Verachi & Ntuli

Rule 7: *Mac Mc & M" all files as Mac; St and Saint all filed as Saint*

Example: MacDonald

McNair

M'Namara

Saint Christopher's

St Margaret's

Rule 8: *When the file does not have the name of a person we file by the MOST IMPORTANT WORD in the name or by the name of the PLACE*

Example: Active Wheel Co

The Star

The City of Johannesburg

Northcliff Printers

5. Taking Files Out – (Use the Filing Key)

Making sure you don't lose files

When people take files out of the filing system, or they take documents out of a file, we must ensure that they don't lose them or forget to bring them back. People must never take the suspension files out; they should only take out the flat folder inside the file. To keep track of files we need a record of all the files or document that people borrow.

A file-out book - a file-out book is simply a book in which we write

- a) Who borrowed the file or document
- b) Name of the file or document
- c) When they borrowed it
- d) When they returned it

Keeping information in files is only useful if we, and everyone in our organisation, knows how to find the documents we need. We file information so that we can find it easily. Finding information that is in the files is called retrieving information.

Everyone who needs to use the files should be able to find information quickly and easily. This means that they must know the method of filing we use.

A filing method book could be a small book that we use to explain how we file documents. For example:

- a) All letters are filed under correspondence
- b) All membership cards are filed under number
- c) Reports are filed by subject

An index book can also help us to find files. The name of each file can be written on the page with that letter, For example.

The MINUTES file is written on the M page. Then we can write where that file is: "MINUTES - filing cabinet I drawer 2 or lever arch tile 4"

6. Filing Procedure, Maintenance and Safety

Filing Procedure

Step 1: Receiving the document

If it is a letter or document that came through the mail, you record it in the "mail received" register and write the date received or date stamp it

Step 2: Action

Forward the letter/document to the person that has to deal with it.

Step 3: Follow up

Check that the letter has been dealt with.

Step 4: Collecting Documents to be filed

All documents and two copies of the replies must be collected in a filing tray.

Step 5: Filing

Choose a regular time to file every day so that you are never left with a huge pile of loose documents. Use a sorter to help you file and remember to file by date order.

Maintaining the Filing System

One of the most important reasons why we file is to keep document safe. It is therefore very important to make sure that all papers and files are kept in good condition. Here are some ways that we can do this:

- a) Keep documents that are waiting to be filed in trays, do not leave them lying about on desks or shelves,
- b) File documents away at least once a day, or if your organisation is very small you can do it once a week.
- c) Do not put too much in files or folders
- d) Put new covers on old files which get a lot of use and have become worn or torn.
- e) Box files and lever arch files can hold more than simple folders,
- f) Never allow filing drawers or shelves to become too full. Acquire new filing cabinets when necessary.

Good housekeeping and safety . At the end of every day you should:

- a) File all the documents you can
- b) Put away those you cannot file in filing trays
- c) Lock up all confidential documents
- d) Place all waste paper in rubbish bins
- e) Leave desks tidy

7. Example of A Filing Key

1. GENERAL ADMINISTRATION

1. A Correspondence

1.A.1 Director

1.A.2 Bookkeeper

1.A.3 Training officers

1.A.4 Administrative officers

1.A.5 Programme Co-ordinators

1. B Operations

1.B.1 Rental, Postal Box, Telephones, Faxes, etc.

1.B.2 Internal organisational forms

1.B.3 Mailing list

1.B.4 Constitution, Articles of Association, legal documentation., etc.

1.B.5 Office Equipment inventory, service and maintenance agreements, etc. 1.B.6 Miscellaneous

1. C Committees

1.C.1 Director's Reports

1.C.2 Minutes and Reports

1.C.3 Finance Committee

1. D Planning

1.D.1 Annual Planning Meetings

1.D.2 Issues in Planning

1.D.3 Targets

1 .D.4 Evaluations

2. EMPLOYMENT/STAFF

2. A Procedures

2.A.1 Personnel Procedures

2.A.2 Conditions of Employment

2.A.3 Contract of Employment

2.A.4 Induction

2.A.5 Job descriptions

2.A.6 Performance Management System

2.A.7 Leave

2. B Staff

2.B.1 Current Employees in alphabetical order (locked in
Director's office) 2.B.2 Testimonials

2.B.3 Staff Training

2.B.4 Job applications

3. FINANCES

3. A Financial Administration

3.A.1 Budget

3.A.2 Salaries

3.A.3 Financial Statements

3.A.4 Petty Cash

3.A.5 Auditor's Statements

3.A.6 Tax

3.A.7 Strategies

3.A.8 Bank

3.A.9 Debtors

3.A.10 Bookkeeping

4. FUNDRAISING

4. A Fundraising Administration and General

4.A.1 Fundraising Act

4.A.2 Fundraising Planning and Proposals sent

4.A.3 Fundraising Systems

4.A.4 Fundraising Trips and Campaigns

4.B Funding Agencies

4.B.1 List of Agencies

4.B.2 General file for local foundations

4.B.3 SA Business in General

4.B.4 USA Funding Contacts

4.C Donor files

4.C.1 DMMA Foundation

4.C.2. SOCTA

4.C.3. ZDA

5. TRAINING

5. A General

5.A.1 Reports - Training department

5.A.2 Community Workshop outlines and materials

5.A.3 Training Contracts

5.A.4 Membership Skills Training

5.A.5 Office skills training

5.A.6 Correspondence (separate files for each client)

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CHAPTER

9



LANGUAGE OF MEETING

1. INTRODUCTION

The 6 Golden Rules of Meeting Management

Meetings are unpopular because they take up time--usually that of many people. However, there are good meetings and there are bad meetings. Meetings can be an excellent use of time when they are well-run. Unfortunately, the converse is also true, and it seems that time-wasting, poorly run meetings are far too common.

This article describes 6 rules of meeting management that can help make meeting more productive and less frustrating. Each of the rules requires commitment from all participants.

Golden Rule #1: Run your meetings as you would have others run the meetings that you attend.

This is the most fundamental Golden Rule of Meeting Management. Running an effective meeting--or being a good meeting participant--is all about being considerate of others. All the other Golden Rules of meeting management flow from this principle.

Golden Rule #2: Be prepared and ensure that all the participants can be as well.

Distribute the meeting agenda a day before the meeting and make sure everyone has access to any relevant background materials. Participants, of

course, have the obligation of reviewing the agenda and background materials and arriving at the meeting prepared. If the meeting organizer has not provided adequate information about the objectives of the meeting, the participants should take the initiative to ask. No one should arrive at a meeting not knowing why they are there--and what is supposed to be accomplished.

If there is nothing to put on the agenda, the organizer should ask him/herself whether there really needs to be a meeting.

Golden Rule #3: Stick to a schedule.

Start the meeting on time and end it on time (or even early). Starting on time requires discipline by the organizer and the participants. Arriving late shows a lack of consideration for all those who were on time. But if all participants know that the organizer is going to start the meeting right on time, there is a much greater likelihood that everyone else will make the effort to be punctual.

Finishing in a timely manner is also crucial. If everyone agreed that the meeting would last an hour, the meeting should not run any longer than that. Keeping the agenda realistic is important, of course. Finally, if only 20 minutes are required to accomplish the meeting objectives, the meeting should end after only 20 minutes. It would be a waste of everyone's time to let it go on any longer than that.

The time for which the meeting is scheduled is also important. Scheduling regular meetings for inconvenient times (e.g. after the end of the official work day) can have a very negative impact on morale. Emergencies are a reality for most organizations and may necessitate meetings at odd times, but routine meetings should be scheduled at a time that is reasonably convenient for the participants.

Golden Rule #4: Stay on topic.

Most groups have at least one person who tends to go off on a tangent or tell stories during meetings. Whether this is the organizer or one of the participants, all meeting participants have the responsibility of gently guiding the meeting back to the substantive agenda items. This should not be done at the expense of all levity, of course, as that is an important ingredient for esprit de corps. Also, storytelling can be very useful if it is being used deliberately as a coaching or teaching tool. As a rule, however, someone needs to guide the discussion back to the agenda if the meeting becomes clearly off track.

Golden Rule #5: Don't hold unnecessary meetings.

Carefully assess how often routine meetings really need to be held. For example, if you have daily staff meetings, how productive are they? Can they be held less frequently? Or, perhaps, can they be held standing up someplace and kept to a few minutes? Staff meetings are crucial vehicles for maintaining good communication in the office, but it is important to find the right balance between good communication and productive uses of time.

Golden Rule #6: Wrap up meetings with a clear statement of the next steps and who is to take them.

If any decisions were made at the meeting (even if the decision was to "study the issue more") the meeting organizer should clearly summarize what needs to be done and who is going to do it. If the organizer fails to do this, one of the participants needs to speak up and request clarification of the next steps. This is crucial. If the participants leave the meeting and no one is accountable for taking action on the decisions that were made, then the meeting will have been a waste of everyone's time.

These simple rules can go a long way in making meetings more productive. Implementing them is not always easy, as they require preparation and discipline, but doing so can make a huge difference to the productivity of your organization.

2. FUNCTION OF LANGUAGE OF MEETINGS

Many business people have to participate in business meetings conducted in English. There are various aspects of language involved in meetings. These range from the formal language of chairing and controlling official meetings, to the language of opinion giving, agreeing, disagreeing, persuading, etc

Business talk

A vital factor in a company's success is good communication among its employees. According to the book *In Search of Excellence* (Peters and Waterman) excellent companies have a vast network of informal, open communication. Their staff keep in contact with one another on an informal and formal basis. Management encourages easy and frequent communication.

How do you rate communication within your own company? Are you happy with it or do you think it could be improved? Perhaps some of the following factors affecting in-company communication are familiar to you?

Failing to get the message

Many managers believe they give clear instructions to their employees. In fact, research has shown that employees very often do not realize they have been told to do something. When managers give instructions they

should endeavor to ensure that these have been understood and interpreted correctly.

Breakdown in communication

People can have difficulty communicating with other employees of higher job status. This "social distance" may affect how openly employees speak about their work. People of the same rank may talk frankly to one another about how things are going. However, they may be less honest with someone higher up in the hierarchy - for fear of prejudicing their position in the company. For this reason employees often "filter" information. They alter the facts to tell the boss what s/he wants to hear. One way of reducing social distance is to cut down the ways in which employees can indicate higher status. In Japanese companies, for example, it is usual for all staff to wear the same uniform. Many companies have a common dining area for all staff.

The physical element

Physical surroundings and distance can affect how well people communicate. The farther away one person is from another, the less often they communicate. Some research has shown that when the distance is more than 10 meters, the probability of communicating at least once a week is only 8%. This compares with 25% for people less than 5 metres apart! The physical layout of an office should therefore be carefully planned. Open-plan offices, for example, are designed to encourage quick and easy communication. Some companies prefer to install escalators, rather than lifts, to increase the chances of employees meeting face-to-face.

Selective perception

People perceive things in different ways. The world of a sender of a message is not the same as that of the receiver. Because their knowledge and

experience is different, the sender and receiver are always on slightly different wavelengths. So the message may get distorted.

How can good communication be fostered?

The most important thing for all managers to remember is that communication is a two-way process. They should encourage their employees to ask questions and to react to what the managers are saying. Feedback is vital. The most useful question a manager can ask is "Did you understand that?"

Reading for meaning

When you read an article, you can often guess the words you do not know from the context.

3. PART OF LANGUAGE OF MEETINGS

a) Opening

The opening of a meeting usually bring a big cultural influence, especially religion and believe. For this, it will give some example of the cultural opening and which do not.

Ladies and Gentlemen, by saying Bismillahirrochmanirrochim, I declare the meeting open.

Ladies and Gentlemen, I declare the meeting open.

Right, shall we get started?

Let's get down to business, shall we?

b) The minutes

Sometimes, the chairmen or chairperson is remembering about the last meeting (made by the secretary). The result of the last meeting called Minutes of Meeting (MM). the minutes of the last meeting is read before the meeting begin.

May I read the minutes?

Would someone move that the minutes of the last meeting be accepted?

Has everyone seen the minutes?

Could we take the minutes as read?

c) The agenda

The agenda is little bit different with the minutes that is the summary of the last meeting, the agenda is the planning of a meeting. It will not very effective if there is no agenda of a meeting. Although there is just one agenda, or main agenda.

Has everyone received a copy of the agenda?

The first item of the agenda today is...

I would like to add an item to the agenda.

Could we delete item 5 from the agenda?

d) The Subject

It will be very wise if the chairmen or chairperson tell the purpose of a meeting, or the main agenda. It is possible if a meeting just has one agenda, but if there are some agenda, it is enough to tell the main agenda.

The purpose of today's meeting is...

The first problem we have to consider is...

Perhaps we should first look at...

e) Giving the Floor

I'd like to give the floor to Miss Karina.

Mr. Kartono, would you like to say something about this?

Mr. Hasan, I think you know something about this problem.

Have you got anything to say, John?

What are your views on this, Ana?

f) Taking the Floor

Excuse me Mr. Chairman, may I say something please?

With Chair's permission, I'd like to take the point about...

Could I just make a point about...?

Could I say something here, please?

g) Finishing a Point

Has anyone anything further they wish to add before we move on to the next item on the agenda?

Has anyone anything to add?

h) Directing

We seem to be losing sight of the main point. The question is...

This isn't really relevant to our discussion. What we are trying to do is...

Could you stick to the subject, please?

Let's not get sidetracked.

The issue under discussion is...

i) Keeping Order

We cannot speak all at once;

Mr. Nirwan, would you like to speak first?

Mrs. Wulan, would you mind addressing your remarks to the Chair, please.

Shall have to call you the order, Mr. Simon.

j) Moving to a New Point

Could we move on to item 4 on the agenda?

Now, I'd like to turn to...

Could we go on now to...

k) Postponing Discussion

Well, Ladies and Gentlemen, with your approval, I propose to defer this matter until we have more information at our disposal.

If no-one has any objections, I suggest that we leave this matter until our next meeting.

Perhaps we could leave this for the time being. We could come back to it later.

l) Proposing

With the chair's permission, I move that...

Mr. Chairman I'll second that motion.

I would like to propose the motion that...

Would anyone like to second that motion?

m) Moving to a Vote

Perhaps we should take a formal vote on this.

Could I ask for a show of hands?

Let's put it to the vote.

Could we take vote on it?

Could we move to a vote on this?

n) Voting

In the event of tie, I would like to remind you that I have the casting vote.

Those for the motion, please?

Those against?

Any abstentions?

The motion is carried unanimously.

The motion has been rejected by 6 votes to 5.

o) Consensus

It seems that we have a consensus.

Could I take everyone's in favor?

We are all agreed on that?

Well, it looks as if we are broadly in agreement on this.

p) Any other Business?

Is there any other business?

Any other points?

Is there anything else to discuss?

q) Closing

I declare the meeting closed.