

# **“TEAM MANAGEMENT SKILL”**

## **Lecture4.**

**WRITE PROPERLY BUSINESS LETTER, REPORT, AND  
MEMOS BASED ON WRITING TECHNIQUES**

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## **1.4. WRITE BUSINESS LETTER, REPORT, AND MEMO**

### **1.4.1. Key terms**

#### **Business letter**

A business letter is a letter which is used by organizations to communicate in a professional way with customers, other companies, clients, shareholders, investors, etc. Business letter uses formal language and a specific format.

A letter written for business purpose is a business letter. Inquiry letter, offer letter, order letter, cover letter, notices, termination of employment are some of the business letters.

Companies use it to convey important information and messages. An individual can also use it while writing an application for a job, or any formal document

#### **Report**

a business report is defined as an official document that contains factual information, statistical data, research findings, or any other form of information relevant to the course of the job. business reports carry information on facts related to business activities.

a business report is an evaluation of a particular issue, set of circumstances, or financial operations that relate to the performance of a business.

#### **Memo**

Memo (short for memorandum) is a business-oriented style that is best suited for interoffice or intercolleague correspondence. More informal in tone and organization than a letter, memos are generally used to provide or ask for information, announce a new policy, update on personnel transfers. You might also write a memo to persuade others to take action, give feedback on an issue or react to a situation, or for any other internal issues.

### **1.4.2. Business letter**

#### **1.4.2.1. Types Business letter**

##### **1. Application letter**

A job application letter is sent by an aspiring candidate to the company along with their resume. It provides information about the skills and the experience of a candidate. The letter gives the candidate a chance to show the company that they are fit for the role;

- ✓ Mention your strengths
- ✓ Mention experience that proves that you fit the job role. “Sell yourself” to the receiver
- ✓ Make sure your application letter is a summary of your resume

## **2. Resignation letter**

A letter of resignation informs your employer of your intent to resign. While you may verbally notify your co-workers and employer of your plans to leave, many organizations prefer to have an official letter for documentation purposes.

A letter of resignation often includes the following:

- ✓ Statement of resignation
- ✓ Reason for leaving

## **3. Letter of complaint**

Complaint letters are usually sent by consumers to businesses when they're unhappy with a service or product. Businesses may also occasionally need to write a complaint letter.

Components of a complaint letter include:

- ✓ A formal greeting
- ✓ A description of the purchase
- ✓ Explanation of the problem
- ✓ Specific request or resolution needed

## **4. Recommendation letter**

A letter of recommendation is written on behalf of another professional to verify their qualifications and work ethic. A letter of recommendation can strengthen an application for employment, higher education or another professional opportunity.

A recommendation letter should include the following sections:

- ✓ Relationship of the recommendation
- ✓ Evaluation of the candidate's qualifications
- ✓ Examples
- ✓ Closing statement

## **5. Letter of acknowledgement**

Acknowledgment letters act as simple receipts. Businesses send them to let others know that they have received a prior communication, but action may or may not have taken place.

## **6. Inquiry letter**

Inquiry letters ask a question or elicit information from the recipient. When composing this type of letter, keep it clear and succinct and list exactly what information you need. Be sure to include your contact information so that it is easy for the reader to respond

## **7. Adjustment letter**

An adjustment letter is a formal letter that is a response to a complaint letter. It works on acknowledging the written complaint and informing them about the steps taken from your side to rectify the situation. It explains the decision-making process to the receiver.

## **8. Sales letter**

The purpose of a sales letter is to introduce a service or product to a client or customer. Sales professionals often use these letters when making new contacts with prospective buyers or strengthening relationships with long-time clients. A Sale letter often includes the following:

- ✓ Description of product or service
- ✓ Cost
- ✓ Call to action

## **9. Order letter**

Order letters are sent by consumers or businesses to a manufacturer, retailer or wholesaler to order goods or services. These letters must contain specific information such as model number, name of the product, the quantity desired, the expected delivery date and expected price. Payment is sometimes included with the letter.

## **10. Cover letter**

A cover letter is a business letter typically sent with your resume when applying to a job. While not all employers require a cover letter, it is a great opportunity to explain your professional experience, qualifications and interest in the company and job.

### **1.4.2.2. Business letter Parts**

#### **✓ Heading**

The letter heading, typically found in the upper left-hand corner of the page, introduces you to the recipient and includes important contextual information such as your name, return address, phone number, email and date. Only include the information your audience needs. When writing your letter heading, skip a line between your contact information and the date. Skip another line, then include your recipient's contact information. Skip another line, then begin your letter.

#### **✓ The Inside Address.**

Leave an extra line between the date and the receiver's address, and it should be on the left margin. You should include the name of the person you are sending the business letter to, including their name prefix. Make sure their name is spelled correctly and the address is as complete as possible to be sure they receive the letter

#### **✓ Subject**

The subject should be short and direct, clearly representing to the recipient what your letter is about. If you have a reference number, such as a claim number, case number or reference number, you should include it on this line. The subject does not have to be written as a complete sentence.

Your subject might also start with "RE:" to show that you are writing in response to or regarding a previous conversation or request. For example, a subject line might read "RE: Claim Number 129523 - Filing Documents and Policy Information." This allows the reader to find your claim and lets them know what to expect in the rest of the business letter

#### **✓ Greeting**

The greeting should be formal and polite. It is best to start with a professional salutation like "Dear," and the person's prefix if you know it. For example, you would not write "Dear Daniel " if you know they're a doctor. In that case, you would write "Dear Eng. Daniel." Avoid using gendered prefixes if possible use the person's name instead. For example, "Dear Daniel Spenser," instead of "Dear Mr. Daniel"

If you do not know who will be receiving your letter directly, you should use other references such as their title, team, organization or job duty. For example, "Dear HR Manager," "Dear HR Department" or "Dear Company Recruiter."

### ✓ Body

The body is where you write the details of your business letter. Start with a short introduction explaining why you are writing them. The introduction should be one or two sentences and should have the most important details. The rest of the body includes the details of your letter.

The body should be focused on why you are writing and should be as direct and polite as possible. Separate each left-aligned paragraph by skipping a space. End the body with a two-sentence wrap-up paragraph to clarify why you are writing and to thank them for their consideration. Be sure that the closing paragraph is suitable for the tone of the letter. A good wrap-up paragraph might look like, "Thank you for updating my claim and looking into the circumstances. I look forward to hearing from you soon."

### ✓ Complimentary close

Always end a business letter with a professional closing. Some examples are "Sincerely," "Best regards" and "Thank you." You should have your closing on its own line, with the first letter capitalized and a comma at the end

### ✓ Signature

Leave two to four lines between the closing line and typing your name so that you can sign the business letter

### **1.4.3. Report**

#### **1.4.3.1. Types of Report**

##### **1) Progress report**

A progress report shows how a specific project or plan is progressing. It shows and visualizes any variety of the following things. Good visualization tools for progress reports include comparison widgets showing the goal against what was achieved.

In the progress report, you explain any or all of the following:

How much of the work is complete?

What part of the work is currently in progress?

What work remains to be done?

What problems or unexpected things, if any, have arisen?

How is the project going in general?

##### **2) Research report**

You use a research report when something big is coming up! It could be a potential merger, or a new product line, or a shift in the current way of working.

A big change requires a comprehensive report studying all its implications. For example, if the company wants to introduce a new product, the research report will consist of elements like target audience, marketing strategy, advertising campaigns, etc.

##### **3) Annual report**

A yearly report, which consists of the yearly processes of the business including the sales profits and the turnovers is called the annual report. Such a report generated only once a year and is submitted to the corporate heads for studying the business year in detail. Majority of crucial decisions like investments, product portfolio changes, marketing strategies, marketing campaigns etc. are planned on the basis of the Annual report.

An annual report is also a document that public corporations must provide annually to shareholders that describes their operations and financial conditions. The front part of the report often contains an impressive combination of graphics, photos, and an accompanying narrative, all of which

chronicle the company's activities over the past year and may also make forecasts about the future of the company. The back part of the report contains detailed financial and operational information. An annual report is the cumulative data about a company for an entire year.

#### **4) Audit report**

An auditor's report is a written letter from the auditor containing their opinion on whether a company's financial statements comply with generally accepted accounting principles (GAAP) and are free from material misstatement.

An auditor's report is a written letter attached to a company's financial statements that expresses its opinion on a company's compliance with standard accounting practices. The auditor's report is required to be filed with a public company's financial statements

### **1.4.3.2. Report format /outline**

Follow this step-by-step guide to create a professional business report:

#### **Title**

You have given the title of the report, or you may write it yourself. Make sure the title is clear and visible at the beginning of the report. You should also add your name and the names of others who have worked on the report and the date you wrote it.

#### **Table of content**

The table of contents page should follow the title and authors. Write down the section headings exactly as they appear in each section of the report and make sure the page numbers match too.

#### **Executive Summary**

The summary summarizes the main points of a formal business report. It can be beneficial for the reader to have this section, but it is not mandatory, especially if your report is short. Although the summary comes at the beginning of the report, you should write it last, along with the contents page, so that you can include notes from your conclusion and recommendations section

#### **Introduction**

This section will detail the reason why you are writing the report. The introduction should address the purpose of the report and background information on the subject you are writing about. Include any definitions and summarize the main argument



## **Body**

- ✓ Outline your methodology

The methodology section should explain to the reader the research methods you have chosen to create this report, such as using a qualitative method, a quantitative method or a combination of both. It should be a clear justification of why you chose to use certain methods.

- ✓ Present your findings

This section is where you should present the outcome of your research. It is important to present your results logically and succinctly while making sure that you have included enough information to prove that you have researched the matter thoroughly

## **Conclusion and Recommendations**

In this section, you would present your assessment from the findings, then make recommendations for action. If you add any goals, you should add measurable actions to them. Each goal, method or option suggested should tell the reader how it will affect the organization.

## **References**

Include all the sources you have used to write the report. These can include periodicals, online articles, or books. List the sources in alphabetical order.

## **Appendices**

You can also include all the material to support the report. These may include questionnaires, maps, notes, summaries, charts, tables, illustrations, and others. Label each note, map, and other documents with a letter so that you can reference them clearly in the report

### **1.4.4. Memo (memorandum)**

A memorandum or “memo” is a written message used for internal communication in a business organization. Businesses often use it to update employees and internal stakeholders about company policies, procedures, projects, events, and team activities.

#### **1.4.4.1. Types of memos**

there are four types of memos that Rwanda Polytechnic may want you to understand and develop, each with its organizational format: information, problem-solving, persuasion, and internal, memo proposal.

### **Informative Memo**

- used to deliver or request information or assistance
- first paragraph provides main idea
- second paragraph expands on the details
- third paragraph outlines the action required

### **Problem-solving Memo**

- suggests a specific action to improve a situation
- first paragraph states the problem
- second paragraph analyzes the problem
- third paragraph makes a recommendation
- when making a recommendation, include not only the positive details but also the drawbacks and diffuse them yourself

### **Persuasion Memo**

- used to encourage the reader to undertake an action he or she doesn't have to take
- first paragraph begins with an agreeable point
- second paragraph introduces the idea
- third paragraph states benefits to the reader
- fourth paragraph outlines the action required
- fifth paragraph ends with a call to action


### **Internal Memo Proposal**

- used to convey suggestions to senior management
- first paragraph states reason for writing
- second paragraph outlines present situation and states writer's proposal
- third paragraph describes advantage(s)
- fourth paragraph mentions and diffuses disadvantage(s)
- fifth paragraph ends with a call to action

#### 1.4.4.2. Parts of a memo and how they are written

More informal in appearance and tone than a letter, a memo is set up in a special format. Headings, lists, tables or graphs are often used to make the information more readable.

All memos consist of two sections: the heading and the body. The heading indicates who is writing to whom, when, and why.

 The heading should include the following parts:

##### 1. To

- lists the names of everyone who will receive the memo
- includes the first and last name and titles or departments of the recipients for formal memos, memos to superiors, or if everyone on the list does not know each other
- if all recipients know each other's names and positions, use just
- the first initial and last name of each recipient
- can be listed alphabetically or by rank
- if it is not possible to fit all the names in the To: area, use the phrase "See distribution list"
- at the end of the memo add the word "Distribution" and then list the names of the people who will receive a copy of the memo
- arrange the names by rank, department or alphabetically

##### 2. From

- lists the name of the writer(s) in the same way as the name(s) of the recipient(s)
- there is no complimentary close or signature line, but authors initial their names on the From: line

##### 3. Date

- lists the month, date, and year the memo was written
- do not use abbreviations
- avoid using numbers for months and days

#### 4. Re: or Subject

- indicates the main subject of the letter
- should be as specific and concise as possible

#### 5. Cc or c

- ✓ lists those readers who should have a copy of the memo for their information or reference but are not expected to carry out the same action as the recipients listed in the To: line
- ✓ "cc" can also be placed at the end of the memo below the distribution list (if used)

✚ The body of the memo conveys the message and generally consists of 4 parts:

##### 1. Introduction

- ✓ states the general problem or main idea

##### 2. Statement of facts

- ✓ states the facts or discusses the problem or issue

##### 3. Argument

- ✓ explains importance or relevance of facts

##### 4. Conclusion

- ✓ summarizes the main idea, suggests or requests action
- ✓ memos do not have a complimentary close or signature line
- ✓ memos end with a call to action

**Reference:**

1. Robert insley, 2016. Business letters & memos from communication in business, 2<sup>nd</sup> Edition Kendall Hunt Publishing
2. University of Minnesota Libraries 2016. Communication in the Real World, An Introduction to Communication Studies