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**B. Com part-1 Subsidiary paper -2 Business management and communication**

**Ques- what do you mean by Request Letters? How are they planned? Give a specimen of imaginary request letter.**

**Ans. MEANING OF REQUEST LETTERS**

The letters which are written in the ordinary course of business activities to get a specific response from the reader is known as request letters. Business organization has to write letters for getting

things done through others. It may be to make enquiry regarding goods, to receive goods, letters for routine information, request for credit etc. Situations when request letters are written may be of fol.

lowing types:

- (i) asking about the quotation before placing an order.
- (ii) Requesting routine information related with product.
- (iii) To get agency dealership.
- (iv) Asking for the adjustment for defective goods.
- (v) Request for a loan from a bank or a financial institution.
- (vi) Asking customers to give their opinion.
- (vii) Request letters to establish relationship with formal customers etc.

**PLANNING OF REQUEST LETTER**

In order to write an impressive request letter, it may be divided

into three parts as follows :

**(1) Opening Section :** Writing of request letter does not require any formality, therefore direct approach is considered suitable for writing these letters. The beginning of the letter should contain the direct request, you are going to make. It is wrong to start the request letter giving an elaborate instructional of one's own self. In the first or the second sentence, the direct request should be stated and then the explanation, if necessary may be given. The tone of the request letter should be polite and soft. Expression like "would you please", "May we request you", "We would feel obliged" should be

used frequently. For example :

**-We would feel obliged if you provide the following information.**

**– Please sent us the following information**

**Middle Section :** After making the request in the opening section, necessary details of request is given. This section emphasizes how the providing of information would go in favor of the reader also. If more than one question is to be asked, then most important question should be written first and less important question should be written at the last. For example:

**\_ We can assist you if you want to expand your business in south.**

**\_ We will help you in creating new distribution channels in our country.**

**Ending Section :** The ending of the request letter is as important as the beginning. A stress on desired response from reader should be laid in/ this section. Ending part should be positive, personal and toward looking. The emphasis should be shifted from the message to the specific reader, so that he feels that by granting your request he would be benefitting himself. For example:

**\_ "We wish success and bright future for you."**

**\_ "Please send a draft for Rs. 27,825/- today in order to continue your credit facility."**

## **SPEIMEN OF AN IMAGINARY REQUEST LETTER**

### **Request For Agency**

Krishna Electronic

Sadar Bazar, Meerut

Date : May 20, 2007

Reference : 215/Agency

**To,**

The General Manager,

Jyoti Electronics Ltd.

New Delhi- 51

**Subject:** Request for Dealership in Electronic Items.

**Dear Sir,**

We are pleased to know that you are manufacturing electronic items under the trade mark 'Jyoti'. Here in Meerut we are running a electronic store since last 20 years. We are dealing .with a large variety of electronic goods. There is a great demand of new models and items of electronics.' We, therefore are interested in getting a dealership of electronic items of a reputed manufacturer like you.

Please, let me know at the earliest the terms and conditions regarding above said agency business so that I could think on joining with you. It remains to state again that in case an opportunity for sale of products once be given, your concern shall also be benefited to the desired extent.

Thanking you and expecting a favorable response.

Yours Sincerely,

Sanjay Sharma

Manager