

Sample business messages



**ASSIGN
BUSTER**

A marketer is interested in participating in an education fair as an exhibitor. Letter written in FULL block (i. e. every line begins on the left margin) and OPEN punctuation style (i. e. no commas after salutation and complimentary close). Lexington Singapore 41 Lavender Street Singapore 4665732 18 February 2012 Ms Janet Wong Education Fair Coordinator Singapore Tourism Board 1 Grange Road Singapore 247729 ? Dear Ms Wong Singapore Education Fair in Mumbai Background information I recently saw an advertisement on the June 2012 Singapore Education Fair to be held in Mumbai, on the Singapore Tourism Board's website.

This is an exciting opportunity for educational institutions and I am interested in participating in the fair as an exhibitor. I would be grateful if you could send me an exhibitor's prospectus. (Direct request) State the details The Lexington University's Singapore campus in Lavender Street is two years old and we have been offering undergraduate and postgraduate programmes to Singaporeans as well as students from around the region, including India. The Mumbai education fair will provide us with an excellent opportunity to share the top-quality education degree and masters programmes offered at our Singapore campus with prospective students.

I am currently planning our 2012 international students marketing campaign and would appreciate any information you could send me. I can be reached at my Singapore office at 62349742. Action-oriented close Thank you for your help and I look forward to participating in the Singapore Education Fair in Mumbai, India. Yours sincerely Foo Soon Lee Foo Soon Lee Marketing Manager GOOD NEWS MESSAGE – Congratulating a business acquaintance using FULL block format and OPEN punctuation style (no commas after

salutation and complimentary close). Office Depot Incorporated 123 Jalan Pari Panas Singapore 174652 18 February 2012

Miss Ong Chew Ling President Lambert, Brown & Mint, Inc. 14355 City Building 1 Kallang Basin Singapore 140978 Dear Miss Ong Selection of ABS Campaign State the good news Congratulations on your firm's recent selection to design and print media advertisements for the National Association of Business Suppliers (ABS). We learned of your success at our convention last month. Give Details or Explanations We have long believed that the success of individual franchises is directly linked to the healthy growth of the industry at large. We can think of no better firm to help our industry achieve wide recognition than Lambert, Brown & Mint.

We admire your success in promoting associations of other industries such as soft drinks, snack foods and recycling. Your “ Dream Vision 2010” advertisements for the bottling industry were both inspirational and effective in raising consumer awareness, and we look for similar positive responses to your ABS campaign. Action-oriented close Again, accept our warm congratulations. We look forward to seeing the results of the survey you conducted during the convention. We will follow your media campaign with great interest. Yours sincerely Tan Choon Seng Tan Choon Seng Director, Media Relations

BAD NEWS MESSAGE – Refusing credit for the present but points to the possibility of extending credit later. Written in FULL block format and MIXED punctuation style (semi colon after salutation and comma after complimentary close). Best Buys Electronics 15 Raffles Boulevard Singapore 012345 Fax: 3497475 Email add:_electronics. com. sg 18

February 2012 Ms. Chan Siew Eng 14 Jalan Sentosa Johore Bahru, GA 15432
Malaysia Dear Ms. Chan: Request for Best Buys Credit Card Neutral
opening/buffer Thank you for your letter of 10 February 2012 requesting for
a Best Buy Card.

At Best Buys Electronics you enjoy the rewards of purchasing top quality
music and electronic equipment at bargain prices. Each year, Best Buys
grows because of our commitment to bringing you the best products at the
best price. State the details Your excellent credit rating puts you in the top
25 percent of our customer base. However this is only one of the criteria that
we look at when deciding on credit extension. The other criterion that is
relevant to your application is the requirement of continuous residence for
12 months. In your application form, we noticed that you have resided in
Johore Bahru for less than 12 months.

As such, we will keep your application in our database so that it will be easier
for you to re-apply when you have lived a year at your present location.
(State the bad news at the end of the details.) Positive and Polite Close In
the meantime, we want you to know that we value you as a customer.
During the Great Singapore Sale our store will be offering sales and special
discounts on our popular electronic items. We'll be sending you a flyer soon.
Thank you for your continued support of our services. Yours sincerely,
Wolfgang Lee Wolfgang Lee Customer Service Representative

BAD NEWS MESSAGE – Refusing credit ap BAD NEWS MESSAGE – Refusing
credit application. Written in full block format and mixed punctuation style.
Holiday Travel 34 Golden Mile Building #04 – 10 Singapore 07456 Fax:
453957 18 February 2012 Miss Soh Li Li Block 77, Henderson Close #12 –

2222 Singapore 053890 Dear Miss Soh: Application for Holiday Touraway Card Neutral opening A Holiday Touraway card can indeed make trips convenient and enjoyable. State the details When reviewing your application, we noticed that credit references were omitted, in addition to the amount of your income.

Your application is being returned to you so that you February complete this section. (State the bad news) Once you have provided credit information, which is required for all applicants, your application will be thoroughly reconsidered. Until such time, your trips can be arranged on a cash basis. We will do everything possible to make your travel convenient, economical and enjoyable. (State the details) Positive close February we help you plan your Alaskan cruise during the year-end holidays? The enclosed brochures describe several different ships and ports of call.

Yours sincerely, Chin Kang Kor Chin Kang Kor Travel Agent Enc: brochures
BAD NEWS MESSAGE – Refusing a claim. The customer purchased an Mp3 player a year ago. He writes that the unit was not working correctly and inquires about the warranty. He believes that the warranty covers one year, but it actually covers only 3 months. Written in the full block format and in the open punctuation style. H M V STEREO VIDEO Harmony Complex 10 Entertainment Road, #01 – 528 Singapore 059372 18 February 2012 Mr. Kevin Ang Block 1 Vista Mansions, # 09- 167 77 Orchard Road Singapore 18290 Dear Mr. Ang

Repair Claim for Sony Mp3 Walkman Neutral opening Thank you for your letter of 10 February 2012 describing the problem with your Sony Walkman Mp3 player. State the details We believe, as you do, that electronic

equipment should be built to last. That's why we stand behind our products with a 90-day warranty. (Bad news) Even though your Mp3 is a year old and is therefore out of warranty, we can still help. (Bad news stated positively) Please send in your Mp3 to our store along with a cheque for \$35. After examining the unit, we will give you an estimated cost of the needed parts and labour.

You February decide if you wish to proceed with the repair after reviewing the cost estimate. Sony also has service centres available in your area. If you prefer to take the unit to one of them, please see the enclosed list. Polite close Thank you again for inquiring about our service. I've also enclosed a catalogue of our latest high-tech electronic gadgets. For the month of June, Sony is offering a "Trade-Up Special" at which time you can receive trade-in credit for your Mp3 when you purchase a new model. You are welcome to visit HMV Stereo Video to check out the various models.

Yours sincerely Gillian Goh Gillian Goh Store Manager Enc: Service centre list and Sony brochure PERSUASIVE LETTER – to get a famous song writer to be the guest judge at the Singapore Idol Season 4 Finale. Written in full block style and in mixed punctuation style. MediaCorp Caldecott Broadcast Centre, Andrew Road Singapore 299939 8 February 2012 Mr Benny Tan No. 34, Bedok Ria Crescent Singapore 460034 Dear Mr Tan: SINGAPORE IDOL SEASON 4 GUEST JUDGE Attract attention There is no other time in the history of Singapore Idol than now when singer-composers are dominating the competition.

Season 4 which premiered in March 2012 therefore promises to be an exciting affair. It could very well be the making of the first singer-songwriter

to be discovered on the Idol show! State the details To help provide the expertise in helping us uncover our best local talents, the producers of the popular Singapore Idol show has unanimously decided that you will be the best candidate as the guest judge for the Singapore Idol Finale. To be held on 28 July 2012, the Finale will be judged by the three resident judges, Mr Ken Lim, Mr Dick Lee and Ms Florence Lian.

They will be joined by a special guest judge, a position we hope you will consider. By accepting the guest judge role, you will add credibility to the show, as well as enhance its entertainment quotient. The Season 4 Finals will definitely be the one that Idol fans and contestants will be talking about! (Stimulate interest in the reader) Your stature and success in the local music industry as song writer and music producer make you the perfect guest judge for the Singapore Idol Season 4 Finale. Your wit and musical insights will add a lot of value to the show, both for the viewers and the contestants.

We believe you are ideally suited to fill this post. Action-oriented close Season 4 of the Singapore Idol needs your fresh viewpoints and expertise. The producers have all talked about the need for a music heavy-weight to be part of the Finale judging. We all agree that it is important. Season 4 will become more impactful and exciting with your presence. We look forward to your favourable reply. Yours sincerely, Frank Lau Frank Lau Executive Producer PERSUASIVE MESSAGE – a staff using the ADA model to request action from a senior colleague.

As the staff wants to provide some printed materials to support her argument, she opted to create a printed memo rather than an e-mail message. NUS Centre for Music & The Arts To: Karen Woo, Director, Finance

& Operations From: Teo Lee Lin, Manager, Programming Date: 16 February 2012 Subject: Guest appearance by Liu Wei, winner of China's Got Talent competition Dear Ms Woo, Catches the reader's attention with an impressive benefit | Liu Wei, the 23-year-old disabled pianist became an overnight sensation when he won the hearts of judges and fans of China's Got Talent competition | | two years ago.

The youngster had his arms amputated due to an accident and learnt to play the piano with his feet, winning legions of fans | | worldwide. The NUS Centre for Music & The Arts will definitely woo sell-out crowds to our coming " Yes you Can! " concert if Liu Wei were to perform | | at our opening night. Why Liu Wei : | Increase interest with details & benefits | The " Yes you Can! " concert seeks to encourage children and youths with various disabilities to embrace the arts and uncover their talents. Liu Wei | | will serve as the perfect role model. | Liu Wei is a household name beyond China, admired for his ability to overcome his disability. | | He is only 24 years old and our target youth audience will be able to identify with him. | | Media interest will be high and this will help market our concert and promote our social cause. | Builds desire by showing how these benefits could fit into the company's long-term plans | The Centre for Music & the Arts has been very successful in developing the general public's interest in the arts. The time is right for us to | | promote arts education and appreciation to disabled youths as a form of therapy.

This is in line with our mission of making the arts accessible to | | all segments of our society. | Requests a specific action by a specific date | The bringing in of Liu Wei to anchor our concert will involve significant funds,

estimated at \$15, 000 and logistical support but it would be worth | | it.
Please let me know by memo or by e-mail by 26 February whether your department would be able to support us in the area of funding and logistics.