



STARKI

SEKOLAH TINGGI ILMU KOMUNIKASI
DAN SEKRETARI TARAKANITA

BUSINESS WRITING 1

HANDOUT



Compiled by: Fredericka Krisma Setyatami, MP.d.

**SEKOLAH TINGGI ILMU KOMUNIKASI DAN SEKRETARI
TARAKANITA**

2023



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TARAKANITA**

SYLLABUS

1.	Subject	:	Business Writing 1
2.	Subject Code	:	D3232214
3.	Semester	:	I
4.	Credit	:	2
5.	Study Program	:	Secretarial Study
6.	Pre-requisite	:	-
7.	Lecturer	:	Fredericka Krisma S., M.Pd.
8.	Subject Description	:	
	This subject consists of presentation of business document, letter of invitation, concerning travel & hotel, and thanks & appreciation.		
9.	Subject Learning Outcome		
	a. Students are expected to be capable of handling managerial activities as Office Support Assistant (Clerk) reporting to Supervisor / Coordinator. b. Students are able to identify the component of formal business letter layout. c. Students are able to mention the component of netiquette. d. Students are able to identify the structure of formal business letter. e. Students are able to write correct, clear, complete, concise, and courteous English business letters relevant to basic socio secretarial functions.		
10.	Discussion Subject		
	1. work on our language 2. presentation of business document 3. Netiquette 4. Letter of invitation 5. Letter concerning travel & hotel 6. Letter of thanks and appreciation		
11.	Reference		
	Taylor, Shirley. <i>Model Business Letter. 7th Ed.</i> 2012. Pearson - Financial Times Publishing. Taylor, Shirley. <i>Email Essentials.</i> 2017. Pearson - Financial Times Publishing.		

UNIT 1

WORK ON OUR LANGUAGE

It has been known that written communication is more complex to convey meaning compared to face-to-face communication. In face-to-face communication, we can always ask question, respond, interrupt, see facial expression and gestures; and all of those can make the communication process runs smoothly and easily. Compared to written communication in which the receiver can only read the text, it seems the communication is only one-direction communication. In business correspondence, it is important to make use of language is such a way so that the receiver can understand the message we intend to deliver.

In order to achieve a successful business written communication, we have to bear in mind that language has a property to value who the writer is. A writer needs to write the document in confident manner. The easiest way to earn trust and confidence through writing is by paying attention to proper **spelling**, **punctuation**, and **sentence construction**. Style in writing is also important. Style in this case means:

1. Being creative in what you write and how you write
2. Making your communication look visually attractive by leaving a line space between each paragraph
3. Using numbered points or bullets appropriately
4. Using headings of a consistent style
5. Considering the appropriate tone in your writing
6. Structuring your message logically
7. get straight to the point; using everyday language
8. try to avoid passive phrase such as *Please be informed*, *Kindly be advised*, *Please find attached*, etc
9. be more approachable by using less formal and much more friendly expression; make your document as if you are having a conversation

The language used in business today should be simple, courteous, relaxed, and straightforward. Some of the key reasons why you need to work on your language in all your written communications re:

1. To establish relationships. People get an impression of you from the first email they receive, so it's important to make a connection by using appropriate words

and phrases. For example, *We spoke* or *As spoken* will not have the same effect on your reader as *Thanks for your call* or *It was great to speak to you*.

2. To communicate your ideas precisely. Using unsuitable or incorrect expressions, or a long-winded writing style, will not give the reader the right meaning or the right impression. It will only lead to misunderstanding and lengthy correspondence to clarify.
3. To convey a good impression, clear, concise, accurate language will give an impression of efficiency, and will fill the reader with confidence. Careless or inaccurate expressions will do the opposite. Readers may question if such carelessness will extend to other business dealings too.

The importance of building relationships – both orally and in writing

No one has a job that requires them to work alone. We must all interact with various level of staff – with bosses, managers, supervisors, colleagues, and co-workers., and with junior staff. Communication is our lifeblood, and it's the lifeblood of any organisations. Excellent communication skills are probably the most important career and personal skills you can possess. Improving communication skills will put you ahead of other people when it comes to getting a job, gaining promotion, even just getting your job done. Thus, developing your communication skill will help you to build successful relationships both personally and professionally.

Seven key factors to building great relationships

1. Be courteous
Everyone has a right to work in a cordial environment, and work flows more smoothly when the atmosphere and the people in it are pleasant. Courtesy is the oil that keeps the engine of any relationship running smoothly.
2. Find common interests
You may find you have a story to share, or you may learn something new that you can discuss. Making an effort to gain eye contact, spark up a conversation, smile, even just nod and say hello is also a much more enjoyable and rewarding way to spend your day.
3. Build credibility
Very often at work you will have to convince people from your point of view. You need credibility for this. You will gain a certain amount of credibility from your

experience. However, if you are to build strong connections – connections that you can count on when you have new ideas and goals – you need to gain respect, create trust and build rapport.

4. Make others feel important

One of the most fundamental rules of developing relationships is to respect other people's feelings. We all like to be recognised and appreciated. If you want to make friends and enhance your reputation as a great communicator, learn how to make others feel important.

5. Show humility

Humility involves maintaining our pride about who we are and about our achievements, but without arrogance. Humility means having a quiet confidence and being content to let others discover your talents without having to brag about them. Interestingly, very often the higher people rise and the more accomplishments they have, the higher their humility index.

6. Listen actively

Take an interest in other people by listening to them. You may learn some useful information that you can use to create value in the future. Chat to a client about this family. Find out your boss's likes and dislikes. You never know when this information may be useful. Flatter someone today by getting to know them better through active listening.

7. Be empathic

Empathy is all about getting to know people and understanding how they feel. The need to be understood is one of the highest human needs, but many people don't care or just don't make an effort to find out how we really feel.

Communication across cultures: challenges for non-native English writers

No matter what your nationality, communication is always a challenge – that of conveying your meaning successfully to another person or persons. When we have to convey our meaning in writing, the challenge is even bigger. You have to ask yourself if these are the right words to use in writing, considering you are not there to explain them to the reader. For non-native English speakers, there are even more challenges. They also have **an extra step** in the process – they have to translate their words from their native language into English before they write them down. The danger here is that simple translation could become:

- Overcomplicated or wordy
- Focused on specific words rather than on the whole meaning
- Lacking in action needed

As such, here's a systematic sequence for you to use in your approach:

1. Identify the thought in your own language.
2. Translate it into English.
3. Convert the thought in English into the correct written English words.
4. Consider if your reader is likely to interpret these words accurately.
5. Reflect on any changes that could be clarified before finalising.

Remember your **ABC**

Accurate

Check facts carefully

Include all relevant details

Proofread thoroughly

Brief

Keep sentences short

Use simple expressions

Use non-technical language

Use active voice

Clear

Use plain, simple English

Write in an easy, natural style

Avoid formality

Four-point plan in business writing

Manny messages are short and routine. You can write or dictate them without any special thinking or preparations. However, documents that are not so routine need more thought and careful planning. Here is a useful, simple framework for structuring all written messages.

INTRODUCTION (background and basics)

Why are you writing?

Refer to a previous letter, contact, or document

DETAILS (facts and figures)

Give information/instructions.

Ask for information. Provide all relevant details. Separate into paragraphs. Ensure logical flow.

RESPONSE or ACTION (conclusion)

Action the reader should take.

Action you will take.

Give a deadline if necessary.

CLOSE (a simple one-liner)

Sometimes all that is needed is a simple one-line closing sentence.

UNIT 2

PRESENTATION OF BUSINESS DOCUMENT

A. Writing Guidelines

1. The layout of business letter.

The layout of the letter is the frame or format based on which your letter is written. It is the way how parts are placed and written. Please observe complete sample letters and you will find the main and additional parts of a business letter. Each part of a business letter is used for a particular purpose.

2. The main parts of a business letter

a. The heading (the letter head)

1. The company's preprinted letter head usually appears at the top of the stationary paper. The letterhead usually contains the name of company, its address, including its telephone, fax, e-mail address. Sometimes it also includes lines of its businesses and branch offices.
2. Letterhead of an individual is usually typed on a plain sheet of white paper. It is not usually preprinted. The heading is placed one inch from the top edge of the paper at the upper right-hand corner, or at the left margin. The date is single spaced right under it.

b. The dateline

The date is written between the letterhead and the inside address. Write the dates with ordinal numbers but write it with cardinal numbers.

25 September 2023	NOT 25 th September, 2023
14 July 2023	NOT June 14 th , 2023
1 / 10 / 2023	IS NOT RECOMMENDED

c. The inside address

The inside address is the reader's address or the recipient address. It is placed between the dateline and the salutation two or four lines below the dateline. The following are titles of individuals commonly used in letter writing: Mr., Mrs., Miss, MS, Dr. Titles like Honorable, Professor, Reverend are generally written in full.

Titles indicating official position like President, Director, Manager, etc., usually follow individual names and are not abbreviated. Always write a person's name as he writes it. Do not abbreviate nor misspell it. In the past companies bore a title 'Messrs.' (Messrs. Golden Hand Ltd.), but now it is suggested that 'The' is used before a company's name: The Electric Company.

In the inside address, streets with numbers from first to tenth are usually written in full. Streets with higher numbers are usually written in ordinal or cardinal numbers: 14th street, or 14 Street. However, you should always read numbered street with ordinal numbers: Ninety-six Fourth Street North West (96 Fourth Street, N.W.).

The following are common abbreviation you will find in an address:

St., Ave., Rd., Dr., Sq., Hwy., Blvd., E., W, S, N, S.E., S.W., N.E., N.W.

You do not need punctuation at the end of every line in the inside address.

d. Attention line

It precedes salutation. Attention line is used if the writer wants the letter to reach a certain individual in a business organization. It identifies the specific person who is to attend the message or the content of the letter. It is typed two spaces below the inside address and two spaces above salutation.

e. Salutation

The salutation is the writer's greeting to the reader. It is usually placed two spaces below the inside address or below the attention line. A colon or comma is usually used after the salutation. Today, however, most secretaries prefer to use open punctuation style. No punctuation is used after salutation. The following are most commonly used salutation:

A man	Mr. Samuel Johnson	Dear Mr. Johnson
An unmarried woman	Miss Diana Collin	Dear Miss Collin
A married woman	Mrs. Christine Adams	Dear Mrs. Adams

A clergyman	Reverend John Pratt	Dear Reverend Pratt
A scholar	Dr. Clarence Jones	Dear Dr. Jones
A company	The Holland America	Gentlemen

In circular letters and advertising, companies may use the following salutations:

Dear Toyota owners	Dear IBM users
Dear Hero customers	Dear World Trade visitors

f. Subject or reference line

The subject line identifies the letter's subject or purpose. Some companies, especially the large ones, indicate the subject of a business letter or refer to their previous correspondence on the same subject. This is an aid in routing correspondence and filing. Subject line is usually placed two spaces below the salutation.

g. The body of the letter

There are a few things to remember when writing the body of the letter:

1. Spacing – the letter may be written in single or double spaces depending on the length of the letter. Short letters are written in double space, while long ones are written in single space. This will assure that the body of the letter nicely appears at the center of the stationary.
2. Paragraphing - a variety in the length of paragraph is necessary. A separate idea is put on a separate paragraph. Most letters, however, consist of three paragraphs: the opening, the content, and the closing paragraphs
3. The first paragraph is an introductory paragraph. It provides the reader with the background, reason for writing, reference to the previous correspondence, contact, or document. The second paragraph is usually the content paragraph. It may include facts and figures. The writer may give information, relevant details, or instruction. The third paragraph is a concluding paragraph. The writer may communicate action the reader or the writer should take. It may include one-line closing sentence.

h. Complementary closing

The complementary close is the formal or less formal closing typed two spaces below the last line of the letter. The following reflects consistence between salutation and closing:

a. Very Formal Letters

Sir:

Dear Sir:

My dear Governor Hutch:

Yours truly,

My dear Madam:

My dear Sir:

b. Formal Letters

Dear Mr. Bronson

Dear Miss Derek

Dear Mrs. Barr

Yours faithfully

Dear Reverend White

Yours very truly

Dear Dr. Nations

Yours sincerely

Gentlemen:

c. Informal Letters

Dear Freddy

Dear Pat

Sincerely yours

Dear Ahmed

Cordially yours

Dear Eunice

d. Personal Letters

Hi

Sincerely

Dear John

Regards

Mon

Much Love

Andy

Yours ever

i. Signature line

Personal signature is double spaced below the complementary close. If the name is typewritten, leave four or five spaces between the closing and the typewritten name. Please observe how the signer's name appears in a business letter, how titles and parentheses are used, and the way they are typed.

Very Truly Yours	Sincerely Yours
<i>SIGNATURE</i>	<i>SIGNATURE</i>
(Mrs. James M. Loman)	(Miss) Olivia Chandra

Truly Yours	Yours very truly
<i>SIGNATURE</i>	<i>SIGNATURE</i>
(Mrs.) Judy Mobray	Mohammed J. Samkari Vice President

	Yours Sincerely
	<i>SIGNATURE</i>
	Norman K. Santana Vice President

j. Initials and postscripts

The following are examples of stenographic references. This reference represents the initials of the signers and the typists:

TEC: RL	RPU/V:	CMN: fb
AK: TEM	BNJ/ams	FXS: sb
Encl. 1	Enclosure: 1	Enclosures: 2

k. Open Punctuation

Open punctuation is commonly used with fully blocked layout. Only punctuation marks that are essential to ensure good grammatical sense are included within the body of the message itself. All other commas and full stops are omitted

1. The presentation of business letters

The diagram illustrates the structure of a business letter. On the left, four labels are connected by lines to specific parts of the letter: 'Intro' points to the first paragraph, 'Details' points to the second paragraph, 'Action' points to the third paragraph, and 'Close' points to the fourth paragraph. The letter itself is presented in a light blue background with a white header for the email metadata.

From: johnwang@stelectronics.co.sg
Date: 14:10:1- 12:30:45
To: suzielu@videoworks.com
CC:
Subject: 24th anniversary video

Dear Suzie

Intro — Thank you for inviting me to visit your studios last week. I was most impressed by your new facilities.

Details — I am delighted you can accept our invitation to produce a video to celebrate the company's 25th anniversary. This is a very special landmark in our history, and it is important that this video portrays our past, present and future.

Action — You promised to let me have a draft outlining your thoughts for this special video. I look forward to receiving this before 30 October together with your approximate costings.

Close — If you need any further information please give me a call on 2757272.

John Wang
Marketing Manager
ST Electronics
www.stelectronics.co.sg

Letterhead paper
(Kop surat)



Financial Times Prentice Hall
Edinburgh Gate
Harlow, Essex
CM20 2JE
UNITED KINGDOM
Telephone: +44 (0)1279 623623
Facsimile: +44 (0)1279 431058

Reference (initials of
writer/typist, sometimes a
filing reference)/Rujukan
(inisial penulis/pengetik,
kadang-kadang rujukan arsip)

ST/PJ

Date (day, month, year)/Waktu
(tanggal, bulan, tahun)

12 November 200—

Inside address (name, title,
company, full address, postal
code)/Alamat dalam (nama,
jabatan, perusahaan, alamat
lengkap, kode pos)

Mr Alan Hill
General Manager
Long Printing Co Ltd
34 Wood Lane
London
WC1 8TJ

Salutation (Salutasi)

Dear Alan

Heading (to give an instant
idea of the theme)/Judul/
(sebagai gagasan langsung
dari tema surat)

FULLY BLOCKED LETTER LAYOUT

This layout has become firmly established as the most popular way of setting out letters, fax messages, memos, reports – in fact all business communications. The main feature of fully blocked style is that all lines begin at the left-hand margin.

Body of letter (one line space
between paragraphs)/Isi surat
(satu spasi di antara alinea)

Open punctuation is usually used with the fully blocked layout. This means that no punctuation marks are necessary in the reference, date, inside address, salutation and closing section. Of course essential punctuation must still be used in the text of the message itself. However, remember to use commas minimally today; they should be used only when their omission would make the sense of the message unclear.

Consistency is important in layout and spacing of all documents. It is usual to leave just one clear line space between each section.

I enclose some other examples of fully blocked layout as used in fax messages and memoranda.

Most people agree that this layout is very attractive and easy to produce as well as businesslike.

Complimentary close
(Frasa penutup)

Yours sincerely

Shirley Taylor

Name of sender
(Nama pengirim)

SHIRLEY TAYLOR (Miss)

Sender's designation or
department (Jabatan atau
departemen pengirim)

Training Specialist

Enc (if anything is enclosed/
Lampiran (jika ada yang
dilampirkan)

Enc

Show if any copies are
circulated (if more than one,
use alphabetical order)/
Untuk menunjukkan jika ada
tindakan yang sudah
diedarkan (jika lebih dari
satu, susun menurut abjad)

Copy Pradeep Jethi, Publisher
Amelia Lakin, Acquisitions Executive

MEMORANDUM

To Christine Winters, Administrative Assistant

From Sally Yap, PA to Chairman

Ref SY/JJ

Date 14 August 200—

INHOUSE DOCUMENT FORMATS

Many congratulations on recently joining the staff in the Chairman's office. I hope you will be very happy here.

I am enclosing a booklet explaining the company's general rules regarding document formats. However, I thought it would be helpful if I summarised the rules for ease of reference.

1 DOCUMENT FORMATS

All documents should be presented in the fully blocked format using open punctuation. Specimen letters, fax messages, memoranda and other documents are included in the booklet. These examples should guide you in our requirements.

2 SIGNATURE BLOCK (LETTERS)

In outgoing letters it is usual practice to display the sender's name in capitals and the title directly underneath in lower case with initial capitals.

3 NUMBERED ITEMS

In reports and other documents it is often necessary to number items. In such cases the numbers should be displayed alone with no full stops or brackets. **Subsequent numbering should be decimal, ie 3.1, 3.2, etc.**

I hope these guidelines will be useful and that you will study the layouts shown in your booklet. If you have any questions please do not hesitate to ask me.

Sally Yap

Enc

Copy Personnel Department

UNIT 3

NETIQUETTE

Cyberspace has its own culture, and whenever we enter a new culture it's bound to happen that we commit a few blunders. You may be misunderstood. You may offend people. You may take offence where none was intended. In cyberspace it's also easy to forget that you are interacting with real live human beings. For all these reasons, many people make all kinds of mistakes when communicating online. Here's seven deadly sins of email netiquette

1. You often send abbreviations to people you know well. LOL.
2. You write your email messages sloppily because you don't consider it important for an email message to be as perfect as a business letter.
3. You don't run spellcheck before you send a message, even though it's full of spelling errors.
4. Your email is often misunderstood because you never bother with your grammar and you often use the wrong words.
5. You include emoticons in all your messages, whether personal or business 😊
6. You never include an opening greeting or a closing in your email messages.
7. You often let your emotions get the better of you by writing angry or rude messages that upset your readers.

Basic Parts of an Email Message and Address

1. **Subject line**
A good subject line summarizes the email and makes it sound important enough for the reader to open.
2. **Sender**
The email address of the person who sent the message appears here. Most email services display the person's name before their email address to make it easier to identify them. When you press *reply*, your email will only go to this person.
3. **Recipient**
If you are receiving the message, your email address probably won't appear here. Instead, you might see wording like *to me*. Message recipients might also include email addresses in these sections: (Carbon Copy) CC and (Blind Carbon Copy) BCC. These terms will be explained further in the next section.
4. **Salutation**
After the subject line, your email salutation, or greeting, is the next part that the recipient will see. It should match the tone you're trying to set in the rest of your email. Don't skip this part unless you send the email back and forth quickly with someone in a virtual conversation.
5. **Email body**
The email body contains the message of the email. Effective emails keep their email bodies short and add more extensive information to the attachments. For formal

emails, such as messages to an employer or email to your teacher, it's best to avoid common email abbreviations.

6. Closing

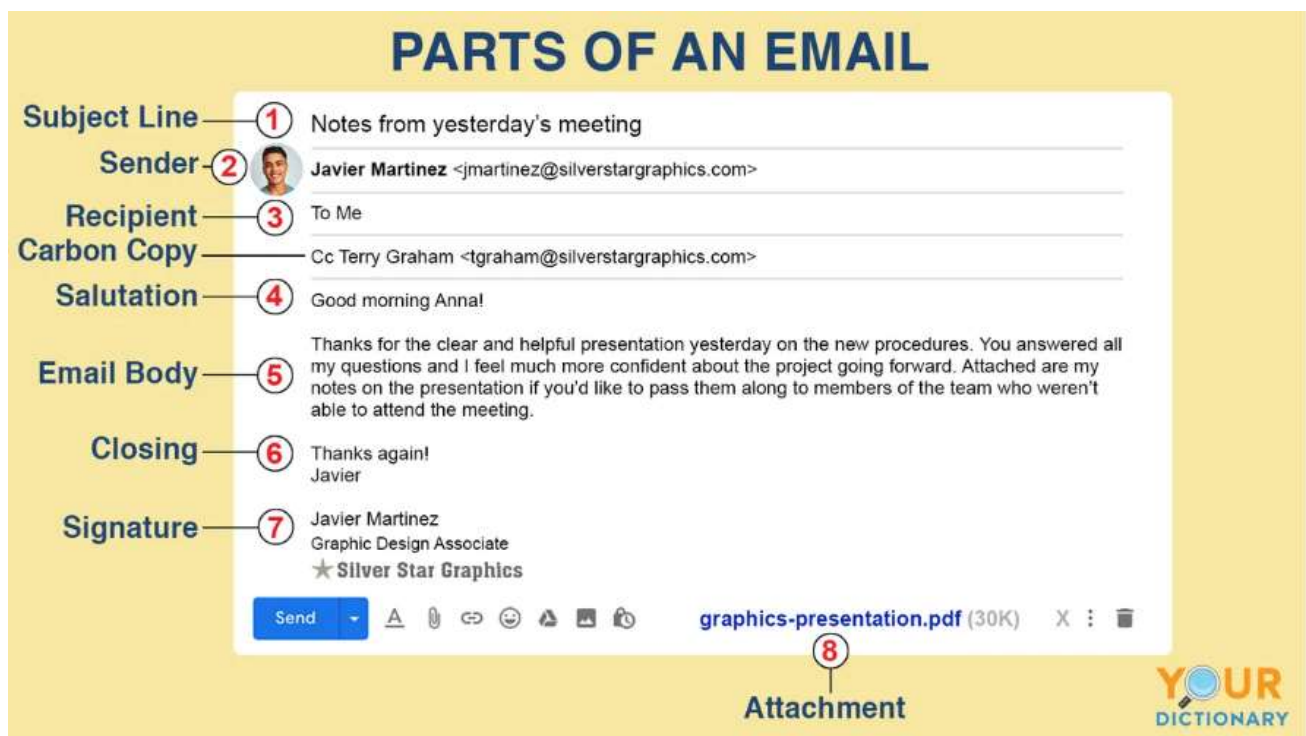
If an email message is an electronic letter, it's polite to end it with a closing. The closing you choose should match the tone of the rest of the email. Formal closings include *Sincerely* and *Thank you*, while more friendly messages can use *Talk to you soon!* or *See you later!*

7. Signature

Friendly letters might sign off with the sender's name. but many business email accounts have signature sections that include the sender's position, company and even company logo. The extended signatures are helpful when reaching out to clients or employees from other companies.

8. Attachments

An email might include an attachment that provides more information. The attachment could be a document for review, a picture to share or any other file type. Most email accounts have limits on the size attachments, so the sender might add the file to the email body itself rather than attaching it.



Source: man face: AaronAmat / iStock / Getty Images Plus, Layout design Copyright YourDictionary / Owned by YourDictionary

CC and BCC

Use the CC field for the addresses of those people who are not the main recipients of the message but who need to be kept informed. Use the BCC field for sending a blind copy (i.e. without the other recipients knowing about it). Quickly double-check your CC and BCC boxes before you click *Send*. Make sure they are exactly as you want them to be. It's too

easy to hit the wrong key and *Reply all* so that everyone on the original CC list ends up receiving a copy of your reply.

SMART subject lines

Busy business people dozens of email messages every day, sometimes hundreds. It is a constant battle to capture the attention and interest of your readers. Too often writers compose subject lines that are far too vague, bland or too long to be effective. If you are guilty of any these, then you need help with your subject line. If you want to make sure your subject lines stand out, and to make sure your messages are read, you should aim to make them:

Specific

Avoid vague or generic subject lines like *Enquiry* or *Information*. These are useless. Be very specific in your subject heading, while also being concise.

Meaningful

Make sure your subject line is explicit and meaningful. For example, sending a message to a technical support help desk with the heading *Help Needed* is as good as having no heading at all.

Appropriate

Keep your subject line concise and to the point. It should be a brief summary of what the message is about, not an extract from it. It should be professional and fitting for the purpose.

Relevant

Hit the nail on the head so that the reader is completely clear what you are writing about.

Thoughtful

Spare a thought for readers who may have 50 or more messages in their inbox. By composing a great subject line, you can help both the reader as well as yourself. Your subject line should indicate the context of the message at a glance. It is a good idea to limit your subject line to **50 characters** or about **5-7 words**.

UNIT 4

LETTER OF INVITATION

A. Writing Guidelines

Many companies organize special functions to publicize certain events, for example

- The opening of a new branch office
- The introduction of new products or services
- The retirement of a senior executive
- A special anniversary

Formal invitations are usually printed on A5 or A6 high quality paper or card.

There will be two answers for them who are invited by us, they may come or accept the invitation and they may not come or decline the invitation. When accepting or declining an invitation it is usual to do so in a similar style to the invitation which was received. If the invitation is refused it is courteous to give a reason.

Letter of Invitation Sample

	Dear Miss Forrester
Mention function, location, dates, number of delegates expected	Our Society will be holding a conference at the Moat House Hotel, Swansea from 4 to 6 October with the theme 'The 21st Century Secretary'. Approximately 100 delegates are expected, comprising mostly practising secretaries, PAs, office managers, plus some lecturer members.
Include title of talk and timing. Mention any payments to be made	I hope you will agree to speak on the subject of 'Building Great Relationships' on 5 October from 1030 to 1130. We would be prepared to pay you the usual fee of £500 and your travel expenses. We will also arrange hotel accommodation for you for one night on 4 October.
Enclose detailed programme	The detailed draft programme is enclosed. We hope you will also stay on to attend other sessions of the conference too.
Request confirmation and details of any equipment needed	We really hope you can accept our invitation. At the same time please let us know what equipment you will need.
	I hope to hear from you soon.
	Yours sincerely

Reply accepting invitation

Dear Ms Bolan

Thank you — Thank you for your letter inviting me to speak at your conference on 5 October on the subject of 'Building Great Relationships'.

Acceptance and confirmation — I am delighted to accept your invitation, and confirm that I shall require overnight accommodation on 4 October.

Mention equipment needed — I shall bring my laptop to conduct my presentation, so all I will need you to arrange is the usual projector.

An appropriate close — I look forward to meeting you and other members of your Society again at your conference.

Best wishes

Letter declining invitation

Dear Mr Woodhead

Many thanks for your email with details of your upcoming conference.

I am sorry to say that I have an overseas commitment in October, so unfortunately I will not be able to speak at your conference.

I am sure the day will be a great success.

Email of invitation example

Courtney <courtney@...com.au> 10/12/17 ☆

to Debbie ▾

Dear Owners,

We would like to remind you that your Annual General Meeting will be held at 4.30pm on Wednesday 18 October 2017, as per the Notice of Meeting that has been sent to you.

Should you not be able to attend, please complete and sign the attached proxy form (if we do not already have one for you) and return to our office to ensure that the Strata Company has a quorum. Should a quorum not be present, the meeting will have to be adjourned, at further costs to the Strata Company.

Please be advised that any lots that are owned in dual names or owned by a company MUST have a proxy electing one representative of that lot. Without this valid proxy, these lots will be unable to vote on any motions at meetings.

Thank you.

Regards,

Courtney
Strata Manager

BELLCOURT
STRATA MANAGEMENT

FINALIST 2016
SCA Young Strata Manager of the Year

Example of invitation flyer



B. Writing Practice

1. Practice 1 Comprehension

The following messages may come to your desk in the form of letters, memos and e-mails. Please observe the messages and find out who the writer is, whom this is likely addressed to, what the message is, and discuss the likely situation the writer may be involved in, and the action you might take in responding to the message. Certain words are highlighted for your words study.

1. We should be **grateful** if you and your wife could attend the **opening ceremony** of The Tarakanita College which will be held at Thamrin City Tower, 6th Floor at 7 pm. There will be a simple dinner, some speeches, and programs presentation by the director on that occasion.

2. Thank you for your kind invitation to the opening ceremony of your college.
We have pleasure in **accepting** the invitation and shall be delighted to come.

3. Thanks a lot for your kind invitation to the opening ceremony of your College.

We should like to attend the ceremony very much but regret that **owing to** our tight schedule on that date, we shall not be able to come. We are sending you our best wishes for the success of the ceremony.

4. I **should be obliged** if you could attend the opening ceremony of our **new plant** at 48 Nelson Square, London, on Saturday, September 21 at 12.30. **Lunch and refreshment** will be served after the ceremony.

5. Thank you for your very kind invitation to the opening ceremony of your new plant on Saturday, September 12.

You have **been thoughtful** to me and I shall be delighted to come

6. Your invitation to a dinner party on Saturday, September 21, has indeed been a great honor to me. I am sorry to have **to decline** your kind invitation as I have a previous appointment on that date.

I hope to be able to meet you again soon.

1. Maureen and I would be pleased if Margaret and you could come and have dinner with us in our **residence** on Sunday 18 April.

Perhaps you could call to let is know if **you could make it**. We **look forward** to the pleasure of your company at the dinner.

2. This year the Company plans to hold its Christmas dinner and dance at the Palm Court, Hotel Victory, on December 21.

We shall all be meeting there at 7.30 pm for **cocktails and dinner** will be served in an adjoining room at 8 sharp.

You are cordially invited to attend and hope you will let Joyce Marshall know right away that you will be with us.

3. I am asking my colleagues on the marketing team to join me for lunch on Thursday to celebrate Raphael Wong's recent promotion. **The Bunch of Grapes** is reserving their private dining room for us and we shall be meeting there at 12.30 sharp.

Please join us and help to give Raphael the appreciation he deserves.

4. Thank you for your letter inviting me to speak at your conference on October on the subject of 'Effective Communications'.

I am delighted to accept your invitation and **confirm that I shall** require **overnight accommodation** on 4 October.

2. Practice 2 Vocabulary

Please discover the particular words and idiomatic expressions most commonly found in messages relating to invitations. Discuss the words in terms of their word class, their usage, and their contextual meanings. Finally, try to make sentences of

your own using the words and idiomatic expressions you learned. Consult a dictionary to help you accomplish this task.

3. Practice 3 Paragraph Development

Write paragraphs of invitation, acceptance or refusal of invitation letters from the following groups of words.

1. We / grateful / you / attend / opening ceremony / our new branch office / held / Thursday, August 15 / ground floor / the Senayan Highrise, Jl Sudirman No. 123.
2. Thank / kind / invitation / opening ceremony / your new branch office.
We / pleasure / accept / kind invitation / shall / delighted / attend the ceremony.
3. Thank / kind invitation / opening ceremony / your new branch office. We / very much like / attend the ceremony, regret / owing to / previous engagement / date / we shall / not / able / come.
4. Your invitation / dinner / Saturday / September 20 / really / been a great favor / me. You / be / thoughtful / me. I / delighted / come. (but / sorry / decline / kind invitation / previous engagement / that date.)
5. I learned / you / passing through Jakarta / your way / Den Pasar / September 2 / Margo and I wonder / if / you join us / dinner / our residence / evening.
6. It / long time / I last met you / Paris / and I / look / forward / spend / evening together / you / once more.
7. I / delighted / your guest / lunch / Athletic Club Society / Tuesday / February 10 / I will avail / opportunity / talk / more details / Batam project.
8. It / great pleasure / join you / the annual fund raising dinner / American Cancer Society / March 12. Unfortunately / I / business trip / that date. Hope / the party / great success.

9. We / holding / Christmas dinner and dance / Palm Court / Hilton / December 26. We / meet / there / 19.30 / cocktail / and dinner / served / adjoining room / 20.00.
10. Winny and I / have / open house / celebrate our move / Westwood. Wednesday / June at 1900. We hope / warm enough / people / use / swimming pool. Bring / suit.

4. Practice 4 Multiple Choice

Choose one among the following options you think most appropriate to answer questions or to complete statements.

1. Peggy and I would appreciate it very much if ____ dinner on 9 August.

a. you would be our guest at	c. you feel like attending
b. you like to be on guest at	d. can come in
2. I know that Ted and Virginia ____ to have you in the group.

a. would be delighted	c. are very pleased indeed
b. shall be pleased	d. can be very happy
3. Willy and Anne Roxas sincerely regret ____ Mr. & Mrs. Guidon's invitation to their wedding anniversary.

a. For being unable to come	c. that they will unable to accept
b. For their inability accepting	d. that their unable to accept
4. We ____ if you and yours wife could attend the opening ceremony of our new branch office.

a. should be grateful	c. should express our profound grateful
b. should consider a gratitude	d. should be gratitude
5. We will have a simple dinner and ____ delivered by our directors on that occasion.

a. some speeches	c. some of the speeches
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- b. enjoy wonderful speech
- d. listen to a good speech
6. We sincerely look forward ____ your acceptance of this invitation.
 - a. to receive
 - c. for receiving of
 - b. to receiving
 - d. for receipt of
7. Thank you ____ to the opening ceremony of new branch office.
 - a. for your kindly inviting me
 - b. that you are kind enough as to invite me
 - c. for your kind invitation
 - d. to kindly invited me
8. I would be pleased ____ if your plans for the evening allow.
 - a. to have you to join me for dinner
 - b. to have you joined me for dinner
 - c. to joined you for dinner with me
 - d. to have to join you for dinner
9. Thank you for the invitation. Unfortunately, I will be in Detroit on that date ____ a sales conference.
 - a. to attend
 - c. for attending
 - b. attended
 - d. attending
10. This year the company plans to hold its Christmas party at the Palm Court Hotel. Cocktail and dinner....at the oriental room at eight o'clock.
 - a. will served
 - c. will be serving
 - b. will be served
 - d. serving

_____ (1) you will be in Jakarta from May 6 to 10.

_____ (2) join us for dinner in our residence, Jl. Bangka I No. 16 on Monday, May 12. Chris and I would be pleased if you could spare the evening with us.

It has been quite some time since we last met in Amsterdam and _____ (3)

I would appreciate your letting us know if you could make it.

Sincerely yours

2. Dear Mr. Hartono

_____ (4) your letter of May 5.
_____ (5) invite me to dinner at your residence.

_____ (6) Yogyakarta on that date and I will only be back to Jakarta on May 15 when I shall be preparing for my trip to Melbourne. I do appreciate your kind invitation, but _____ (7) some other time. In the meantime, please convey my regards to Chris and your daughter, Rosa.

Sincerely

3. Dear Mr. Manning

The quarterly staff meeting will be organized at the conference room of our Head Office, Green Building, sixth floor, on Monday at 1430.

_____ (8) the meeting where our current marketing policies will be discussed. We truly hope _____ (9)

May we look forward _____ (10)?

Sincerely yours

6. Practice 6 Situational Writing

Write letters based on the following situations. You may use your own imagination and add details of your own.

1. You are going to organize an English Teachers mini conference. You will collaborate with the British Council. This is planned in the Carlo Conference

Room of the TSA campus, September 5, from 900 to 1600. In this event Mr. Tom Hinton of the British Council will lead a discussion about classroom interaction techniques. Miss Catherine Wong of the Singapore school of Business will speak about the use of internet in classroom activities. Invite English teachers of secretarial academies in Jakarta to attend this conference.

2. Write relevant acceptance or refusal from one of the teachers in a secretarial college in Jakarta.
3. Write to a business partner in Jakarta telling him that you will be pleased to welcome him to Kuala Lumpur. You promise to pick him up at the airport and take him to the Rasa Sayang Hotel. You would also promise to do anything you can to make his visit to Kuala Lumpur worthwhile.
4. You are working as marketing staff of EduTrain, a company working in training. Your company is going to hold a short course online. the course is about Public Speaking and Presentation. There will be four coaches who will deliver the material. The course will be held on Friday-Saturday, 20-21 October 2023. The course on Friday will be held at 18.00-21.00 and at 08.00-11.00 in Saturday. One is needed to register by filling the registration link no later than Monday, 16 October 2023. You attach the flyer of this course. Your task:
 - a. Make the flyer of this course. The flyer consists of the detail information such as the name of the speakers, course fee (Rp. 150.000), and the material delivered by the speakers.
 - b. Send an invitation email to your previous participants of your webinar

UNIT 5

LETTER CONCERNING VISIT & RESERVATION

A. Writing Guidelines

A reservation letter is a type of written request to participate in an event or to reserve accommodations or services at a location such as a hotel. The letters typically serve as either a response to a direct inquiry from the entity handling the reservation process or as a means of obtaining the reservation when other channels are not available.

B. Writing Practice

1. Practice 1 Comprehension

The followings are messages that relate to visits and reservations. Please observe the messages and make the necessary analysis concerning the identity of the writer, the addressee, the purpose of writing, and the strategy on which it is written. Discuss the likely situation on which each of the messages is written. Please also discuss what you will do to reply such messages, picturing that they are addressed to you.

1. In reply to your letter of 10 June, we write to inform that Mr. Bertro, our Overseas Buyer, will arrive in Milan on Thursday 20 June at 11.30, flight BE 475. We should be obliged if you would kindly **book hotel accommodation** for him for two nights.
2. Mr. Magribi, our new **Deputy** Managing Director, is visiting Europe next month. He would like to meet you for the expansion of **our mutually profitable business**.

Any assistance you would extend to him will be highly appreciated.

3. I look forward to meeting you on Monday, September 21, to further discuss the Accounting automation, which Ludiro Associates will be designing. I will plan to see you around noon.

Both Betty Cole and Don Weston are planning to meet with you as well. We are **extremely excited** about this project and the **prospect of your participation**.

4. Thank you for your letter of 2 May. We have reserved the **accommodation** you require for Mr. Brandon and Mr. Norton, namely two first floor single rooms Monday 27 May.

If these gentlemen have not stayed here before, they may be interested to see our brochure and I am enclosing two copies.

5. I shall be **passing through** London next week and should be glad if you would reserve a single room for me for two nights of Wednesday and Thursday, 18th and 19th October.

My previous stays at the Sheraton have always been very enjoyable and I particularly like the rooms overlooking the gardens. If one of these rooms should be free I hope you will reserve it for me.

I expect to arrive at the hotel in time for lunch on the 18th and shall be leaving immediately after breakfast on the 20th.

6. Thank you for your letter of 10 October. I was glad to learn that your previous stays at the Sheraton have been enjoyable. Although this time I cannot give you the rooms overlooking the gardens. I have several very pleasant rooms on the south side of the hotel. They are away from the noise of traffic and have an open view to the surrounding countryside.

The **charge for these** rooms is the same as that you occupied last July, though it has been necessary to put up the charges for meals because of the increased cost of foodstuffs.

I have **provisionally booked** for you one of the rooms referred to for two nights of Wednesday and Thursday, October 18 and 19 and look forward to receiving your confirmation.

7. I would like to book a **single room with bath** from the 21 September to 2 October, inclusive, for Mr. Raphael Souza, our Export Sales Manager. As you know, our executives normally stay at the Dusit Thani when in Bangkok.

We would like you to provide a room overlooking the park, if possible.

8. Mr. Souza will need some **reception facilities**, as he will have many business meetings. He would like you to reserve a room for business meetings for the duration of his stay. Mr. Souza will arrive on the morning of 2 September, and plan to leave on the late afternoon of 2 October.

We would like you to confirm this booking **by return**. Please let us know the full cost, including **V.A.T and service charges**.

9. Thank you for your letter of 22 August. We have reserved a room for Mr. Raphael Souza for the period of 21 September to 2 October, inclusive. The room overlooks the park as requested. A reception room will be available daily.

10. The rate of a single room with bath is \$85 per night, excluding V.A.T. There will also be a service charge of 15 per cent. This rate includes **oriental breakfast which can be served in the guest's room**, if desired.

We look forward to welcoming Mr. Souza to our hotel.

2. Practice 2 Vocabulary

Please study all the words and idiomatic expressions you will likely find in messages that relate to visits and reservations. Make the necessary analysis concerning the words class, usage, their contextual meanings, and finally learn the way the words and idiomatic expressions are used in business writing contexts. To do this you may need to consult a dictionary to help you.

3. Practice 3 Paragraph Development

Write paragraphs about visits and reservations from the following groups of words.

1. We/ write/ confirm/ Mr. James Green/ our Vice President/ will arrive/ Bangkok/ Monday/ December 10/ flight/ TG343/ leave London/ 10.35
2. Our sales manager, Mr. Jones, / pleased/ see Mr. William/ his office/ Monday/ November 20/ look forward/ welcome/ Mr. William's visit
3. I/ in Houston/ December 18/ wonder if/ convenient/ you/ talk with me then. I/ like/ see/ a computer installation/ operation. My schedule/ the week/ quite flexible.
4. We/ hire a car/ two weeks/ October 2, inclusive/ quote low season rate/ arrange full comprehensive insurance/ car/ available/ Heathrow airport/ 10.25/ October 2.

5. We/ reserved/ single bedroom/ private bath/ you/ five days/ begin June 24.
Your reservation/ will/ held/ until 19.00/ You/ delayed/ please call or fax/
appropriate time of arrival.

4. Practice 4 Multiple Choice

Choose one among the options to fill the gaps in the following sentences

1. Mr. Gray will arrive in Jakarta to negotiate settlement plans _____ to see him
in your office in May 5 in the afternoon?
a. would you be convenient you c. would it convenient you
b. would it be convenient for you d. would you convenient it
2. I plan to visit Salt Lake City on September 6 and wish to see you in your office
at 10.30. I wonder _____ at the above time?
a. if you are free c. if you are freed
b. if you free d. if you freed
3. I will arrive at the Sharatoga Hotel at 4:00 p.m. on September 5, I expect _____.
a. that I shall see you there c. to see you there
b. to see you are there d. to be there to see
4. Thank you for your letter of February 15 _____ the visit of Mr. Adnan Abady.
a. informing us of c. announcing us
c. to tell us of d. to announce that
5. We assure that we will do the best we can to make his stay in Jakarta _____.
a. memory b. memorable c. memorized d. memories
6. I welcome the opportunity to see you in Hamburg and look forward _____ a
long fruitful conversation with you.
a. to have b. for having c. to having d. to have had
7. Please arrange _____ for Mr. Jonathan Swift, our President Director on your
flight from New York to London.
a. an economy class seat reservation

- b. an economy class reservation seat
 - c. a reservation for an economy class seat
 - d. a reserved economy class seat
8. _____ your letter of March 10, we are pleased to confirm your reservation of a first class seat on our flight from London to Madrid
- a. References to
 - b. Reference made to
 - c. In referenced with
 - d. Referring to
9. We would like _____ at the Don Muang Airport on January 3, 2020, at 19.00.
- a. you to avail the car
 - b. to have the car available
 - c. availability of the car
 - d. the car available
10. We would like you to book a seat your flight SQ 242 departing from Singapore at 1730 and _____ New York at 20.05 local time.
- a. arriving at
 - b. which will arrive at
 - c. to be arrived at
 - d. being arrived at

5. Practice 5 Completion.

Fill in the gaps with your own words.

Dear Mr. Simon

Our purchasing manager, Mr Jimmy Napitupulu, _____ (1) London for a week from June 1. He would like to visit you in your office to discuss your agency prospect.

_____ (2) convenient for you to see him in your office.

Sincerely

Dear Mr Lawrence

_____ (3) your letter of May 10 concerning the visit of Mr. Napitupulu.

_____ (4) our office is open from 900 to 1600 from Monday to Friday. We _____ (5) on either Monday or Tuesday, anytime before 12.

_____ (6) most welcome visit to our office.

Sincerely

6. Practice 6 Situational Writing

Write letters based on the following situations.

1. Thai International Airways writes in reply to a reservation regretting that flight TG 242 from Bangkok to Bahrain has been fully booked. Cancellation is not likely during this high season. You would suggest that the passenger fly Gulf Air, GF 304 leaving Bangkok at 1430. Seats will be also available for his return flight from Bahrain to Bangkok. Ticket endorsement will be arranged as soon as the passenger accepts this suggestion.
2. Write to a business partner in Jakarta telling him that you will be pleased to welcome him to Kuala Lumpur. You promise to pick him up at the airport and take him to the Rasa Sayang Hotel. You would also promise to do anything you can to make his visit to Kuala Lumpur worthwhile.
3. Mr. Jan Murahati, assistant director of The Tarakanita Secretarial Academy is traveling to Perth this weekend. He would like to visit a number of secretarial colleges and vocational training institutions where he can have comparative studies. Write a letter to Joey Argesse of the Alexander College advising him of this visit, and requesting his assistance such as seeing him at the airport, booking hotel accommodation, arranging a study tour, and so on.
4. You are a secretary to a marketing director of PT AESCO in Jakarta. Your boss is going to have a business trip to Singapore. You are asked to find him a round trip ticket. He is leaving on 21 September 2023 and go back to Jakarta on 23 September 2023. Send an email to Trips Tour and Travel to ask the flight availability.

5. You are the customer service staff of Trips Tour and Travel. You receive an email from PT AESCO to ask for a return ticket Jakarta-Singapore. They need a ticket for 21 September 2023 and 23 September 2023. Reply their email by mentioning the options of the available tickets and ask them to reply which flight they choose. Give the attachment of the available flights you have found.

UNIT 6

LETTER OF THANKS & APPRECIATION

A. Writing Guidelines

Sending a business thank-you and appreciation note is not only professional. It is a way to build a relationship with your professional business contacts. Thank-you and appreciation notes can be handwritten, typed, or emailed depending on preference and circumstance. A letter of thank-you and appreciation does not have to be long. Sincerity is more meaningful than length. Begin the letter with a greeting and then let the recipient know why you're writing.

For example, you might say: "Thank you for bringing me up to speed on the new accounting program," or "I just wanted to let you know how much I've appreciated your advice over the past two weeks as I debated those two job offers." Next, share more details about how much the recipient's help has meant to you. Thank them again before your closing sign-off.

Your letter of appreciation can be as simple as a short thank-you email, but since email inboxes overflow, it might be even more meaningful to mail a handwritten letter or card.

John D. Laney
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Jacksonville, FL 32244
(904) 620-2067
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December 31, 2013

Ozzie Osprey
University of North Florida
1 UNF Drive
Jacksonville, FL 32224

Dear Mr. Osprey

Thank you so much for taking the time to speak with me last Wednesday at the Coggin College of Business "Speed Networking" event. I really enjoyed meeting you and learning more about your career path and your work at Alpha, Beta and Associates. This is an important time in my life as I try to find my first accounting internship and I truly value the advice that you provided me.

I am also grateful for the contacts you suggested to me, and will let you know what happens when I follow up with them. I look forward to talking with you again in the future. Again, thank you.

Sincerely

(Handwritten signature)

John D. Laney

B. Writing Practice

1. Practice 1 Comprehension

1. I heard only the other day that you were back from your long trip to the **Far East** and now suddenly I hear that you have been made Export Director of Bridie & Son Ltd. This is fast work indeed and I feel I must **rush in with equal swiftness** to offer you my congratulation and best wishes.
2. I have just learned that you have been promoted to producer of the BBC Italian Program and I am wasting not one moment in sending you my most sincere congratulations.
3. Such an important promotion is a splendid recognition of your ability and should give you ample opportunity **to spread your wings**.

Good luck to you and best wishes.

4. **Reference is** made to the pleasant conversation we had during the opening ceremony of our new branch office. I was particularly delighted to hear that you have been promoted to General Manager of Jones and Grant.
5. Congratulations. **You certainly deserve** the new position **judging** from your rich experience in office management.

Best wishes for the success of your new position, Mr. Simmons.

6. Congratulations and best wishes. Do let me **hear how you are getting along**.

I called at Halls this morning to deliver the manuscript of my new book and was surprised to learn that you had left the Company to **take up a new position** as General Manager for Flowers & Son.

I shall greatly miss working with you, as we have enjoyed such a pleasant relationship for several years. At the same time I am very happy for you, since Flowers is one of the leading British publishers and this must be splendid opportunity for you.

7. Please accept our **sincere congratulation** and warmest wishes for the success in your new post.

I have just read in the trade press that you have been appointed Public Relations Officer for UK Spinning Mills Limited and hasten to offer you my congratulations and good wishes.

Unquestionably the Company will benefit from your drive and enthusiasm and I confidently expect to hear more about UK Spinning Mills from now on.

I hope your new position will give you a great deal of satisfaction and stimulation.

8. This is just a note to wish you all the very best in your new job. I'm sure you like it up North; the atmosphere is so friendly and hospitable, and I know you will be given a hearty welcome.

Congratulations on your appointment! It means that we'll be working even more closely together from now on and I greatly look forward to this.

9. I was very pleased to learn that you have been appointed Secretary of the **Kingdom Chamber of Commerce.**

I know you will do an outstanding job and look forward to co-operation with you in any way I can. If I personally or my Company can help, please let me know.

Meanwhile, I hope you will accept my heartiest congratulations and good wishes.

10. I have just learned that you are joining the Compact and Co. as Personnel Officer and hasten to send you my sincere congratulations and best wishes for success in your new post.

I know you will make **a resounding success** of it, as you do of all **your undertaking**. Don't forget to let me know whether you like it there and how you are getting along. I'll be **keeping my fingers crossed for you**. **Good luck**.

11. I was delighted to learn that you had been appointed Managing Editor of Women at Work. You certainly have worked hard to earn this recognition and I am especially pleased to send you my congratulations and best wishes.

I'm sure this new greater challenge **will find you more than equal to the task** and that you will throw yourself into it with your usual drive, enthusiasm and persistence.

I'll be watching the next issues with added interest.

12. I have just learned of your promotion to Sales Manager upon the **retirement** of Mr. Wood, and would like to congratulate you most sincerely.

No one has worked harder than you over the past several years and I, for one, am delighted **to see your efforts rewarded**.

Unquestionably, under your enthusiastic leadership our sales team will rise to still greater efforts and achieve even more outstanding sales records.

13. All of us at Indonesian Embassy were delighted to hear of your promotion to the post of Marketing Director of the Ethiopian Airlines.

This is indeed excellent news and we all send you our sincere congratulations. We know from past experience that you will do an excellent job and you may count on our co-operation and assistance at all times.

14. I was pleased indeed to learn that you have been promoted to Branch Manager and will be moving to Asmara to open the new branch there.

It is always a pleasure **to see merit rewarded** and I know how long and how diligently you have worked for this opportunity. At last it is yours and I am especially happy to offer you my warmest congratulations, together with my very best wishes for your success in your new post.

15. Congratulations and very best wishes for the second half of your first century in business. On the occasions of your Golden Anniversary my partner joins me in sending you hearty congratulations.

The fact that your department store has **not merely survived but prospered** and expanded through both a world war and the occasion is a sure sign that your policies have included service, fine merchandise, and fair dealing.

May the next 50 years of service to the community bring you fresh success and even greater satisfaction.

2. Practice 2 Vocabulary

Please study all the words and idiomatic expressions you will likely find in messages that relate to thank-you and appreciation letter. Make the necessary analysis concerning the words class, usage, their contextual meanings, and finally learn the way the words and idiomatic expressions are used in business writing contexts. To do this you may need to consult a dictionary to help you.

3. Practice 3 Paragraph Development

1. I / back / Jakarta / last Sunday / thank / much / reception / extended / Bangkok.
2. I / optimistic / personal contact / increase / business volume / our two companies.
3. I / look forward / opportunity / reciprocate / kindness / hospitality / welcome / you / Jakarta
.
4. I write / extend / my gratitude / dedication / given / me and my colleagues / complete / my studies / TSA.
5. I / much / indebted / Professor Mulyono / who / guided / encourage / complete / my thesis.
6. I thank / the TSA administration staff / who / kind / help / many ways / make my studies / success.
7. Last but not least / I feel / much indebted / Miss Chatrine / who / kindly help me / many ways / make / this party / success.
8. It / marvelous / spend / delighted week end / Pertamina cottage. I remember / panoramic beauty of the Anyer beach and the long interesting chat with you.
9. I / write / a note / thank you / organized / company presentation. We found / business discussion / interesting.

5. The accompanying desk appointment book is but a small token _____ of your always-welcome patronage.
- a. of our appreciate c. our appreciated
b. of our appreciation d. of our being appreciated
6. Could you please convey my thanks to the young lady who was so patient _____ alternative flights for my trip to Frankfurt.
- a. to look up c. looked up
b. looking up d. in looking up
7. We are very grateful for the excellent services you have rendered to the ABC Co. We will always _____ your devotion to duty.
- a. remember for c. remembering you always
b. remember you for d. remember us to
8. I wish to express my greatest gratitude for all the guidance and wonderful opportunity _____. .
- a. which extended to me c. you have extended to me
b. you have extended to me d. extended to me
9. Back now in my own country I wish to thank you for your very excellent hospitality. The _____ opportunity to meet yourself and your directors _____.
- a. is something I had long looked forwards to
b. b. was what I have been looking for
c. is definitely something to look forward to
d. has been what I looked for

10. I very much appreciated _____ in showing me round the new plant.
- a. Mr. Brownson's kind help c. Mr. Brownson's kindly help
b. Mr. Brownson for his kindly help d. Mr. Brownson for kindly help me
11. We appreciate the courtesy and assistance _____ to Mr. Armstrong during his visit to Jakarta.
- a. you will extend c. you are extended
b. you extended d. you will be extend
12. We shall regard as personal favor any help you give Mr. Charman and _____ whenever an opportunity arises.
- a. shall always be happy to reciprocate c. look forward to reciprocate
b. will always be happy to reciprocate d. looking forward to reciprocate
13. We have received your letter of July 10. We _____ your interest in our software lines.
- a. sincere thanks c. sincerely thanking you
b. sincerely thank you for d. sincere thank you
14. I arrived in Jakarta last Sunday. I am writing to express _____ for the wonderful reception given to me when I was in Bangkok.
- a. my thank you sincerely c. my sincere thanks
b. my sincerely thanks d. my sincere thank you
15. From this long distance, I would like to convey to you and your family our best wishes for a merry Christmas and a happy _____.
- a. prosperity of the new year c. prosperous of the new year

c. prosperous new year

d. new years prosperity

5. Practice 5 Completion.

Fill in the gaps with your own words.

Dear Mr Martin

I understand that you placed an unusually large order with us yesterday, and I want to say _____.

The happy working relationship between us for many years has always _____ and we shall do our best to maintain it.

Yours sincerely

Dear Dr Roberts

I would like to convey my warm congratulations on _____.

My fellow directors and I are delighted that the many years of service you have given _____.

We all join in sending you our very best wishes for the future.

Yours sincerely

6. Practice 6 Situational Writing

1. Mr. Jan Messakake, Assistant Director of the Bintang Kejora Business College, has just returned from his West Australian Business trip. He visited a number of secretarial colleges and vocational training centers in Perth. Mr. Joey Argusta of the Alexander College in Perth had kindly seen Mr. Messakake at the airport, took him to the hotel, shown him around in his private car and provided a lot of information about his campus programs and activities. Mr. Messakake was really impressed by the hospitality of the teachers and staff of the Alexander College. He thinks his Western Australian study tour was most memorable. Mr. Messakake wishes to reciprocate the kindness of Mr. Argusta by welcoming him to Jakarta anytime convenient. Draft this letter for Mr. Messakake's signature.
2. Write a formal letter of appreciation to express your company's gratitude for the third party's services and assure them of your interest in continuing your association together.
3. Send an email of congratulation on employee's 10th anniversary in your company.
4. You are the secretary to Sales Manager of PT AESCO Jakarta. You send an email to Angga Renaldi, the Sales manager of PT Gleam Indonesia. Both companies have been a long business partner. You want to share the information that your sales team has exceeded this year's revenue and you would like to appreciate PT Gleam Indonesia for always supporting your business.

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