Business letter : refers to formal written letter where business related issues and information is exchanged with the suppliers, customers, banks, government agencies or other external parts of the organization.

Functions of business letter :

Functions of business letter are as follows:

1. Convey information: نقل المعلومات

The basic purpose of any business letter is to convey information regarding business activities.

2. Conclude transaction: إبرام الصفقة

This is one of the specific purposes of business letter. To conclude in completed transactions business letters are frequently used.

3. Creation of demand: إنشاء الطلب

Business letters especially circular letters used to create demand for new products.

4. Creation of goodwill: إنشاء السمعة الحسنة

In this electronic era messages can be sent within few seconds through electronic media but a well decorated business letter has its own importance in creation positive image of the company.

5. Establishment of relationships: إنشاء العلاقات في العمل

Another important purpose of business letter is, it helps to establish relationships with the customers, suppliers and with the other interested parties.

6. Evidence: دليل عمل

Business letters are also used to maintain documentary evidence. Letters can be preserved for future reference.