**Circular**

**Definition**

Circulars or fliers are a highly effective way to communicate with employees or customers. Many companies use circulars as notices in business communication to enforce dress codes and policies or invite employees to meetings or luncheons. Managers can create a circular on their computer and print out multiple copies in 30 minutes or less. Circulars are also highly informative, depending on the level of information needed. For example, a company needs only a few lines of copy to inform employees about a seminar. Moreover, Circulars can also be used as an advertising tool. There are a number of benefits to using circulars, but a circular must include certain features to be most effective. Additionally, distribution is important for circulars in business communication.

**Importance and advantages of circular**

Circular letter circulates information relating to a company, its products and services etc. to a large number of people at a time. It plays an important role in the growth and development of business. Its importance is briefly discussed below:

1. **Easy method of conveying information**: Circular letter is the most easy, simple and effective way to convey any information to a huge number of people.
2. **Achieving economy**: Circular letter can be used for wide publicity of products. As a result, organizations can save cost of sending letters to different parties separately and can gain economy.
3. **Saving time**: Circular letter transmits information to a large number of people at a time. It does not require reaching each individual separately. Thus, it saves time.
4. **Less effort**: Circulating information to each individual separately is a time consuming and laborious job. Circular letter helps to overcome this problem. Through circular letter, we can communicate with large number of people at a minimum effort.
5. **Creating market**: Through circular letter, a company can inform the potential customers about its products and services. In this way, new market can be created.
6. **Increasing consumer’s confidence**: Convincing and attractive circular letter can easily touch the reader’s heart and thus helps to enhance consumer’s confidence on the company’s products.
7. **Creating public consciousness**: In circular letter, information like price, quality, utility, place of availability etc. are mentioned in details that make people more conscious about the product.