

(b) What is the importance of a business letter ?

Ans. Importance of Business letters :Business letters are important because they serve as a formal method of communication between people. They provide valuable information on business-related matters, such as purchase transactions, and they serve a legal purpose. Business letter also are used as a reference material to future transactions between individuals and organizations

Furthermore, business letters promote and sustain good will. Good business relationships are formed and maintained through effective communication. Properly written letters give a positive impression of a company or individual. Every business needs constant marketing and promotion of its products or services, and one of the ways this is done is by sending letters to customers and clients. These letters serve as a micro-level substitute for advertisements. Retailers and agents also distribute new information to clients through formal letters. Through this communication tool, existing contracts are reinforced, and new ones are forged. Letters enhance an organization's image and reputation and maintain ethical business values

Incoming and outgoing letters also serve as references to future actions, and they provide substantial evidence to transactions and disputes. They have legal validity. Problems, such as customer service issues, are solved through proper communication between the involved parties.

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