

HOW TO WRITE BUSINESS LETTERS THAT SELL: A STUDY OF LANGUAGE USED IN
CURRENT BUSINESS CORRESPONDENCE

A MASTER'S PROJECT
OF
MISS NUJARIN JIRAPONGWANICH

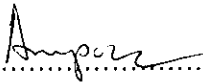
Presented in partial fulfillment of the requirements for the
Master of Arts degree in Business English for International Communication
at Srinakharinwirot University

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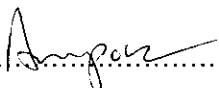
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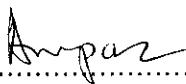
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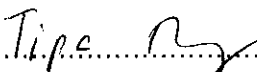

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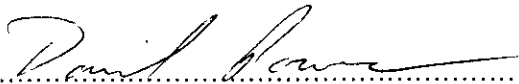
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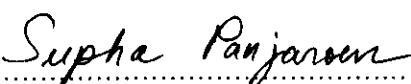

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This Master's Project has been approved as partial fulfillment of the requirements for the Master of Arts degree in Business English for International Communication of Srinakharinwirot University.


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CHAPTER 1

INTRODUCTION

Background

Communication is very important especially in the business world; however, people do not communicate effectively. Hybels and Weaver (1995:4) mention that even though people have been communicating since birth, the communication is not always effective. Zimmer, et al. (1984) states that "People in organizations who typically spend over 75% of their time in an interpersonal problem are poor communicators." In fact, effective communication is an essential component of organizational success whether it is at the interpersonal, intergroup, intragroup, organizational, or external levels. Communication in today's business environment is becoming increasingly important because of the rapidly changing computer technology and the highly competitive global economy. People fulfill a variety of needs through communication, and communicating effectively can provide considerable pleasure. Hybels and Weaver (1995:5) also indicate that communication is vital in all areas of people's lives. People use it for persuasion; to influence relationships; to inform; to share, discover, and uncover information. In addition, people try to have an effective communication because it is the key to the proper use of all languages in business and society. Many people believe that effective communication is the most important key to success in our work and in our relationships.

Generally, there are four skills in business communications: listening, speaking, reading and writing; nonetheless, writing seems to be the skill that people pay less attention although it is a very important skill in business. Shirley (1993) states that most people do not care about composing well-crafted business letters today because business writing has a weakness of style which is not modern and up to date. Furthermore, business people have turned to use an email, fax, or memorandum instead of sending a letter. Pirie (1997:Online) identifies that "Surely, after the advent of sophisticated voice mail systems in the early 1990's, the mailed business letter was destined for obsolescence." Email is now one of the fastest ways to gain or lose potential customers because of its ability to deliver information fast to an enormous amount of people (McClellan. 2002). The explosion of email users must have put this old form of correspondence out of its misery. This might be due to the fact that people would like to shorten their time in writing a long page of letter. Too many business letters are impersonal, longwinded and difficult or tedious to read (Ninnat Olanvoravuth.1999). Moreover, since the email seems to be more informal in writing, its content usually contains reduced words which are generally known such as "pls" (please) and "asap" (as soon as possible). Email can also help the business people save their costs and time in corresponding, especially when offices are located within several time zones. Email is especially useful when communicating a single message to several people or over different time zones (Baty & Himstreet. 1996:37). However, by comparison with email, a letter is more formal, and reliable in a business communication. Sometimes, the language used in the email is flowery and indirect. Email is not as rich a communication method as business letter because it is lack of

creativity and origination. Several recent studies have shown that letters are still the most important widely used method of document origination. The letter is credible since there are the letter heading and logo feature, as well as the quality paper including in the letter. Pirie (1997:Online) indicates that there is at least one group of people who are still impressed when they receive a well-written letter in the ordinary mail; they are prospective clients.

Consequently, the business letter is still being used and existed in business communication because sometimes business people need to keep a record or filing. A business letter is a visible record of message (Weaver & Weaver. 1977:4). Besides, the business letter is essential in establishing and confirming transactions in commerce. Ashley (1984:10) indicates that "As communication is effective only if the message received is understood in the sense intended by the writer, people should spend more time improving their writing skill". A written word is not merely a symbol displayed on a piece of paper; it is a valuable tool of communication (Gartside. 1987:5).

Hybel and Weaver (1995:6) define the meaning of communication as "the process in which people share information, ideas, and feelings." In other words, it is the process of exchanging information and meaning between or among individuals through a common system of symbols, signs, and behavior. This process involves the written word, corresponding, writing and expressing feelings. Generally, people communicate for three basic purposes: to inform, to persuade, and to entertain. Business writing is one of the most

important skills in communication that people can convey their purpose to others. As stated by Taylor (1993),

Technological developments in every area of business and commerce have imposed new demands for ever high standards of clear, concise, and understandable business communication. Despite a range of modern communication methods available today, the business letter remains an extremely important method of communication.

As mentioned earlier, although interpersonal communication is a human greatest accomplishment, an average person does not communicate well. Burne (2002) states that millions of people write letters as part of their work but few of them know the keys to an effective business letter. Hence, business people should concentrate on the business correspondence in order not to lose the art of business writing and make the business letter achieve its goal.

To write modern business letters, one does not use only an ability to handle the technicalities of the language but also the ability to transfer thoughts, ideas, and feelings from one mind to another. The writers should also have a clear idea of what they are going to include in their message before they express themselves. Clarity and proper tone are the two indispensable ingredients of a successful business letter (Weaver & Weaver, 1977:3). The business letters should be concise, direct and courteous in order to present a clear and proper tone. Besides, the key to writing business letters is to get to the point as quickly as possible and to present the writer's information clearly. Gartside (1987) recommends that

Effective writing combined with attractive and consistent display, has to be of paramount importance when writing business letters. Business letters convey the impression of a company in the way they are displayed, the language and tone used, and in the quality and printing of the letter headed paper.

Moreover, the writer needs to know something about the language structure and psychological principles. Farris (2001:online) mentions that emphasis is placed on the psychology of business writing in order to produce a style and tone appropriate to the intent of a given message and the needs of a specific audience. In addition, the ability to stand in the reader's shoes is one of the hallmarks of all successful letter writing. Every letter requires careful planning and thoughtful writing (Zimmer, et al. 1984:389). As a result, it is important to develop the style and language used of business letter writing in order to achieve the purpose.

Objectives of the Study

People in business and industry continually encounter problems in communication. The messages that they try to convey become distorted or are misunderstood. Individuals with different backgrounds have different interpretations of certain words and expressions. They may think that they express their ideas clearly but find out later the other parties have not been understood at all. Therefore, people should adapt their writing to the reader and make it easy for him or her to understand their message.

The major objectives of the study are:

- To analyze the language used and style of outdated and current business letter writing.
- To study how to master the written forms of communication especially the business letter.

Research Questions

- What are the differences between outdated and modern business letter?
- Why cannot people communicate well in the business letter writing?
- Why does outdated letter still exist in business communication?

Significance of the Study

Even in this era of automated communication technology, the written word has survived. It is still the basic tool with which ideas, especially in business, are presented (Zimmer, et al. 1984:319). Business letters are written for many of the same reasons as personal letters. Business people depend on the written words to keep them in touch with their customers and business associates and to preserve on paper their conversations with them.

The communication of ideas is very important in business. Effective business writing concerns the presentation of these ideas. Unlike oral communication, a letter does not allow the writer an immediate second change to restate unclear ideas or follow up on unanswered questions.

Scope of the Study

The study covered the written communication focused on business letters that are effective. Due to an important role of the business correspondence in the business world, the study showed the language used and style of current effective business letters. Besides, the

outdated and current letters would be analyzed and presented accordingly. A survey of different examples of the format, grammar, features of language and process in presenting a current business letter would also be discussed.

Sales and promotional letters would be mainly highlighted on this study in order to respond and clarify how to write the business letters that achieve the purpose. In addition, as sales and promotional letters were neither confidential nor illegal and were permitted by the firm to be used for the study, they were collected as data for this study. The styles and features of the language of these letters would be analyzed in order to find out the differences between the outdated and modern letters. Moreover, the technique of how to create a well-crafted letter that is concise and practical would be included in this study. Certainly, the ability to transfer thoughts, ideas, and feelings from one mind to another in modern business letter writing would also be discussed in the study.

Methodology of the Study

The study proceeded mainly with the methodology focused on language features, tones and styles from a survey of business letters' samples. In order to have a clear understanding of business correspondence, the procedure of this study was divided into three steps. First, the importance of business letter would be described to give the audience an apparent picture of business correspondence's advantage. Second, from the collective letters, the structures, styles and features of language used in business letters would be discussed in order to analyze the outdated and modern correspondence. Finally, to make the

letters acceptable and popularized among businesspeople, the development of business letter and tone of writing would be defined.

Expected Outcome

Business correspondence is still important to develop the people and organization to communicate more effectively. This study will provide the information concerning business correspondence which will be very useful for the employees and business people who cannot afford the time for a personal visit each time they want to transact business in various parts of the country. To write a business letter, people need to know something about the language structure, psychological principles and writing techniques. These details will be included in my study which will help explain the craft of writing modern business correspondence to the reader.

Definitions of Terms

The following definitions are presented to clarify the terminology used in the study.

- **How to write Business Letters that Sell** – this phrase appeared in the title of the study which means how to write business letters to achieve your goal.
- **Correspondence** is the act of exchanging letters between people. It is the most common form of writing for managing business affairs. Ame & Archer (1971:27) adds that in business, the bulk of written communications will be the form of letters, memos, and reports.

- **Art Form of Writing**– the word “art form” here refers to the skill in the conforming of the written version (Menning & Wilkinson. 1973:6). Farris (2000:Online) also defines the word “art form” as the talent and the creative process of communication. In other words, writing considers an art form because it takes knowledge of literary form and style, punctuation, and grammar.
- **Outdated Letter** refers to an old fashion style of letter writing including the features of language and format. That is, it usually contains wordiness and verbose language in the letter (Gartside. 1988).
- **Modern Letter** refers to a new style of letter writing. The features of language in this letter are usually simple, concise, and clear (Burne. 2002).

CHAPTER 2

REVIEW OF RELATED LITERATURE

This chapter is an overview of the related literature including (1) the importance of correspondence to business, (2) mechanical structures and styles in business correspondence, (3) features of language in business correspondence (4) analysis of outdated and modern business correspondence and (5) the development of business correspondence and tone of writing.

The Importance of Correspondence to Business

The importance of correspondence is included in this chapter in order to show the influence of the letters in business. Letters are important components of successful business transaction. People should pay more attention and try to develop business letters' styles and language used in order to make them acceptable and attractive. Baty, et al. (1996:3) describe that since the ability to communicate effectively plays an important part in a businessperson's success on the job, many employers have begun to view the ability not only to speak but also to write effectively as an important factor in selecting employees. Therefore, employers and professional certifying groups are screening applicants for skills in oral and written communication. Furthermore, she and her companies (1996:6) discover that people who have poor written communication skills cannot expect to get the best jobs, nor can they expect to earn promotions if they do not make the effort to improve this vital skill. In some

cases, employees have lost their jobs due to their inadequate communication skill. A high percentage of accounting firms reported poor skills as a major reason for terminating entry-level accountants (Zimmer, et al. 1984). This is because employees' ineffective messages can cause costly mistakes and damage a company's reputation. They think that time and money are wasted and goodwill is damaged when communication is ineffective. Employees who possess good written communication skill are valuable to their employers. So, once business people are competent in their field and effective in communicating that knowledge to others, they can reap the rewards sure to come their way: increased ability to secure a job, to keep a job, and to earn deserved promotions to positions of higher visibility and responsibility.

Frailey (1988:3-4) also identifies two main reasons why the letters must be used in the business transaction. First, the letters conserve people's time and multiply people's efforts, by taking the place of personal contact. Letters are a great boon to business which help to get things done. Second, letters assist as business expands; in other words, the larger the company, and the wider the area it serves—the greater is the need for effective letters. While, indeed, long distance calls, electronic mails, and commercial air time may get some of its messages across, it could not hope to rely on these expensive practices exclusively in the competitive, cost-conscious world of modern business. Palmquist (1997:2) also indicates "The written, individualized letter is still the key communication tool among the instruments of successful business growth. Letters deserve more respect than they have had in business."

Besides, a businessperson may devote as much as 50 percent or more of his or her workday to correspondence. This includes planning and thinking about the directions, tone, and content of outgoing letters or reading and acting on incoming letters. Secretaries spend an even higher proportion of their time on correspondence (*Webster's Guide to Business Correspondence*. 1988:3).

Mechanical Structures and Styles in Business Correspondence

Mechanical structures and letter styles for business correspondence are the primary sources of the study. To compare between outdated and modern correspondence, the styles of business letters are discussed in this study.

The word *style* as applied to business-letter writing encompasses the format of the letter; the punctuation, capitalization, and other mechanical aspects of the writing; grammar and word usage; and the traditional conventions relating to the etiquette of letter-writing, such as proper salutations, closings, and form of address

(Webster's Guide to Business Correspondence. 1988:1)

Style in business correspondence, like language itself, is not a static entity. It has changed over the years to meet the varying needs of its users, and it continues to do so. For example, the open-punctuation pattern, closed-punctuation pattern and the Indented letter, once considered standard formats, are now little used in the United States. Dulek, et al. (1984: 8) also mention that "In many cases, this process of change had led to the situation in which writers have a range of alternatives available to them regarding letter-writing style."

Taylor (1993:2, 5-8); Gartside (1987:17) and Sumtum Parisuthiman (1996:12)

recommend the following mechanical parts of business letters to give a clear picture of style and format of business letters as shown in the appendix, page 53).

1. *Letter Head* – a typical business letter head contains all or some of the following elements:

logo, full name of firm, full address and zip code, area code & telephone number(s) and other data (such as email address, telex, fax no., or web page address).

2. *Date* – It is usual to show the date in the order date/month/year (with or without ordinals) or

month/date/year (January 1, 2003). However, *Webster's Guide to Business*

Correspondence (1988:5) recommends that ordinals (such as 1st, 2nd, and 24th) should not be used.

3. *Inside Address* – an inside address typically includes the following elements:

- Addressee's courtesy title and full name
 - Addressee's business title
 - Full name of firm, company, corporation, or institution
 - Individual department (if required)
 - Full geographical address
- } *This is used when it is directed to a particular individual*

4. *Attention Line* – Attention line will be used if the writer wishes to address a letter to an organization in general but at the same time bring it to the attention of a particular individual.

5. *Salutation* – If the recipient's name has been used in the inside address, it is usual to use a personal salutation (e.g. Dear Mr..., or Dear Mrs....). However, if the letter is addressed to a person whose name is not known, then the salutation Dear Sir or Madam would be

used. In addition, *Webster's Guide to Business Correspondence* (1988:6) indicates that the most frequently asked question today is what salutation to use when addressing an organization or when addressing a person whose name and gender are unknown to the letter-writer. Most commonly, many writers have adopted "Dear Sirs or Madam" and "Ladies and Gentlemen" as substitutes for "Dear Sir" and "Gentlemen" respectively.

6. *Subject Line* – a subject line gives the gist of a letter. Its phrasing is necessarily succinct and to the point: it should not be so long as to require more than one line.
7. *Message* – Body of the letter
8. *Complimentary Close* – Like the salutation, the complimentary close is simply a matter of custom and polite way of closing a letter. The expression used for the complimentary close must match the salutations as shown below.

Complimentary Closes Common in Business Correspondence

General Tone & Degree of Formality	Complimentary Close
Highly formal – usually used in diplomatic, governmental, or ecclesiastical correspondence to show respect and deference to a high-ranking addressee	Respectfully yours Very respectfully
Politely neutral – usually used in general correspondence	Very truly yours, Yours very truly Yours truly
Friendly and less formal – usually used in general correspondence	Very sincerely yours Sincerely yours Yours sincerely
More friendly and informal – often used when writer and reader are on a first-name basis but also often used in general business correspondence	Yours cordially Cordially yours
Most Friendly and informal – usually used when writer and reader are on a first-name basis	Best wishes Best regards Regards
British	Yours faithfully Yours sincerely

9. *Signature Block* – Signature block usually contains complimentary close, signature, name and position respectively.
10. *Enclosure* – If a letter is to be accompanied by an enclosure or enclosures, one of the following expressions should be indicated.
- One enclosure : Enclosure, enc., or encl.
 - More than one enclosure : Enclosures (3), 3 encs., or Enc. 3
11. *Carbon Copy Notation (cc)* – When a copy of a letter is to be sent to a third party, it is usual to indicate this by typing, "cc".

However, Sumtum Parisuthiman (1996:11) adds that there are some minor of the letter parts which should be contained in the letter i.e. Mailing Instructions, Typed Company Name, Reference Symbols, and Postscript. Anyway, Macintosh (1990:1) recommends that postscript or P.S at the last moment should not be included in business letter.

Punctuation Styles

The punctuation style used in preparing a business letter affects only the punctuation used at the end of the various letter parts. The most commonly used punctuation is standard punctuation. It requires a colon after the salutation and a comma after the complimentary close. No punctuation marks are used after the other letter parts, except, of course, in the body (Sumtum Parisuthiman. 1996:14).

Moreover, *Webster's Guide to Business Correspondence* (1988:9) states that like letterhead designs, the choice of general punctuation pattern in business correspondence is

usually determined by the organization. However, it is important that specific punctuation patterns be selected for designated letter styling and that these patterns be adhered to for the sake of consistency and fast output (Ubolrat Tengtairat. 1994: 18). The two most common patterns are open punctuation and mixed punctuation.

Letter Layout

Savilles (1996) identifies that there are various styles used in most business letters. The most common ways displaying a letter are the indented paragraph and the block paragraph. Some organizations prescribe the layout to be used in all their business correspondence. Whichever style you use, present your letters in professional way on good quality paper.

In addition, Sumtum Parisuthiman (1996:5) mentions that "Almost every company has its individual preference on how it wishes its letter arranged, how the inside address will be typed, and what particular format will be used in the layout of the entire letter." Sanguan-wong (2001:7-8) recommends that business letters are usually arranged in one of the letter styles described briefly below:-

- 1) *Full-Block Form* – the same left margin is used for every line. (See Example in the appendix, page 54)
- 2) *Block Form* – The inside address and the salutation in the upper left corner match almost perfectly the close and signature in the lower right. (See Example in the appendix, page 55)
- 3) *Semi-Block Form* – It is equally popular with block form because its paragraphs are indented. (See Example in the appendix, page 56)

Taylor (1993:3-4) adds that fully blocked letter has become increasingly popular in recent years and is now firmly established. It is the style adopted for all specimen letters. It is thought to have a business-like appearance and also that absence of indentations reduces the typing time. Nevertheless, the indented (or semi-blocked) layout is no longer used widely. Some people do prefer it, however, because of its balanced appearance and the indented paragraphing which reading of printed matter has made so familiar.

Consequently, *Webster's Guide to Business Correspondence* (1988:2) concludes that "All of the elements of business-letter style come together in a letter to produce a tangible reflection on paper not only of the writer's ability and knowledge and the typist's competence, but also of an organization's total image." For example, well-prepared business letters reflect a firm's pride and its concern for quality. On the other hand, Dulek, et al. (1984: 22) explain that

Poorly prepared correspondence can create such a negative impression on its recipients that they may have second thoughts about pursuing business relationships with the writer or the writer's organization. Thus, the impression created by attractively and accurately typed, logically oriented, and clearly written letters can be a crucial factor in the success of any business.

Features of Language in Business Correspondence

Features of language for all business correspondence—facsimile, memorandum, email and letter—are mostly the same that they all need the concise, clarity, completeness, courtesy and correctness (Hughes, et al. 2000:27). The principles of language used are the

same for all these types of communications, although how they are applied may vary. So, this study will be mainly based on the features of language of business letters according to the analysis of how to write business letter that sell.

Features of language are included in the chapter to present the effective use of the mechanical devices of the language to convey information in letter writing. The English writing system uses certain conventional devices to help clarifying the structure and meaning of words and sentences. Whitehead & Whitehead (1982) mention that punctuation marks, capital letters, italics, and quotation marks are all mechanical devices employed in a variety of ways to help writers express their messages in an unambiguous way. The formation of plurals, possessives and compounds and the treatment of abbreviations and numbers are aspects of the language in which these mechanical devices are frequently used and often in very specialized ways (*Webster's Guide to Business Correspondence*. 1988:87).

Premjit Beat (2000:7) suggests that it is important to convey the message accurately, briefly and concisely in plain English. Plain writing does not mean adopting a boring, dull style, but simply writing an easy, natural way without becoming long-winded or too familiar. Taylor (2002:12) also recommends that the secret of good business letter writing is to write in plain language as if one person were talking to another, like "a conversation by post".

Burne (2002:Online) also indicates that good writing is clear and concise; uses short sentences and simple words. It keeps to the facts and is easy to read and understand. Most modern letters are written with plain or clear English. They are simple and direct but not

simplistic or patronizing (Sangan-wong, 2001:2). Followings are some of the key techniques in writing plain English.

1) *Use Active Verbs Rather Than Passive Verbs*

Passive verbs are longwinded, ambiguous, impersonal and dull. Active verbs make the writing simpler, less formal, clearer and more precise.

2) *Use Simple Words Rather Than Complex Ones*

Many writers have difficulty keeping their message simple and clear (Fruehling & Oldham, 1996:14). The writers often use words such as additional, indicate, initiate and proliferate for extra, show start and spread.

Complex

As we noted in the preceding section, if you purchased additional printer options, such as a second printer tray, it is a requirement you verify its correct installation.

Simple words

As we noted in the previous section, if you bought extra printer equipment, such as a second printer tray, you must check you install it correctly.

3) *Edit Wordy Phrases* – Economy of words is the mark of good writing. Next are some examples

Wordy	Concise
At a later date	Later
For the purpose of	For
At the present time	Now
In addition to	Besides, as well as, also
In order to	To
In relation to	About, in, with, towards, to

4) *Use Personal References*

Use pronouns such as "I, we you, your, my and our" in writing letter. This helps the writer to avoid using passive verbs and makes the style more direct and clear. So, instead of writing, "*Our address records have been amended...*", write, "*We have changed your address in our records...*". Using active verbs with personal references is a quick and dramatic way to make the writing readable and more direct.

5) *Use Direct Questions*

Using direct questions gives the writing much more impact and is a common technique in marketing and advertising material. Marketing people use this technique to put information across clearly and to give their writing impact.

Original: We would appreciate your advising us whether you want to continue this account or transfer it.

Redraft: Do you want to continue your account or transfer it?

6) *Avoiding Overused Business Letter Phrases*

Many business letters contain phrases that detract from a clear, natural, and style. The writer should use fresh, clear expression instead. Look at these examples, whereas the originals have a formal and impersonal tone; the redrafts sound more personal and genuine.

Original:

We trust this is satisfactory, but should you have any further questions please do not hesitate to contact us.

Redraft:

We hope you are happy with this arrangement but if you have any questions, please contact us.

Original:

Further to your recent communication, please find enclosed the request quotation....

Redraft:

Thank you for contacting us. I enclose the quotation you asked for...

Effective communication cannot ignore the basic components of discourse: the word, the phrase, the clause, the sentence, and the paragraph. Each of these increasingly complex units contributes to the expressions of a writer's ideas (*Webster's Guide to Business*

Correspondence. 1988:193). This is also supported by Frailey (1982:23):

Since the language used in a business letter largely determines how successfully a human contact is made with the reader, common sense tells us that we should examine our letters carefully to make sure that we have no language habits hindering the effectiveness of the contact. Bad habits in word usage do exist, and any one of them may be a barrier that tends to hold writer and reader apart.

Bayley and Hume (1996:9,12) also cite that apart from the proper grammar and tense, the following additional language used must be concentrated in business correspondence.

- 1) **Elegant Variation** – Some writers go to great pains to avoid repeating a word within two or three lines, believing that the repetition of word within two or three lines is in itself bad. They fear that this repetition will show up the poorness of vocabulary which they so strenuously attempt to conceal, and they use a new word when they mean exactly what a previous word connoted. For example, goods are “sent”, “forwarded”, and “dispatched” all in one letter.
- 2) **Ellipsis** – Words may be omitted when they can be inferred with accuracy. For instance, “We must ask you to return these goods and think the substitutes will be useful,” is a more flagrant example of ambiguity. Ellipsis tends to make for smooth running.
- 3) **Colloquialisms** – Colloquial, or spoken, language is often colorful, vigorous and direct. It is also frequently obscure or ambiguous.
- 4) **Double Negatives** – It should not be necessary that two negatives make an affirmative, and that the man who “does not want no goods” is usually stating what he does not mean.
- 5) **Ending a Sentence with a Preposition** – It should be remembered that in most cases preposition is a bad word with which to end a sentence. It is not really difficult to write: . “The good to which we refer,” instead of “The goods we refer to,” but it must be admitted that “He told us what the goods were made of” is better left as it is.
- 6) **Defective Openings** – The opening sentence of a letter is sufficiently important to deserve special care. The most useful way of opening a letter is with a reference to the previous correspondence, if any. This assists the receiver to trace the correspondence in his own files.

- 7) The Complimentary Close – The end of a letter is far too important a part of it to be wasted. It should carry a message, and strong where strength is necessary.
- 8) Vagueness – A good writer should state exactly what he is talking about. For example, when acknowledging a letter he should give the date on which it was written or when reprimanding an agent he should state the exact charge.

Furthermore, Frailey (1988:41-42) indicates that "Shunning the use of unnecessary words should also be emphasized because verbose language makes a letter spineless and ineffective." For instance, "We are taking the liberty of enclosing our latest price list which gives you all the information you will require in ordering this profitable merchandise, and we assure you that at all times we hold ourselves in readiness to be of real service to you. We hope to be favored with your business." These sentences can be shortened by deleting unnecessary words, "We are enclosing our latest price list which gives you all the information required in ordering this profitable merchandise. We ask to be favored with your business."

"Like good manners, correct writing is not noticeable, but incorrect writing will distract your reader's attention from what you say and undermine his confidence in your capabilities" (Poe, 1988). Grammatical mistakes may also result in misleading statements or misunderstanding. However, correct writing does not only mean using proper grammar, punctuation and spelling, although these are very important. We also should use the proper level of language. There are, perhaps, three overlapping levels of language: formal, informal and substandard (Sumtum Parisuthiman. 1988:40).

Analysis of Outdated and Modern Business Correspondence

Frailey (1988) states that it would perhaps be an exaggeration to say that commercial correspondence is a state of flux, but, nevertheless, differences are apparent between the letters of today and those that were typical, say, thirty years ago. Like many other forms of writing, the commercial letter is now designed for easy reading (Murphy & Peck, 1980). It is being divided into shorter paragraphs, and sentences also are becoming shorter. In most cases, however, paragraphs of only one sentence are ridiculous, and short sentences, with their staccato insistence on separate points, are not likely to be useful except in letters frankly designed to promote sales (Bailey and Hume, 1996:1-2).

Furthermore, Frailey (1988:4) indicates that the awareness of change—the appreciation of up-to-date ways of doing business—is most important to anyone who is aspired to become a successful writer. We gain nothing by imitating the past. Like life-styles and working conditions, the standards for a business letter have changed for the better. Janis (1987) questions why should any businessman use the same style for writing a letter, as did his great-grandfather? These are *modern* times; there are many letters to write and there is much to learn about *how* to write letters. To analyze the outdated and modern business letter in this study, sales and promotional letters have been chosen as data for this case study.

Gartside (1987:173) identifies that sales letter is the most selective of all forms of advertising. Nevertheless, it aims to sell particular kinds of goods or services to selected types of customers. It is the letter selected as most valuable in business (Frailey, 1988:5).

Macintosh (1990: 179) also indicates that as the sales letters are more personal than normal advertisements and are sent to their readers, they are also often more effective. The purpose of the sales and promotional letter is to persuade the reader that they need what you are trying to sell, and therefore persuade the reader to buy it. Ames & Archer (1971) states that "It is important to suggest an interest in the recipient by giving people a personal touch when writing a sales letters." In other words, the sales letter should be brief and as personal as possible. Furthermore, a good sales and promotional letter must arouse interest, create desire, carry conviction and induce action.

Hume and Bayley (1996) recommend that the language used in the modern sales and promotional letter (as shown in appendix, page 62-96) has the following characteristics: (1) The language is easy to understand; in other words, it is simple and direct to the point (2) the sequence of tense is obvious; for instance, the present tense is to be used for events that are actually occurring at the time of writing, and also for those which have just occurred but which can be described more naturally and vividly in the present tense; the present perfect is often used for actions which began in the past but remain of topical interest; the past perfect tense is used to denote a time earlier than that denoted by the past tense, (3) proper composition and grammar—part of speech, phrases, clauses, sentences and paragraphs—are correctly used in these letters.

Development of Business Correspondence and Tone of Writing

Writing a good business letter does not require only grammatical ability. The writers need to put more psychology in the communication. So, in writing business letters, writers must be more concerned with *people* than with *rules* (Sumtum Parisuthiman. 1996:28). Tone is important. The "tone" of a letter means the way it sounds to the reader. The letter which grammatically correct, may offend the reader if it is written with ill-chosen words (*Webster's Guide to Business Correspondence*. 1988:9).

The tone of a communication is usually set in the first paragraph. It may be formal or informal, neutral or biased, friendly or critical, or it may reflect any number of other feelings and attitudes (Dulek, et al. 1984). One important factor is the underlying reason or reasons why the letter is being written. Another important factor is the personal attitude of the writer toward the reader and the subject matter. Finally the content of the material will determine the kind of tone a writer can establish (*Webster's Guide to Business Correspondence*. 1988:240).

Besides, the effect of tone of a communication on its reader cannot be overemphasized. A letter; for example, may exhibit well-ordered layout, clean typing, attractive stationery, good sentence structure, correct spelling, and smooth flow from one paragraph to another.

Menning and Wilkinson (1973:5) state that "The letter writing is also considered an art form." The use of the language – in clear, concise adaptation to one's readers so that they can absorb the message with the least amount of effort and the greatest amount of pleasant reaction – is an art. Several generations of business writers have shown that the proper

language for business in general and for letters in particular is just plain good English. Janis (1978) identifies that though it is more concise and more precise, it is neither more nor less formal than the conversational language of people for whom letters are intended. We can therefore approach the writing of business letters with considerable knowledge of what good letter-writing principles are and when, where and how to apply them. Moreover, skill in writing involves thinking of a very complex kind: analyzing both a situation and a reader, and then using good judgment in applying knowledge of English, business, and psychology.

Due to the importance of business correspondence, people should develop letter writing in order to make business letters famous and high regard. The research by George (1994) revealed that one of the reasons why courses in business letter writing have found increasing favor with students—as well as with executives and college administrators—is that it is a blend of the cultural and the practical. It is also mentioned by Weaver & Weaver (1977):

Letter writing is partially a study of probable or estimated human reaction as the basis for securing the desired action. Since the quality of persuasion is more important to the letter writer than to most writers, a good knowledge of practical psychology is essential in his work.

The good correspondent must learn to do more than just sell goods and services. In his handling of claim, adjustment, credit, and collection letters, he learns tact, patience, and consideration of the other fellow, a necessarily optimistic attitude, and the value of saying things pleasantly and positively instead of negatively (Haberfellner, et al. 1978). These are the reasons why you can expect more successful social and business relations with other people

after a thorough, conscientious, and repeated analysis and application of the principles of good letter writing. Gartside (1987:18) also suggests that the good letter writer must learn to be concise, interesting, and easy to follow if he is to hold his reader. For reasons of courtesy a listener will bear with a long-winded, dull, or unclear conversation. The good letter writer therefore edits his work carefully so that he will phrase ideas more effectively in writing than he can in talking (Menning and Wilkinson. 1973:4).

CHAPTER 3

METHODOLOGY

This chapter discusses the analysis of data following the research procedures:

Unit of Analysis

Thirty-five sales and promotional letters were collected as the sample for the study (see appendix, page 62-96). Most of these letters were submitted to my colleagues and me regularly. These letters were sent from hotels, airlines, restaurants, service apartments, magazine company and so forth. As mentioned earlier, the sales letter aimed to sell particular kinds of goods or services to selected types of customers. As the name obviously implied, the objective of the sales and promotional letter was to sell and promote the products and services. Instead of trying to do the complete selling job, they are used to "promote" sales by educating the customer to the nature of the goods and services being offered.

The sales and promotional letter was selected as a unit of analysis because it is one of the business letters that still exists and uses in the current business letter writing. This might be because sales and promotional letters could increase the volume of business and the reputation and success of any company. Furthermore, they present a lot of techniques and expressions used to influence customer relations and, therefore, customer decision to buy which are very interesting and attractive. Sales and promotional letters will be mainly

highlighted on this study in order to respond and explain how to write the business letters that sell.

Best of all, sales and promotional letters were neither confidential nor illegal. Most sales letters were informal letters to general clients. The letters were permitted to be used by the company (Example of permission letter was also attached in the appendix, page 60).

Besides, sales and promotional letters were all about the sales communications that can be useful and beneficial for the audience especially the people involving in business communications.

There is also an interview based on the style, format, and feature of language of the business letter that is commonly used in the business communication. The target group of this interview will be focused on businesspeople especially the secretaries and salespeople who usually use the business letters in their routine work. Fifteen interviewees will reply the questions like what kind of style and mechanical format did they use in their current business letter writing? The example of the questions is attached in the appendix, page 58; moreover, the result of all questions will be discussed in the next chapter.

Sampling Techniques

A collection of sales and promotional letters was divided into two main categories: the advertisement and promotion with news from the hotels, airlines, restaurants, apartment services, etc. to the client. In addition, these were analyzed through three factors: (1) styles and structures (2) features of language and (3) tone of writing respectively.

The collective sales and promotional letters were classified into different types such as mail-order sales letters, direct selling, sales promotion, retail sales letters, and sales inquiries. These examples will present the characteristic and key to the functions of persuasion of such letters.

In addition, the styles and mechanical structures of the collective letters were the modern standard styles that were identified step by step in order to show the most formats and structures used in current correspondence.

Research Procedures:

The procedures of this study are divided into 4 steps. First, the importance of business letter was described to give the audience an apparent picture of business correspondence's advantage. Next, the structures, styles and features of language used collected from a survey of business letters would be discussed. Then, samples were explained in order to analyze the outdated and modern correspondence accordingly. In this step, the case studies of chosen letters were also illustrated in order to present the styles, mechanic of writing and language used of business letters. Besides, there are some interviews from the secretaries and businesspeople concerning style and language used in their routine business letter writings. Finally, to make the business letters work and achieve the business goals; the development and tone of writing were defined.

CHAPTER 4

FINDINGS

In this chapter, the research findings are presented. The illustration of contents from the outdated and current business letter was compared and analyzed. As mentioned earlier, this study aimed to analyze the language used and style of business letters. From the collected letters, the researcher found that the language used in outdated business letters is more confused and verbose. To have a clear picture, the examples will present and compare the language used in the outdated and modern business letters. In addition, the explanation of the edited version (modern style) will be defined under each example.

TABLE 1

<i>Outdated Business Letter</i>	<i>Modern Business Letter</i>
Will you please let us take this opportunity to congratulate you upon the opening of your new drug store. We wish it every possible measure of success, and we believe that with your unusual experience, integrity, reputation, and business ability, it will even surpass your highest expectation.	We congratulate you on the opening of your new drug store. We believe that with your experience and business ability, it will pass your highest expectations.

TABLE 2

<i>Outdated Business Letter</i>	<i>Modern Business Letter</i>
When you have time to take a few minutes from the daily rush of business and its exacting requirements, we shall be glad to know how the store is progressing. May we call attention to the fact that your orders will receive our prompt and very best attention.	We shall be glad to know how the store is progressing. Your orders will receive our very best attention.

Tables 1 and 2 showed that there is "meat" in both modern and outdated business letter, but the unnecessary trimmings have been scrapped. Nothing in outdated letter has been changed or added to make it good, but most of the useless and any unnecessary word are deleted. Furthermore, because of its restraint, the modern letter seems to carry a tone of sincerity which the outdated one lacked.

TABLE 3

<i>Outdated Business Letter</i>	<i>Modern Business Letter</i>
<p>Now, the item of October 21, which you show as the balance due you, is in order, but there is a reason for holding it up, and you are fully aware of the fact that this shipment of printing was prepared without our instructions and shipped to the customer, and you admitted that it was an error in your manufacturing department in getting these out before you had authority to proceed, and you will recall that the customer cancelled this order and sent us a new order, but unfortunately, you had already shipped it, and we have been trying to get the customer's permission to bill it and get him to use the order ever since shipment was made, and now we are passing the invoice through, giving the customer December 1 dating in order to get him to use the order, and we are dating your invoice as of December 1, which we trust is satisfactory and will take care of the item mentioned.</p>	<p>The item of October 21, which you show as the balance due you is correct, but there is a reason for holding it up. You are fully aware that this printing was prepared and shipped to the customer without our instructions. You admitted that it was an error in your manufacturing department in getting the printing out before you had authority to proceed.</p> <p>You will also recall that the customer cancelled the order, and sent us a new one. Ever since the shipment was made, we have been trying to get the customer's permission to bill it. Now we are giving him December 1 dating in order to get him to use the order. Hence, we are also dating your invoice December 1. This we think should be satisfactory to you.</p>

From the above table, some outdated business letters consist of long and complicated sentences. However, in modern letters, periods or full stops at the end of the sentence can help the reader to pause and grasp what has been said before. A few minor

changes in wording and periods in modern business letters have also made it much easier to understand. In other words, the language is still weightier than it needs to be, but at least the reader has a better and clearer understanding of the meaning.

TABLE 4

<i>Outdated Business Letter</i>	<i>Modern Business Letter</i>
<p>With reference to your recent request for fifty reprints of "How Good Are Sales Aptitude Tests?" in the May Issue of <i>Modern Marketing Management</i>, these copies are enclosed for your convenience.</p> <p>With appreciation for your kind remarks about this article and trusting you will find it very useful in your recruitment seminar in October, I remain.</p>	<p>Here are your fifty reprints of "How Good Are Sales Aptitude Tests?" I'm pleased you like the article and hope it will be exactly what you need for your recruitment seminar.</p>

From table 4, there are many wasteful words in the outdated business letter. Wasteful words here refer to those words that clutter the message without adding anything to it but detract from the message. Nevertheless, the content in the modern letter is a good letter without wasting words that convey a specific in touch and friendly conversation.

TABLE 5

<i>Outdated Style</i>	<i>Modern Style</i>
<i>Attached herewith</i> is the information you request on Marple Brothers	Here is the information you requested on Marple Brothers.
<i>Due to the fact that</i> we've had trouble getting the part.....	We've had trouble getting parts. Therefore, ...
<i>According to our records,</i> there is an outstanding balance of \$322.76 in your account	Your check for \$322.76 will clear your account.
<i>Kindly</i> let me know if this date <i>meets with your approval.</i>	Is December 14 a good time for us to meet?

Above is the example of some stereotyped writing (the stale and lifeless writing) which is usually found in an outdated business letter. The stereotyped writing is an overblown language that hard to understand; consequently, the modern writers avoid using it and create their modern letter writings with more lively and simple language.

TABLE 6

<i>Outdated Letter</i>	<i>Modern Letter</i>
I hope that you <i>will be in a position to make a decision within a short time.</i>	I hope you can decide <i>soon.</i>
The manufacturing costs were <i>quite a bit lower than any of us thought they would be.</i>	The manufacturing costs <i>were much lower than expected.</i>
There was only one objection to your proposal, <i>and that was the matter of</i> timing.	The only objection to your proposal was timing.
Although it is our policy to accept returned merchandise that is in good condition, return merchandise that is not salable cannot be accepted.	We accept only merchandise that can be sold.
When we print your form letters, your customers will not recognize them as form letters. The letters will appear to be individually typewritten.	When we print your form letters, your customers will think they are individually typewritten.

Above are the examples of wordiness that is usually found in the outdated business letter. The wordy sentences are unattractive and bothersome to the reader since they keep repeating what they have already been stated. In other words, some writers tend to think that a very short one will not look adequate and then try to strengthen its appearance with a great deal of unnecessary detail. In contrast, in the modern business letter, some phrases are shortened by using only one word in order to make the sentence more concise and precise. Furthermore, the meaning of the phrase or sentence still remains the same even though the wordiness has been edited.

Moreover, the results show that wordy expressions are the main factors of language used problem in outdated business letters. Below tables (7-8) are common wordy expressions that should be avoided.

TABLE 7

<i>Outdated Business Letters</i>	<i>Modern Business Letters</i>	<i>Explanation</i>
We cannot help you <i>at this time</i> .	We cannot help you <i>now</i> .	This is normally a too wordy expression, but if you wish to suggest there may be a time when something will be possible, it may be used.
We will try what you have suggested, but <i>in the event of</i> problems, we will contact you.	We will try what you have suggested, but <i>if</i> there are problems, we will contact you.	This is a very wordy expression, but if the writer wishes to emphasize the conditional element, it is justified; note that it can be followed by a noun or a noun equivalent only.
We were going to go there, but <i>in view of the fact that</i> you cannot go, we shall stay behind as well.	We were going to do that, but <i>as or since</i> you cannot go, we shall stay behind as well.	Although the expression in view of the fact that should be avoided, in view of, followed by a noun, is often used, e.g. <i>In view of your agent's report, we shall not enter this market.</i>

TABLE 8

<i>Outdated Business Letter</i>	<i>Modern Business Letter</i>
He was very busy <i>during the time</i> I was there.	He was very busy <i>while</i> I was there.
He was unable to come <i>for the reason</i> that he was too busy.	He was unable to come <i>because</i> he was too busy.
He was away for <i>a long period of time</i> .	He was away for <i>a long time</i> .
<i>In many cases</i> , he is rather too impatient.	He is <i>often</i> rather too impatient.
He went there alone <i>in spite of the fact</i> that he was warned not to.	He went there alone, <i>although</i> he was warned not to.
We have bought that <i>for the purpose of</i> simplifying our calculations.	We have bought that <i>(in order)</i> to simplify our calculations.

In addition, from the interview based on the style, format, and features of language of the business letter that is commonly used in the business communication, we found that most businesspeople use full-block style for their letter writing since they think that (1) it is mostly used by people in business environment; (2) it is the standard format that is acceptable by businesspeople and (3) it is the most beautiful and attractive format to readers. In addition, 100% of the interviewees replied that they usually use an open punctuation in their business letter writing. Definitely, they all replied that the business letters are still used in business communication. The letters they use for communicating in their works are circular letters, sales and promotional letters, personnel letters, hotel and travel application letters and letters requesting payment. However, 70% of the interviewees said that the letter is outdated because (1) it is too long and too difficult to write a letter; (2) it takes cost and time to write a

letter; (3) the explosion of email is replaced the letter writing; and (4) The format and style of business letters are complicated to write. 95% of the interviewee agreed that the letters in appendix part 53 considered a modern business letter; nevertheless, some of the mechanical parts may not all included in each own business letter style.

After comparing and analyzing the styles and features of language in outdated and modern business letters, it can be assumed that there are not much difference and change in these two periods of business letters. The obvious difference is the tone of writing in business letters. The modern correspondence seems to be more logically oriented, with the writer always keeping in mind the reader's reaction. Gartside (1987:6) indicates that the whole secret of good business letter writing is to write in an easy natural way. The second difference is the language used in the modern correspondence. Modern business letters are likely to be more concise, clear, grammatically correct, and devoid of padding and clichés to attract readers' attention. With this awareness, people will not just take communication for granted; they will treat it with care.

In conclusion, the reasons that the correspondence becomes outdated among businesspeople are because they do not pay attention to its importance and do not know how to write an effective business letters. Another reason that most outdated letters do not succeed and serve the writer's intention because the letters are indirect and flowery. As a result, we must learn how to develop and make the letters more effective to achieve business goals.

CHAPTER 5

CONCLUSION AND DISCUSSION

Conclusion

As previously stated, the study proposes to analyze the language used and style of business letters in order to make them achieve business goal. The feature of language and style in the letter were pinpointed to find out why it is less used and outdated in the business environment. To give a clear picture, examples of outdated and modern business letter's content were analyzed and compared. There are also some interviews of businesspeople to check and update the current style and format used in business work. The results show that good and modern letters should be brief, friendly, conversational, tactful, unfailingly courteous, clear and interesting in order to be circulated among businesspeople. It might be concluded that a well-crafted business letter is one that obtains the results the writer hoped for. To serve the writer's hope, business letters should always be developed and practiced; not just take for granted as mentioned by Whitehead & Whitehead (1982:6), "The good business correspondent is made, not born. Practice makes perfect, and in serving an apprenticeship, people can learn much from considering good examples of the work of established craftsmen".

Discussion

The findings suggest that most businesspeople neglect to write a letter and cannot communicate effectively in business letter writing because people find it is complicated and difficult to write. They do not care for writing a well-crafted business letters. Furthermore, the explosion of email, which is easy, fast and modern for people to use, has replaced the letter writing. However, letters are still very important in the business environment since letters play an important role in the sales process—responding to inquiries about the organization's products, or services, following up on sales representatives' calls, acknowledging orders, supplying information to customers about a product, and ironing out problems that arise between customer and supplier (Poe. 1988:87). Another reason that business letters exists in the business world might be because businesspeople still need to keep record or filing.

As businesspeople just take for granted in writing letter, the business letters have become outdated which have not been developed and existed in daily communication. This causes businesspeople do not write a business letter effectively. The main problems that make the letter outdated and infamous are the feature of language and style used in the business letter. Moreover, most of the collective letters for this study are sales and promotional letters.

To compare the differences between the outdated and modern business letters, the research reveals that Full-Block form seems to be the most common layout used in business environment. This might be because it is the easiest and most attractive format. In addition, it has been discovered that the language used in outdated business letters are flowery and

wordy. This might be because some writers think that short expression is not adequate and so try to strengthen its appearance with great deal of unnecessary detail. Verbose sentence is one of wordiness discovered in the outdated business letter. This wordy language is either hard to understand and ambiguous in meaning. The reader may fail to grasp the meaning as clearly as one should. Besides, stereotype writing (stale and lifeless writing) is usually found in outdated business letter. This overblown language is old fashion style of writing. It makes the language in the letter more complex and confuse.

On the other hand, the current business letters are more modern, attractive and precise than the outdate letters. Besides, modern business letters are usually expressed in concise, clear, and straightforward. As a result, the modern writers try to avoid the complex, exaggerate and insincere language in writing business letters. Nevertheless, all vital information are still being included in such letters.

Limitations of the Study

The study has the following limitations:

- 1) The business letters collected as the examples were only sales and promotional letters.
- 2) A comparison and analysis between outdated and modern business letters are focused only on the features of language and style.

3) The example of format and style used in the study are based on the research books and collective examples. There are plenty differences of formats (both English-English and American-English). However, the format in the study will count on the most used by businesspeople and writers.

4) Since there are similar features of language of business correspondence, the letters were chosen as a main type of correspondence to be analyzed in this study.

Suggestions for further studies

1) In the study, there is only based on language comparison of outdated and modern business letter. There should be a study comparing the writing techniques between these two periods of letter writing.

2) There should be a study investigating on the variation of style, language used and communication of other kinds of correspondences like email or Internet. The impact of language change or slang on email is an interesting topic to study.

3) The language used in business correspondence's study could be used to develop the current business writing and guide businesspeople how to create a well-crafted business letters.

4) The study might also be useful not only to businesspeople but also to everyone who is interested in writing the modern business letters in order to communicate more effective and achieve business goal.

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บรรณานุกรม

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จุฬาลงกรณ์มหาวิทยาลัย.

APPENDIX

APPENDIX A

Mechanical Parts and Layout of Modern Business Letters



WRITGHT-WAY KITCHEN

87 Highland Drive, Chicago, IL 60147, United States
Tel no. (312) 120-0444 Fax no. (312) 120-0445
www.globalhardware.com



1

March 3, 2001 2

Appleton Appliance
15 Appleton Way
Deep Springs, ST89010



3

Attention: Mr. Hubert Johansson 4

Gentlemen 5

SUBJECT : DELAY IN SERVICE 6

We are pleased to hear that you are interested in the Speed-Mix Master Mixer 1500. This is truly a high-quality item at a reasonable price, and interest in this product has been very high. So high, in fact, that we sold out of this item in one week's time. As far as I know, that is a record for us.

7

As soon as we realized how quickly our stock of the Master Mixer was being depleted, we contacted the factory to order more. Unfortunately, this item is currently being manufactured at only one factory, and the factory's output cannot meet demand. I have been told that there will be a delay of at least three weeks before our order can be filled.

In the meantime we still do have available the smaller Speed-Mix model, the Master Mixer 1200. Like the 1500, it is made completely of metal and is an excellent value. Its disadvantage, of course, is that it lacks the blender attachment of the 1500. We also have in stock Brandwell's Model 30 all metal mixer/blender. That model does, however, sell at wholesale for \$20.00 more than the Master Mixer 1500.

If either of these two options interests you, we shall be happy to fill your order. If, on the other hand, you prefer to wait for us to restock the Master Mixer, you may be assured that we will contact you as soon as our order comes from the factory.

Faithfully yours, 8

Barney Cates

Barney Cates
Product manager



9

Enclosure 10

cc Mr. Howard T. Jansen 11

A·B·C**A.B.C. Food Company**

Head Office

29/30 Chengwatana Road, Bangkok 10210

Tel. 579-5231

September 7, 19 --

Mrs. Jenny Whittaker
70/4 Soi Langsuan
Pleonchit Road
Bangkok 10500

Dear Mrs. Whittaker :

Thank you for the interest that you have shown in our flour products by writing to ask for copies of our latest recipes. They are being mailed to you in another envelope and should arrive in a few days.

All of our recipes were tested and developed here in the company's Experimental Kitchens. Each recipe has been designed to help you save time and money in preparing a delicious, wholesome dessert that you'll be proud to serve.

We do hope that you will enjoy using our recipes and that you will let us know when you would like others. We will be glad to hear from you at any time.

Yours sincerely,

(Signature)

Maneewan Ratanasarn (Ms.)
Manager

A·B·C**A.B.C. Food Company**

Head Office

29/30 Chengwatana Road, Bangkok 10210

Tel. 579-5231

September 7, 19--

Mrs. Jenny Whittaker
70/4 Soi Langsuan
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Bangkok 10500

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Yours sincerely,

(Signature)

Mancewan Ratanasarn (Ms.)
Manager

A·B·C**A.B.C. Food Company**

Head Office
29/30 Chengwatana Road, Bangkok 10210
Tel. 579-5231

September 7, 19 --

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We do hope that you will enjoy using our recipes, and that you will let us know when you would like others. We will be glad to hear from you at any time.

Yours sincerely,

(Signature)

Maneewan Ratanasarn (Ms.)
Manager

APPENDIX B
Example of Interview Questions

Examples of the Interview Questions

- 1) What kind of layout and style do you frequently use in business letter writing?
- 2) Why did you use the above style?
- 3) Do you put a punctuation (comma or semicolon) after the salutation (Dear.....) and complimentary closing (Yours)? Why? or Why not?
- 4) How often do you communicate via business letter in your routine work?
- 5) What kind of business letter do you still use or communicate in your business work?
- 6) Do you think that business letter is still existed in business communication?
Why? or Why not?
- 7) In your opinion, is business letter outdated in communication? Why? or Why not?
- 8) In your idea, why does the letter writing become outdated and less infamous?
- 9) If the style of the letter is more modern, will you write it more?
- 10) From the example of letter (appendix part page 52), do you think it can be considered a *modern letter*? Why? or Why not?
- 11) Comparing the example of letter (appendix part page 52) with your own letter writing, are there any mechanical parts (no. 1-11) that might not consist in your own business letters?
- 12) Are there any other mechanical parts that you usually have in your current letter writing but they are not included in the example of letter (appendix part page 52). If yes, what are they?

APPENDIX C

Example of Letter Asking Permission to Use the Firm Letter

986 Krungkasame Rd.
Pomprab, Bangkok 10100

January 29, 2003

Central Plaza Hotel Public Company Limited
11th Floor, Central Plaza Office Tower
1693 Phaholyothin Road, Chatuchak
Bangkok 10900

For the attention of Natapong Jantavetsiri, Group Director of Sales & Marketing

Dear Mr. Jantanvetsiri,

Subject: Permission to Use the Firm Letter as an Example

I am a graduate student of Srinakarinwirot University studying for a M.A. Program in English for Business and International Communications (ID# 441998760), have been a regular tenant of yours for the past 4 years and should be grateful if you would allow me to use your firm's circular letters as examples of my research project entitled of "How To Write Business Letters That Sell: A Study of Language Used in Current Business Correspondence". This research project is part of the master's degree program and the findings of this study will be used as a basis of the development of the Business Communication course.

Your full participation will greatly help me as a researcher to fulfill the objective of this study and also contribute the business letter's style and language used. Please feel certain that your letters' example will be treated confidentially and used only for this study.

Thank you very much for your kind cooperation.

Yours sincerely,



Nujarin Jirapongwanich (Ms.)

APPENDIX D

Examples of Sales and Promotional Letters



June 26th, 2003

LAMPOO KUAKRANG
TRACTEBEL ASIA CO.,LTD.
26TH FLR M.THAI TOWER
87 WIRELESS RD,LUMPINI
PATHUMWAN,BANGKOK
10330

Dear Valued Customer,

FUEL SURCHARGE REDUCTION

As you will be aware, the price of fuel has declined in recent months. However, the price of aviation fuel remains at historically high levels and commercial airlines continue to levy a fuel surcharge on DHL. To align DHL's surcharge with the current market, effective from 1st July 2003 DHL's fuel surcharge will fall to 3%. This will be applied to all shipments billed in Thailand.

We will continue to monitor the situation and will further revise the fuel surcharge with subsequent changes in fuel prices and airline fuel surcharges levied on DHL.

We would appreciate it if you could also inform any other departments in your company that need to be aware of these changes. Should you need more information, please contact your dedicated DHL salesperson or call our 24-hour customer service hotline 02-658-8000. Alternatively, you may also e-mail us at thwebcus@dhl.com.

With the birth of the new DHL, it has significantly enhanced us to pursue our vision of becoming 'the world's No.1 in express and logistics'. With the most comprehensive service ranging from delivery of envelopes to containers, all valued customers will receive and experience all services from a single source like 'One-stop-shop' for the years to come!

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Herbert Vongpusanachai', with a horizontal line underneath.

Herbert Vongpusanachai
Managing Director
DHL International (Thailand) Ltd.



THE ECONOMIST NEWSPAPER LTD.
8 CROSS STREET
#23-01 PWC BUILDING
SINGAPORE 048424, REPUBLIC OF SINGAPORE
TELEPHONE: (65) 6534 5166
FAX: (65) 6534 5066
E-MAIL: subasia@economist.com

26th June 2003

A4578
Mr Yohan Debot
Tractebel Asia Co Ltd
87 M Thai Tower All Seasons Place 26/F
Wireless Road Lumpini
Pathumwan 10330 BANGKOK
THAILAND

Don't subscribe to anything.

Dear Yohan Debot,

Whichever news magazine you choose to subscribe to, it's important it lives up to your expectations and that you look forward to it being delivered each week. Our subscribers certainly eagerly await their weekly commentary on world events, so take a couple of minutes and see how *The Economist* matches up to your current choice.

When you first see *The Economist* you might think it a little daunting. Not as many pictures as some publications. But we are firm believers in words. A picture is not worth a thousand words when for example, the introduction of the Euro or change of government in Taiwan, could affect your business - this calls for facts, insight and analysis.

The articles you will find in *The Economist* are written by those who really do have a true grasp of their subject. They never just scratch the surface. *The Economist* is editorially independent, has attitude, and never backs away from offering an opinion. It is also quite simply a great way to catch up with what's been happening in the world.

Enjoying a strong readership throughout the world, *The Economist's* global outlook means it understands the importance of a wider perspective. You are therefore likely to find articles on local Asian issues sitting side by side with those assessing the region's relationship with the rest of the world.

The enclosed leaflet highlights more of the content you can expect. But the only way to truly appreciate *The Economist* is to enjoy it every week. And so you'll also find enclosed a subscription form with an exclusive offer, plus details of your free gift - *The Economist* 'Pocket Investor'.

The Economist has been read by those shaping the business and political scene for more than 150 years. Join them by taking out a subscription today.

Yours sincerely

Peter Bakker
Circulation Director
Asia/Pacific

P.S. Don't forget, subscribe now and you'll save up to 50% on the newsstand price and get a free copy of *The Economist* 'Pocket Investor'.

www.economist.com

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Dear Evergreen Club Members,

EVA Airways are pleased to inform you about a very interesting promotion of Year 2003 "Special Discount Program" which are reserved for our Evergreen Club Members only.

With the very easy following conditions :

1. Any plan to travel with EVA Air for First Travel date from **Bangkok** between period of **15 Apr - 06 Jun'03 and 01 Sep - 30 Nov'03** to below destinations (in Item 4).
2. Please visit the EVA Air counter for deposit THB 1,000 (cash only !!!)

29-Mar	At EVA Air counter (10:30 - 17:00) 1st Floor Emporium Department Store
31 Mar - 01 Apr	At EVA Air Town Office (10:00 - 17:00) 2nd Floor, Green Tower Bldg., Rama 4 Rd.,

3. Deposit THB 1,000 per passenger or per family can be accepted. After issuing of ticket, this deposit can be refunded with Bangkok EVA Air Sales Office by presenting the original deposit forms.
4. A special discount of ticket air fare THB 1,000 when you go to issue EVA ticket with any agents, will be offered on Evergreen Deluxe or Economy Class / Round Trip, Adult Fare to these destinations

FROM	TO
Bangkok	Taipei
	Vienna, Amsterdam, Paris and beyond cities via Vienna and Amsterdam only
	Los Angeles, San Francisco, Seattle and Zone Beyond Cities
	New York and Zone Beyond Cities
	Vancouver and Zone Beyond Cities
*** No Child / Infant Discount ***	
*** First travel date must be on 15 Apr - 06 Jun, 01 Sep - 30 Nov'03 only !! ***	

For more information, please kindly contact K. Thanawan, K. Aninthaya, K. Aree at Tel. : 02-367 3388 (Evergreen Club)

These Discounts are reserved for, our Evergreen Club Members only !

**** So Please Don't Miss This Chance ****

Sincerely yours,

Evergreen Club Bangkok

Gas Turbine World Handbook

P.O. Box 447
Southport, CT 06490 USA

May 14, 2002

PHATTARAWAN THITICHAIYO
TRACTEBEL ASIA CO LTD
87 M THAI TOWER, 26TH FLOOR
WIRELSS ROAD, KWANG LUMPINI
KHET PATHUMWAM BANGKOK 10330
THAILAND

We are pleased to announce that the 2001-2002 edition of the Gas Turbine World Handbook, Vol. 22, is now available for immediate shipment.

Our records show that your company has ordered previous editions of the GTW Handbook.

We are sending you this notice in case you (or a colleague) are interested in the new edition that just came out.

An informative order form is enclosed for your convenience. This references our UK office as well as the US office for placing orders.

If you require to be invoiced, or if you have questions, the fax number for the UK office is 44 20 8944 1410, and the fax number for the US office is 203 254 3431.

Brian Davis
Publisher's Assistant

THE MBA TOUR
GRADUATE PROGRAMS IN MANAGEMENT

December 2001

Dear MBA candidate:

I am writing to tell you of an exciting opportunity that may interest you. In January and February, 32 internationally-known business schools will be exhibiting at fairs in Tokyo, Seoul, Taipei, Manila, Bangkok, and Singapore. At these events, directors of admission will be available to highlight the unique opportunities offered by their graduate school and to explain requirements for admissions. If you are considering pursuing an MBA abroad, this is an important opportunity for gathering information through informal and personal conversation with an officer of the university.

The enclosed announcement provides all of the details about the locations and times of these fairs. I hope you will decide to attend.

These fairs are organized by The MBA Tour, a company that has organized professional tours for business schools since 1993. We hope you will visit our website (www.thembatour.com) in advance of the fair as there is a lot of information there about the participating schools and the MBA in general.

Good luck with your career plans.

Cordially,



Melissa del Casal
Assistant Director
The MBA Tour

16th April 2003

Khun Ratchanee
Sithe Pacific Development LLC.
26th Floor, 87 M. Thai Tower All Seasons
Wireless Rd.
Pathumwan, Bangkok 10330

Tel : 0 2253 6466
Fax : 0 2253 8085

Dear Khun Ratchanee,

It is with great pleasure that I confirm to you the extension of your Corporate Rate Agreement with Cape House Serviced Apartment until December 31, 2003.

As you may be aware, the Apartment has been opened for 4 years now, and during this period we were able to avoid any price increase at all. This has been made possible through the tremendous support which we have received from organizations such as yours. After careful consideration, however and due to the constantly increasing inflation in Thailand especially qualified labour costs, we are this year forced to increase our room rates.

We also would like to assure you that we have done everything possible to maintain the high standards of quality and service Cape House Serviced Apartments has become known for since its opening in 1998.

We sincerely hope you will acknowledge the reasoning behind this very difficult decision, and look forward to continue the excellent business relations which we have enjoyed with your organization in the past.

Thank you and with best regards,



Teeraya Samitinont
Director of Sales

CENTRAL

Hotels & Resorts

February 10, 2003

Dear Central Friends,

Re: Centara Spa Packages and Meeting for Success 2003

The frenetic pace of today's lifestyles inspires us to get away from it all every now and then; and a momentary escape from the everyday grind often leads to the occasional dose of pampering that only the spa may be able to offer.

Today, there are 7 branches operating in our properties in Bangkok, Pattaya, Hua Hin, Phuket, Samui and Hat Yai. They strive to offer the finest blend of eastern and western rejuvenating techniques and revitalizing treatments in peaceful yet guest-friendly settings with touches of Thailand rich culture. Special spa cuisine menus as well as residential cum spa treatment packages are also available.

Meanwhile, meetings are a vital component of an organization's formula for success; and if you're planning your company's next conference, consider Central Hotels & Resorts' "Meetings for Success" packages which are flexible enough to suit a whole spectrum of requirements and budgets. We'll show you just how easy it is to meet at leisure – in Bangkok or up-country.

We have enclosed our promotional brochures which provides more information regarding our complete range of Centara Spa packages and Meeting for Success. Booking the packages of your choice is just one phone call away; and we'll take care of the rest.

We certainly hope to be given the opportunity to be of service to you. Please do not hesitate to let me know how my staff and I can assist you with your plans.

Yours sincerely,


 Natapong Jantavetsiri
 Group Director of Sales & Marketing
 CENTRAL HOTELS & RESORTS

Central
Hotels & Resorts
in

Thailand
Bangkok
Hua Hin
Pattaya
Mae Sot
Samui
Hat Yai
Phuket

Overseas
East Timor

บริษัท โรงแรมเซ็นทรัลพลาซ่า จำกัด (มหาชน)
 Central Plaza Hotel Public Company Limited
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 11th Floor, Central Plaza Office Tower
 1693 Phaholyothin Road, Chatuchak,
 Bangkok 10900, Thailand

Telephone +66 (0) 2937 2222
 Facsimile +66 (0) 2541 1121
 E-Mail: cghsales@chr.co.th
www.centralhotelsresorts.com



SHERATON
GRANDE SUKHUMVIT

Bangkok

March 21, 2003

Ms Varunee Chaimongkolkij
Secretary
TRACTEBEL ASIA CO LTD
26/F M. Thai Tower
87 Wireless Road
BANGKOK 10330

Dear Ms Varunee,

For conference or meeting organizers, whether you start ticking your checklists for a convenience of stay, or the attractions outside the conference and meeting rooms, Sheraton Grande Sukhumvit is the perfect place for you and your group.

Starting per night from US\$139+++ for single and US\$159++ for double, all delegates are entitled to enjoy a range of superb benefits such as daily meeting package with one themed coffee break per event, welcome cocktails, souvenir gift, late check-out until 18.00 hours (subject to availability), one line installation for high speed internet access, and more!

Early Bird Bonus (Booked by 30 June 2003)

The choice is yours! For every meeting booked by 30 June 2003 and hold the meeting prior to 31 December, 2003, you are entitled to choose a selection of Early Bird bonus:-

- **A free 2 nights stay** at any of the following Starwood Hotels - Singapore, Phuket, Krabi or a 2-nights stay with breakfast and spa treatment in Bangkok.
- Or an alternative choice for **Starwood Preferred Planner member (SPP)** to earn **Triple Bonus Points**... up to 60,000 points which can be redeemed for free flights, free nights and more choices of your dream.

And don't worry if you are not a member. Just fill in the Early Bird Bonus form, attached with this brochure, and fax back or call us and we will do the rest for you.

For more information or reservations, please contact our Sales office and quote "SUMPACK"
Tel: (66) 02 6531041 Fax: (66) 02 6530408 E-mail: sales.sgs@luxurycollection.com

We look forward to taking care of you and your group.

Yours sincerely,

GOH Choo Leng
Director of Sales & Marketing



THE LUXURY COLLECTION
Starwood Hotels and Resorts




Dear CarWorld Club Member,

Because of our strive to provide you with the best service possible, your views and comments are extremely important to us, especially your complaints about our service and your privileges as a member. So we have revised and improved our membership to better serve and satisfy you. On this occasion we would like to present you with our new membership and invite you to extend your membership to receive these new privileges.

1. Free one year unlimited Emergency Roadside Service.
2. Free one year unlimited towing of 30 kilometers for each breakdown that cannot be repaired by our mechanics, each extra kilometer will have a service fee of 20 baht.
3. ~~Free one year personal accident insurance with a maximum coverage of 300,000 baht and 30,000 baht hospital coverage for each accident.~~
4. Free 1 Year Emergency Transport, in the case of accidents and medical attention is needed, or sudden illnesses while traveling farther than the radius of 100 kilometers away from your registered place of residence, we will dispatch an ambulance to transport you to the nearest hospital.
5. Free 1 Night Stay, when your automobile breaks down, or is involved in an accident, outside the radius of 200 kilometers from your registered area of residence and our service personnel are unable to repair and get your vehicle mobile within one day. CWC will offer one free night stay in a hotel located in that province. CWC will offer this benefit as a reimbursement to a receipt of no more than 1000 baht from the hotel.
6. Free CWC GUIDE BOOK, this CWC GUIDE BOOK can be used for getting discounts from restaurants, hotels, hospitals, and department stores. This CWC GUIDE BOOK will also get you discounts on car parts, sporting goods, electronics, and etceteras. With more than 3,000 outlets carrying the DISCOUNT CARD sign, we will also guarantee that you will receive these discounts by redeeming any discounts that was not duly received by our members.
7. Free 25 Point Automobile Check Up For Long Distance Travel, our members can bring their automobile to our special CWC GARAGE for check ups before any long distance travel.
8. Free 150 baht Taxi Fare, when a CWC member receive Emergency Roadside Service and the vehicle cannot be repaired and requires towing then a taxi fare of 150 baht will be provided for each incidence of breakdown.
9. Insurance Renewal Service
10. Find cheaper insurance
11. Domestic and International air ticketing at special prices
12. Domestic and International Tour Packages
13. Automobile Registration Renewal

With these additional privileges, CarWorld Club would like to invite you to renew your membership. You only need to fill out our renewal form and send it back to us. You can contact us at Tel: 0-2260-1111 or Fax: 0-2204-0660.

Yours Respectfully,


Rachanee Nopvichai

Marketing Communication Manager



01 May 2003

Khun Nujarin Jirapongwanich
 Secretary
 Tractebel Asia Co., Ltd.
 All Seasons Place,
 26th Fl., M Thai Tower, 87 Wireless Rd.,
 Lumpini, Pathumwan,
 Bangkok 10330
 Thailand

Dear Khun Nujarin,

Sawasdee! Greetings from the "Golden Mile" and Amari Boulevard Hotel.

We are indeed delighted to have enjoyed your tremendous support in the past, and that you have chosen our hotel as a base for your guests visiting Bangkok.

First class customer service is about exceeding guest expectations. At Amari Boulevard Hotel, we aim to make every stay a truly memorable experience. The focus on long term relationship with our customers means that we can respond better to their individual needs.

Enclosed is the renewed Corporate rate agreement, highlighting the value added benefits. We did adjust our rates slightly, but we trust that we shall-as in the past-continue to get your invaluable support in the year to come.

Kindly sign where indicated and return the second copy to action this rate agreement.

With renewed thanks and
 Kind regards,

Yours sincerely,

A handwritten signature in dark ink, appearing to read 'Warnez'.

Jacques A. Warnez
 General Manager

2 Soi 5, Sukhumvit Road, Bangkok 10110, Thailand. Tel: +66 (0) 2255 2930, + 66(0) 2255 2940 Fax : +66 (0) 2255 2950

E-mail: boulevard@amari.com

Amari Hotels and Resorts

Bangkok Airport - Bangkok - Chiang Mai - Pattaya - Samui - Phuket - Trang

847 Petchburi Road, Bangkok 10400, Thailand. Tel: +66 (0) 2255 3767, +66 (0) 2255 4588 Fax: +66 (0) 2255 3718

Visit our Web Site: <http://www.amari.com> E-mail: sales@amari.com



To a new WorldPerks® Gold Elite member,

You

Why have we sent you a Midas Machine? You'll find the story of King Midas on the "machine" we've enclosed for you. Today, the legend lives on in the expression, "The Midas Touch," describing people with the gift of turning opportunity to profit.

Prio

15kg
luggage a

Congratulations! Now this machine gives you the amazing ability to turn an ordinary plane ticket into a WorldPerks Gold Elite experience. Yes, you have been especially chosen to automatically enjoy the benefits of WorldPerks temporary Gold Elite membership until August 31, 2003. What's more, you have the option of extending your Gold Elite status through to early 2004.

100
Mil

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wit

To activate your temporary account status and start enjoying the privileges of Gold Elite membership, simply complete and return the Acceptance Slip before August 15, 2003. Then you're just one flight away from extending your Gold Elite status until February 29, 2004. Just complete one roundtrip flight in World Business ClassSM on Northwest Airlines® to the U.S. or on KLM Royal Dutch Airlines to Europe before August 31, 2003. On completion of your qualifying flight, you'll receive your Gold Elite membership kit within 4 weeks.

Compli
to
World
select KL
lounges
partner

Welcome again to WorldPerks temporary Gold Elite status. It's great to have you on board.

Guaran
reservat
Northwe:
in Ec

Yours sincerely,

Pre-boz

Perry A. Cantarulli
Managing Director
Marketing & Distribution, Asia
Northwest Airlines

Boet Kreiken
Senior Vice President
Area Manager Asia Pacific
KLM Royal Dutch Airlines

P.S. As much as we'd like to, we cannot extend the deadline for this offer beyond August 31, 2003. If you're already a WorldPerks Gold or Platinum Elite member, we apologize for sending this offer to you unnecessarily. For privacy reasons, Northwest is not allowed to compare this list of recipients with current WorldPerks memberships.



MONTIEN RIVERSIDE HOTEL

BANGKOK

March 20, 2003

Total Page including this one : 2

Khun Nujarin Jirapongwanich
Secretary
Tractebel Asia Co., Ltd.
26th Floor, M. Thai Tower, All Seasons Place
87 Wireless Road, Lumpini
Pathumwan, Bangkok 10330
Tel: (02) 253-6466 Ext. 258
Fax: (02) 253-8069
E-mail: nujarin.jirapongwanich@tractebelasia.com

RE : SPECIAL CORPORATE RATES 2003

Dear *Khun Nujarin*,

Greetings from **Montien Riverside Hotel, Bangkok!**

This beautiful five stars property is superbly located in the city's fastest growing financial district on Rama III Road. Close to the newly opened expressway with links to all major roads and to the airport, it is also just a short distance to major business and popular shopping centers via newly built roads. Providing the "Total River Atmosphere", this deluxe property boasts being the only hotel to offer a spectacular combination of the riverview; the Chao Praya with its harbour, cable-stay bridge, the sunrise and the sunset, viewed from all our rooms and restaurants!

An outstanding addition to the growing properties of one of the strongest local chain, the hotel is managed and operated by the Montien Group of Hotels, well known for the True Spirit of Thai Hospitality for 30 years in the country.

The Montien Riverside takes pleasure to extend to your esteemed company a most pleasant stay in our hotel, be it for business or pleasure, through our special corporate rates offer quoted herein below:

Validity : From Now - 31st October 2003

ROOM TYPE	CORPORATE RATES		
	SINGLE	TWIN	EXTRA BED
Deluxe Room (Room Only)	Baht 2,600 ++	Baht 2,900 ++	Baht 800 ++
Executive Deluxe Room	Baht 3,200 ++	Baht 3,700 ++	Baht 1,500 ++
Executive Suite	Baht 7,000 ++	Baht 7,500 ++	Baht 1,500 ++

Note: The above rates are subject to 10% service charge and applicable government VAT.

Deluxe Room Privileges:

- Welcome drink upon arrival.
- Welcome fruits and flowers.
- Daily morning newspaper.
- Free use of Fitness Center, Sauna and Steam (except massage)
- Free use of daily shopping shuttle bus.
- Free use of in room digital safety deposit box.

Continue page 2



MONTIEN RIVERSIDE HOTEL
BANGKOK

SPECIAL CORPORATE RATES 2003

Page 2

Executive Floor and Suites Privileges:

- Personalized check-in on 24th Floor at the Executive Lounge.
- Welcome drink upon arrival in the Executive Lounge.
- Welcome fruits and flowers in room.
- Daily morning newspaper.
- Free use of Fitness Center, Sauna and Steam (except massage)
- Free use of daily shopping shuttle bus.
- Free use of in room digital safety deposit box.
- Complimentary Continental Breakfast at Executive Lounge or International Buffet Breakfast at The Ca fé.
- Complimentary Tea, Coffee and Soft drinks service in Executive Lounge. (9:00 a.m. to 10:00 p.m.)
- Complimentary Evening Cocktail with Snacks in Executive Lounge. (6:30 p.m. to 7:30 p.m.)
- Complimentary One-Hour use of meeting room in Executive Lounge.
- Late check-out till 06:00 p.m. (subject to room availability)

Note: The above benefit is only for guests who stay on the Executive Floor, visitors will be charged on consumption basis.

* Butler Service :

- Unpacking and packing of luggage
- Serving of tea and coffee
- Free pressing of one suit or two pieces per guest per stay
- Shoe shine.
- Restaurant reservations
- Flight reconfirmation
- Assisting with check-out formalities

If you have any questions, please do not hesitate to let us know. For a reservation, please contact our Reservation Department Tel. (662) 292-2888, (662) 292-2999 or our direct Fax (662) 292-2829.

We look forward to the opportunity of serving you, your clients and associates in the very near future.

Sincerely yours,

Acknowledged and Accepted by:

Wattaya Sakkabucha
Sales Manager
Montien Riverside Hotel, Bangkok

Name: _____
Title: _____
Company: _____

Ref:mly/corp03.twp



Pantip Court

EXECUTIVE RESIDENCE

68 Soi Sathorn 1 (Attakarnprakit) South Sathorn Road Bangkok 10120 Tel:02 285-0169, 02 285-0179 Fax: 02 679-7964
 E-mail : sales@pantip-court.com <http://www.pantip-court.com>

FAX SHEET

Tractebel Asia Co., Ltd.		From :	Montri Praesiriputipong
Attention :	Khun Patcharee Kamphaengkeo	Fax No.:	02 679-7964
Fax :	02 253-8085 Tel : 02 253-6466 Ext. 225	No. of Pages :	-2-
Date :	April 22, 2003		

Dear Khun Patcharee,

First of all, we would like to express my gratitude towards your kind recommendation of Pantip Court Executive Residence to your executives. Taking this opportunity, we are very pleased to confirm the details of services and facilities as well as a very special room rate offered to your guest as follows

Apartments

All 147 luxurious apartments are well appointed and all are unusually spacious and overlooking our lush tropical gardens, a huge pool and a breathtaking panoramic view of Bangkok. Each suite is luxuriously furnished and has individually-controlled central air conditioning, IDD telephone, color TV and its own balance touches are 22 multi-language television. Each bedroom has its own TV, security box, bedside control panel and a very spacious bathroom with full set of amenities. Kitchen is fully equipped with everything from refrigerator, electric stove, cooking utensils to wine glasses. Safety and security are the first priority, thus we arrange around the clock security guards stationing in every entrance and key card access will allow our resident to feel assured of their privacy.

Services and facilities

- Duty Manager on call 24 hours
- Fully-equipped Health and Fitness Center
- Professional business center
- Daily maid cleaning
- 24-hour Security service
- Self-laundrette
- Offices for rent
- 3 High speed service lifts
- Homemade Bakery
- Restaurant with pleasant ambience
- Large outdoor swimming pool
- Limousine service
- 24-hour room service
- Laundry & dry cleaning service
- Indoor car parking
- Meeting rooms
- Bar
- Convenient store

Rental Rates

Room Type : One-bedroom Suite (97 Sq.m.)

DAILY		MONTHLY	
NORMAL RATE (Baht)	SPECIAL RATE (Baht)	NORMAL RATE (Baht)	SPECIAL RATE (Baht)
5,000.-	3,000.-net (1 ABF)	90,000.-	58,000-net (1 ABF)
<i>The normal rate is subject to 15.25% service charge and VAT</i>		<i>The normal rate is subject to 9.9% service charge and VAT</i>	

Room Type : Two-bedroom Suite (162 Sq.m.)

DAILY		MONTHLY	
NORMAL RATE (Baht)	SPECIAL RATE (Baht)	NORMAL RATE (Baht)	SPECIAL RATE (Baht)
8,000.-	6,500.-net (2 ABF)	140,000.-	95,000-net (2 ABF)
<i>The normal rate is subject to 15.25% service charge and VAT</i>		<i>The normal rate is subject to 9.9% service charge and VAT</i>	

Additional benefits

- Welcome fruit basket upon arrival
- Daily local English Newspaper
- Free access of Health and Fitness Center and Swimming Pool

The above rates are inclusive of utility charges and daily cleaning service and are effective from 1 May 2003 until December 31, 2003.

Meanwhile if I could be of any assistance, please do not hesitate to contact me directly at your convenience. We are looking forward to serving you and your guests in the near future.

Yours sincerely,

Montri Praesiriputipong
Senior Sales Manager



Hilton International Bangkok

A T N A I L E R T P A R K

March 21, 2003

Khun Nujarin Jirapongwanich
Secretary
Tractebel Electricity & Gas International
26th Floor, M Thai Tower All Seasons Place
87 Wireless Road Lumpini Pathumwan
Bangkok 10330
Tel: 662 253 6466 ext.258
Fax: 662 253 8069

Dear Khun Nujarin

Re: Revised Corporate Rates effective on March 21, 2003

On behalf of all our team members at the Hilton International Bangkok at Nai Lert Park, we would like to take this opportunity to "Thank You" for your support. Further to our discussion we are pleased to advise the revised corporate rates for Tractebel Electricity & Gas International will be adjusted accordingly with effect from March 21, 2003 till December 31, 2003 as follows:

Room Type	Publish rates in USD	Corporate rate in USD
Deluxe	US \$ 200.00	US \$ 95.00
Executive Club	US \$ 230.00	US \$ 125.00
Executive Suites	US \$ 380.00	US \$ 250.00

Note : The above rates quoted are subject to 10 % service charge and the prevailing government tax. Rates are applicable for both single and double occupancy *for room only*.

Your guests will enjoy the following benefits and privileges:

- Additional breakfast will be charged at US \$ 10.00 ++
- Complimentary welcome drink upon arrival
- Complimentary welcome fruits and flowers
- Complimentary usage of the Health Club facilities

In addition for bookings at the Executive Club rooms and Executive Suites, we will extend the following additional services and benefits:

- Private check in and check out in the Executive Lounge
- Complimentary daily breakfast from 6:30 am to 10:00 am in the Executive Lounge
- Complimentary afternoon tea from 3:00 pm to 5:00 pm
- Complimentary evening cocktails with Hors d'oeuvres served from 5.00 pm to 7.30 pm

Thank you once again for your support and we look forward to working closely with Tractebel Electricity & Gas International. Kindly sign and return via fax a copy of this letter as confirmation of your acceptance to the above.

Yours Sincerely,

Supharn Chumpoon
Sales Manager

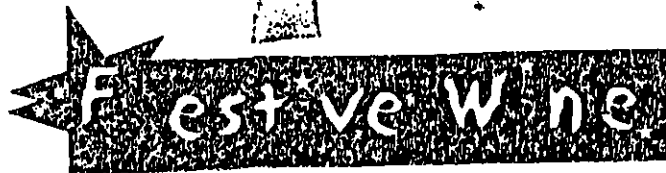
Acknowledged by

Masaru Egami
Director of Sales

Accepted by

Date :

Hilton International Bangkok at Nai Lert Park
2 Wireless Road, Bangkok 10330, Thailand
Tel: +66 (0)2 253 0123 Fax: +66 (0)2 253 6509
Email: bkkhitwfom@hilton.com
Reservations: www.bangkok.hilton.com



Unit 329, 3rd Floor, All Seasons Place Retail Center
 87/2 Wireless Road, Lumpini, Pathumwan, Bangkok 10330
 Tel : (+66)0-2250-9563 * Fax : (+66)0-2251-1592
 e-mail: june@festivewine.co.th, www.festivewine.co.th

LFW/106/ak

24 January, 2003

Tractable Asia Co., Ltd.
 Floor 26, M. Thai Tower

Attn: General Manager

Subject: Chinese New Year Gift

Dear Sir / Madam,

Festive Wine is a wine importer, located on the 3 rd floor of All Seasons Place Retail Center. We're having a Chinese New Year promotion as follows:

- Discount 30% for Eagle Vale Sauvignon Blanc / Semillon & Eagle Vale Cabernet Sauvignon
- Gift basket / Traditional Chinese style
 - 1) 1 bottle of red wine
 Glass of wine
 Variety of traditional Chinese fruit
 Special offer 1,590-. Only
 - 2) 2 bottles of wine (1 red wine & 1 white wine)
 Variety of traditional Chinese fruit
 Special offer 2,590 -. Only

If you need to give away Gifts on Chinese New Year to family, friends or business associates, Please call and order 0-2250 – 9563 or www.festivewine.co.th

We look forward to receiving your order.

Happy Chinese New Year 2003

Ruangkan Laokawong
 Partner Manager

Dear Sir/Madam,

As you may well be aware, Property Care Services Ltd. (PCS) is responsible for the cleaning/Janitorial work done at All Seasons Place.

All Seasons Place is well situated in Bangkok, and we would like to introduce to companies operating at All Seasons Place a valuable window cleaning service, provided by one of our professional glass cleaners.

We can offer this service at an affordable and competitive rate of only 390 Baht per month, to clean your windows one time per week.*

Integrated Services
การบูรณาการ

Janitorial Services
บริการทำความสะอาด

Gardening
บริการดูแลสวน

Pest Control
กำจัดแมลง

Cannon Hygiene
บริการสุขอนามัยภัณฑ

Integrated Security
เจ้าหน้าที่และอุปกรณ์
รักษาความปลอดภัย

Stocktaking
บริการตรวจนับสินค้า

This cost includes our labour costs, and all chemical and equipment costs. Discounts are available for daily cleaning.

* One hour per clean, exclusive of VAT.

For more information please contact PCS site management on (06) 152 6483.



PROPERTY CARE SERVICES (THAILAND) LIMITED

AN ASSOCIATE COMPANY OF OCS GROUP LIMITED, UK

234 Soi Sukhumvit 101 (Punnavithi), Sukhumvit Road, Bangchak, Prakhonong District, Bangkok 10260, Thailand
Tel: 0-2741-8800 Fax: 0-2741-8062-3 Website: www.pcs.co.th E-mail: customer@pcs.co.th



Mr. James Fralick
 Sithe Pacific Development LLC
 26/F, M. Thai Tower
 87, Wireless Road
 Lumpini, Pathumwan, Bangkok
 10330

Monday, 26 May 2003

Dear Mr. Fralick

Most investment portfolios consist of just two asset classes – equities and bonds (or cash). Currently, bond funds have little or no chance of making gains and the risk surrounding equity markets has not diminished. This is the reason many portfolios today are languishing in the doldrums with a quick recovery unlikely.

The inclusion of alternative investments in the form of hedge and property funds which could have provided investors with consistent returns and **no stock market correlation** have all too often been overlooked. Also, the rebalancing of portfolios is a rare activity that very few investors carry out. More commonly portfolios are established, investment strategies put in place and they are left un-maintained for the life of the investment.

Our primary focus as an independent investment advisor is wealth protection planning and management. In recent years we have been working very closely with independent fund managers, Sentry Advisors AG of Switzerland, to help our clients enhance and maintain their existing portfolios.

At this stage I do not know if any of our services are applicable to yourself but would welcome the opportunity to meet and provide you with a second opinion on your existing investments. In the meantime please take a look at our website www.orionfs.net or drop me a line on david@orionfs.net should you have any queries.

Yours sincerely

David Dickson
 Director

ORION FINANCIAL SOLUTIONS LTD.
 KIARTI THANI 191/7 SUKHUMVIT SOI 31, BANGKOK 10110, THAILAND
 TEL: (662) 662 1801-4 FAX: (662) 262 0735
 E-MAIL: ORION@ORIONFS.NET WEBSITE: WWW.ORIONFS.NET

ORION FINANCIAL SOLUTIONS IS A MEMBER OF OFS WORLDNET
 A MEMBER NETWORK OF INTERNATIONAL FINANCIAL ADVISORS

2540071

81



Wireless Road
Bangkok 10330
Thailand
Tel: (66 2) 650 8800
Fax: (66 2) 650 8500-3

22 January, 2001

Khun Rachanee Juengtanacharoen
Executive Secretary
Tractebel Asia Co., Ltd.
26/F. M. Thai Tower, All Seasons Place
87 Wireless Road
Pathumwan
Bangkok 10330
Tel : 253 6466
Fax : 253 8085

Dear Khun Rachanee,

We would like to express our appreciation for your interest in the Hôtel Plaza Athénée, Bangkok which has recently opened since November 1, 2000.

The Hôtel Plaza Athénée, Bangkok, a new five star luxurious hotel, affiliated with one of the leading hotels in New York, the Hôtel Plaza Athénée, New York, rises gracefully in prime location along the greenest part of the city on Wireless Road within proximity of major embassies, business districts and shopping area. A few minutes walk takes you to Lumpini Park and to the Skytrain which is rapid, providing comfortable access for discerning travelers to major parts of the city. The hotel features extensive function rooms which are perfect venues for meeting and conference, accommodating 10 – 1,600 persons with all the expected and the most advanced audio-visual equipments. In addition, our hotel will indulge you with a variety of restaurants such as Thai, Japanese, Chinese and International cuisines.

We are very pleased to submit you herewith our hotel introductory rates for your business travelers to stay with our hotel for your perusal.

Should you need further assistance, please do not hesitate to let us know on telephone number (66 2) 650 8800 ext. 6208 or fax number 254 0070-1 or email address: patitta@hotel-plaza-athenee.com.

Welcome to the Hôtel Plaza Athénée, Bangkok in the not too distant future.

Yours sincerely,

Wichai C. Mac
Director of Sales

Patitta Chinin
Sales Manager



PRESIDENT PARK GROUP

EXECUTIVE SERVICED APARTMENTS

Corporate Office : 14-16 Sukhumvit Soi 11, Bangkok 10110, Thailand.

Tel: (66-2) 651 1200-29 Fax: (66-2) 651 1260-61

01 April 2003

Fax: 03- 953- 8069

Dear Khun *PHATHAPRAWAN THITINRONG*

Triple P Plus No.

SECRETARY / TRACTORIAL ASIA

Sawasdee krub Triple-P-Plus Member *BY LTD*

It is the season of the Songkran celebrations and we have fantastic booking initiatives at Grand President, Royal President, President Park and President Solitaire when you make your reservations for April, May and June!

Our Triple Celebration program comprises of:

1. **FREE AIR TICKETS**

Fancy a trip to Sydney, Tokyo AND any place in Thailand?

Now you can! And they are FREE!

We will send you to these places (and more) every time you make Long Stay bookings!

BOOK NOW AND GET YOUR FREE AIR TICKETS!

Remember! The longer the length of stay, the further you get to travel!

The more you book, the more free tickets you get!

Plus continue to receive Triple-P-Plus points!

2. **DOUBLE BONUS POINTS**

GET DOUBLE BONUS POINTS for bookings less than 2 months of stay!

A fantastic way to get those gifts that you have been aiming for!

3. **SONGKRAN FESTIVE SEASON**

Book our Songkran Splash packages! Prices starting from TB 3,500 nett for a 3 Day / 2 night stay inclusive of breakfast, 20% discounts on spa, food & beverage, laundry, telephone call, complimentary internet service Plus Double Points for your bookings!

We are sure that you are equally excited about these wonderful Triple-P-Plus program initiatives and that you will not want to miss out on them. Start booking now!

For more details, please contact the sales person servicing your account or our Corporate Sales Department at:

Tel: (662) 651 1200

Fax: (662) 651 3835

Email: gpsales@presidentpark.com

Once again, many thanks for your great support and wishing you a wonderful Songkran celebration.

Best regards,

[Signature]

Lawrence Oh

General Manager, Sales & Marketing

PLEASE CONTACT: U. PORNPIPA PRIYANTANIKORN

ASS. DIRECTOR OF SALES

PRESIDENT PARK GROUP

MP: 9-866-1196



APR 2003

LAND PRESIDENT

14-16 SUKHUMVIT SOI 11

TEL: 651 1200 FAX: 651 1260

PRESIDENT PARK

95 SUKHUMVIT SOI 24

TEL: 661 1000-29 FAX: 661 1070

ROYAL PRESIDENT

43 SUKHUMVIT SOI 15

TEL: 253 9451-61 FAX: 253 8959



THE EMERALD HOTEL
BANGKOK

Ref : COR /0047/ 2002
January 5, 2002

Mr. Khun Nantha Iamkosum
Secretary
ACTEBEL ORIENTAL CO., LTD.
Wittayu Road, 26Fl,
Thai Tower, Oseason Place, Lumpinee,
Jumwan, Bangkok 10330
Tel: 717-2232-6
Fax: 717-3048-9

Mr. Khun Nantha,

Thank you very much for your kind interest in selecting The Emerald Hotel – Bangkok, as the hotel of your choice. We would like to take the opportunity to introduce to you our preferred corporate rate as follows :-

Effective from January 1, 2002 until December 31, 2002

	PUBLISHED RATES		PREFERRED CORPORATE (NET RATES)		
	SINGLE	TWIN	ROOM ONLY SINGLE / TWIN	BREAKFAST INCLUDED SINGLE TWIN	
SUPERIOR ROOM	3,360++	3,840++	Baht 1,700.-	Baht 1,900.-	Baht 2,100.-
DELUXE ROOM	4,080++	4,560++	Baht 1,800.-	Baht 2,000.-	Baht 2,200.-
JUNIOR SUITE	7,200++	7,200++	Baht 3,200.-	Baht 3,400.-	Baht 3,600.-
EXECUTIVE SUITE (1 Bedroom, 1 Living Room)	9,600++	9,600++	Baht 4,200.-	Baht 4,400.-	Baht 4,600.-
PRESIDENTIAL / ROYAL SUITE (2 Bedroom, 1 Living Room)	42,000++	42,000++	Baht 22,000.-	Baht 22,000.-	Baht 22,000.-
◆ EXECUTIVE FLOOR – DELUXE	5,280++	5,760++	-	Baht 2,900.-	Baht 3,100.-
◆ RACHADA SUITE	10,800++	10,800++	-	Baht 5,500.-	Baht 5,700.-

Our distinguished guests will receive the following **corporate privileges** :

- Welcome drink & Fruit Plate.
- Free admission to, and complimentary use of our Fitness Center's facilities (Excluding Sauna, Steam Room and Massage)
- Daily newspaper
- Shoe shining service
- Complimentary Coffee, Tea making facilities in room (Except Superior Room)
- Late check out up to 15.00 Hrs. (Subject to availability)

Additional privileges for **Executive Floor's guests** :

- ◆ Express check-in at Executive Lounge.
- ◆ Butler Service.
- ◆ Buffet Breakfast served 06.30 - 10.00 Hrs. at Executive Lounge.
- ◆ All day coffee, tea and soft drink during 06.30 - 21.00 Hrs. at Executive Lounge.
- ◆ Complimentary evening canape's & cocktail during 18.00 - 20.00 Hrs. at Executive Lounge .
- ◆ Free use of Executive Meeting Room for 2 hours per days (Maximum 8 Persons).

Please call for more information at The Emerald Hotel, myself or any of our sales person will be most delighted to attend to you for any queries you may have.

In the meantime, we look forward to welcoming you and valued clients to our sales person will be most best personal attention always, for **THE EMERALD HOTEL – " A Gem of A Hotel "**

Yours sincerely,

The Emerald Hotel

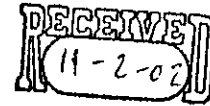

Pichai Nanamchiew
Executive

99/1 Rachadapisek Road, Din Daeng, Bangkok 10320, Thailand
Tel. (66-2) 276-4567 Fax. (66-2) 276-4555 Tlx. 20518 EMERHTL TH
Internet : www.emeraldhotel.com e-mail : em@emeraldhotel.com

Dusit Resort

■ AND POLO CLUB ■
— CHA-AM/HUA HIN · THAILAND —

1349 Petchkasem Road, Cha-Am, Petchburi 76120, Thailand.
Tel: (032) 52 0009, Fax: (032) 52 0296, E-mail: polo@dusit.com



1st February 2002

Khun Suphamard Puthapatima
Tractebel Asia Company Limited
26th Floor M. Thai Tower, All seasons Place
87 Wireless Rd., Bangkok 10330
Tel : 0-2253-6446 Ext. 332 Fax : 0-2654-0087

CC: Secretaries

Dear Khun Suphamarn,

RE : CORPORATE RATE

Greetings from Thailand's favorite resort.

It is with pleasure that we offer the following special corporate rates to your valued company, which are effective from 01 October 2001 until 15 April 2002.

<u>Room Type</u> (single/twin)	<u>Sunday - Friday</u>	<u>Saturday</u>	<u>Public Holidays and Festive periods</u>
Standard	Bht 3,237	Bht 4,532	Bht 5,179
Standard sea facing	Bht 3,531	Bht 4,944	Bht 5,650
Standard Lanai	Bht 3,531	Bht 4,944	Bht 5,650
Landmark Suite	Bht 7,062	Bht 9,887	Bht 11,300
Executive Suite	Bht 9,416	Bht 13,183	Bht 15,066
Lanai Suite	Bht 10,005	Bht 14,007	Bht 16,008
Polo / Princess Suite	Bht 28,248	Bht 39,548	Bht 45,197
Extra Bed for adult	Bht 1,119	Bht 1,119	Bht 1,119

Meal Rates

American Breakfast Baht 460 nett / person

Supplement surcharge 20 December 2001 – 10 January 2002 inclusive

Standard and Lanai	Bht 1,472	Bht 2,060	Bht 2,354
Landmark Suite	Bht 2,943	Bht 4,120	Bht 4,708

** This Corporate rate is applicable to F.I.T. guest only.

** All rates are subject to change without notice.

Rates quoted are nett inclusive of 10% service charge and government tax and represent discounts of 50% (weekday), 30% (Saturday) and 20% (holiday periods).

I trust this satisfactory and look forward to welcoming you to Dusit Resort and Polo Club.

Yours sincerely,

Kamolnuch Bhiromsawad
Director of Sales
Dusit Resort and Polo Club

Confirmed and acknowledged by,

Khun Suphamard Puthapatima
Secretary to Peter T.
Tractebel Asia Company Limited

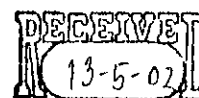
A member of
The Leading Hotels of the World

BANGKOK SALES OFFICE

The Dusit Thani Building, 4th Floor, 946 Rama IV Road, Bangkok 10500, Thailand.
Tel: (66 2) 636 3600 Ext. 4530-4, Fax: (66 2) 636 3573, E-mail: salespolo@dusit.com

CENTRAL RESERVATIONS

Tel: (66 2) 636 3333, Fax: (66 2) 636 3562, E-mail: booking@dusit.com, Web Site: <http://www.dusit.com>



CC: Secretaries

03rd May 2002

Nantha

Tractebel Asia Co., Ltd.

26th Fl., M.Thai Tower, All Seasons Place

87 Wireless Road, Limpini, Pathumwan

Bangkok 10330 Thailand

Dear Khun ,

Greetings from sunny Ho Chi Minh City!

Now that I am back in Vietnam, I am seizing the first opportunity to thank you for having taken the time off your busy schedule to meet and give me the opportunity to introduce the Caravelle Hotel.

If ever I can be of further assistance, please do not hesitate to contact me directly.

Yours sincerely,

Nguyen Thanh Hoang
Senior Sales Manager

Le Kim Hoang Uyen
Sales Executive

Asian Reflections - An exciting new concept in dining with a superb international menu featuring delicious fusion dishes. Come and take your taste buds for a world tour and cast your eyes on the spectacular view. Take the elevators from the Lobby Lounge to:

Asian Reflections- Level 3, Caravelle Hotel



BANYAN TREE
— BANGKOK —

January 11, 2002

Khun Nantha Lamkosum
Secretary
TRACTEBEL ASIA CO., LTD.
M Thai Tower, 26/F., All Seasons Place,
87 Wireless Road, Lumpini, Pathumwan,
Bangkok 10330

Dear Khun Nantha,

BANYAN TREE ANNOUNCES THE OPENING OF ITS FIRST CITY HOTEL - "BANYAN TREE BANGKOK"

We are pleased to inform that Banyan Tree Hotels and Resorts have assumed the management of the Westin Banyan Tree Hotel in Bangkok, taking over from Westin Hotels and Resorts after the expiry of a five-year contract. The takeover have gained effect since 1 January 2002 after the completion of a US\$4 million renovation programme. The all-suite hotel will be renamed Banyan Tree Bangkok.

Banyan Tree Hotels and Resorts currently has resorts located in exotic destinations such as Phuket, Thailand; Bintan, Indonesia; Vabbinfaru Island, Maldives; and Mahé, Seychelles. The multiple award-winning Banyan Tree is known for offering intimate retreat experiences featuring its own signature blend of romance, rejuvenation and exotic sensuality. The philosophy behind the hotels and resorts is based on providing a place for rejuvenation of the body, mind and soul - a Sanctuary for the Senses.

Banyan Tree Bangkok aims to redefine the business traveller's experience with a complete overhaul of the public areas and upgrading of the suites. The hotel also boasts Bangkok's largest city garden spa, which occupies six levels of the hotel. Seven high quality new restaurants - including Vertigo, Saffron and Bai Yun - a new Banyan Tree Gallery, as well as a second swimming pool, have also been added to the facilities.

The hotel's new contact information is:

Banyan Tree Bangkok	โรงแรมบิณฑนตรี กรุงเทพ
21/100 South Sathon Road	21/100 ถนนสาทรใต้
Sathon, Bangkok 10120 Thailand	สาทร กรุงเทพ 10120
Tel: +66 (0) 2679 1200	
Fax: +66 (0) 2679 1199	
Email: bangkok@banyantree.com	
Website: www.banyantree.com	

I personally wish to express our heartfelt appreciation to you for your continuous support and would appreciate an opportunity to introduce Banyan Tree Bangkok to you.

Please feel free to contact me directly, if I can be of any further assistance.

Have a nice day!

Yours sincerely

Pavalee Pongpan
Director of Sales & Marketing & RM.

21/100 South Sathon Road, Sathon, Bangkok 10120, Thailand
Tel: +66 (0) 2679-1200 Fax: +66 (0) 2679-1199 E-mail: bangkok@banyantree.com
www.banyantree.com



October 20, 2002

Khun Phattarawan Thitichaiyo
 Tractebel Asia Co., Ltd.
 26/f M.thai Tower, All Seasons Place,
 87, Wireless, Lumpini, Pathumwan,
 Bangkok 10330
 Thailand

Dear Khun Phattarawan,

Please find enclosed your Corporate Rate Agreement, which should be signed and returned at your earliest convenience. The attached rates will not come into effect until a signed contract is returned.

During 2001/2002, we have upgraded and refurbished many public areas of the hotel, including the Lobby, Reception, Business Center, the Promenade Coffee Shop, and the Executive Floor Lounge. We have also added and improved many of the services we offer to our Guests, both Corporate and Leisure.

The **Executive Floor Rooms and Suites** are located on the top three floors of the hotel, and rates include daily deluxe buffet breakfast, coffee and tea all day long, and evening cocktails from 5.00 p.m. to 6.30 p.m. in the Executive Lounge. Also included is half-day use of the Executive Boardroom, and express check-in/check-out facilities on the 32nd floor.

Our **Corporate Rooms** are located on the 25th – 27th floor and offer coffee/tea facilities in the lift landing area, in-room check-in, and breakfast in Grappino on the 5th floor.

The **Amari Watergate Hotel** offers a wide variety of restaurants, including the newly refurbished Promenade Coffee Shop, open 24 hours; Grappino Italian Restaurant, Heichinrou Chinese Restaurant with 6 private rooms for 10 to 30 persons and Thai on Four Thai Restaurant, are all open for lunch and dinner daily. Henry J Beans in the Lower Lobby offers Tex-Mex cuisine from 5 p.m. - 1 a.m. daily and live music from 8 p.m. onwards (except Sunday) - a great place to relax after a day in the city.

The **Clark Hatch Fitness Centre** and pool are located on the 8th floor. Use is complimentary to hotel guests, and individual or corporate memberships are available for those living in Bangkok. Traditional Thai Massage is also offered here.

Facilities for small or large meetings, trade shows, exhibitions, seminars, conferences, parties and video conferencing are available on the 6th, 7th and 8th floors. The pillarless Watergate Ballroom holds up to 1000 for cocktails, and 800 for a formal dinner. Should you wish to discuss your requirements in this area, please do not hesitate to contact us for ideas and quotations. We are also well known for our creative incentive parties, so do let us know if you would like something different and exciting!

Kindly sign where indicated and return all copies to the undersigned as soon as possible. The countersigned original white copy(ies) will be returned to you in confirmation that rates have been processed. The attached rates are only confirmed when a contract has been issued and sign by both parties.

We hope you and your guests will enjoy the services and facilities offered by the Amari Watergate Hotel, and if we can be of any further assistance, please do not hesitate to let us know.

We look forward to welcoming you to the hotel, and to working closely with you.

Yours sincerely

Pierre-Andre Pelletier
 General Manager
 AMARI WATERGATE HOTEL

347 Petchburi Road, Pratunam, Rajithev, Bangkok 10400, Thailand. Tel: +66 (0) 2255 9000 +66 (0) 2255 9015

E-mail: watergate@amari.com

Amari Hotels and Resorts

Bangkok Airport - Bangkok - Chiang Mai - Pattaya - Samui - Phuket - Trang

347 Petchburi Road, Pratunam, Rajithev, Bangkok 10400, Thailand. Tel: +66 (0) 2255 3767, +66 (0) 2255 4588 Fax: +66 (0) 2255 3713

E-mail: sales@amari.com Visit our Web site: <http://www.amari.com>

2619546



THE IMPERIAL HOTELS GROUP
T H A I L A N D

199 Sukhumvit Soi 22, Bangkok 10110, Thailand
Tel: +66 (0) 2261-9000 Fax: +66 (0) 2261-9300-4

www.imperialhotels.com reservations@imperialhotels.com

August 30, 2002

Khun Pallapa Toklom

Tractebel Electricity & Gas International

Tel: (02) 253-6466 Ext. 237 Fax: (02) 253-8085

IMPERIAL RESORTS

We would like to take this opportunity to express our appreciation for your kind support to The Imperial Hotels Group. In the same line, we are pleased to offer you our rates for your consideration and reference as follows :

EFFECTIVE FROM NOW UNTIL 31 OCTOBER 2002

All the room rates are including ABF

The Imperial Tara Mae Hong Son hotel

Deluxe Room	Single / Twin	1,500	Baht/room/night
Extra Bed		500	Baht/room/night

The Imperial Golden Triangle

Deluxe Room	Single /Twin	1,500	Baht/room/night
Extra Bed		500	Baht/room/night

The Imperial Phukhaew Hill Resort

Standard Room (building)	Weekday	1,200	Baht/room/night
	Weekend	1,500	Baht/room/night

Deluxe Room (Chalet)	Weekday	1,500	Baht/room/night
	Weekend	2,000	Baht/room/night

Sleeping Bag		500	Baht/room/night
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Surcharge for long weekend 500 Baht/room/night

The Imperial Boat House Hotel (Samui)

Deluxe Room	Single	2,825	Baht/room/night
	Twin	3,178	Baht/room/night
Boat Suite	Twin	5,297	Baht/room/night
Extra Bed		1,000	Baht/room/night

The Imperial Samui Hotel

Deluxe Room	Single	3,178	Baht/room/night
	Twin	3,531	Baht/room/night
Junior Suite	Single/twin	4,044	Baht/room/night
Extra Bed		1,000	Baht/room/night

All above rates are inclusive of VAT and Service charge.

For any information please contact K. Wanwadee , IR Sales Manager, K.Ketsanee, Assistant Manager, K.Aemon, IR Sales Executive or IR reservation Tel 02-261-9000, 02-261-9300 # 4197,4122, 4206,4119 or IR and Fax 01-261-9506 or 02-261-9546-7.

Sincerely yours,

Aemon Kaibor

Sales Executive

The Imperial Hotels Group



Jansom Beach Resort

HOT · SPA · ON THE BEACH

March 12, 2003

Khun Phattarawan Thitichaiyo
LACTEBEL ASIA CO.,LTD.

4th Floor, M.Thai Tower, 87 Wireless Road,
Sampit, Pathumwan, Bangkok 10330
Tel: (02) 253-6466 Fax: (02) 253-8085, 253-8069

Dear Khun Phattarawan,

Thank you very much for your fax and also your kind interest in "Jansom Beach Resort"
at Charn Damri, Ranong Province.

Regarding your reservation, we are very pleased to confirm your reservation on 08-09 July
2003 as following:

- Guest's name : Mr. Michel Eycken & Ms. Danny Galdermans (2 Adults).
Ms. Julie Eycken & Master Frederik Eycken (2 Children).
- Room type : 2 Deluxe room (new building, sea view)
- Room rate : 1,190 Baht with ABF for 2 persons/room/night.
- Total nights : 1 night.
- Total Amount : 1,190 x 2 = 2,380 Baht.

Kindly please reconfirm your reservation in early by fax. In addition, the total expenses
should be remit to "JANSOM THARA RESORT CO.,LTD." The Bangkok
Bank, Ranong branch. Current account number 291-3-03111-4., before your
next arrival and a copy of the bank's receipt should be sent via to Jansom Beach Resort,
Ranong for an acknowledgment.

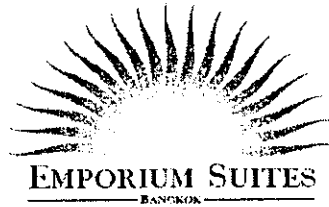
If you have any inquiries please do not hesitate to contact us as soon as possible. We look
forward to welcome your guest in the near future.

Yours Sincerely,

S. Sangduan Thongnuangsak
Public Relation Manager.

Tel: (077) 835317-9, 811774-6 Fax: (077) 811-589, e-mail: jansombeach@yahoo.com

C: Khun Benjawan / Reservation Dept.



Khun Patrawan
Secretary
 TRATEBEL ELECTRIC CITY GAS INT.
 26F/All Season Place ,Mthai Tower
 87 Wirless Rd.,Pathumwan
 Bangkok
 E-mail:nott@tractebelasia.com

March 27, 2003

Tel.253-6466ext.232
 Fax.253-8085

PROPOSAL BY EMPORIUM SUITES

Dear Khun Patrawan,

Thank you for your interested in our property , I would like to confirm a special rate and conditions as follows:

Resident name: Khun Ratchanee Jungtanacharoen

Apartment type: Deluxe Suites 3 bedrooms 200 sq.m.

Unit no.: -

Lease Period: 1-30 June 2003

Rental Price: Baht 168,000net/month

Special price for stay over a year Baht 140,000net/month

Payment One month rental for deposit and before check in date.

Requirement Special

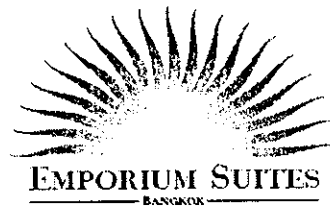
High-speed internet charge baht 2,000net/month,

Conditions

Rates are inclusive of Electricity charge , Water supply ,Daily maid cleaning service, Linen change (3 times a week) , Daily American Breakfast and Daily newspaper. Not only these services but also you can use the facilities that we have such as Swimming Pool and Fitness Center where located on 7th Floor.

Common Facilities

- The Emporium Shopping Center
- Sky Bridge to BTS Phrom Phong Station
- Benjasiri Park
- Free Form Pool (Where located on 7th Floor)
- Fitness Center , Sauna and Steam
- Outdoor Jacuzzi
- Children Playground
- Landscaped Garden
- Business Center
- Restaurant and Room Service (24 Hours)
- Limousine Service
- 24 Hours Security
- Ample Parking Space



We would very welcome for your further enquiries you have. Please do not hesitate to contact me at 664-9999 Ext. 1211 , Fax. 664-9990 and 05-1600016

We trust that the above terms and conditions will meet with your favorable requirement. Should you have any further enquire please do not hesitate to contact the undersigned, if you are agree with our term and condition.

Best Regards,

Confirmed & Accepted by

Vichchacharn Pankosol(North)
Sales Manager
The Emporium Suites Bangkok

Khun Patrawan
Secretary
Tractebel Electric city Gas Int.

22nd January 2003

Khun Nantha Lamkosum
Secretary
TRACTEBEL ASIA CO., LTD.
26th Fl. Thai Tower, All Seasons Place,
87 Wireless Rd., Lumpini
Pathumwan, Bangkok 10330

LOTUS BANGKOK

150 Dooy Udon
Sukhumvit 33 Rd.
Bangkok 10110, Thailand
Bangkok 10110
Tel: +66 21 262 1700
Fax: +66 21 262 1700
E-mail: res@novotel.com
www.novotel.com
www.accorhotels.com

Dear Khun Nantha,

CORPORATE RATES 2003

We are very pleased to append below the following special corporate for the year 2003 of the Novotel Lotus for your esteemed company.

NOVOTEL LOTUS BANGKOK ON SUKHUMVIT 33

	<u>Corporate Rates</u>	<u>Published Rates</u>
	Single / Twin	Single / Twin
Superior (Room only)	2,620++ / 2,734++	4,600++ / 4,800++
Superior (with ABF)	2,820++ / 3,134++	4,800++ / 5,000++
Deluxe (Room only)	3,019++ / 3,133++	5,300++ / 5,500++
Deluxe (with ABF)	3,219++ / 3,533++	5,500++ / 5,700++
Executive Suite (with ABF)	4,240++ / 4,440++	7,500++ / 7,700++
Duplex Suite	6,220++	12,400++

The above rates are subject of 10% service charge and applicable VAT, and are only applicable for booking made directly between your company and the hotel. Rates are valid from immediate date till 31st December 2003.

In addition to the above, your guests will be entitled to the following amenities -

- Complimentary daily newspaper
- Complimentary use of gymnasium and sauna
- Late check-out to 4.00 p.m. (subject to availability)
- Coffee/Tea facilities in all guest room

We look forward to a long and mutually beneficial working relationship with your company through the years.

Yours sincerely,

Ramesh KTEENDRY
Executive Assistant Manager

Acknowledged and Accepted by

Name

Date

Please send it back by fax no.02-262-1703

→ NoH



Grand Diamond

P R A T U N A M
Executive Residence

July 17, 2002

Khun Nantha I.
Secretary
Tractebel Electricity ABD Gas International
26th Fl., M Thai Tower, All Seasons Place
87 Wireless Road, Lumpinee
Bangkok 10330

Tel : 0-2253-6466
Fax : 0-2253-8085

Dear Khun Nantha,

RE: CONTRACT RATE 2002

We would like to take this opportunity to express our appreciation for your kind interest in the *Grand Diamond Hotel & Executive Residence*.

We are pleased to offer you the special room rates and other arrangements for your organization as follows

VALIDITY : IMMEDIATELY UNTIL 31 DECEMBER 2002

Room Type	Tariff Rate		*Contract Rate		
	Single	Twin	Single	Twin/ Double	Monthly Rate
Deluxe (60 sqm)	4,000	4,500	2,200	2,400	45,000
Sapphire Suite (90 sqm)	9,000	9,000	6,000	6,000	75,000
Ruby Suite (120 sqm)	12,000	12,000	8,000	8,000	85,000
Emerald Suite (130 sqm)	15,000	15,000	9,000	9,000	90,000
Grand Diamond Suite	30,000	30,000	25,000	25,000	200,000

**All rates are subject to 10% service charge and applicable government tax.*

Special Benefits :

- Welcome Drink
- Welcome Fruit Basket
- Complimentary Daily International Breakfast
- Free use of Fitness Center, Sauna, Swimming Pool
- Coffee & Tea Making Facilities
- 2 Bottle of Drinking Water


We look forward of welcoming more of your guests to the *Grand Diamond Hotel & Executive Residence* and would like to assure you of the finest facilities as well as best services at all times.

Yours Sincerely,

Anoma Chindamal
Sales Manager
Mobile 09 403-2281
Cc : sales, f/o, f/c

'RIOJA'

94


RIOJA Spanish Bar Restaurant
SPECIAL COUPON 10% DISCOUNT FOODS ONLY
Tel: 0-2251-5761-2 Fax: 0-2251-5763
VALID BEFORE **1.9.03**

SPANISH BAR & RESTAURANT

It gives us great pleasure to introduce the new "Rioja" Spanish bar and restaurant with an authentic Spanish ambience.

The smoking and non-smoking dining areas are separated and we have a precious and quiet garden.

Conveniently located at 1025 Ploenchit Road, Lumpini, Pathumwan, we are open daily from 11.00am-14.30pm and 17.30pm-23.00pm to serve you excellent Spanish wines with our delicious menu and the famous Tapas.

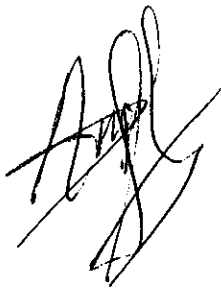
We have a Set Lunch Menu for 220++ THB only.

Moreover, upon request we can prepare any special menu for you.

Enclosed with this letter is a 10% discount card for food.

We are grateful for the opportunity to serve you.

Sincerely yours,



1025 PLOENCHIT ROAD, LUMPINI,
PATHUMWAN, BANGKOK 10330
PHONE: 0-2251-5761-2 • FAX: 0-2251- 5763

The Thomson Corporation Hong Kong Ltd
 10/F Gloucester Tower
 The Landmark
 11 Pedder Street, Central, Hong Kong
 Tel 852 2533 5484 Fax 852 2845 0142
<http://www.thomson.com/financial>

THOMSON


Project Finance 
 International

June 27, 2003

Mr Johan De Saeger
 Senior Vice President, Strategy and Portfolio Management Asia
 Tractebel Asia Co. Ltd Management Asia
 26/F M.Thai Tower
 All Seasons Place
 87 Wireless Road
 Pathumwan Bangkok 10330
 Thailand MS628

Dear Mr De Saeger,

Project Finance International (PFI) is delighted to announce the 8th Annual Conference on Financing Power & Energy Projects in Asia. Themed *Asian Energy – a new focus amidst the crisis*, this year will be another exciting year for our annual conference as we present the changes and developments in the Asian power, oil & gas and petrochemical industries.

This conference provides you with the opportunity to network with senior government bodies, developers, international and domestic law firms, banks, accounting/auditing firms, export credit agencies and multilateral agencies and discuss issues that relate to your business including:

<p>Evolution of Privatisation</p> <ul style="list-style-type: none"> • Road towards privatisation • Privatisation; boon or bane? 	<p>Update In The Industry</p> <ul style="list-style-type: none"> • Changes in the industry • Emergence of new players
<p>Developers' And Bank's View Of Markets And Opportunities</p> <ul style="list-style-type: none"> • New projects in the pipeline • Developments in financing approaches • State of project finance in Asia 	<p>Emerging Markets</p> <ul style="list-style-type: none"> • Determining their potential growth • Opportunities and challenges • Risk factors over near and medium terms

.../continued

Sponsors

 ANZ Investment Bank



Page 2
June 27, 2003

Some of the high-level presenters confirmed to date include:

Raymond Lim, Minister of State, **Ministry of Trade & Industry, Singapore**
Hardi Prasetyo, **Department of Energy & Mineral Resources of Indonesia**
Richard McIndoe, Managing Director, **CLP**
Wei Liu Cheng, Chairman & CEO, **CNOOC**
Sittiporn Ratanopas, Governor, **EGAT**
Shi Wei Ming, Vice President, **InterGen**
Lee Kong Won, General Manager, **KEPCO**
Eric Desparbes, Vice President – Finance, **Meiya Power**
Pian Sukro, President & CEO, **Tenaga Nasional**
Andrew Buglass, Vice President (Project Finance Asia), **UNOCAL**
Vijay Sethu, Head of Power Asia, **ANZ**
Mohit Batra, Joint General Manager, **ICICI**
Fumio Hoshi, Director General, **JBIC**
Peter Roberts, Partner, **Jones Day**
Bruce Schulberg, Partner, **Jones Day**
NEXI
Kyu Bang, Head M&A, **Shinhan Macquarie Financial Advisory**

This coupled with the exclusive editorial input of **Project Finance International**, guarantees a comprehensive program and an event that will tackle your key questions and concerns regarding financing power projects in the region. Delegates will benefit from the unrivalled experience of PFI in power and energy deals reporting.

This is an exclusive opportunity for you to secure your place at this event and save US\$200 early bird discount on the delegate ticket price valid until July 31, 2003. To register, please complete the enclosed booking form and fax it to **(852) 2845 0142**. Alternatively please call Ramon Angeles on **(632) 878 5825** or email **Ramon.Angeles@tfn.com**. We look forward to meeting you and your colleagues again in October.

Sincerely,



Rod Morrison
Editor
Thomson Project Finance International

VITAE

VITAE

Name : Miss Nujarin Jirapongwanich
Date of Birth : 23 March 1977
Place of Birth : Pomprab, Bangkok
Address : 986 Krungkasame Road, Sommanus, Pomprab,
Bangkok 10100

Educational Background :

2003	Master of Arts (Business English for International Communication), Srinakharinwirot University
1999	Bachelor of Arts (English), Bangkok University International College
1995	Commercial School Certificate, Convent of the Holy Infant Jesus (Phra Kuman Jesus Vithaya)

651.95

1007684

C.3

HOW TO WRITE BUSINESS LETTERS THAT SELL: A STUDY OF LANGUAGE USED IN
CURRENT BUSINESS CORRESPONDENCE

AN ABSTRACT
OF
MISS NUJARIN JIRAPONGWANICH

1 1 W.B. 2546

Presented in partial fulfillment of the requirements
for the Master of Arts degree in Business English for International Communication
at Srinakharinwirot University

October 2003

Nujarin Jirapongwanich. (2003). *How to Write Business Letters that Sell: A Study of Language*

Used in Business Correspondence. Master's Project, M.A. (Business English for International Communication). Bangkok: Graduate School, Srinakharinwirot University.

Project Advisor: Asst. Prof. Dr. Amporn Srisermbhok.

This study attempts to present the modern and attractive business letter writings in order to make them more effective and circulated among the businesspeople. The objectives of the study are (1) to study the language used and current style of business letter writing, and (2) to study how to master the written forms of communication especially the business letter. The study shows that even in this era of automated communication technology, the written correspondence has survived. In other words, business letters are very important in the business communications. Many sales and promotional letters were collected as a sample to find out and compare the language structure and style of outdated and modern business letters. Besides, to strengthen the result, an interview of businesspeople is chosen as another technique of methodology. Results indicated that the language used in modern business letters is simple, clear, concise, and direct to the point. Furthermore, the style and format in modern business letter are more attractive and easier to read. Consequently, the feature of language and style of business letter are the main factors to make the letters work and achieve their objectives.

การเขียนจดหมายธุรกิจให้สัมฤทธิ์ผล : วิเคราะห์ลักษณะภาษาที่ใช้ในการสื่อสารเชิงธุรกิจ

บทคัดย่อ

ของ

นางสาวนุจรินทร์ จิระพงษ์วนิช

เสนอต่อบัณฑิตวิทยาลัย มหาวิทยาลัยศรีนครินทรวิโรฒ เพื่อเป็นส่วนหนึ่งของการศึกษา
ตามหลักสูตรปริญญาศิลปศาสตรมหาบัณฑิต สาขาวิชาภาษาอังกฤษธุรกิจเพื่อการสื่อสารนานาชาติ

ตุลาคม 2546

นุจรินทร์ จิระพงษ์วนิช. (2546), การเขียนจดหมายธุรกิจให้สัมฤทธิ์ผล : วิเคราะห์ลักษณะภาษาที่ใช้ใน

การสื่อสารเชิงธุรกิจ. สารนิพนธ์ ศศ.ม. (ภาษาอังกฤษธุรกิจเพื่อการสื่อสารนานาชาติ).

กรุงเทพฯ : บัณฑิตวิทยาลัย มหาวิทยาลัยศรีนครินทรวิโรฒ. อาจารย์ที่ปรึกษาสารนิพนธ์ :

ผู้ช่วยศาสตราจารย์ ดร. อัมพร ศรีเสริมโภค

เนื้อหาในการศึกษาฉบับนี้จะแสดงถึงการเขียนจดหมายธุรกิจสมัยใหม่ที่น่าสนใจ เพื่อให้จดหมายดังกล่าวมีประสิทธิภาพและเป็นที่ยอมรับเพิ่มขึ้นในหมู่นักธุรกิจ วัตถุประสงค์ของการศึกษาค้างนี้คือ 1) วิเคราะห์ลักษณะภาษาและรูปแบบจดหมายที่ใช้ในปัจจุบัน และ 2) ศึกษาวิธีการพัฒนาปรับปรุงการเขียนต่างๆ ที่ใช้ในการติดต่อสื่อสารโดยเฉพาะการเขียนจดหมายธุรกิจ การศึกษานี้ยังแสดงให้เห็นว่าถึงแม้ในปัจจุบัน เทคโนโลยีการสื่อสารในโลกได้พัฒนาขึ้นอย่างรวดเร็ว แต่การเขียนจดหมาย และการสื่อสารเชิงธุรกิจก็ยังคงใช้อยู่ในการติดต่อทางธุรกิจ อีกนัยหนึ่งคือ จดหมายธุรกิจมีบทบาท และความสำคัญมากในการติดต่อทางธุรกิจ จดหมายเสนอขายและโฆษณาถูกเลือกมาเป็นกลุ่มตัวอย่างของการศึกษาเพื่อที่จะค้นหาและเปรียบเทียบโครงสร้างภาษาและรูปแบบของจดหมายสมัยใหม่ และจดหมายแบบเก่า นอกจากนั้นยังได้เพิ่มการสัมภาษณ์นักธุรกิจเกี่ยวกับลักษณะของภาษาและรูปแบบที่ใช้ในจดหมาย เพื่อให้ผลของการสำรวจชัดเจนยิ่งขึ้น จากการสำรวจพบว่าลักษณะของภาษาที่ใช้ในจดหมายสมัยใหม่นั้นจะเป็นภาษาง่ายๆ กระชับได้ใจความ ชัดเจน และตรงประเด็น นอกจากนั้นรูปแบบที่ใช้ในจดหมายสมัยใหม่มีความน่าสนใจ สวยงาม และง่ายในการอ่านมากกว่าจดหมายแบบเก่า ดังนั้น จะเห็นได้ว่าลักษณะของภาษาและรูปแบบที่ใช้ในจดหมายธุรกิจ เป็นปัจจัยหลักในการเขียนจดหมายเพื่อให้มีประสิทธิภาพและบรรลุเป้าหมายในธุรกิจ