

# ENGLISH CORRESPONDENCE FOR EDUCATIONAL MANAGEMENT



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## INTRODUCTION TO ENGLISH CORRESPONDENCE

Dosen	:	Priadi Surya, M. Pd & Rahmania Utari, M. Pd.
Tujuan Perkuliahan	:	Memahami konteks kebutuhan untuk berkorespondensi dalam bahasa Inggris (introduction)
Pokok Bahasan/Sub Pokok Bahasan	:	<ul style="list-style-type: none"> <li>• English as a language of global communication</li> <li>• Communication in business</li> <li>• Why we write in educational management</li> </ul>
Pengalaman Belajar	:	<ul style="list-style-type: none"> <li>• Mendengarkan ceramah pentingnya komunikasi dalam bahasa Inggris.</li> <li>• Berkomunikasi secara tertulis dalam bahasa Inggris.</li> <li>• Membaca contoh surat dalam bahasa Inggris.</li> <li>• Memberikan komentar atas isi surat.</li> </ul>
Sumber	:	<ul style="list-style-type: none"> <li>• Talbot, Fiona. (2009). <i>Executive Writing Skills for Managers</i>. Philadelphia: Kogan Page.</li> <li>• Gartside, L. (1989). <i>Modern Business Correspondence</i>. Jakarta: Binarupa Aksara.</li> </ul>

### The Meaning of Communication

Communication comes from the latin “communico” (to share) and is the act of sharing or imparting a share of anything. In its vital sense it means a sharing of ideas and feelings in a mood of mutual understanding. It is a two way process in which a speaker must have a listener and a writer a reader with whom to share the experience. This understanding is achieved only if the parties “speak the same language”, only that is if the words communicated mean the same thing to both.

### English as a Language of Global Communication

English is a major language of commercial communication generally. It is also the world’s language of the internet and global access to knowledge. Business English is quitesimply the name given to the English used for dealing withbusiness communication in English. Defining English itself ismore complicated, however, as there are many varieties. Alongside UK English, youwill

find US English, Australian English, Caribbean English, Indian English, Singapore English and South African English, to name just some. Then we find instances such as Chinglish (Chinese-English), Manglish (Malaysian-English) and Singlish (Singapore-English), where English is mixed with some of the language patterns of the native country. Users of Chinglish, to take just one example, may understand perfectly what they mean. But they may still fall into the trap of mistranslating (even to the point of unintelligibility) for the foreign reader.

The UK government currently estimates that more than a billion people speak English, and projections indicate that by 2020 two billion people worldwide will be learning or teaching English. So English is not just for the nation that gives the language its name. It does not belong to a single culture but acts as a bridge across borders and cultures. Whichever variety you choose to use, make sure that it is understood by those with whom you are doing business. You know how important effective business writing is. Get it right and an institution can build on success. Get it wrong and it can contribute to an organization's failure. Why? Because written words are judged for what they are, when we may not be there to explain them. And it can be difficult enough to get them right first time, even in our native language, let alone a foreign one!

Writing English for global business may be something you are doing by choice. Sometimes, though, having to use English may be an unexpected development within an institution. There was a movement in the late 1990s among various leading German companies, including Siemens and Hoechst, for executives to adopt English not only for external global communication but for internal business too. Indeed, the practice of designating English as the language of the boardroom is becoming increasingly widespread around the world. Many cultures see that English is a language where it is relatively easy to pinpoint exactly the right word for any given situation. Its accessibility is a great advantage and as a result it predominates in the business world today.

There are scenarios where businesses may expectedly, or unexpectedly, have to write in English. Mergers and acquisitions may take staff by surprise and require them to develop new skills. What if you are a non-native English writer who suddenly has to write in English but really do not want to? You are being asked to step completely out of your comfort zone. So how do people react to this? Well, naturally enough, in different ways. Some people feel that if this is

what it takes to get on, so be it. Some will be actively against it. And others will feel uncomfortable about being put in a position that they feel is by definition alien.

As you will be using English in order to operate globally, your counterparts in other countries must understand you in the same way that you are understood at home. Search for ways to make the task easier for all. How? Well, you have goals to achieve. So why create unnecessary problems by using over-complicated grammatical forms? English has surged ahead in popular use. As English can also allow great simplicity, use it simply! But this in no way equates to dumbing down or speaking down to people. It is more about realizing that, in business, time is money – for readers and writers alike.

### **Why We Write in Educational Management**

Businesses often underestimate the importance of written communication skills as an integral part of their total communication package. For some reason, writing can be viewed as too much of a 'soft skill' to justify on-the-job training. There are many reasons why we write in business, so it makes sense to identify and prioritize these. The preoccupation with writing as a tool simply to record information tells us a lot about the lack of awareness of how powerful writing English for business can be. Why are we in business? Surely it is to make a livelihood by providing information or products or services to people who want or need them. The written word is uncompromising: we have to get it right. Without the clues that body language give, without the give and take we allow the spoken word (we can question if we are not sure – and the spoken word does not have to be grammatically perfect), we judge written words for what they are. Whatever you write in your business English is frozen in time, so to speak. It represents you and your organization for what it is.

In the field of education, especially in Indonesia, English skill becomes significantly needed at school and educational department at any municipalities. For example, according to many of International standardized school, English is playing important part as communication tool at class. The needs about English skill is not just about speaking, but also reading and writing. The needs to contact with foreigner becomes more frequently since we playing part in international relationship and competition. Sending letter, document, fax and email to school

outside this country become something usual now. The internet helps us a lot in correspondent nowadays, and adds something new and valuable to be learned more by students or practices.

### **A checklist of things to consider**

1. Physical aspects such as font, point size and layout, punctuation, when to use capital letters, date and time conventions etc.
2. Conveying openness and honesty.
3. Conveying other institution's values too.
4. Selling institution's messages.
5. Writing that is results focused and sent at the right time to the right people.
6. Writing styles that are concise – but not at the cost of not saying the right things.
7. Tone that is appropriate for the target sector.

### **Your checklist for action**

1. See writing as a fundamental skill for you as an individual, and for your business.
2. Develop and improve your business English writing at every opportunity throughout your career.
3. Remember that business English writing – in its many forms – is your most common route to international markets. Be the best.
4. Think about your house style and how you want to come across.
5. Understand the four-way mirror approach: there may be differences between how you see yourself and how your cross-cultural customers see you.
6. Identify the correct focus, and write to reflect this.
7. Do not feel the need to 'out-English' NE writers.
8. In business writing, less is often more (though not at the expense of rapport or effective cross-cultural working relationships).
9. Understand how wrong translations can give rise to misinformation: a headache for non-native English and native English writers alike.
10. English idioms and puns can be difficult to use or understand in international business – so you may need to avoid them.

## **The Step To Write In Business**

### **Step 1**

Be correct:

1. Know what your writing needs to achieve, alongside what your company needs to achieve.
2. Match reader and customer expectations.
3. Ensure that your writing is free of mistakes.

Your business communication will fail if you get your basics wrong.

### **Step 2**

Be clear:

1. Use plain English and express facts as simply as possible.
2. Edit so that your main points are easily understood.

Confused messages undermine your objectives. They can lose you custom too.

### **Step 3**

Make the right impact:

1. Use the right words and layout to get noticed for the right reasons.
2. Use the right style to present yourself and your company well.
3. Create opportunities.

The right impact differentiates you from competitors and helps bring about the replies you need.

### **Step 4**

Focus on your customers:

1. Use words that focus on your readers and customers, and empathize with them.
2. Use positive, proactive words where possible.
3. Avoid words that put up barriers, and try to avoid jargon.

Use these words to satisfy and, if possible, delight your customers.

## **Your Checklist For Action**

1. You need to customize your writing in English for your business vision and values, and for your daily business goals.
2. Understand that the right message + business focus = personal + team success + corporate gains.

3. Define your English meanings regularly, particularly when company vision is involved.
4. Each time you start a new piece of writing, focus on getting it right and understand what quality means in terms of business English writing (free of mistakes on all levels).
5. Use the four-step guide to premier business writing as a tool for every aspect of your English writing performance.

## Practice

Please read this following letter. Then, please modify with your own business letter.



**SMP N 1 KOTA INDAH**  
Jl Bahagia No. 33 Kota Indah Telp. 076-336225 fax 076-336224  
Website: [www.smpn1kotaindah.org](http://www.smpn1kotaindah.org). Email:  
[smp1kotaindah@gmail.com](mailto:smp1kotaindah@gmail.com)

Mr. Sebastian Jackson  
Canning Vale College  
86<sup>th</sup> Nidover Street Canning Vale, Perth

Kota Indah, July 7<sup>th</sup> 2010

Ref : 7/7/11-pt  
Subject: Visiting of our Students

Dear Mr. Jackson,

We inform you that there will be 20 students from our school will be pleased to visit your school on Thursday, September 2<sup>nd</sup>, at 1 pm.

We will observe your school and its activities, followed by interactive dialogue with your staff and students related to academic climate.

If you are not able to receive us on this date, please inform us by calling our phone number: 076-336225 or email us at: [smp1kotaindah@gmail.com](mailto:smp1kotaindah@gmail.com).

Yours sincerely,

Yudha Magama, M. Pd.



## 2

### FORM AND MECHANICAL STRUCTURE

Dosen	:	Rahmania Utari, M. Pd.& Priadi Surya, M. Pd
Tujuan Perkuliahan	:	<ul style="list-style-type: none"><li>• Memahami aturan dasar surat-menyurat dalam English</li><li>• Mengenali macam-macam layout surat</li><li>• Mengenali bagian-bagian surat</li><li>• Mengenali gaya penulisan tanggal, nama dan alamat tujuan, panggilan kehormatan</li></ul>
PokokBahasan/Sub PokokBahasan	:	Form and mechanical structure I
PengalamanBelajar	:	<ul style="list-style-type: none"><li>• Mendengarkan ceramah</li><li>• Berlatih menggunakan salutation</li></ul>
Sumber	:	<ul style="list-style-type: none"><li>• Gartside, L. (1989). <i>Modern Business Correspondence</i>. Jakarta: Binarupa Aksara</li><li>• Dominguez, S. (2008). <i>Model Surat Profesional untuk Perusahaan</i>. Bandung: Citra Aditya Bakti</li><li>• Ridha, S. (2007). <i>Membuat Surat-Surat Bisnis Indonesia-Inggris</i>. Jakarta: Visimedia</li></ul>

### BASIC RULES

There may be some modification or improvisation about writing business letter, but even so, it is better to follow established practice, which is convenient if only because it provides a standard to which the business world has become accustomed. Using the custom of mechanical structure can avoid confusion and waste of time for both sender and receiver.

### LETTER STYLE

Although formality in business letter-writing is rapidly giving way to a less conventional and more friendly style, the layout or mechanical structure of the letter as it is called still follows a more or less set pattern determined by custom and not resulting from any deliberate plan. Choice of layout is a matter of individual taste, and while departures from customary form may not be wrong, they may reflect to disadvantage of those who indulge in them, in much the same way as peculiarities of dress and conduct reflect upon those who practice them.

There are three types of lay out: blocked letter style, indented letter style, and semi-blocked letter style.

### **1. Blocked letter Style**

The practice of displaying letters in the blocked style saves typing time and is now firmly established. Its outstanding feature is the commencement of all typing lines, including those for the date, inside name and address, salutation, subheadings, and complimentary close at the left hand margin of the paper. The loss of clarity occasioned by the absence of indentations may be made good by increasing number of separate line-spacings between paragraph from two to three as shown in fig.1.

With this style it is customary to use “open” punctuation, the style of punctuation that omits all but essential punctuation marks outside the body of the letter, e.g from the inside name and address, the salutation and the complimentary close. This again saves typing times, since it restricts punctuation to its essential purpose of making meaning clear.

### **2. Indented letter style**

This style is the first line of each paragraph of the letter, usually five spaces for pica type, and six for elite, though deeper indentations are sometimes preferred. Use of the blocked style for the inside name and address help to give the letter a tidy appearance as shown in fig 2.

The effect of indenting is to throw into relief the thought-form of the letter and this helps the reader. Traditionally, such items as heading, complimentary closures and designations are centered in relation to the length of the typing line and full, i.e. “closed” punctuation is used throughout. Criticism of the indented style is that it involves much extra work, especially where a word-processing typewriter is not used.

### **3. Semi-blocked letter style**

The blocked style suffers from the disadvantage that placement of the date and reference data on the left hand side of the paper causes inconvenience when particular letter are required from the files. Because of this, many

businesses prefer to modify the blocked style by placing date and reference data on the extreme right of the paper, thus making particular letters more readily identifiable in the filing system.

Other variations of the blocked style are sometimes adopted and create a particular form of "house-style", for example placement of the complimentary close and designation of signatory in blocked form in the middle of the typing line (see fig.3).

### **SEVEN PARTS IN THE BUSINESS LETTER**

The style of display adopted is determined by personal taste or by a firm's preferred house-style, but whichever style is used, the business letter consist of seven parts.

1. The letter head
2. The reference and date
3. The inside name and address
4. The salutations
5. The message
6. The subscription or complimentary close
7. The writer's signature and designation.

A common fault is to type the letter too high on the paper. It should be neither too high nor too low, but nicely placed to preserve an appearance of balance and dignity. Another fault is to leave too little space for the signature. For this, not less than 4 cm should be allowed between the complimentary close and the writer's designation. However faultless a business letter may be in matter, style and tone, it will not only create a bad impression but also weaken its effect if it is not attractively displayed.

### **SALUTATION**

Whether you are writing a formal business letter to other companies, clients, vendors, government agencies, and/or customers, the format and tone of the letter has to sound *professional*. You need to sound polite and show respect to the person you are sending the letter to. Business letter is looked up a means of communication where organizations and/or individuals pass essential

messages to one another. Now, these letters can be sent for various reasons like inquiry about products, job application, thank you letter, follow up letter, etc.; the point is that as there can be hundreds of reasons why someone would send a formal business letter to an organization or customer, there are certain etiquette that should be adopted. And that is the purpose of this article. We will go over some important business letter salutation etiquette everyone should be aware of.

### **Different Types of Business Letter Salutations**

Apart from keeping a close eye on the word choices and the format of your letters, proper salutation styles need to be given top priority. The salutation is generally at the beginning of any letter and is the first thing a recipient would notice. So, depending on who you are sending a letter to, follow the correct [business letter salutation](#) etiquette mentioned below.

#### **When the Recipient is Unknown**

If you have never met the recipient before, are unaware of his/her name, and/or don't know their gender, you need to be very careful as to how to salute them. The best bet is to write *Dear Sir*, *Dear Madam*, or *Dear Sir or Madam*. On the other hand, when the gender of the recipient is unknown, then go with the old time favorite *To Whom It May Concern*. This covers both the sexes and sounds very formal, and that's the tone you want in your letter.

#### **When You Know the Recipient**

At times, after communicating with a certain client, customer, or organization, you two might know each others' first names. In this case, even though a formal business letter is being written, the salutation etiquette will change just a bit. In such cases, you can use the salutations like *Dear John/Jane*, *Dear Mr. John*, or *Dear Ms. Jane*. On the other hand, if your relationship with the recipient isn't that friendly and open, then play it safe and forget about including his/her first name. However, you don't want to say *Dear Sir/Madam* or *To Whom It May Concern* either. Here, you can opt to use their last name and write *Dear Mr. Smith* or *Dear Ms. Smith*. If it is a female recipient and you may or may not be aware if she is married or a single, the salutation with "Ms." is perfect; generally, the salutation of "Miss" is not favored.

## **Proper Punctuation Usage**

Now that you know what the different salutation types are, let's now move on to the punctuation use for these formal business letters. After you have decided which salutation to use for the recipient, using the correct punctuation matters too. I know that there is a lot of to remember and follow for writing just 2 to 3 words in the beginning of a letter, but as I said earlier, it matters a lot. Your professionalism and attitude towards the recipient shows with what and how you write a letter.

For American English, after the name of the recipient, use a (:) colon; for example, you will write *Dear Mr. Williams:*. On the other hand, for British English, after the name of the recipient, use a (,) comma; for example, you will write *Dear Ms Williams,*. These punctuations are supposed to be used for formal business letters.

## **Closing Salutations**

After you have finished your letter, the closing salutation has to be included as well. This is very simple as there aren't that many confusing factors like gender, formal, informal, etc. For closing a letter, simply write *Sincerely*, *Faithfully yours*, *Yours truly*, or *Yours sincerely*. However, if you would like to sound a little less formal in your closing salutation, then use *Kind regards* or *Best regards*.

These business letter salutations and endings mentioned in the article can be used for email and actual letters. Follow the proper business letter salutation etiquette as the tone in the letters play a huge role.

### **The Body of the Letter**

We must take care not only to set out our letters attractively and unmistakable clearness but also to express them in terms our reader can readily understand.

- a. Write simply, clearly, courteously, grammatically, and to the point.
- b. Paragraph correctly, confining each paragraph to one topic.
- c. Avoid stereotyped phrases and commercialese.

If there has been previous correspondence the place to refer to it is the opening paragraph. The paragraphs that follow will contain further details, and the closing paragraph a statement of our intentions, hopes, or expectations concerning the next step.

If we decide to start our closing paragraph with a participle, be careful to add *I am*, *We are*, or some similar expression beginning with a pronoun, otherwise we will commit the common fault of the unrelated participle. *Hoping to hear from you* not by *I* or *We* I quite wrong. It is better to avoid the participial closure if we can and to say quite simply, for example, *I hope to hear from you soon*. It is, and sounds, much better.

### **The Subscription, or Complimentary Close**

The complimentary close is merely a polite way of ending a letter. Just as the use of *Dear Sir*, etc., is purely conventional, so is the use of *Yours faithfully*, *Yours truly*, and similar expressions. Neither salutation nor closure can be logically defended. There is nothing faithful about a failure to deliver goods on time, or true about a mistake in sending the wrong goods; yet the letters explaining these things would be signed *faithfully* or *truly*. Used in this way the terms are meaningless; nevertheless, convention imposes these fashions on us, and for the expressions used must be appropriate to the occasion, and that salutation and closure must be in keeping. A list of salutations arranged with their appropriate closures is given below.

<i>Salutation</i>	<i>Suitable closure</i>	<i>Comments on closure</i>
Dear Sir(s) Dear Madam Mesdames	Yours faithfully	This is the standard closure for business letters. Like all other complimentary terms, it must always be typed in full, and never as <i>f'fly</i> . This form of closure should never be used.
Dear Sir(s) Dear Madam Mesdames	Yours very faithfully	
Dear Sir(s) Dear Madam Mesdames	Yours truly	Now somewhat old-fashioned and little used in business. Being a little less formal than <i>Yours faithfully</i> it is sometimes used between persons acquainted with each other, or where a personal relationship exist, as with solicitors, bankers, and doctors.
Dear Sir My Dear Sir Dear Madam My Dear Madam	Yours very truly	Expresses rather more feeling than <i>Yours truly</i> , and would be suitably used, for example, when acknowledging a favour.
Sir Gentlemen Madam Mesdames	Yours respectfully	Appropriate only in letters to superiors, but is now no longer fashionable and is best avoided.
Sir Gentlemen Madam Mesdames	I am, Sir (etc.) Yours obediently OR I am, Sir (etc.) Yours obedient servant	Expect in the Civil Service this form of closure has now disappeared. Nor is it now often used in the Civil Service, having been replaced by the standard form <i>Yours faithfully</i> .
Dear Mr Shaw	Yours sincerely	For private letter between persons known to each other, though it has now become fashionable in

business between persons well known to each other, or where there is a wish to shed formality and establish a warmer and more personal note in the letter. Indeed, when the salutation mentions the addressee by name, *Yours sincerely* is now the preferred closure.

Dear Mr Shaw My Dear Mr Shaw	Yours very sincerely	Expresses a little warmer feeling than <i>Yours sincerely</i> . (As when refusing a request without wishing to cause offence.)
Dear Trevor	Sincerely	Less formal than <i>yours sincerely</i> . Used only between close friends.
Dear Janet	Kind regards	Gives the letter a friendly personal touch. Used between persons well known to each other.
Dear Shaw My Dear Shaw Dear William	Yours ever As ever	Used between close friends.
Dear William My Dear William	Yours affectionately	Used between intimate friends.

Avoid the following:

- a. Inverted forms like *Fatihfully, Truly or Sincerely yours, or Cardially yours* (common in the United States). They are somewhat forced and artificial.
- b. *Yours, etc.* To use this form of closure is in bad taste.
- c. *I (We) remain.* The closures in the above table serve all occasions.

With the blocked form of layout, the complimentary close, the name of the firm or company, and the writer's designation or title of office all begin at the left-hand trying margin.



Yours faithfully  
for MACDONALD & EVANS (Publications) LTD



Jeanne d'Arc  
Managing Director

*Blocked.* This fully blocked style is that favoured by the Civil Service and most business organizations today.

In conventional (indented) layout the complimentary close may occupy either of two positions in relation to the typing line.

- a. *Towards the right*, starting at the middle of the typing line, e.g. at 40 on the scale with pica type, and margins at 10 and 70; or at 45 on the scale with elite type, and margins at 10 and 80.

Yours faithfully  
for MACDONALD & EVANS (Publications) LTD



Jeanne d'Arc  
Managing Director

*Indented.* This is style of closure to use with the indented form of inside name and address. It helps you give the letter an appearance of balance.

- b. *In the middle*, in which case the words are typed to fall evenly on each side of the middle of the typing line.

Yours faithfully  
for MACDONALD & EVANS (Publications) LTD



Jeanne d'Arc  
Managing Director

*Centred.* Some like to use this centred style of closure with the blocked form of inside name and address as an alternative to the indented style illustrated in.

The name of the firm or company, if included, is centred on the line immediately following the complimentary close. Note that only the first word of the complimentary close takes a capital letter. The designation, or title of office, is typed as shown in the example, and in the middle in example.

Five line-spacings will usually leave enough room for the writer's signature, but it may be necessary to allow more if the signature is a bold one.

The complimentary close must never be separated from the substance faulty judgment this becomes necessary the letter must be scrapped and retyped, with some portion of the subject-matter carried over to the next sheet.

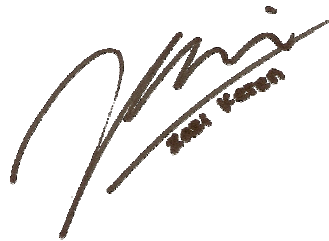
Like salutation, the complimentary close is omitted from postcards, formal invitations, branch and departmental letters, and office memoranda.

### **The Signature**

The signature is the signed name or mark of the person writing the letter or that of the firm he represents. It is written in ink immediately below the complimentary close. Because a signature is the distinguishing mark of the one who uses it, the same style must always be adopted. For example, M A Webb, Maurice A Webb, M Arthur Webb, Maurice Webb, and Arthur Webb must not be used indiscriminately for the same person. If your correspondent signs as M A Webb you must address him as such.

#### **Illegible signatures**

An illegible signature is not, as some suppose, an indication of high office; rather it is an indication of inconsiderateness and bad manners. Nevertheless, many modern signatures are illegible and it is now common practice to type the name of signer above his designation if he has one. The actual signature is then placed immediately above:

A handwritten signature in black ink, appearing to be 'Zazi Keren', written in a cursive style. Below the signature, the name 'Zazi Keren' is printed in a smaller, sans-serif font.

ZaziKeren  
Personnel Manager

The signature as written and the signature as typed must correspond exactly. Thus, in the above example the written signature must be *ZaziKeren* and not *Z Keren*.

It should never be necessary for typists to have to repeat the signature in type, but the practice has now become so firmly established that it is adopted even where signatures are quite legible, and it is unlikely that any general improvement in writing signatures will now change it. The only justification for the practice is that it avoids the embarrassment and annoyance that sometimes result from a misreading of badly written signatures.

#### Incorporated bodies

An official signing for a registered company or other incorporated body adds to his signature the title of the office he holds and, notwithstanding the use of headed paper, frequently repeats above his signature the name of the organization for which he signs; if his letter is written in the plural *we*, he must do so. The Secretary of a company may, for example, be found to sign in any of the following ways:

Yours faithfully

A handwritten signature in black ink, appearing to be 'F A Mubarak', written in a cursive style. Below the signature, the name 'F A Mubarak' is printed in a smaller, sans-serif font.

F A Mubarak  
Secretary

Yours faithfully  
WHARFE & HUGHES LTD

A handwritten signature in black ink, appearing to be 'F A Mubarak', written in a cursive style. Below the signature, the name 'F A Mubarak' is printed in a smaller, sans-serif font.

F A Mubarak  
Secretary

Yours faithfully  
for WHARFE & HUGHES LTD



F A Mubarak  
Secretary

Yours faithfully  
on behalf of WHARFE & HUGHES  
LTD



F A Mubarak  
Secretary

### Partnerships

The correct signature of a partner signing for his firm is that of the name of the firm, without the addition of his own name or initials:



### “Per pro.” signatures

Strictly speaking, only a partner is entitled to sign the name of his firm, but for convenience to sign is often given to a responsible employee (e.g. by a firm of solicitors to their managing clerk) by a document known as a power of attorney, though the authority to sign may also arise from custom. In either case the attorney, or agent, as the authorized signatory is called, signs *per procuracionem*, or *per pro.*, sometimes further abbreviated to *p.pro.*, or even *p.p.*, as follows:

per pro Aitken Spence Travels



An employee with no special authority to bind the firm should not sign *per pro.*, but as follows:

Aitken Spence Travels



for Aitken Spence Travels



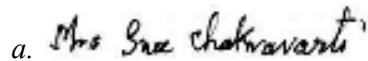
OR


Authority to sign *per pro.* is also sometimes given to the officials of public companies, but if it is clear that the person signing is an authorized agent of the company, as where the degree of authority is indicated but the title of the office held (e.g. Works Manager), *per pro.* is unnecessary.

#### Women's signatures

To ensure that she is correctly addressed in any reply a woman writing to a stranger should indicate whether she is married or single. She may do so in the following ways:

If married

a. 

b. 

Mrs. SreeChakravarti

c. 

Mrs. Sanjay H Chakravarti

If single

a. 

b. 

Miss Elizabeth Taylor

#### Signature by proxy

If a person writes and is required to sign a letter for someone else, this would be indicated as follows:



For Marketing Director

or if the letter is signed for a supervisor:



For A H Brooks  
Marketing Director

#### Private secretaries

A private or personal secretary will sometimes write and sign letters for her employer, in which case she will sign:

Yours faithfully,



Secretary to Mr A Seddon

#### Facsimile signatures

Never sign our letters with a rubber stamp. A letter that is worth writing is surely worth reading through by the person responsible for it, and to sign it in addition is but the work of a moment. To send out an individual letter “signed” with a stamp is as discourteous because it suggests that reader is not important enough to warrant the personal touch of an original signature; unnecessary because time saved is negligible. If you *must* have a rubber stamp see that it bears a printed and not a facsimile signature, and reserve it for copies for the files, or sent “For information”.

Even for circular letters a rubber stamp is not justified. If a personal signature on a printed circular is not possible your printer for a small sum will provide a block with a good facsimile, or if the circular is stenciled the signature can be cut in the stencil.

#### **Practice**

Please make some letter that you must sign it with your various role.

### 3 REFERENCE NUMBER AND DATE

#### **NOMOR REFERENSI (REFERENCE NUMBER)**

Terkadang dalam sebuah surat resmi terdapat tulisan: *Our ref* dan *your ref*. Dalam surat dengan tipe lay out *fully blocked*, tempat nomor referensi terdapat di atas tanggal atau sebelum tanggal. Sedangkan pada lay out surat dengan tipe *intented*, biasanya nomor referensi diletakkan di tepi kiri, satu garis dengan tulisan tanggal.

*Contoh penulisan nomor referensi:*

Our ref: Dep. A/5

Your ref: Dep. C

*Contoh berikutnya:*

Our ref: LGB/WW

Your ref: JDM/jc

Kegunaan nomor referensi adalah untuk mencata tdepartemen atau unit kerja/individu mana yang menulis surat.

#### **Practice**

Please make some letter with classified reference number according to your archive management.

## **PENULISAN TANGGAL**

Harap tidak menuliskan tanggal dalam format seperti di bawah ini:

**10/2/1995**

Penulisan seperti ini umum terdapat di Indonesia, namun tidak semua negara menganut gaya seperti halnya contoh di atas. Penulisan tanggal di Amerika yaitu sebagai berikut:

**February 10<sup>th</sup> 2001**

Untuk di Inggris penulisannya hampir sama seperti di Indonesia, yakni seperti berikut:

**10 February 2001**

Contoh ketiga tersebut yang banyak digunakan secara internasional karena mudah dipahami di negara manapun yang sekalipun tidak menggunakan bahasa Inggris sebagai pengantar.



**4**  
**EKSPRESI DALAM PARAGRAF PEMBUKA**

Ekspresi terima kasih:

1. Thank you for your letter of...
2. We acknowledge with thanks your letter of ...
3. I have studied with interest the literature you sent me with your letter of ...

Ekspresi senang atau penyesalan:

1. I was glad to receive your letter of ...
2. We welcome your enquiry of
3. We were both surprise and pleased to receive your letter of ...
4. I wish to say at once how pleased we were to receive your letter of ...
5. We very much regret to learn from your letter of ...
6. We were sorry to learn from your letter of ...
7. I am sorry not to have been able to reply sooner to your letter of ...

Ekspresi memperlihatkan tindakan yang sudah dilakukan:

1. On receiving your letter of 10<sup>th</sup> March I telephoned our head office
2. I have made enquiries about the cost of the repairs you mention in your letter of ...
3. I immediately passed to the manufactures the complaint you made in your letter of ....

Ekspresi meminta atau menjawab pertanyaan:

1. Before I can deal with your letter of ... I shall need to know ...
2. You are right in assuming that the price mentioned in your letter of ... is subject to a discount of ...

Ekspresi meminta saran:

1. It is sometimes said that the highest compliment one can pay a person is to ask him for advice, and we are writing now to ask for yours on a problem that has worried us for some time.

**5**  
**EKSPRESI DALAM PARAGRAF PENUTUP**

Ekspresi yang paling sering digunakan:

1. We are looking forward to hearing from you soon.
2. We thank you for your interest.

Ekspresi permintaan maaf karena tidak dapat memenuhi permohonan:

We are indeed sorry we cannot on this occasion supply the kind of material you need, but enclose a book of samples showing our full range of ....

Ekspresi pemberitahuan dapat memenuhi permohonan:

We thank you for your order and are arranging to send the .....

Ekspresi permohonan tentang sesuatu:

We have no wish to rush you into a decision, but as repeat orders are constantly coming in, we strongly urge you to place an order at least in the next 5 days.

Ekspresi menjawab keluhan:

We very much regret having given you any cause to complain, and assure you that we shall do all we can to put matters right.

**Practice**

Please make some letters with various expressions above on your own words.

## 6 JENIS-JENIS SURAT BISNIS

Klasifikasi surat bisnis dapat dibagi berdasarkan pada isinya. Pembagian meliputi:

1. Information letters (surat informasi): yang bersifat biasa/rutin = permohonan, pembayaran, yang bersifat bertujuan khusus = sirkular, pribadi, unit kerja, travel/perjalanan.

Surat jenis ini bermaksud utama memberikan atau mencari informasi. Surat jenis ini biasa dijumpai dan memiliki pola yang relatif tetap.

2. Sales letters (surat penjualan): penawaran, kepegawaian.

Surat ini memiliki pendekatan berbeda dengan surat informasi. Menulis surat penjualan atau penawaran memerlukan keterampilan seni menulis karena menghindari resistensi dari pembacanya.

Sebagai contoh menulis tentang surat penawaran barang atau kenaikan harga, maka sebaiknya tidak dimulai langsung dari kerangka harga. Kita harus memosisikan diri sebagai pihak pembaca atau dengan kata lain kita menyebutkan harapan-harapan yang diinginkan pembaca sebelum berbicara tentang harga.

3. Problem letters (surat permasalahan): complain, rekening, keterlambatan.

Surat ini memuat situasi adanya masalah antara penulis dengan pembaca. Sama halnya dengan surat penawaran, gaya penulisan pada surat permasalahan juga harus dibuka dengan paragraf yang mengandung nada positif.

4. Good will letters (surat penyampaian pesan positif): ucapan berupa terima kasih, selamat, simpati, penawaran bantuan dan lain sebagainya.

Sebenarnya semua surat bisnis harus memiliki suara positif dalam penyampaian pesannya, namun yang dimaksud sebagai Good will letters di sini dikhususkan pada surat yang berisi apresiasi penulis terhadap pembaca. Ucapan terima kasih, simpati, selamat datang, menawarkan bantuan yang tersurat harus mencerminkan ketulusan pembacanya.

### **Practice**

Please make some letters with various classifications above on your own words.

## JENIS KATA DAN FUNGSINYA (PART OF SPEECH)

Berdasarkan fungsinya, kata-kata dapat dikelompokkan menjadi beberapa jenis. Berikut klasifikasi kata-kata dalam bahasa Inggris:

Jenis Kata	Fungsinya	Contoh
Kata Benda (k.b)	Menyebut benda	Movement, letter, woman, supply
Kata ganti (k.g)	Menggantikan benda atau orang	They, she, it, her
Kata sifat/keadaan (k.s)	Menyebut sifat, keadaan, rasa, menerangkan kata benda	Beautiful, delicious, sick, he
Kata kerja (k.k)	Menyebut nama perbuatan atau kejadian	Develop, educate, write
Kata keterangan (k.ket)	Menyebutkan tentang waktu, tempat, frekwensi, cara, dan sebagainya	Tomorrow, here, quickly, always,
Kata depan atau preposisi (prep)	Selalu di depan kata benda atau yang dibendakan	In, on, for, with
Kata penghubung	Menghubungkan dua kata, frasa, atau kalimat	And, but, because
Kata bantu a. Kata bantu penunjuk benda	Terletak di muka kata benda	A, the this, some, all, many, every
b. Kata bantu kata	Terletak di depan kata kerja	Will, can, be, have
c. Kata bantu penyangat	Terletak di muka kata sifat atau keterangan	Very, so, rather, quite

### Practice

Please read some letter that you have and identified each word according to the classification above.

## IDENTIFIKASI KATA

Banyak kata yang bisa masuk kedalam beberapa jenis dengan arti yang berbeda-beda, maka untuk menentukan suatu kata perlu terlebih dahulu melihat konteks kalimatnya, atau peranannya dalam membangun sebuahkalimat.

- a. Kata benda dengana khiran (ion, ment, ness, nce, ity, cy, ship, er/or, nese, ist, hood, ism, dom, ogy/ics) .Contoh: education, evaluation, admission, condition, movement, agreement, happiness, difference, important, ability, possibility, accuracy, vacancy, leadership, scholarship, teacher, writer, Javanese, Balinese, American, artist, economist, childhood, brotherhood, capitalism, criticism, wisdom, freedom, psychology, mathematics.
- b. Kata kerja dengan awalan dan akhiran (en, ize/ise, ed). Contoh: enlarge, encounter, visualize, directed
- c. Kata keterangan dengan akhiran (ly, ward). Contoh: slowly, accurately, carefully, powerful, upward, eastward
- d. Kata sifat dengan akhiran (ive, able/ible, ous, ic, ful/less, ish, al, er/est). Contoh: relative, communicative, observable, portable, famous, academic.

## MELIHAT FUNGSI KATA DALAM KALIMAT

Awalan atau akhiran tidak selalu membentuk jenis kata tertentu. Sebagai contoh ada kata benda yang bisa berfungsi sebagai kata kerja, kata sifat/keadaan.

Contoh:

1. Phone
  - a. The phone number should be written in the head letter (sebagai kata benda atau berperan sebagai subjek)
  - b. They phone me every day (sebagai kata predikat atau kata kerja, yang berarti menelpon)

## MELIHAT KATA BANTU PENDAMPING

Kata-kata seperti *a, the, some, many* dan sebagainya selalu diikuti kata benda. Demikian juga dengan preposisi *in, on, for, of,* dan lain sebagainya selalu berada di depan/mendahului kata benda. Kata kerja biasanya didahului oleh *always, never, often, will, can,* dan lain-lain. Untuk kata kata sifat dan kata keterangan biasanya didahului oleh *very, rather, fairly, quite, so.* Contoh:

The place, at home, very well, often needs, rather slow , so kind, usullay change, under control, for health, your turn.

### LATIHAN 1

Tentukanlah jenis dan arti kata yang dicetak miring dalam kalimat-kalimat berikut ini:

1. The *use* of the *internet* has some *effects* on the knowledge distribution
2. Curriculum *needs* have *changed* with the *changes* in society
3. *There* are some type of letters in business correspondence
4. Where there is a *will*, there is a *way*

### LATIHAN 2

Buatlah kalimat dari kata-kata berikut ini

1. Invite
2. Look forward
3. As soon as possible
4. Secretary
5. Problem
6. Transfer
7. Registration
8. Production
9. Subsidy
10. Invest in
11. Similar to
12. Different from
13. Inform
14. Regret

**BUSINESS CONVERSATION IN TELEPHONE TALK: BUSINESS PHONE  
ETIQUETTE AND EXPRESSION**

Tujuan : Mahasiswa mampu memahami etika dan ekspresi-ekspresi berbicara melalui telepon dalam bahasa Inggris

Telepon adalah alat komunikasi yang sehari-hari digunakan termasuk di dunia bisnis atau layanan jasa, sehingga perlu untuk memahami bagaimana berbicara dengan bahasa yang baik dan santun dalam bertelepon. Seiring dengan kebutuhan lembaga pendidikan untuk berinteraksi dengan pihak lain termasuk publik mancanegara, maka penggunaan sarana telepon dengan pengantar dalam bahasa Inggris menjadi kebutuhan bagi para pelaku manajemen pendidikan baik di tingkat satuan pendidikan maupun kantor koordinator penyelenggaraan pendidikan.

Pada pertemuan ini kita akan mempelajari beberapa etika dan ekspresi bertelepon dalam bahasa Inggris. Kelak mahasiswa akan mempraktekkan dan mengembangkan sendiri berbagai narasi dalam komunikasi bahasa Inggris formal melalui telepon.

**ETIKA BERTELEPON DAN BERBAGAI EKSPRESINYA**

<b>DALAM SITUASI PADA UMUMNYA</b>			
<b>NO</b>	<b>SITUASI</b>	<b>KETERANGAN</b>	<b>CONTOH</b>
1	Memperkenalkan diri	Ketika anda menelepon, bisa dimulai dengan memperkenalkan diri terlebih dahulu. Namun bila pihak yang anda telepon sudah cukup mengenali anda, maka cukup anda sebutkan nama anda.	Ketika menelepon: a. "May I speak with MrSmith?" b. "hello, this is Slamet calling for Mrs Marina Smith." c. "Is Marina Smith in?" (lebih informal) Ketika yang menerima adalah penelepon yang anda cari: a. "Hi Marina, it's

			<p>Slamet calling.”</p> <p>b. “Good afternoon, Marina. This is Slamet from Education Department of Sleman Municipality”.</p>
2	Menjawab telepon	<p>Jawablah telepon sesegera mungkin. Bicara dengan suara jelas, sebutkan nomor telepon anda, atau nama lembaga anda, atau unit kerja anda. Hindari kata “hello” atau “yes?” karena sapaan seperti itu terkesan kurang sopan dan membuangwaktu. Tetaplah menjaga kesantunan, menghormati dan terdengar ramah, namun jangan terdengar terlalu akrab. Bicaralah dengan hangat seolah-olah anda bisa bicara dengan tersenyum.</p>	<p>Di awal telepon dapat dimulai dengan sapaan selamat “good morning”, “good afternoon”, atau “Can I help you?”. Lebih jelasnya lagi dapat dilakukan sebagai berikut:</p> <p>a. “Good morning, this is Marina.”</p> <p>b. “Good afternoon, Primagama here. How may I help you?”</p> <p>c. “Marina speaking.”</p> <p>d. “Primagama. Marina speaking.”</p> <p>Bila penelepon menanyakan nama anda:</p> <p>a. “Speaking”</p> <p>b. “This is she”</p>
3	Menahan telepon	<p>Hindari kata-kata informal atau bahasa slang, contoh: “hang on”, “ok”, atau “yep”</p>	<p>Untuk “hang on” bisa diganti menjadi “hold the line please”. Untuk “ok” dapat diubah menjadi “certainly”, atau “very good”.</p>



			Untuk “yep”, menjadi “yes”.
4	Ketika anda perlu waktu untuk menelepon kembali	Kadang kala penelepon meminta informasi yang tidak bisa disediakan seketika sehingga pihak penerima telepon perlu waktu lebih banyak. Daripada membuat penelepon menunggu lama, anda bisa menawarkan kepadanya bahwa anda akan menelepon balik untuk menginformasikan hal yang diperlukannya.	<p>a. “I’m sorry, looks like I need more time to find what you want. I will call you back around 5 minutes next”</p> <p>b. “Would you mind if I call you back in 10 minutes later? Because I need some time to get what you need”.</p>
5	Ketika penelepon minta bicara dengan orang penting di lembaga anda, atau meminta anda menghubungkan dengan orang lain.	Ulangi nama orang yang diminta penelepon, dan anda perlu mengenali nama penelepon tersebut. Jika ternyata perlu waktu untuk menyambungkan si penelepon dengan orang yang dicarinya, anda minta ia untuk menunggu.	<p>Anda bisa bertanya</p> <p>a. “who is calling please?”. Ketika meminta penelepon menunggu anda bisa katakan “please hold the line Mr/Mrs/Miss ...”</p> <p>b. “One minute, I’ll transfer you now”</p> <p>c. “Please hold and I’ll put you through”.</p> <p>d. “Let me see if Mr. Wahab is available”.</p> <p>e. “One moment, please.”</p>

6	Ketika anda harus membuat orang lain menunggu.	Kadang kala ada telepon yang datangnya bersamaan ketika anda juga sedang menerima telepon. Untuk mengatasi halter sebutan dan bisa memintanya untuk menunggu.	<ul style="list-style-type: none"> <li>a. "Jim is on another line at the moment. Would you like to hold?"</li> <li>b. "I'm sorry, I have a call on my other line. Can you please hold?"</li> <li>c. "All of our operators are currently busy. Please stand by for the next available operator" (untuk semua panggilan layanan).</li> </ul>
7	Ketika anda tidak bisa melayani penelepon sendiri	Sewaktu anda tidak bisa menjawab informasi atau memenuhi keperluan penelepon, dan harus memindahkan telepon kepada sejawat anda, jelaskan kepada kolega anda tentang maksud telepon. Bila tidak, dikhawatirkan penelepon akan membuang waktu dengan mengulangi maksud teleponnya kepada sejawat anda.	
8	Bila orang yang dicari penelepon tidak ada.	Adakalanya penelepon mencari seseorang, atau meminta dihubungkan dengan seseorang di lembaga anda. Tetapi ternyata orang yang dicari tidak ada. Maka anda bisa bertanya kesediaan penelepon untuk meninggalkan pesan.	<ul style="list-style-type: none"> <li>a. "I'm sorry, Mr. Wahab is not here at the moment. Can I take a message?"</li> <li>b. "Mr. Wahab is in a meeting at the moment. May I ask who's calling?"</li> <li>c. "John is at lunch. Would you like to leave a message?"</li> </ul>

			d. "John has left for the day. Would you like to be put through to his voice mail?"
9	Meninggalkan pesan untuk seseorang	Bila anda menelepon pihak lain, namun tidak bisa berbicara dengannya karena satu dan lain hal, anda bisa meninggalkan pesan kepada penerima agar menyampaikan pesan anda kepada orang yang anda cari.	<p>a. "Please tell him that Andicalled and ask him to call me back. My number is 999-343-3423".</p> <p>b. "Please ask him to call Siti when he gets in, he already has my number"</p> <p>c. "He's not in? Please put me through to his voice mail".</p> <p>d. "When do you expect him back in the office?"</p> <p>e. "I need to speak with him on an urgent matter. Please have him call me as soon as he gets in".</p>
10	Bila anda kurang bisa memahami ucapan penelepon lain	Jika ucapan penelepon kurang jelas anda bisa memintanya untuk memperjelas dengan cara sopan	<p>a. "Could you please repeat that?"</p> <p>b. "I'm sorry, I didn't catch what you just said".</p> <p>c. "Can you please speak a little more slowly?"</p> <p>d. "Can you please speak a little louder?"</p>

11	Meminta klarifikasi kepada penelepon	Perlu untuk memastikan apakah yang anda dengar memang yang penelepon maksudkan.	<ul style="list-style-type: none"> <li>a. "Can you please spell that for me?"</li> <li>b. "How do you spell your last name?"</li> <li>c. "And that company name again was, Minnesota Industries?"</li> <li>d. "Let me repeat your information to make sure I got it right".</li> </ul>
12	Ketika anda sebagai penelepon dan meminta disambungkan melalui operator	Anda harus yakin bahwa organisasi yang anda telepon memang lembaga yang anda perlukan. Lalu mintalah kepada operator untuk menyambungkan anda dengan nomor ekstensi atau orang yang anda inginkan	"please put me to Mr..." atau "please put me to extension 321"
13	Mengakhiri pembicaraan	Untuk mengakhiri pembicaraan, baik anda sebagai pihak pertama maupun kedua perlu diperhatikan kesantunan. Pastikan orang lain sudah menuntaskan inti pesannya, baru kemudian diakhiri.	<ul style="list-style-type: none"> <li>a. "It's been great talking with you. I've got a meeting now so I better run".</li> <li>b. "Thanks for calling. I'll speak with you again soon".</li> <li>c. "I've got another call coming in. Good talking to you".</li> <li>d. "I better let you go"</li> <li>e. "It's 5 o'clock already. I better let you go".</li> <li>f. "Let's touch base on this again in a few</li> </ul>

			days”.
<b>DALAM SITUASI KHUSUS</b>			
1	Meninggalkan pesan di voice mail	Adakalanya penelepon memiliki fasilitas voicemail, sehingga anda tetap dapat meninggalkan pesank epada orang tersebut melalui layanan ini.	<p>a. “Hello, this is Slamet calling to follow-up regarding your order with Primagama corporation. Can you please call me back at 999-344-3344”.</p> <p>b. “Hello, this is Wati from State University of Yogyakarta. I’m calling regarding the upcoming conference in Miami. I’ll try contact you again later today”.</p> <p>c. “Hi, it’s Marina. Please call me back when you get a minute”. <i>(informal)</i></p>
2	Merekam pesan dalam voice mail di mesin/telepon anda.	Anda bisa merekam pesan anda untuk menjawab telepon yang tidak bisa anda angkat. Sehingga orang lain tetap dapat meninggalkan pesan walaupun anda tidak di tempat.	<p>a. Hello, you’ve reached Marina Smith at XYZ company. I’m sorry I’m not available to take your call. Please leave a message and I’ll call you back as soon as I can. Thank you”.</p> <p>b. “Hello, you’ve reached John Block at ABC. It’s Monday,</p>

			<p>May 22, and I will be out of the office all day. I will be checking my voice mail from time to time and will return all urgent calls. Thank you”.</p> <p>c. “Hello, this is Marina Smith at the XYZ company. I will be on vacation from Friday, May 12 through Monday, May 22. Please leave a message, and I’ll call you back when I return. Thank you”.</p>
3	<p>Ketika suara tidak jelas atau hubungan terputus akibat jaringan terganggu.</p>	<p>Jangan berteriak, tetapi bicara lebih keras dan perlahan dan lebih banyak berhati-hati. Berteriak hanya akan lebih merusak suasana dan menambah masalah lebih buruk.</p>	<p>a. “I’m sorry, I’m losing you. Can you call me back?”</p> <p>b. “I can barely hear you. Let me call you back on my other phone”.</p> <p>c. “We’re breaking up. I’m having trouble hearing you. Let me call you back later”.</p> <p>d. “Hi, it’s Marina again. Apparently we got cut off”</p> <p>e. “Hi, it’s John again. Sorry I lost you. My</p>

			cell phone dropped the signal”.
4	Mengeja nama melalui telepon.	Terkadang anda perlu mengeja nama anda melalui telepon. Mengeja akan membantu pihak lain untuk menulis/mendengar nama secara tepat. Nama bisa saja berupa nama orang, nama benda, atau hotel, lokasi, negara, dan lain sebagainya. Berilah ejaan yang umum atau akrab di telinga.	<p>a. “My last name is Slamet. S as in salmon, L as in lola, A as in apple, M as in mom, E as in Egg, and T as inTeta”.</p> <p>b. “My registration number is 459N4AF. That’s 459, N as in nancy, 4, then A as in apple, and F as in Frank”.</p>

#### Practice

Please make a conversation based on your own script. Work it on groups, with the different situation shown above.

## HOW TO WRITE A PROJECT/BUSINESS PROPOSAL

Proposal proyek mengacu pada duniakerja, atau serangkaian rencana tindakan di sektor bisnis, komersial, pendidikan atau kegiatan penelitian. Pada dasarnya proposal merupakan wadah pernyataan ide kepada sponsor potensial, atau atasan (bila proposal ditulis oleh pegawai untuk diberikan kepada atasan) tentang apa yang akan dilakukan pihak perencana. Dalam hal ini diperlukan sekali keterampilan komunikasi bisnis. Proposal harus disusun dengan rapih, ringkas dan padat, juga dapat memunculkan perhatian orang yang akan membaca proposal tersebut.

Berikut ini beberapa contoh format proposal proyek dalam bahasa Inggris.

### **Contoh 1**

A project proposal format consists of:

- General Information - about the Company
- Problem Statement
- Project Objectives
- Project Implementation
- Project Monitoring
- Project Documentation
- Project Budget

### **Keterangan contoh 1**

- **General Information:** This section introduces the reader to the company. You should write a summarized history of your organization and some of the successes of the company to get the financier in a more generous state of mind. You can use this section to increase the respectability and credibility of your company, so that the first step in availing finance is completed.
- **Project Statement:** This section states the details about the project being implemented, the need and the expected result, all in a nutshell. The contents of it can be discussed in further detail over the project proposal sample, but the summary of it all is discussed in this section.
- **Project Objectives:** No doubt, you have certain expectations from this project. You want it to be a success and how exactly you intend to make it a



success is touched upon in this section of the project report sample. The objectives of the project, what you intend to achieve at the end of it is given here.

- **Project Implementation:** In [project management](#), a very crucial activity is to map your implementation plan. A lender will always want to know the critical events of your projects and will want to monitor if all the deadlines are being completed. So specify the details regarding the implementation of your project in this section.
- **Project Monitoring:** Of course, the lender will also expect you to keep a key eye on things, and this is what you will address in this section. Project monitoring involves measuring and continuing the work on the project.
- **Project Budget:** Without a doubt, if there is one section which grabs the attention of the lender, it is this one. The project budget needs to be very detailed and you need to specify the amount you need, and the exact breakup of what you need the amount for, under each different head.

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### **Contoh2**

- Introduction
- Product or Service
- Market Analysis
- Customer Reach
- Business Development Strategy
- Management Team
- Creative Fund Project Specification
- Project Budget and Finances

### **Keterangan contoh 2:**

#### **Introduction**

A short background to your project and how your ideas have been generated. A summary of the key points from your business plan capturing the rationale behind your application will be good.

#### **Product or Service**

This selection criteria is based on clearly designed products and services with features demonstrated to be unique and offer a clear value to potential

customers. In addition to that, an impeccable understanding of your supply chain, in particular your prototyping and manufacturing requirements and how to fulfill them is needed.

### **Market Analysis**

Selection criteria for the products or design will involve a clearly quantified high value market with few competitors as well as a clear understanding of your supply chain, especially your trade and retail. Also a brief mention of [business growth strategies](#).

### **Customer Reach**

This involves:

- Description of market (location/size and value quantified where possible)
- Description of how you will reach your potential customers in terms of the sales platform, marketing and promotion
- Order fulfillment for your product or service.

### **Business Development Strategy**

A properly articulated business development strategy is the foundation of your project. So with the help of questions like what are the strengths and weaknesses of your business, what are the identified opportunities and threats that exist for your product/service offer and so on, elucidate that.

### **Management Team**

The individual or the team involved needs to show a clear commitment to the success of the project in terms of the time and resources that will be required to ensure success. They will also need to demonstrate that they have the necessary set of skills to make the project a success. Mention the profile of team, its roles and responsibilities, demonstration of time and financial commitment to the business and who will be the lead contact.

### **Creative Fund Project Specification**

The proposal has to clearly mention the project plan for which the loan is sought, outlining the plan's objective(s), milestones, and how this will be achieved.

### **Project Budget and Finances**

The application should show a detailed budget prepared for Creative Seed Fund expenditure and the business' cash flow in connection with project delivery and

beyond. Further, this section should also indicate the pricing strategy for the product or service and how this has been worked out.

<b>Contoh3</b> <i>Company's Name, Address and Usual Letter Head</i> <b>Executive Summary</b>
<b>Business Description</b> Year of Foundation: Current Activities:  Background of Current Activities and Projects
Summary of the Goal
<b>Market</b> Current Market Description
Proposed Market Description
Market Research
Economic and Financial Specifications
<b>Products and Services</b> General Product Description
Technical Product Description
Production Description
Financial Specifications
<b>Organization and Management</b> Organizational Structure
Key Personnel
Creditors
Investors
Concluding Remarks <b><u>Keterangan contoh 3:</u></b> <b>Executive Summary</b>

It is suggested that you begin to write the executive summary of your plan after you finish writing the other parts. Because it is a summary of your entire report. It is the most important part of the report as it is the first and probably the only thing that the investors read in your report. If they like the summary they will get in touch with you and demand a presentation. To write a good executive summary remember the following – write the summary in a strong and positive language, don't let it exceed 2 pages, let the focus of the summary be on your idea and cash flow, don't include any details and make it easily scannable.

### **Product or Service**

Describe your product or service here. The reader of the plan should be able to imagine the product immediately. You should also explain the need of this product or service. If the product already exists you should explain how yours is different from the existing one. Next, clarify the manufacturing process of the product. But keep it short.

### **Legal Matters**

Legal matters will always be a part of any business, new or old. The legal matters involve the ownership details, the profit distribution, [copyrights](#), [trademarks](#), [patents](#), etc. These things are different for different countries and you will have to conduct an in depth research in this area before filling this section.

### **Competition and Market Research**

The competition and [market research](#) is a very important part of any business plan. Here you will have to include the profiles of your top competitors along with their market share. You also have to mention your strategies to get an edge over these companies. Then you have to assert your predictions regarding any future competitors.

### **Marketing Plan**

The [marketing strategies](#) section will include your sales strategies, your pricing models, the promotion tactics and other selling related details. Here you will also need to put forth your approach toward building a brand and reputation. The most important part of this section is your unique selling proposition.

### **Team**

No business can be made successful by one or two people. A team is very important for the successful implementation of your idea. You will need people from every field like marketing, advertising, technical etc. But avoid involving any

close friends as things can get ugly if the business is facing problems or anyone is not working seriously. You can take help from acquaintances but no close friends.

### **Finance and Revenue Streams**

This is the part where you explain to the investors your funding requirements and the investment model. Your revenue streams will also need to be explained with proper details. This section is going to be the decisive factor and should be paid a lot of attention. Read more about [business financing](#) to understand the concept better.

#### **Contoh4**

##### **TITLE**

##### **PROJECT OVERVIEW**

##### **BACKGROUND INFORMATION/STATEMENT OF THE PROBLEM**

##### **PROJECT DETAIL**

- Goals & Objectives
- Clientele
- Methods
- Staff/Administration

##### **AVAILABLE RESOURCES**

##### **NEEDED RESOURCES**

- Personnel
- Facilities
- Equipment/Supplies/Communication
- Budget

##### **EVALUATION PLAN**

##### **APPENDICES**

Buatlah ringkasan atau ulasan proyek dengan rambu-rambu berikut:

- Ulasan proyek atau ringkasan harus ditulis secara ringkas dan jelas. Hal ini dikarenakan pembaca diasumsikan sebagai orang yang sibuk, tidak punya banyak waktu untuk membaca keseluruhan. Untuk itu perlu sekali menjadikannya spesifik dan ringkas padat. Pada bagian ini jangan terlalu banyak bercerita secara detil tentang aspek-aspek dalam proposal.
- Ulasan proyek atau ringkasan hendaknya menjadi kerangka pikir yang menjadi acuan bagi pembacanya.

- Gunakan ulasan proyek untuk menunjukkan pengetahuan anda tentang organisasi yang akan dimintakan sebagai sponsor (bila proposal bersifat sponsorship). Perhatikan hal-hal kunci yang menjadi perhatian utama organisasi calon sponsor, kemudian kaitkan dengan proyek yang diusulkan.

**10**  
**HOW TO WRITE EMAIL**

Email has changed the way we communicate with our environment - The effect that it has on our lives is so powerful that it requires us to use it wisely, mainly when we send that first Email message to recipients with whom we're contacting for the first time.

**A. How to write email messages that miss their targets**

Imagine a situation where you're replying to a job ad by sending your CV attached. Right after clicking the 'Send' button, you're horrified to notice that your Email contained several embarrassing grammar and spelling mistakes. OK, so it was late at night and you were sleepy, problem is that your recipient doesn't know that, and most probably won't even care.

There are many other examples of how to write Email messages that miss their targets and unfortunately sometimes even achieve the opposite results, all because of "minor" and iterating mistakes that could easily have been avoided.

**B. How to write Email messages that achieve their targets**

**1. Write an effective subject line**

Remember that Subject line is your "Trigger"— it should arouse your recipient's curiosity, yet avoid ALL UPPERCASE and exclamation marks; you don't want your message to get deleted because it looks like another SPAM Email. Brief and specific Subject line will do the job, i.e., "Job Offer - Marketing Manager".

**2. Write personalized Emails**

Begin your message by turning to your recipient's last name - "Dear Mr. Jones" or "Dear Mrs. Edwards" the first time you communicate with him or her. It is more polite and respectful than - "Hi Joe" or "Hey Helen".

**3. Introduce yourself**

Now it is time to introduce yourself and state the purpose of your Email, i.e., "My name is Steve Edwards. I'm contacting you concerning job offer #647. I would be an asset to your marketing team. Please find my attached CV."

#### **4. Being focused**

Before you even start thinking of how to write Email messages to other people, always remember that most people are busy—they receive plenty of Emails each day and most likely will devote only few seconds to yours. Make sure you state your most relevant and interesting information first.

#### **5. Keep it brief**

Do you like reading long Emails? Most probably not..., and so are your recipients. Get straight to the point, use short paragraphs (No more than 3 to 5 sentences) – it makes your text more comfortable to read.

#### **6. Leave your contact details**

Close your Email message by thanking the recipients for their time and gently prod them for a reciprocating action, i.e., “I look forward to hearing from you soon”.

#### **7. Personal signature**

Many Email client programs enable you to compose a personal signature that gets automatically added to all your Emails. It should read:

Steve Edwards, Marketing Manager  
ABCD Inc.  
Tel. +555-7654321  
Fax +555-7654378  
steve.edwards@abcd.com  
www.abcd.com

#### **How to write email messages and avoid grammar errors**

It is recommended not to rely on your Email client’s automatic spell check tool. Even “minor” spelling or grammar errors can blow it for you: proofread the Email yourself, making sure you’ve used proper punctuation, spelling, and grammar.



An elite patent pending **grammar software** can help on proofreading your Emails, it will automatically check for any spelling or grammar errors, and suggest punctuation check, advanced online spell check, online synonyms dictionary, sentence diagramming and much more.

**Practice**

Please send email to some educational organization with various situations that you faced.

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