

ject, plan and activity; to celebrate company's success; to interact with external stakeholders in order to share experiences.

In fact, effective business meetings play an important role in the company's success. There are five ways to make business meeting more effective: be prepared and have an agenda meetings at work, so, just as in any other work activity, the better prepared you are the better the results you can expect; start and end on time; call a meeting only when it is absolutely necessary; include rather than exclude, remember that great ideas can come from anyone in an organization, not just its managers; maintain the focus and get feedback.

The chairman of the company and the conditions in which the meeting takes place play an important role for successful and effective business meeting. The chairman must stimulate, clarify, control, summarize and keep in mind his responsibility to accomplish the meeting objectives. If the chairman fails to perform his role effectively, the meeting may turn into meaningless discussions.

As for conditions in which the meeting takes place the more important are: the convenience of the place, the size of the room (it should not be too large or too small, a small room presents a friendlier atmosphere than a large), the lighting and ventilation, the need for name plates or name tags.

To sum up, knowing that the business world is competitive in nature, business people need regular personal interaction more than ever. Individuals must understand that meetings are very essential to the success of the organization. Although it is an integral part of office routine and some may find it plain and boring in the long run, meetings go beyond achieving goals; they foster and strengthens good working relationship. For a meeting to be successful, it must be supported within the organization and provide a needed decision or produce worthwhile actions. This will not occur unless several weaknesses related to meetings are overcome.

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THE IMPORTANCE OF LETTERS IN BUSINESS CORRESPONDENCE

In our day-to-day life, we exchange our ideas, thoughts and other information with our friends, relatives and other people. Sometimes we directly talk to them and sometimes we also write letters to them. In letters we express our

feelings in a few words, we may ask for any information or we may write about a complaint in connection with our problems. Communication through exchange of letters is known as correspondence.

Business correspondence or business letter is a written communication between two parties. Businessmen may write letters to suppliers of goods and also receive letters from them. Customers may write letters to businessmen seeking information about availability of goods, price, quality, sample, etc. or place order for purchase of goods. Thus, business letters may be defined as a media or means through which views are expressed and ideas or information is communicated in writing in the process of business activities.

Nowadays business operations are not restricted to any locality, state or nation. Today production takes place in one area but consumption takes place everywhere. Since the businessmen, as well as customers, live in far off places they don't have sufficient time to contact each other personally. Thus, there arises the need for writing letters. In the past the situation was different. Business letters were not essential in the old days. But now the importance of letters has increased due to vast expansion of the business, increase in demand as well as supply of goods.

A letter should serve the purpose for which it is written. If a businessman writes a letter to the supplier to purchase the goods, the letter should contain all the relevant information relating to the product, mode of payment and packaging, transportation of goods, etc. clearly and specifically. Otherwise, there will be confusion that may cause delay in getting the goods. The quality of paper used in the letter, its size, color, etc. also require special attention, because it creates a positive impression in the mind of the receiver. We may classify the qualities of a good business letter as inner qualities and outer qualities.

Inner qualities of a good business letter refer to the quality of language, its presentation, etc. These facilitate a quick processing of the request and that leads to prompt actions. There are many varieties of inner qualities of a good business letter: simplicity, clarity, accuracy, completeness, relevance, courtesy, neatness.

Outer qualities of a good business letter refer to the appearance of the letter. They include the quality of paper used, color of the paper and size of the paper, etc. Good quality paper gives a favourable impression in the mind of the reader. It also helps in documenting the letters properly. The various outer qualities of a good business letter: quality of paper, color of paper, size of paper, folding of letter, envelope.

The quality will be maintained if we give proper attention to each and every part of the letter. The essential parts of a business letter are as follows: heading; date; reference; inside address; subject; salutation; body of the letter.

The heading of a business letter usually contains the name and postal address of the business, E-mail address, Web-site address, telephone number, fax number, etc.

The date is normally written on the right hand side corner after the heading as the day, month and years.

Reference indicates letter number and the department from where the letter is being sent and the year. It helps in future reference. The reference number is given on the left hand corner after the heading.

Inside address includes the name and full address of the person or the firm to whom the letter is to be sent. This is written on the left hand side of the sheet below the reference number. Letters should be addressed to the responsible head e.g., the Secretary, the Principal, the Chairman, the Manager, etc.

Subject is a statement in brief, that indicates the matter to which the letter relates.

It attracts the attention of the receiver immediately and helps him to know quickly what the letter is about.

Salutation is placed below the inside address.

Body of the letter comes after salutation. This is the main part of the letter and it contains the actual message of the sender. It is divided into three parts: opening part, main part, concluding part.

Complimentary close is merely a polite way of ending a letter. It must be in accordance with the salutation.

Signature is written in ink, immediately below the complimentary close. As far as possible, the signature should be legible. The name of the writer should be typed immediately below the signature.

Enclosures are required when some documents like cheque, draft, bills, receipts, lists, invoices are attached with the letter. These enclosures are listed one by one in serial numbers.

Copy circulation is required when copies of the letter are also sent to persons apart of the addressee.

Post script is required when the writer wants to add something, which is not included in the body of the letter.

Business letters are written for the fulfillment of several purposes. The purpose may be to enquire about a product to know its price and quality, availability, etc. This purpose is served if you write a letter of enquiry to the supplier. After receiving your letter the supplier may send you details about the product

as per your query. If satisfied, you may give order for supply of goods as per your requirement. After receiving the items, if you find that the product is defective or damaged, you may lodge a complaint. These are the few instances in which business correspondence takes place. Types of business letters: business inquiry letter; quotation letter; order letter; complaint letter; recovery letter.

Understanding of the principles of business correspondence is one of the most fundamental tasks for any business professional. For instance, during a job search, using business correspondence is a great way to follow-up after an interview and build a network of referrals. Similarly, businesses use business correspondence to develop a professional relationship with their customers. Alternatively known as customer correspondence, this form of communication is an effective way of building a loyal customer base. It gives companies the ability to communicate continuously with their customers and eventually develop an understanding of their needs and wants to gain an advantage over competitors.

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СТРАТЕГИЯ И ТАКТИКА ДЕЛОВЫХ ПЕРЕГОВОРОВ

Деловые переговоры частично подчиняются общим правилам ведения деловой беседы, но в некоторых аспектах имеют свои особенности¹. Так, деловая беседа, предполагающая передачу или обмен информацией и мнениями по определенным вопросам, не предусматривает в обязательном порядке принятие официальных, документально зафиксированных решений.

Деловые переговоры - это вид совместной с партнерами деятельности, направленной на решение проблемы и предусматривающий заключение договоров, сделок, контрактов. Переговоры всегда предполагают, по крайней мере, наличие двух участников, интересы которых частично совпадают, а частично - расходятся. Однако необходимо учитывать не только интересы партнеров, но и их видение проблемы, подлежащей обсуждению, отношение к переговорам, уровень их культуры и многое другое.

Американские специалисты считают переговоры "острием экономических отношений". Помимо хорошего знания предмета обсуждения необходимо владеть техникой ведения переговоров, получить определенную профессиональную подготовку.