

Business Abbreviations

These are the words and expressions we will be working with. The words or expressions are on the left; the definitions are on the right.

Word or expression	Meaning
pls	Please
no.	Number
lb	Pounds (weight)
Jr	Junior
p/w	Per week
p.a.	Per annum (per year)
Ltd	Limited (company status)
cc	Copy this to (in emails)
bcc	Blind copy (copy this without anyone knowing)
eg	For example
etc	Etcetera (and so on)
Dept	Department
ie	That is (in other words)
Ps	Oh, and something else (at the end of a letter when you have to add something you had forgotten to include in the letter)
s.a.e	Stamped, addressed envelope (if you want a sample sent back to you, include a SAE)
qty	Quantity
thx	Thanks
Pls cfm	Please confirm
@	at
a/c	Account
attn:	Attention (in letters or on envelopes)
Re:	With reference to/ Regarding/ Concerning to...
approx	Approximately

Other abbreviations/Business acronyms

Business acronyms

What's an acronym? -- It's an abbreviation – shorthand – for a series of words that uses the first letter of each to make a new, shorter word.

1. B2B – Business to Business
2. B2C – Business to Consumer
3. CEO – Chief Executive Officer
4. CFO – Chief Financial Officer
5. COB – Close Of Business
6. COO – Chief Operating Officer
7. CRM – Customer Relationship Management
8. CSR – Corporate Social Responsibility
9. EOD – End Of Day (EO plus another letter is commonly used for End Of Week)
10. HR – Human Resources
11. IAM – In A Meeting
12. FYI – For Your Information
13. KPI – Key Performance Indicator – a way of measuring something that is crucial to the success of the business
14. PA – Performance Appraisal, or it can also stand for Personal Assistant
15. P/E – Price to Earnings (refers to the market price per share divided by the actual earnings per share)
16. P&L – Profit and Loss (summarises the revenue, costs and expenses earned and incurred by a business)
17. ROI – Return On Investment (also used for ROA or Return On Assets and ROE or Return On Equity)
18. SMART – Specific, Measurable, Attainable, Realistic, Time-bound is a guide used for setting objectives.
19. TOS – Terms Of Service
20. YTD – Year To Date

Exercise:

1. **p.a.** means _____.

- A) every day
- B) every year
- C) every month
- D) every week

2. **cc** means _____.

- A) Copy this from
- B) Create this from
- C) Copy this to
- D) Create this to

3. **s.a.e** means _____.

- A) Stamped, addressed envelope
- B) Straight, amended envelope
- C) Stamped, amended envelope
- D) Straight, addressed envelope

4. **Ltd** means _____.

- A) Located
- B) Liberated
- C) Limited
- D) Liquidated

5. **qty** means _____.

- A) Quality
- B) Qualities
- C) Quantity
- D) Quantities

6. **a/c** means _____.

- A) Accountancy
- B) Accountant
- C) Account
- D) Accountability

7. **cfm** means _____.

- A) conforming
- B) conform
- C) confirming
- D) confirm

8. **thx** means _____.

- A) Thorax
- B) Thinks
- C) Thelix
- D) Thanks

Writing emails

John,

Re (with 1). _____ to): Harris Stationery,

Pls 2). _____ see invoice no. 3). _____ 125748, sent to you on 14 Jan, with cc 4.

_____ sent to Jake and bcc 5. _____ sent to Marion.

The invoice says pay new bank a/c 6. _____ in Geneva, not old one in Zurich.

Also, invoice says qty 7. _____ which is what was on the purchase order.

We need to return payment to Zurich and pay Geneva.

Pls cfm 8. _____

Max

Formal or informal?

We write a formal email when we want to be polite, or when we do not know the reader very well. A lot of work emails are formal. We write informal emails when we want to be friendly, or when we know the reader well. A lot of social emails are informal. Here are some examples of formal and informal messages:

Formal	Informal
An email to a customer A job application An email to your manager A complaint to a shop An email from one company to another company	A birthday greeting to a colleague An email to a colleague who is also a good friend A social invitation to a friend at your workplace An email with a link to a funny YouTube clip A message to a friend on a social networking site
Dear Mr. Piper, I am writing to thank you for all your help. I look forward to seeing you next week. With best wishes, John Smith	Hi Tim, Many thanks for your help. See you next week. Cheers, John

Notes:

One thing you shouldn't do, though: Don't use all caps. It looks like you're shouting at people, and people in the professional world usually don't like it.

Paragraphs

- Emails are easier to read if the writer uses paragraphs.
- A paragraph in an email is often two or three sentences long.
- Each paragraph starts on a new line.
- When you start writing about a new topic, you can start a new paragraph.
- Look at this example email to a friend.

Paragraph 1

Greeting

Hello Dmitri,

How is life? I haven't seen you for a long time. How are your children?

Paragraph 2

Reason for writing

I'm writing with some good news – my wife is having a baby next month. We think it's going to be a girl, and we're very excited. But I also wanted to ask you something!

Paragraph 3

Request

You told me you have lots of baby clothes. Do you think I could borrow some for my baby? I've looked in the shops, and new baby clothes are so expensive ... Could you let me know if this is OK?

Paragraph 4

Other news

By the way, I've also started a new job. It's going really well!

Paragraph 5

'look forward to' and ending

Anyway, I look forward to hearing from you soon. Give my best wishes to your wife and family. Regards,

George

How to write a formal email

Follow these five simple steps to make sure your English emails are perfectly professional.

1. Begin with a greeting

Always open your email with a greeting, such as "**Dear Lillian**." If your relationship with the reader is formal, use their family name (e.g. "**Dear Mrs. Price**"). If the relationship is more casual, you can simply say, "**Hi Kelly**." If you don't know the name of the person you are writing to, use: "**To whom it may concern**" or "**Dear Sir/Madam**".

2. Thank the recipient

If you are replying to a client's inquiry, you should begin with a line of thanks. For example, if someone has a question about your company, you can say, "**Thank you for contacting ABC Company**". If someone has replied to one of your emails, be sure to say, "**Thank you for your prompt reply**" or "**Thanks for getting back to me**". Thanking the reader puts him or her at ease, and it will make you appear more polite.

3. State your purpose

If you are starting the email communication, it may be impossible to include a line of thanks. Instead, begin by stating your purpose. For example, "**I am writing to enquire about ...**" or "**I am writing in reference to ...**". Make your purpose clear early on in the email, and then move into the main text of your email. Remember, people want to read emails quickly, so keep your sentences short and clear. You'll also need to pay careful attention to grammar, spelling and punctuation so that you present a professional image of yourself and your company.

4. Add your closing remarks

Before you end your email, it's polite to thank your reader one more time and add some polite closing remarks. You might start with "**Thank you for your patience and cooperation**" or "**Thank you for your consideration**" and then follow up with, "**If you have any questions or concerns, don't hesitate to let me know**" and "**I look forward to hearing from you**".

5. End with a closing

The last step is to include an appropriate closing with your name. "**Best regards**", "**Sincerely**", and "**Thank you**" are all professional. Avoid closings such as "**Best wishes**" or "**Cheers**" unless you are good friends with the reader. Finally, before you hit the send button, review and spell check your email one more time to make sure it's truly perfect!