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Kampus Sungai Petani

Faculty of Administrative  
Science and Policy Studies

# i-SPIKE 2021

*Leading An Artificial Innovation In Knowledge, Education And Design*

## **i-SPIKE 2021 INTERNATIONAL EXHIBITION & SYMPOSIUM E-PROCEEDINGS**

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## ENTREPRENEURIAL WEBSITE PROJECT “WWW.BUSINESSLETTER4YOU.COM”

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### ABSTRACT

Graduates often lack the capability and soft skills critical to the modern business environment. According to Ruzaimi Mat Rani (2019), about 75 percent of project management is ineffective due to ineffective communication skills. Essentially, one of the most common incapacities of our graduates to perform effectively in the real business environment is poor writing skills. Examples of poor writing skills include spelling errors, incorrect grammar and confusing messaging (Thompson, 2019). Poorly written business letters produce various negative results such as low productivity, poor customer satisfaction and loss of revenue. Moreover, there is insufficient material and information related to business letters on the Internet usable for the Malaysian contexts. In addition, it is observed that none of the current websites highlight sample material documents which could be referred to as guidelines specifically for business communication documents in Malaysia, resulting in a language barrier problem for the Bumiputras in expanding their businesses. Hence, our proposed website project called the “www.BusinessLetter4You.com: solving your business letters hassles” is created to solve all of the issues mentioned above. www.BusinessLetter4You.com is a website project aimed to be a platform which offers assorted guides and examples on different types of business letters while providing proofreading and translation services inclusively for business letters in Malaysia. This website project is to provide assistance for students or graduates to utilize in improving their writing skills and better prepare themselves for the workplace.

**Keywords:** Workplace communication, Writing, Letters, Website, Webpage

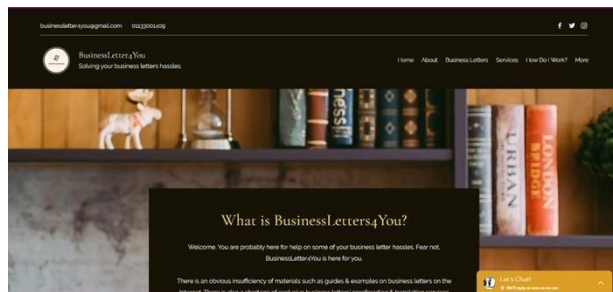
### PROJECT OVERVIEW

“*www.BusinessLetter4You.com*” is a website project designed by the researchers which aims to become a platform which offers assorted documented Guides and Sample References comprising seven (7) types of business letters, which include : - 1. Enquiry, 2. Reply to enquiry, 3. Order, 4. Acceptance, 5. Confirmation, 6. Complaint, and 7. Adjustment. On top of that, this website, “www.BusinessLetter4You.com” also provides proofreading and translation services inclusively for business letters in Malaysia.

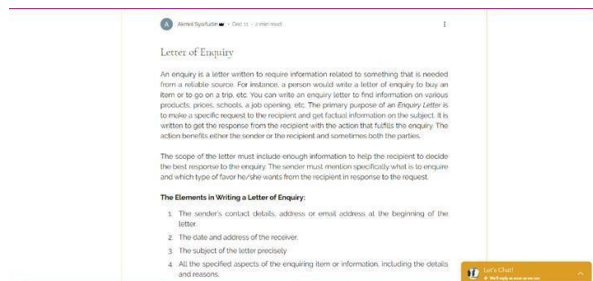


**Figure 1.** Project Logo

In brief, the “*www.BusinessLetter4You.com*” website consists of 6 components, which are:- Home, 2. About, 3. Business Letters, 4. Services, 5. How Do I Work, and 6. Contact. Firstly, The “Business Letters” section contains the posts for each type of business letters as the main attraction of the website. Next, each post contains the description, elements, tips, format and samples for a certain type of business letter. Here are the descriptions and illustrations:



**Figure 2.** The home page of *www.BusinessLetter4You.com* website



**Figure 3.** Example of “Letter of Enquiry” post





**Figure 4.** Sample for Letter of Enquiry

*www.BusinessLetter4You.com* is designed to become a user-friendly website which highlights comprehensive and clear-cut essential characteristics, such as mobile compatibility, well-formatted content, effective navigation and attractive web design.

### Entrepreneurial Opportunities

Another main appeal of “*www.BusinessLetter4You.com*” is the proofreading and translation services in the “Services” section of the website. These services serve as an entrepreneurial opportunity by providing proofreading and translation services from English-Malay and Malay-English specifically for business letters. This platform would be able to generate income and entrepreneurial opportunities to professional student graduates who wish to get networking and business exposure.



**Figure 5.** The “Services” section on *www.BusinessLetter4You.com* website

The goal of the proofreading service is to help students and graduates by assessing documents for mechanical correctness, such as grammar, punctuation, spelling, omitted words, repeated words, spacing and format, and typographical errors. It is important for business letters to be proofread before being sent to the recipients to ensure that the letters are free of errors so that a clear message is conveyed to the audience as it represents the image of the writer and the owner of the business. In addition, the translation services offered are for those who need English-Malay and Malay-English translation services for their business letters. This is important in business especially when ones’ goal is to expand their business to different places, cultures and fields in the entire world.

## Discussion of Result and Outcome of Project

- The development of this website project called the [www.BusinessLetter4You.com](http://www.BusinessLetter4You.com) could contribute to the addition of knowledge on business communication and Technical English in our society. In consequence, [www.BusinessLetter4You.com](http://www.BusinessLetter4You.com) could become a platform focusing on the expertise of business letters writing while providing cheaper proofreading and translation services exclusively for business letters in Malaysia.
- Significantly, our project highlights documents, reference materials, guides and examples presented in our websites - [www.BusinessLetter4You.com](http://www.BusinessLetter4You.com) in a simple yet compact and precise way to make it easy to understand and learn. By referring to our websites, users such as students would have the opportunities to improve their writing skills while undergoing business communication courses and preparing themselves for the workplace.
- Moreover, graduates would then be able to avoid written communication handicap and failure at the workplace. In addition, our project website, [www.BusinessLetter4You.com](http://www.BusinessLetter4You.com) aims to be a user-friendly website by offering mobile compatibility, well-formatted content, effective navigation and attractive web design.
- Subsequently, the website creator, who is actually a student undergoing degree course in Professional English would have the chance to make good use of the content and practical knowledge in workplace writing, proofreading, translation and website designing learnt from the various courses in the LG120 diploma and degree programmes in Universiti Teknologi MARA (UiTM) Alor Gajah and Shah Alam Campuses. The website creator would then be able to improve all those skills while creating this project.

## OBJECTIVES

- To create a website platform which offers various guides and references for different types of business letters
- To provide proofreading and translation services from English-Malay and Malay-English specifically for business documents in Malaysia.

## AIM OF PROJECT

- [www.BusinessLetter4You.com](http://www.BusinessLetter4You.com) aims to be the website that offers assorted guides and examples on different types of business letters including enquiry, reply to enquiry, order, acceptance, confirmation, complaints, and adjustment.
- This is a measure to increase the number of materials and information such as guides, and examples related to business letters on the Internet, in hope to help students and graduates to improve their writing skills as a preparation for the workplace.
- In addition, [www.BusinessLetter4You.com](http://www.BusinessLetter4You.com) plans to provide proofreading and translation services from English-Malay and Malay-English specifically for business letters in Malaysia as an effort to help business companies or the general community to convey their ideas and messages clearly while maintaining their image in doing business. These services serve as language aid for those who have language difficulties in writing business letters, particularly in English.

## CONCLUSION

In brief, this website project called the *www.BusinessLetter4You.com* aims to be the website that offers assorted guides and also reference documents comprising of various types of business letters which would serve to add to the number of materials, information and knowledge on business communication, especially with regards to the Malaysian context in the Internet platform. It is hoped that these materials and information could contribute towards helping the community, especially for students and graduates to improve their writing skills and avoid communication failures in business correspondences or at the workplace.

Essentially, *www.BusinessLetter4You.com* also acts as a platform that provides proofreading and translation services from English-Malay and Malay-English specifically for business letters. Conveying ideas and messages clearly while maintaining a good image will not be a problem for students and graduates. Thus, *www.BusinessLetter 4You.com* has the potential to be the centre for the field of workplace writing, business documents, proofreading and translation; a saviour for students and graduate

## ACKNOWLEDGEMENTS

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