**Apology Letters**

**Writing an Apology Letter**

An apology letter shows that you are sorry and says that you value your relationship with other people. The sooner an apology letter is written and sent out the better it is for the relationship. Depending on the nature of the letter, it can either be written in the business or friendly letter format.

**Business Apology Letter**

**Points to consider**

|  |  |  |  |
| --- | --- | --- | --- |
| **Language** | | **Grammar** | |
| Formal  Formal linking words, no use of short forms, phrasal verbs | | Present Continuous, Past Simple, Present Perfect, Infinitive or Gerund, Passive Voice, Conditional 1 | |
| **Part** | **Purpose** | | **Useful expressions** |
| First line | Greeting | | *Dear Mr Williams,* |
| First main paragraph | Offer your apology. Clearly state the problem | | *I am writing to offer sincere apologies for…*  *Please accept my apology for being unable to give you a definitive answer at this time... We apologize for whatever inconvenience this may cause you, but...*  *We are very sorry that…* |
| Second main paragraph | Give some explanation for what happened | | *Our committee has not yet completed its investigation into...*  *In order to err on the side of caution, this toy has been recalled by the manufacturer...*  *We understand your disappointment and appreciate the inconvenience…* |
| Third main paragraph | Focus on what actions you are taking to rectify the problem | | *We have already taken measures to ensure this regrettable situation does not happen again.*  *We are happy to offer you a full refund…*  *We will be happy to notify you as soon as we receive the information you requested...*  *In our effort to improve the…*  *I can promise you that…* |
| Fourth main paragraph | Offer your apology again | | *Once again, would you please accept our sincerest apologies regarding…*  *Again, I apologize for our mistake and regret…*  *If there is anything else that we can do to minimize your inconvenience in regard to this matter, please do not hesitate to contact us.* |
| Closing expressions (1) | Final remarks | | *I look forward to seeing you…* |
| Closing expressions (2) | Express respect | | *Yours sincerely,* |
| Final line | Say who you are (first name and surname) | |  |

**Sample Apology Letter (business)**

*5868 Maple Wood Street*

*Fairfield, PA 37626*

*November 29, 2004*

*Mr. Joseph Bicman*

*358 Noncook Road*

*John's Town, PA 57323*

*Dear Mr. Bicman:*

*I apologize for the mix-up of order #: 26429782.*

*We have just implemented a new packaging system that still has a few bugs to be worked out, but we did fix your order and sent it out this morning. For your trouble, we have enclosed a $25 gift certificate which can be used at any of our stores.*

*Once again I would like to apologize for the mix-up in your order and any inconveniences this may have caused you.*

*Sincerely,*

*Signature*

*Scott Mahoney*

*Customer Service Manager*