



НАРОДНА УКРАЇНСЬКА АКАДЕМІЯ

**ДІЛОВЕ ЛИСТУВАННЯ
АНГЛІЙСЬКОЮ МОВОЮ
ЧАСТИНА 1**

Навчальний посібник
для студентів, які навчаються за напрямом підготовки
6.020303 – Філологія
(кредитно-модульна система)

Видавництво НУА

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Харків
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Посібник містить загальні зведення про оформлення різних
типів ділових паперів, зразки ділових листів та вправи на
переклад та складання ділової кореспонденції.

Посібник призначено як для аудиторної, так і самостійної
роботи студентів.

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INTRODUCTION

At some point in life, everyone has to write business correspondence of some sort: a job application, a letter to the bank manager, an invoice to a supplier, even a complaint to the council or giving notice to a landlord.

Business correspondence generates more paper world-wide than any other form of written communication. Even the e-mail revolution has simply generated more paper: we print out the communication appearing on our computer screens without a second thought, and download and print vast quantities of information from the Internet. In fact most telephoned and telegraphed communications have to be confirmed in writing.

Correspondence, whether it is by letter, fax, or email, is a key aspect of the world of commerce and business. It reflects on the competence and professionalism of the person who has written it and the company he or she works for. Clear, effective correspondence is an important part of running an efficient business, and can promote good relations. Unclear or confusing correspondence can cause many problems, and can lead to misunderstandings, delays, lost business, and poor relations between individuals, departments, and companies. Therefore, writing skills – what is written and how it is expressed – should be as much a part of a business education as accountancy or economics.

The Handbook of Commercial Correspondence is intended for people who need to write commercial correspondence in English as part of their work, and for students of business and commerce who plan to make a career in the business world. It aims to provide practical help in writing commercial correspondence of all kinds, including letters, faxes, emails, reports, memos, social correspondence, and application letters and CVs. It explains how to write clearly and effectively, and demonstrates how it is possible to be polite without seeming timid, direct yet not rude, concise rather than abrupt, and firm but not inflexible.

The book deals with the structure, presentation, content, and style of all kinds of correspondence. It covers various types of transaction including enquiries, quotations, orders, repayments, credit, complaints, and adjustments, and provides background information and examples of commercial correspondence from the main types of commercial organization, for example banks, insurance companies, agencies, and companies involved in transportation, including shipping.

UNIT 1

FIRST IMPRESSIONS COUNT!

Whatever the document, giving a good impression starts with the basics: paper and ink, or print. Finely honed text is all very well, but if it is badly printed or on scruffy, thin or unsuitable paper, all your efforts will be wasted.

PAPER QUALITY

Business notepaper should be of good quality. Paper suitable for letters is often described as 'Bond' or 'Script' and is classified according to its weight in grams per square meter – usually shown as g/m², or simply as grams.

PAPER SIZE

Paper of A4 size (210mm x 297mm) is most commonly used in business these days, in Britain and most of Europe. A4 allows adequate space for most letters and is best suited to standard envelope sizes, and most computer software assumes this is the size you want to use: templates for memos, faxes and letters are invariably based on A4 paper.

HEADED NOTEPAPER

Nearly all businesses, and many private individuals, have a printed letterheading on their paper. The heading should present a suitable image, and give all the necessary relevant information. On letterheads, all businesses should for obvious reasons include the business name and address and telephone number plus the fax number and e-mail address if you have them. Depending on the legal status of your business it may be necessary also to include other information – for example, a private limited company (Ltd) must show its registration number, registered office address and the names of its directors on its letterheaded paper, and if registered for VAT, the VAT registration number must also be shown. In some cases it may also be useful to include a brief description of the business somewhere on the letterheading if it is not apparent from the company name, for example, R Johnson & Sons is not very informative; R Johnson & Sons (Builders) is much more helpful.

Here is an example of a heading that might be used by a British company:

Figure 1

<i>Telegrams:</i> BRONK LONDON	H. BROWN & W. PINK LIMITED	<i>Telephone:</i> 01 486 0517 (2 lines)
Registered Number 725716	<i>Home & Overseas Merchants</i>	
DIRECTORS: H. BROWN W. PINK		18 HILL ST. LONDON WIM 5RN

CONTINUATION SHEETS

Don't forget when ordering or designing headed notepaper that you will almost certainly need some continuation sheets – plain sheets of paper in a matching weight and colour – on which you can continue your letter should it run to more than one page.

LAYOUT

Although there is no one correct way to structure or lay out a business communication, it is important to develop an attractive and consistent style that your reader finds easy to read and understand.

SETTING OUT YOUR LETTER

A good balance between the size of the sheet of paper and what is to be written on it is important. A draft will make it easier to refine and correct the content before you begin to write or type your letter. If you use a word processor much of the setting-out and formatting can be done automatically by the machine.

The letter below is from a private individual in Denmark to a company in the UK. It shows the basic features of a simple business letter.

Figure 2

1	<i>Sender's address</i>	Bredgade 51 DK 1260 Copenhagen K DENMARK
2	<i>Date</i>	26 May 20—
3	<i>Inside address</i>	Compuvision Ltd Warwick House Warwick Street Forest Hill London SE23 1JF UK
4	<i>Attention line</i>	For the attention of the Sales Manager
5	<i>Salutation</i>	Dear Sir or Madam
6	<i>Body of the letter</i>	Please would you send me details of your DVD video systems. I am particularly interested in the Omega range.
7	<i>Complimentary close</i>	Yours faithfully
8	<i>Signature</i>	<i>B. Kaasen</i> (Ms) B. Kaasen

The text of your letter should be positioned on the page with appropriate spacing. The print should be neither too cramped nor too widely spaced. Use a two line space between paragraphs or individual lines if this will improve the general appearance. If the letter is short, the text should not be pushed up to the top of the sheet with a large area left blank at the bottom – leave some space at the top to balance that at the bottom of the sheet.

SENDER'S ADDRESS / OUTSIDE ADDRESS

In correspondence that does not have a LETTERHEAD, the sender's address is placed in the top right-hand corner of the page. It is also acceptable, but less common, to place it in the top left-hand corner. Punctuation is rarely used in addresses these days.

The BLOCKED STYLE is the most widely used, i.e. each line starts directly below the one above.

In contrast with practice in some other countries, in the UK it is not usual to write the sender's name before his or her address.

DATE

The date is written directly below the sender's address, separated from it by a space. In the case of correspondence with a letterhead, it is usually written on the right-hand side of the page.

The month in the date should not be written in figures as this can be confusing; for example 11.3.03 means *11 March 2003* in British English, where the sequence is day-month-year, but *3 November 2003* in American English, where the sequence is month-day-year.

It is acceptable to write the date with or without the abbreviations *-th* and *-nd*, e.g. *24th October* or *24 October*, and to transpose the date and the month, e.g. *October 24* or *24 October*. The year should always be included.

INSIDE ADDRESS / RECEIVER'S ADDRESS / RECIPIENT'S ADDRESS

The INSIDE ADDRESS is written below the sender's address and on the left-hand side of the page.

If possible you should include the name of an individual recipient or, at least, a specific job title. However, as an alternative the name of the department and organisation, or just the organisation, may be given here. Sometimes a letter may say '*All communications should be addressed to ...*'.

SURNAME KNOWN

As a guide to use of first names and/or initials, follow the recipient's preferred style as indicated by past correspondence. Always use a courtesy title, and copy the spelling of names carefully.

If you know the name of the person you are writing to, write it as the first line of the address. Include either the person's initial/s or his or her first given name, e.g. *Mr J.E. Smith* or *Mr John Smith*, NOT *Mr Smith*.

COURTESY TITLES used in addresses are as follows:

- *Mr* is the usual courtesy title for a man. The unabbreviated form *Mister* should not be used.
- *Mrs* (no unabbreviated form) is used for a married woman.
- *Miss* (no abbreviated form) is used for an unmarried woman.
- *Ms* (no unabbreviated form) is used for both married and unmarried women when you are unsure whether the woman you are writing to is married or not, or do not know which title she prefers.
- *Messrs* (abbreviation for French 'Messieurs', which is never used) is used occasionally for two or more men, e.g. *Messrs P. Jones and B.L. Parker*, but more commonly forms part of the name of a company, e.g. *Messrs Collier, Clark & Co*. It is rather old-fashioned.

Other courtesy titles include:

- academic or medical titles, e.g. *Doctor (Dr)*, *Professor (Prof.)*, etc. *Dr* or *Doctor* can be used for a man or woman and is used for persons holding a doctoral degree as well as medical doctors. Some medical doctors prefer the letters *MD* after their name: do not use both *Dr* and *MD*;
- military titles, e.g. *Captain (Capt.)*, *Major (Maj.)*, *Colonel (Col.)*, *General (Gen.)*;
- aristocratic titles, e.g. *Sir*, *Dame*, *Lord*, *Lady*. *Sir* means that the addressee is a knight, and is always followed by a first name (not initial) and surname, e.g. *Sir John Brown*, never *Sir J. Brown* or *Sir Brown*. It should not be confused with the SALUTATION *Dear Sir*;
- clerical titles, e.g. *The Reverend (The Rev.)*, *Father (Fr.)*, *Sister (Sr.)*. Protestant or Anglican clergy should be addressed as *The Rev J (or John) Smith*, not *Rev Smith*; Catholic clergy as *Fr John Smith*; nuns as *Sr Mary*, with any job description added afterwards, such as *Sr Julia, Mother Superior*;
- *Esq.* (abbreviation for *Esquire*) which indicated the status of 'gentleman' in the past is seldom used now. It can only be used instead of *Mr*, and is placed after the name. Do not use *Esq.* and *Mr* at the same time, e.g. *Bruce Hill Esq*, NOT *Mr Bruce Hill Esq*. NOTE that *Esq* can only be used if you know the first name or initial, so *Mr* is generally the best courtesy title to use for most male correspondents.

All these courtesy titles, except *Esq.*, are also used in salutations.

NOTE that a full stop is often used at the end of the abbreviation if it takes the form of the first few letters of the word, e.g. *Prof. (Professor)*, but is not necessary if

it takes the form of the first and last letter of the word, e.g. *Dr (Doctor)*. However, some people prefer to write, e.g. *Mr., Mrs.*, with a full stop.

Sometimes letters denoting honours, qualifications or professions may be used after the name. Indeed, some people insist on it and they will indicate so by always using them on their own outgoing correspondence. There are accepted rules for the order in which these are given. If a person has a number of 'letters' it is usual to use only one or two of the most high-ranking ones, and university degrees or professional qualifications are not usually included unless they are particularly relevant. For example, you may add *ARIBA* to an architect's name when writing to him in his professional capacity, but you would be unlikely to add *BSc* to your landlord's name just because you knew he had a degree.

If there is likely to be any confusion between a father and son who have the same first and surnames then it is possible to add *Snr (senior)* after the older man's name or *Jnr (junior)* after the younger man's name. In France it is common to use *M. (monsieur) Andre Rouge, Pere (father)* or *M. Andre Rouge, Fils (son)*. Another solution is to use the man's job title to show which man is to receive the letter, for example, *John Smith, Chairman* or *John Smith, Managing Director*.

In certain situations you may be unsure of the sex or status of a correspondent. Simply address them by their full name, without a courtesy title. It is quite permissible to address correspondence to, say, '*Mabusak Randwhala*'. If this seems too informal, use the salutation '*Dear Sir or Madam*' to balance it.

JOB TITLE KNOWN

If you do not know the name of the person you are writing to, but know their job title, you can use that, e.g. *The Sales Manager, The Finance Director*, in the inside address.

DEPARTMENT KNOWN

Alternatively, you can address your letter to a particular department of the company, e.g. *The Sales Department, The Accounts Department*.

In both these cases an organisation name should be included as part of the address, as the address to which you are writing could be home to a several companies, situated in the same building and using a communal post room; therefore there could be several, say, personnel managers. So the correct form would be:

Mr John Smith
Personnel Manager
Avco Tools plc.

COMPANY KNOWN

Finally, if you know nothing about the company and do not know which person or department your letter should go to, you can simply address the letter to the company itself, e.g. *Compuvision Ltd, Messrs Collier, Clark & Co.*

ORDER OF INSIDE ADDRESS

This should be copied carefully from the previous correspondence if available and should be the same as the address to be used on the envelope. Avoid using abbreviations for road or town names, although it is acceptable to use the standard county abbreviations. After the name of the person and/or company receiving the letter, the recommended order and style of addresses in the UK is as follows:

1. Name of house or building. Avoid using just a house name if possible, and do not use inverted commas round house names.
2. The house or building number (and a flat, chamber or office number if appropriate) and the name of street, road, avenue, etc. No comma is needed after the number.
3. The village name, or a district of a town if there are several streets of the same name in a town.
4. The postal town (officially called THE POST TOWN). The Post Town name should be given in capital letters.
5. The county – unless the town is a major city or shares the name with the county (for example: *Gloucestershire* should not follow *Gloucester*).
6. The postcode. This consists of two blocks of letters and numbers, the first block indicating a major area of the postal town, the second identifying the address down to a group of 15 or so houses, or even in some cases an individual firm's offices. There should be no punctuation in postcodes.
7. If international, the country name, in English.

Each of these parts of an address is normally given an individual line and they should be given in the order listed above. However, inside the letter the district and town names, or town and county names may share a line (separated by a comma or extra space), or, more commonly, the postal town and postcode, or county and postcode, share a line (separated by between two and six spaces).

In foreign addresses both the postal town and the county/state are usually capitalised, and zip or postal codes should always, of course, be included.

Industrial House
34-41 Craig Road
Bolton
BL4 5TF
UK

In other European countries, the number of the building may be placed after the name of the street. It is also common to substitute the name of the country with an initial before the district code number. These two examples are from Italy and Germany respectively.

<i>Facoltà di Medicina</i>	<i>Lehrschule für Bodenkunde</i>
<i>Via Gentile 182</i>	<i>Amalienstrasse</i>
<i>I-70100 Bari</i>	<i>D-80000 München 40</i>

It is simplest to follow the above order and style, though variations are possible.

ATTENTION LINE / 'FOR THE ATTENTION OF' LINE

This line, which is traditionally placed between the recipient's address and the opening greeting, is used when only the name of a department or organisation has previously been given for the recipient. The usual wording is 'For the attention of Mrs J King' (underlined with no full stop) and an attention line should be used as an alternative to, not as well as, a recipient's name or job title. The 'attention' line can also be placed immediately before the recipient's department or organisation and in the fully blocked style is often typed in capital letters and not underlined.

SALUTATION / OPENING GREETING

The form of salutation used should be related to the way the recipient's name has been given in the address.

Dear Sir opens a letter written to a man whose name you do not know.

Dear Sirs is used to address a company. (In American English a letter to a company usually opens with *Gentlemen*.)

Dear Madam is used to address a woman, whether single or married, whose name you do not know.

Dear Sir or Madam (or *Dear Sir/Madam*) is used to address a person when you do not know their name or sex.

When you know the name of the person you are writing to, but do not know them well, the salutation takes the form of *Dear* followed by a courtesy title and the person's surname. Initials or first names are not used with courtesy titles, e.g. *Dear Mr Smith*, **NOT** *Dear Mr J. Smith* or *Dear Mr John Smith*. Business associates who you know well can be addressed using just their first name, e.g. *Dear John*.

A comma after the salutation is optional, i.e. *Dear Mr Smith,* or *Dear Mr Smith*. (In American English a colon is usually used after the salutation, e.g. *Dear Mr Smith:, Gentlemen:*).

BODY OF THE LETTER

To start the letter you should always refer to any previous correspondence in the first paragraph.

If a letter is long and complicated it may be useful to number points or to use paragraph headings, indicating them with capitals or underlining, although this can make the letter look rather formal. It is always best to start a paragraph with a topic sentence, introducing the subject of the paragraph. However, if the letter has more than one main subject it may be worth considering sending two separate letters.

Try to make the final paragraph positive and state what you hope the recipient will do. Include a personal pronoun in final statements, for example, '*I hope to hear from you soon*' rather than '*Hoping to hear from you soon*'.

COMPLIMENTARY CLOSE / COMPLIMENTARY ENDING

This should match the opening greeting. *'Yours sincerely'* or *'Yours faithfully'* will be appropriate in nearly all cases; other closes may be used for letters to friends, or to persons of title.

If the letter begins *Dear Sir, Dear Sirs, Dear Madam,* or *Dear Sir* or *Madam,* the COMPLIMENTARY CLOSE should be *Yours faithfully*.

If the letter begins with a personal name, e.g. *Dear Mr James, Dear Mrs Robinson,* or *Dear Ms Jasmin,* it should be *Yours sincerely*.

A letter to someone you know well may close with the more informal *Best wishes*. Note that Americans tend to close even formal letters with *Yours truly* or *Truly yours*, which is unusual in the UK in commercial correspondence.

Avoid closing with old-fashioned phrases e.g.:

We remain yours faithfully, Respectfully yours.

A comma after the complimentary close is optional, i.e.:

Yours faithfully, or *Yours faithfully.*

The complimentary close is usually placed on the left, aligned under the rest of the letter.

Table 1

TITLE	STATUS	COMPLIMENTARY CLOSE
Mr	married or unmarried male	Yours sincerely
Mrs	married female	Yours sincerely
Miss	unmarried female	Yours sincerely
Ms	married or unmarried female	Yours sincerely
Sir	male – name not known	Yours faithfully
Madam	female – name not known	Yours faithfully
Sir/Madam	when unsure whether you are addressing male or female	Yours faithfully
medical/academic/military e.g. Dr/Professor/General	these titles do not change whether addressing a male or female	Yours sincerely

SIGNATURE

Letters will usually bear the signature of the writer. Always type your name and, if relevant, your job title, below your handwritten signature. This is known as the SIGNATURE BLOCK.

It is a matter of choice whether you sign with your initial/s, e.g. *D. Jenkin*, or your full given name, e.g. *David Jenkins*, and whether you include your courtesy title in your signature block. But if you include neither your given name nor your title, your correspondent will not be able to identify your sex and may give you the wrong title when he or she replies.

If the person signing is an authorised signatory of the business, the form '*per pro*' or '*pp G Jones & Co*' may be used.

However, sometimes other conventions are followed. A partner signing for his firm, for example, should use the firm's name without adding his own name. This indicates that the letter is on behalf of the company as a whole, even though it has been written and signed by a certain individual. The business name should always be given here if the plural '*we*' has been used in the main body of the letter. The company name is placed on the line immediately following the complimentary close and is usually in the form '*G Jones & Co*' or '*for G Jones & Co*'. Sometimes a proxy signature may be necessary, for example when the writer is not available to sign urgent letters. In this case one of the expressions used below would probably be appropriate:

J. Jones
for Marketing Director

J. Jones
Secretary to Mr F. Reed

J. Jones
for E Reed,
Marketing Director

SENDER'S NAME

Unless you are confident that your signature is readable, or it will be very familiar to your correspondent, it is as well to include your name immediately below the signature. This should match the signature in terms of use of first names or initials.

SENDER'S OFFICE OR DEPARTMENT

This should be added, if appropriate, on the line following the name.

TYPE OF COMPANY

The abbreviation *Ltd* after a company's name indicates that it has LIMITED LIABILITY. This means that the individuals who own the company, or part of it are only responsible for their holding if the company goes bankrupt. The abbreviation PLC (*PUBLIC LIMITED COMPANY*) is used to show that a company's shares can be bought and sold by the public, unlike the shares of private limited liability companies. In the USA the term *INC. (INCORPORATED)* is used.

Compuvision Ltd *SP Wholesalers plc* *Hartley-Mason Inc.*

The abbreviation AND (&) *co.* indicates that a company is a partnership between two or more people. (AND is usually written as an ampersand (&) in English company names). If the company is a family concern, *Son/s*, *Bros (Brothers)*, or *Daughter/s* may be added. Partnerships may have limited liability or unlimited liability.

F. Lynch & Co. Ltd *R. Hughes & Son*

If neither *Ltd* nor & *Co.* appear after a company's name, then it may be a SOLE TRADER, i.e. a person who owns and runs a business on their own.

Below is the company's reply to the letter from the prospective customer in Denmark. It shows some more features of a typical business letter.

Figure 3

1	<i>Letterhead</i>	Compuvision Ltd	Warwick House Warwick Street Forest Hill London SE23 1JF <i>Telephone</i> +44(0)20 8566 1861 <i>Facsimile</i> +44(0)20 8566 1385 <i>Email</i> staff@comvis.co.uk www.comvis.co.uk
2	<i>References</i>		<i>Your ref.</i> 6 May 20— <i>Our ref.</i> DS/MR <i>Date</i> 11 May 20—

Ms B. Kaasen
Bredgade 51
DK 1260
Copenhagen K
DENMARK

Dear Ms Kaasen,

Thank you for your enquiry.

I enclose our catalogue and price-list for DVD video equipment. You will find full details of the Omega range on pages 31-35.

Please contact us if you have any further questions or would like to place an order.

We look forward to hearing from you.

Yours sincerely

BOARD OF DIRECTORS

The name of the chairman (in the USA, the *president*), who runs the concern, may be given, as well as the names of the directors, who decide the overall policy of the company. The managing director (in the USA, and increasingly in the UK, termed the *chief executive officer* or *CEO*), who takes an active role in the day-to-day running of the company, may be mentioned if he or she is not the same person as the chairman. In the UK, the chairman runs the Board of Directors while the Chief Executive Officer runs the company.

ADDRESS

In addition to the address of the office from which the letter is being sent, the letterhead may also give the address of the head office or registered office, if different, and the addresses of any branches or other offices the company owns.

Telephone and fax numbers will also be included and, if relevant, email and website addresses. A cable (telegram) address may also be included.

REGISTERED NUMBER

This usually appears in small print, sometimes with the country or city in which the company is registered.

In the UK, the VAT (VALUE ADDED TAX) number may also be given.

PER PRO

The abbreviation *P.P.* sometimes appears in signature blocks. It means PER PRO, i.e. *for* and *on behalf of*, and is used by administrators or personal assistants when signing letters on behalf of their managers.

REFERENCES / REFERENCE CODE

REFERENCES are often quoted in letters to help in filing or to indicate what the letter refers to (*Your ref.*) and the correspondence to refer to when replying (*Our ref.*).

The reference code is usually given in the form '*Ref*', '*Ref:*' or '*Ref.*' and may either appear in figures, e.g. *661/17*, where *661* may refer to the number of the letter and *17* to the number of the department, or in letters, e.g. *DS/MR*, as in the letter above, where *DS* stands for Donald Sampson, the writer, and *MR* for his assistant, Mary Raynor.

If you are replying to correspondence that included a reference code you should reply as follows:

Our ref:

Your ref:

NOTE that the *Your Ref.* in the letter above is a date, as Ms Kaasen did not give any reference in her original letter.

JOB TITLE

When sending a letter or email on behalf of your company, it is a good idea to include your job title in the signature block, especially if your recipient has not dealt with you before.

ENCLOSURES

If there are any documents enclosed with a letter it is also common to write *Enc.* (or '*Encl.*', '*Enc*', '*Encs*', '*Encs -*' or '*Enc:*') below the signature block. If there are a number of documents, these can be listed, e.g.:

Enc.

Bill of lading (3 copies)

Insurance certificate (1 copy)

Certificate of origin (1 copy)

Bill of exchange (1 copy)

DESPATCH METHOD

Sometimes it may be useful to indicate the despatch method to be used, such as: *Recorded Delivery*, *Registered Post*, *Airmail*, or *Courier Delivery*. Type this in capitals at the top left of the letter; a pre-printed sticky label may be used instead.

PRIVATE AND CONFIDENTIAL / CLASSIFICATION LINE

If your letter is personal and/or confidential, indicate this at the top left of the letter and, more important, on the envelope.

Use 'PERSONAL' if the letter must be opened by the recipient only; a 'CONFIDENTIAL' letter may be opened by his or her deputy but should, of course, be treated confidentially. 'PERSONAL AND CONFIDENTIAL' may be used together if it is imperative that only the recipient opens the letter and acts upon it. The words are usually typed in capital letters and/or underlined.

There are many variations of this phrase, e.g. *Confidential*, *Strictly confidential*, but little difference in meaning.

SUBJECT TITLE / SUBJECT LINE

A SUBJECT TITLE at the beginning of a letter, directly after the salutation, provides a further reference, saves introducing the subject in the first paragraph, immediately draws attention to the topic of the letter, and allows the writer to refer to it throughout. It should be short and concise and should match that given by your correspondent if you are continuing discussion of the same topic.

The final letter below shows some further features of a business letter.

Compuvision Ltd

Warwick House
Warwick Street
Forest Hill
London
SE23 1JF

Telephone +44(0)20 8566 1861
Facsimile +44(0)20 8566 1385
Email staff@comvis.co.uk
www.comvis.co.uk

Your ref.

Our ref. DS/MR

Date 21 September 20____

Ms B. Kaasen
Bredgade 51
DK 1260
Copenhagen K
DENMARK

1 *Private and confidential*

Private and confidential

2 *Subject title*

Dear Ms Kaasen

Non-payment of invoice 322/17

It appears from our records that, despite several reminders, the above invoice remains unpaid. Unless the account is cleared within 14 days from the date of this letter, we shall take legal action.

Yours sincerely

Donald Sampson

Donald Sampson

Sales Manager

3 *Copies*

c.c. Messrs Poole & Jackson Ltd, Solicitors

Chairman John Franks O.B.E.

Directors S.B. Allen M.SC. N. Ignot R. Lichens B.A.

SUBJECT TITLE

Subject line may quote an important reference number, such as an invoice or order number. It should be underlined (in the fully blocked style it is often typed in capital letters instead) and have no final full stop. For example:

'Delivery of goods for order no 192746'

or

'INVOICE NUMBER ABC/156181'.

It is not necessary to begin the subject title with *Re.* (*with regard to*), e.g. *Re.: Application for the post of web designer*. When sending email messages this may even be confusing as *RE* is short for *reply*.

COPIES / COPIES LINE

When copies are sent to people other than the named recipient, *c.c.* (*CARBON COPY*) is added, usually at the end of a letter, before the name/s of the recipient/s of the copies.

If a letter is written to a certain person but is sent for information to others, it is helpful to all concerned to indicate who has been sent copies by using wording such as:

Copies to *Mr J Edwards, Mrs R Richards*

Sometimes the abbreviation '*cc*' is used in place of '*copies to*', though in fact this relates to rather outdated technology; '*cc*' stands for '*carbon copies*' from the days when carbon paper was used to produce copies of typed letters.

Similarly, you may see '*bcc*' on some letters. Use this if you do not want the recipient to know who has received copies: '*bcc*' stands for '*blind carbon copies*' – information hidden from the main recipient but shown on the copies. For example, '*bcc Mr J Edwards*' would appear on Mr Edwards' copy of the letter, but not the copy sent to the addressee.

POSTSCRIPTS

Try to avoid postscripts in letters.

COMMON LETTER LAYOUTS

There are three main layouts used in business letters: *fully blocked*, *semi-blocked* and *fully indented*. Nowadays, the majority of business letters and most other typed or word-processed letters are in blocked style. The indented style is a more traditional format and is now rarely used for business letters.

FULLY BLOCKED LAYOUT

This layout has been heavily influenced by American and European usage and therefore is ideal for international communications. 'Fully blocked' means that paragraphs are not indented and a double line space is put between each paragraph. Everything – even the signature block – is ranged to the left-hand side of the page.

The example also has what is known as an '*open punctuation*' style; basically, it uses minimal punctuation. No punctuation is used outside the main text of the letter

unless essential for sense. Dates are shown without *-st* or *-th* endings, and no full stops are used in abbreviations, contractions or acronyms (for example, *Mr Jones*, *NATO*, *BSc* or *MP*).

Figure 5

	42 Botley Close Colebourn RIPON Yorks R18 7QS
Your Ref 5/12A	
17 May 2000	
Messrs Brown & Page (Builders) 28A Long Lane RIPON Yorks R12 1AN	
Dear Sirs,	
QUOTATION FOR EXTENSION AT 42 BOTLEY CLOSE	
Thank you for your estimate dated 5 May 2000.	
I am sorry to have to tell you, however, that the figure quoted is in excess of others that we have received and we shall therefore not be pursuing the matter further with you.	
Thank you for supplying the quotation, nevertheless.	
Yours faithfully,	
<i>John Smith</i>	
John Smith	

SEMI-BLOCKED LAYOUT

This represents a compromise between the *'fully blocked'* and the *'fully indented'* style, in that some indentation is used for the main body of text. It is considered a little old-fashioned, nevertheless many established companies in the UK and parts of Europe prefer it as their correspondence style, along with what is called *'closed punctuation'*. An example is shown below.

Figure 6

42 Botley Close,
Colebourn,
RIPON,
Yorks,
R18 7QS

Your Ref: 5/12A

17th May 2000

Messrs Brown & Page (Builders),
28A Long Lane,
RIPON,
Yorks,
R12 1AN

Dear Sirs,

Quotation for extension at 42 Botley Close

Thank you for your estimate dated 5th May 2000.

I am sorry to have to tell you, however, that the figure quoted is in excess of others that we have received and we shall therefore not be pursuing the matter further with you.

Thank you for supplying the quotation, nevertheless.

Yours faithfully,
John Smith
John Smith

In the above example the paragraphs have been indented, but there is still a double line space between each paragraph; punctuation has been added to the peripheral parts of the letter; the date has *-th* added; and the salutation '*Dear Sirs*' is followed by a comma. In the main body of the letter, the subject heading is in upper and lower case letters and is underlined, rather than being in capital letters only. The signature block has been moved away from the left-hand side of the page.

FULLY INDENTED LAYOUT

This style, which involves graded indentations of all the parts of the letter, has largely been abandoned. It is now primarily used for hand-written letters only.

Figure 7

42 Botley Close,
Colebourn,
RIPON,
Yorks,
R18 7QS

Your ref: 5/12A

17th May 20____

Messrs Brown & Page (Builders),
28A Long Lane,
RIPON,
Yorks,
R12 1AN

Dear Sirs,

Quotation for extension at 42 Botley Close

Thank you for your estimate dated 5th May 2000.

I am sorry to have to tell you, however, that the figure quoted is in excess of others that we have received and we shall not, therefore, be pursuing the matter further with you.

Thank you for supplying the quotation, nevertheless.

Yours faithfully,
John Smith
John Smith

A FEW WORDS ABOUT ENVELOPES

The wording of the address should be as given in the letter. The normal convention is to type the address lengthwise along the envelope, leaving the opening in long envelopes to the left. The address should start about halfway down the envelope, leaving at least 40mm or so above for the stamp and postal frank.

The post town should be given in capitals and all parts of the address should have separate lines. The postcode should always be the final line (except for overseas letters).

Any classification such as 'PERSONAL' or 'CONFIDENTIAL' should be indicated on the envelope (a couple of lines above the name and address) and you should also indicate, by typing or using sticky labels at the top left of the envelope, the postal service to be used (*First Class, Recorded Delivery, Airmail*, for example).

With larger envelopes and packages it is particularly important to include the sender's address both on the outside and inside of the package so that it can be returned if necessary. The sender's address should be clearly differentiated from the recipient's address by its position and size and/or use of the word 'From'.

ADDRESSING ENVELOPES

Envelope addresses are written in a similar way to inside addresses. But in the case of letters within or for the UK, the name of the town and the country are written in capital letters, and the postcode is usually written on a line by itself.

Figure 8

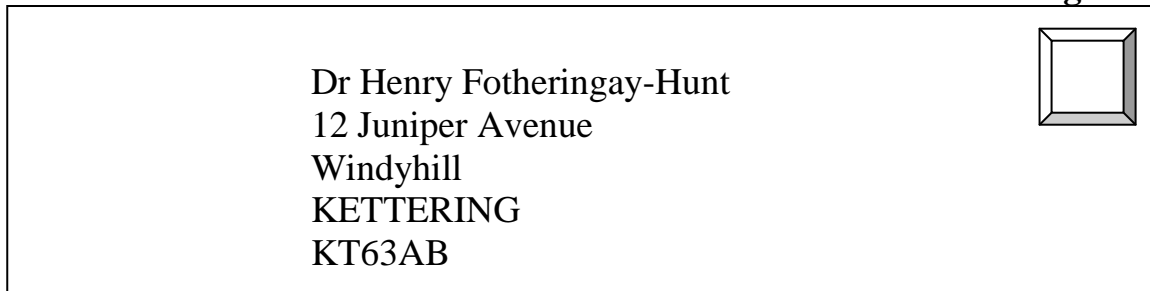
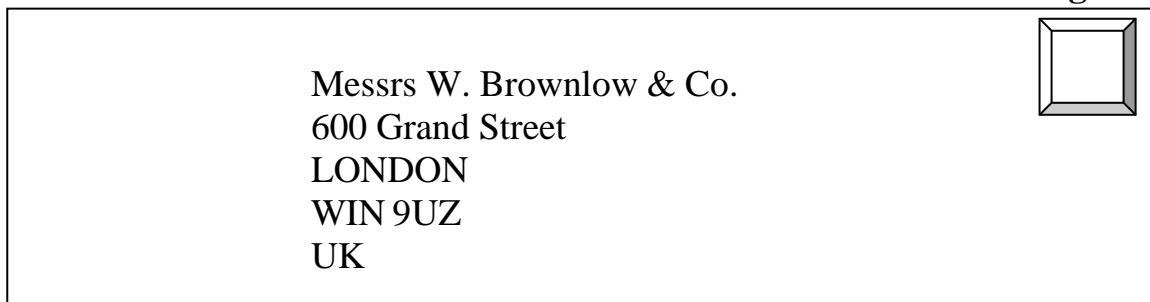


Figure 9



The address should be aligned with the longer sides of the envelope. It should be positioned slightly to the left of the mid point between the two shortest sides, with the first line of the address about two thirds of the way down from the top edge of the envelope. This allows plenty of room for the stamp and postmark.

The address on the envelope should include: the name and title of the recipient; the house/building name or street number + street name; locality name (area of town or city); post town (in block capitals); country name or region (this is not required when the post town is a large town or city); and post code (always in block capitals with a space between the two parts of the code). Each element should be on a new line.

SENDER'S ADDRESS / ADDRESSES ON THE ENVELOPES

Many businesses use address labels with their own name and address printed along the top or bottom edge, or use envelopes printed with their logo and address. If you are concerned that your letter may not reach its destination, or that the post office will not be able to deliver it, you should write or print your own name and address on the back of the envelope, making it clear that you are the sender. This is standard practice in most EU countries and in North America.

STAMPS

Postage stamps should be affixed to the top right hand corner of the letter above and to the right of the address. The stamp or stamps should be stuck on the right way round, with the top edge aligned to the top edge of the envelope.

If your letter is heavier than the maximum weight allowed for a standard first or second class stamp, make sure you affix stamps of the correct value.

ABBREVIATED FORMS ON THE ENVELOPE

In addresses, there are several conventional abbreviations used in customary titles (e.g. *Dr, Prof, The Rev, The Right Hon*) and in the street names (e.g. *St, Ave, Blvd, Rd*). There should be no full stops in these abbreviations when written on the envelope.

WRITING WELL

LENGTH

All correspondence should be long enough to explain exactly what the sender needs to say and the receiver needs to know. You must decide how much information you put in the letter: you may give too little (see **Figure 10**), in which case your letter will be too short, or too much (see **Figure 11**), in which case it will be too long. Your style and the kind of language you use can also affect the length.

The following three letters are written by different people in reply to the same enquiry from a Mr Arrand about their company's products.

TOO SHORT

Figure 10

There are a number of problems with this Letter (**Fig. 10**):

1. It should have begun *Dear Mr Arrand* and ended *Yours sincerely* as the writer knew Mr Arrand's name from his letter of enquiry.
2. Neither the date nor the reference number of the enquiry are quoted.
3. Ideally, a catalogue should be enclosed with a reply to an enquiry about a company's products or indication of a website if the company has one.
4. When a catalogue is sent, attention should be drawn to items which might be of particular interest to the enquirer. New products should also be pointed out.
5. A price list should be included if prices are not given in the catalogue. Any discounts should be quoted and, if possible, delivery dates.

Dear Sir

Thank you for your enquiry. We have a wide selection of watches which we are sure you will like. We will be sending a catalogue soon.

Yours faithfully

TOO LONG

Figure 11

Dear Mr Arrand

Thank you very much for your enquiry of 5 November which we received today. We often receive enquiries from large stores and always welcome them, particularly at this time of the year when we know that you will be buying in stock for Christmas.

We have enclosed our winter catalogue and are sure you will be extremely impressed by our wide range of watches. You will see that they include ranges for men, women, and children, with prices that should suit all your customers, from watches costing only a few pounds to those in the luxury bracket priced at several hundred pounds. But whatever price bracket you are interested in, we guarantee all our products for two years.

Enclosed you will also find our price list giving full details of prices to London (inclusive of cost, insurance, and freight) and explaining our discounts, which we think you will find very generous and which we hope you will take full advantage of.

We are always available to offer you further information about our products and can promise you personal attention whenever you require it. This service is given to all our customers throughout the world, and as you probably know, we deal with countries from the Far East to Europe and Latin America. This fact alone bears out our reputation, which has been established for more than a hundred years and has made our motto 'Time for everyone' – familiar worldwide.

Once again, may we thank you for your enquiry and say that we look forward to hearing from you in the near future?

Yours sincerely

Here are a number of things wrong with this letter (**Fig. 11**). Though it tries to advertise the products, and the company itself, it is too wordy. There is no need to explain that stores are buying in stock for Christmas – Mr Arrand is aware of this. Rather than drawing attention to certain items he might be interested in, the letter only explains what he can already see, that there is a wide selection of watches in the catalogue covering the full range of market prices. In addition, the writer goes on unnecessarily to explain which countries the company sells to, to give its history, and to quote its rather impressive motto.

THE RIGHT LENGTH

Here is a more suitable letter (**Fig. 12**). It is neither too short nor too long. It provides all the relevant information Mr Arrand might need, and draws his attention to some specific products which may be of interest to him.

Figure 12

Dear Mr Arrand

Thank you for your enquiry of 5 November.

We enclose our winter catalogue, and a price list giving details of CIF London prices, discounts, and delivery dates.

Though you will see we offer a wide selection of watches, may we draw your attention to pp. 23-28, and pp. 31-36, where there are styles we think might suit the market you describe? On page 25 you will find our latest designs in pendant watches, which are already selling well.

All our products are fully guaranteed, and backed by our worldwide reputation.

If you need any further information, please contact us. We look forward to hearing from you soon.

Yours sincerely

As well as containing the right amount of information, your letter should also make all the necessary points in a logical sequence, with each idea or piece of information linking up with the previous one in a pattern that can be followed. Do not make a statement, switch to other subjects, then refer back to the point you made a few sentences or paragraphs before, as in the example.

UNCLEAR SEQUENCE

This letter is difficult to understand because there is no clear sequence or logical order.

Figure 13

Dear Sir / Madam

We are interested in your security systems. We would like to know more about the prices and discounts you offer.

A business associate of ours, DMS (Wholesalers) Ltd, mentioned your name to us and showed us a catalogue. They were impressed with the security system you installed for them, so we are writing to you about it. Do you give guarantees with the installations?

In your catalogue we saw the Secure 15 which looks as though it might suit our purposes. DMS had the Secure 18 installed, but as we mentioned, they are wholesalers, while we are a chain of stores. We would like something that can prevent robbery and shoplifting, so the Secure 15 might suit us.

How long would it take to install a system that would serve all departments? Could you send an inspector or adviser to see us soon?

If you can offer competitive prices and guarantees we would put your system in all our outlets, but initially we would only install the system in our main branch.

We would like to make a decision on this soon, so we would appreciate an early reply.

Yours faithfully

CLEAR SEQUENCE

Here is a better version of the same letter, in which the ideas and information are in a logical order.

Figure 14

Dear Mr Jarry

We are a chain of retail stores and are looking for an efficient security system. You were recommended to us by our associates, DMS (Wholesalers) Ltd, for whom you recently installed the Secure 18 alarm system.

We need a system which would give us comprehensive protection against robbery and shoplifting throughout all departments, and the Secure 15 featured in your current catalogue would appear to suit us. However, it would be helpful if one of your representatives could visit us so that we can discuss details of the available systems.

Initially we would test the system we select in our main branch, and, if it proves satisfactory, install it throughout our other branches. Our choice would, of course, be influenced by a competitive quotation and full guarantees for maintenance and service.

Please reply as soon as possible as we would like to make a decision within the next few months.

Yours sincerely

PLANNING

The way to make sure you include the right amount of information, and in the right order, is by planning. Here, for example, is the plan for the letter **Fig. 12**.

- 1st para. Acknowledge enquiry*
- 2nd para. Enclose catalogue, price list*
- 3rd para. Draw attention to watches suitable for Arrand, and latest designs*
- 4th para. Mention guarantees and reputation*
- 5th para. Encourage further contact*

FIRST PARAGRAPH / INTRODUCTORY PARAGRAPH

The opening sentence or paragraph is important as it sets the tone of the letter and creates a first impression. Generally speaking, you would thank your correspondent for their letter (if replying to an enquiry), if necessary introduce yourself and your company, state the subject of the letter, and set out its purpose.

MIDDLE PARAGRAPH(S) / MAIN PARAGRAPH(S)

The main part of your letter will concern the points that need to be made, answers you wish to give, or questions you want to ask. This depends on the type of letter that you are writing.

FINAL PARAGRAPH / CONCLUDING PARAGRAPH

At the end of your letter, if it is a reply and you have not done so at the beginning, you should thank your correspondent for writing. If appropriate, encourage further enquiries or correspondence, mentioning that you look forward to hearing from him or her soon. You may want to restate, briefly, one or two of the most important points you made in the main part of your letter.

STYLE AND LANGUAGE

SIMPLICITY

Check that all the words you have used mean what you intend them to mean. Avoid, if you can, jargon, clichés and repetition.

Writers of business letters, in particular, often fall into the trap of using formulaic or highfalutin expressions so as to create what they imagine is a suitably detached and business-like tone. However, many of these expressions are nowadays regarded as relics of a bygone age or just plain pompous. It is always better to err on the side of simplicity and clarity – don't use twenty long words where three or four short ones will do.

Try to get your message across using plain English: most everyday words are as appropriate in formal contexts as in informal ones. More often than not, the more familiar word will do the job just as well.

In this letter, all the writer is trying to do is explain why he delayed paying his account but, because of the style, it is too long and is difficult to understand.

Figure 15

Dear Sir/Madam

I beg to acknowledge receipt of your letter of the 15th inst. in connection with our not clearing our account, which was outstanding as of the end of June.

Please accept our profuse apologies. We were unable to settle this matter due to the sudden demise of Mr Noel, our Accountant, and as a result were unaware of those accounts which were to be cleared. We now, however, have managed to trace all

our commitments and take pleasure in enclosing our remittance for £2,120, which we trust will rectify matters.

We hope that this unforeseen incident did not in any way inconvenience you, nor lead you to believe that our not clearing our balance on the due date was an intention on our part to delay payment.

We remain, yours, etc...

Here is a simpler version of the letter. First, Mr Aldine's customer uses his name. Second, he has apologized. Third, Mr Aldine knows his was not the only account that was not paid when due, and knows why. Finally, he has his cheque.

Figure 16

Dear Mr Aldine

I am replying to your letter of 15 July asking us to clear our June balance.

I apologize for not settling the account sooner, but due to the unfortunate death of Mr Noel, our Accountant, there have been delays in settling all of our outstanding balances.

Please find enclosed our cheque for £2,120, and accept our apologies for any inconvenience.

Yours sincerely

COURTESY

Your style should not, however, be so simple that it becomes rude. Here is an example of a letter that is too short and simple.

Figure 17

Dear Mr Rohn

I've already written to you concerning your debt of £1,994. This should have been cleared three months ago. You seem unwilling to co-operate in paying us. We'll sue you if you do not clear your debt within the next ten days.

Yours, etc.

In the version of the same letter, notice the stylistic devices that are used to make it more polite: complex sentences, joined by conjunctions, rather than short sentences (e.g. ... *the balance of £1,194, which has been outstanding* ... rather than ... *your debt of £1,994. This should have been cleared* ...); the use of full rather than abbreviated forms (e.g. *I shall have to consider* ... rather than *We'll sue* ...); and the use of passive forms and indirect language that avoids sounding aggressive (e.g. ... *for the account to be settled* ... rather than ... *if you do not clear your debt* ...).

Figure 18

Dear Mr Rohn

I refer to our previous letter sent on 10 October in which you were asked to clear the balance of £1,994 on your account, which has been outstanding since July. As there has been no reply, I shall have to consider handing over the matter to our solicitors.

However, I am reluctant to do this and am offering a further ten days for the account to be settled.

Yours sincerely

IDIOMS AND COLLOQUIAL LANGUAGE

It is important to try to get the right ‘tone’ in your letter. This means that you should aim for a neutral tone avoiding pompous language on the one hand and language which is too informal or colloquial on the other.

You may set the wrong tone by using the wrong vocabulary or idioms, or using short forms inappropriately. Here are a few examples, together with a preferred alternative.

Table 2

INAPPROPRIATE FORM	PREFERRED ALTERNATIVE
you’ve probably guessed	you are probably aware
you’ll get your money back	the loan will be repaid
prices are at rock bottom	prices are very low
prices have gone through the roof	prices have increased rapidly
a copy of same	a copy
at this moment in time	now
at your earliest convenience	as soon as possible <i>or</i> as soon as is convenient
due to the fact	because
enclosed herewith	enclosed
inst., prox., ult. (<i>Latin abbreviations used to refer to the current, next or previous month</i>)	name the month
in early course	soon or as soon as possible
in the course of	during
Re your letter of ...	I/We refer to your letter of ...

On the whole, it is better to avoid using colloquial language or slang. Apart from the danger of being misunderstood if your correspondent’s first language is not English, he or she may think you are being too familiar.

CLARITY

Your correspondent must be able to understand what you have written. Confusion in correspondence often arises through a lack of thought and care, and there are a number of ways in which this can happen.

ABBREVIATIONS AND INITIALS

Abbreviations can be useful because they are quick to write and easy to read. But both correspondents need to know what the abbreviations stand for.

The abbreviations *CIF* and *FOB*, for example, are INCOTERMS which mean, respectively, Cost, Insurance, and Freight and Free On Board. But can you be sure that your correspondent knows that *p & p* means ‘*postage and packing*’?

Some international organizations, e.g. *NATO* (North Atlantic Treaty Organization), are known in all countries by the same set of initials, but many are not.

e.g. *EU* (European Union) and *UN* (United Nations). National organizations, e.g. in the UK, *CBI* (Confederation of British Industry) and *TUC* (Trades Union Congress), are unlikely to be familiar to correspondents in other countries.

A range of abbreviations are used in email correspondence, but many of them are not widely known. If you are not absolutely certain that an abbreviation or set of initials will be easily recognised, it is best not to use it.

Abbreviations like **Ltd** or **Corp.** often appear after the names of businesses. They are usually required by law and tell you something about the type of company that has been established.

Ltd – (Limited, UK) – a company that is owned by a small number of people, often members of a family, and can be run by a single person.

plc – (Public limited company, UK) – a large company that can sell its shares to the public and has a board of directors.

LLC – (Limited liability company, US) – a company owned by a group of people who usually also run the business.

AG – (Aktiengesellschaft, Germany) – a large company that can sell shares to the public and is run by a group of managers.

GmbH – (Gesellschaft mit beschränkter Haftung, Germany) – a company with one or a number of shareholders. It cannot sell shares to the public.

Pty – (Proprietary, Australia and South Africa) – used in for companies that are owned by a small number of people.

SA – (Société anonyme (à responsabilité limitée), France and Spain) – a large company that can sell shares to the public and is run by a board of directors.

SARL – (Société à Responsabilité Limitée, France and Switzerland) – a company with a small number of shareholders.

SpA – (Societa per Azioni, Italy) – a company with one or a number of shareholders. It can sell shares to the public and is run by a board of directors or group of managers.

Co. – (Company, US)	}	a business organization that has been officially created (incorporated) and is owned by shareholders (these abbreviations indicate that a business is a company but give no information about its size, number of shareholders or management).
Inc. – (Incorporated, US)		
Corp. – (Corporation, US)		

NUMBERS

Sometimes the use of figures instead of words for dates can create problems.

Numerical expressions can also cause confusion. For example, the decimal point in British and American usage is a full stop, but a comma is used in most continental European countries, so that a British or American person would write 4.255 where a French person would write 4,255 (which to a British or American person would mean *four thousand two hundred and fifty-five*).

If there is the possibility of confusion, write the expression in both figures and words, e.g. £10,575.90 (*ten thousand five hundred and seventy-five pounds, ninety pence*).

PREPOSITIONS

Special care should be taken when using prepositions. There is a big difference between:

The price has been increased to £450.00,

The price has been increased by £450.00, and

The price has been increased from £450.00.

WORDS TO AVOID

FOREIGN WORDS

Foreign words are superfluous where an English equivalent exists. They should only be used if they are commonly understood and impart a meaning which cannot be easily translated into English. For example '*vice versa*' is acceptable, but '*versus*' can usually be replaced with '*against*' except when describing sports fixtures or legal cases.

AMBIGUOUS WORDS

You must use words that convey exactly what you want to say. For example;

'We are uncertain that this course of action will lead to any benefits for the company.'

This suggests to the reader that you are open to persuasion. If you do not wish to be persuaded then say so:

'We do not believe that this course of action is suitable for our company and therefore do not intend to pursue it any further.'

This indicates that your decision is final; no comeback is required or desired.

VOGUE WORDS

Vogue words, or words that are currently in fashion, do not last and can confuse. Remember, you may not be writing to someone of the same generation, who may therefore not understand you. For example, the following may not mean anything to a reader unfamiliar with hip words:

'We think that your design for the front elevation is really cool.'

'This is a wicked product.'

REDUNDANT WORDS

A clearer and more economical style is obtained by eliminating combinations of words and phrases that are tautological. If you remove the italicized words in the following examples, everything is more direct and uncluttered:

We *first* began the discussion

Very unique

At 5pm *in the afternoon*

Hot *in temperature*

INCORRECT USE OF WORDS

There are several words that are often used incorrectly, where the writer believes the word to mean something other than its actual meaning. For example, 'effect' and 'affect', or 'practical' and 'practicable'. It is recommended that you read and learn these, or at least refer to them before using one of these words to ensure your meaning is clear.

UNIT 2

TYPES OF ORGANISATIONS

Industry, in a general sense, is the production of goods and services in an economy. The term INDUSTRY also refers to a group of enterprises (private businesses or government-operated corporations) that produce a specific type of good or service – for example, the beverage industry, the gold industry, or the music industry. Some industries produce physical goods, such as lumber, steel, or textiles. Other industries – such as the airline, railroad, and trucking industries – provide services by transporting people or products from one place to another. Still other industries, such as the banking and restaurant industries, provide services such as lending money and serving food, respectively.

Industries may be classified as primary, secondary, or tertiary industries.

PRIMARY INDUSTRIES produce and collect things like crops, metals, raw materials, etc. Agriculture, commercial fishing, mining, and the forest industry are primary industries. They use farmland, oceans, mineral deposits, and forests, respectively, as their major inputs.

SECONDARY INDUSTRIES use raw materials to make goods to be sold or to make machines, etc. that are used to make goods. For example, the construction industry produces houses, other buildings, and roads. Its inputs include lumber manufactured by the forest industry. The largest group of secondary industries is the manufacturing industries. Manufacturing industries produce a vast array of consumer and producer goods, such as processed food, clothing, heavy machinery, automobiles, electronics, and household appliances.

TERTIARY INDUSTRIES are businesses whose work involves doing something for customers but not producing goods; they provide services. For example, retail stores,

universities, hotels, banks, television stations, hospitals, and travel agencies are all tertiary industries. Also classified as tertiary industries are all forms of government activity, ranging from local trash disposal to the armed forces.

The United States government has developed a set of codes called the Standard Industrial Classification (SIC) to classify industries. SIC codes classify enterprises by the type of product or service they generate. The SIC is a series of numbers, each ranging from 0 to 9, used to label industries. Primary industries use either 0 or 1, secondary industries use 1, 2, or 3, and tertiary industries use numbers 4 through 9. As more digits are added to the number, the classification becomes more specific. For example, the SIC code 8 refers to services, 82 refers to educational services, and 829903 refers to music and drama schools.

Within these main sectors there are many different types of organisation, each of which has its own particular characteristics, functions, and benefits. Some are easily recognised as private enterprises, some are definitely public enterprises.

ORGANISATIONAL STRUCTURE AND COMMUNICATION

Two main characteristics of any organisation are (a) the division of labour, and (b) the distribution of authority. The 'division of labour' refers to the variety of operations that the organisation must carry out in order to achieve its main objectives. The 'distribution of authority' refers to the decision-making apparatus required to plan and control these operations. Both of these characteristics may be shown in the organisation chart.

THE PURPOSE OF ORGANISATION CHARTS

An organisation chart can be thought of as a two-dimensional model of an organisation. No such model can effectively convey the reality of executive responsibilities or the complexity of the interrelationships that exist between the different sub-systems. Organisation charts are, therefore, an attempt to illustrate the formal relationships in an organisation, the main lines of communication, and the flow of authority and responsibility through all levels of the management hierarchy. Above all, organisation charts provide a complete picture of the organisation in a way that is simple to understand.

Charts are used to show the whole organisation (system), the departments (sub-systems) within an organisation, or details of the department or section only. Some organisation charts concentrate on the functions of organisation as opposed to the structure of personnel.

RELATIONSHIPS IN A BUSINESS ORGANISATION

a) LINE RELATIONSHIP

This is a relationship which exists between a senior and his/her subordinate at any level of the organisation. For example, in Rayco Ltd. (**Fig. 19**) such a relationship exists between the Production Director and Production Manager, and between the Works Manager and Assistant Works Manager.

b) FUNCTIONAL RELATIONSHIP

This is relationship which exists between those holding functional (or specialist) posts and those with direct executive responsibilities. For example, in Rayco Ltd the post of Personnel Director is a line management post only in the sense that the holder has authority over the staff in his own department. His main function is to advise and assist all the other departments or personnel matters. Because he is an expert in his field he is also empowered to make rulings which must be compiled with by staff over whom he has no direct line authority. If, for example, the Personnel Director has grounds for recruit a particular job applicant (because, possibly, of poor references), his authority for recruitment will over-ride the line director's responsibility for selection.

c) LATERAL RELATIONSHIP

This is the relationship between personnel working at the same level – that is, none is superior or subordinate to others. In Rayco Ltd such a relationship exists between the Production Manager and Works Manager.

d) STAFF RELATIONSHIP

The word staff here is used in the sense of a support. Such a relationship occurs, for example, between a managing director and her/his personal assistant. The holder of such a post has no formal relationship with other persons within the organisation, nor does possess authority in her own right. This kind of relationship exists between the Managing Director and the Company Secretary in Rayco Ltd.

e) SPAN OF CONTROL

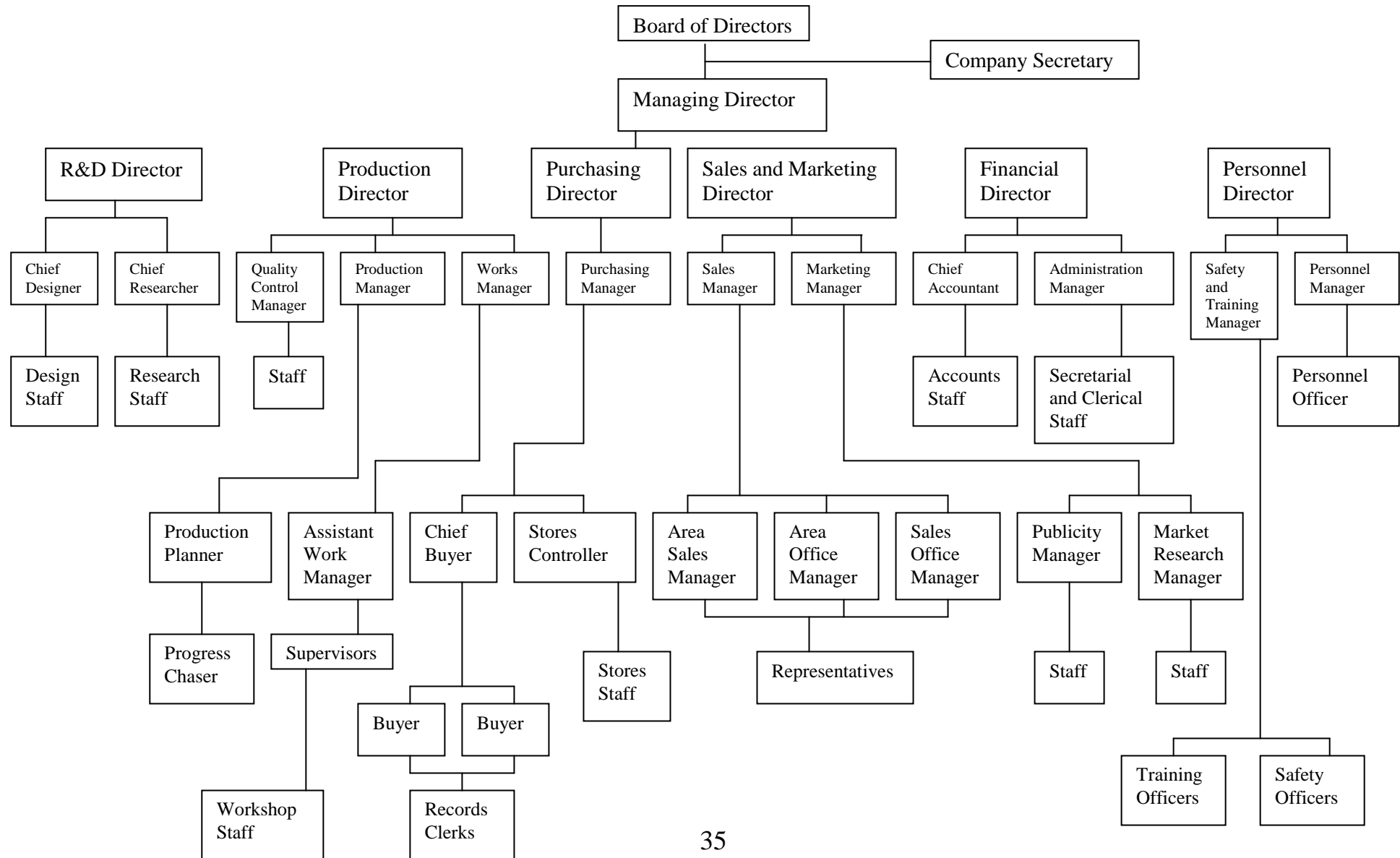
The number of people who are directly accountable to the same person constitutes the 'span of control' of that person.

f) INFORMAL RELATIONSHIPS

Although, in theory, communication should pass up and down the line, if this were carried out in practice every supervisor would become a potential bottleneck. To avoid this, a sensible working arrangement may allow, for example, for a Progress Chaser in Rayco Ltd to establish ad hoc relationship with one or more of the Supervisors. Similarly, the line can be by-passed on occasions: the Sales Director may, for example, find himself in a situation which would benefit from direct contact with one of the representatives.

The modern approach to relationships within an organisation stresses flexibility as far as sub-system boundaries are concerned. It is one of the tasks of management to link the various sub-systems together, to ensure integration and co-operation, and to act as boundary agent between the organisation and the environment. The area of contact between one system and another is called an interface.

Figure 19
RAYCO LTD



UNIT 3

ENQUIRY LETTERS

A simple enquiry can be made by email, fax, or cable. The contents of an enquiry will depend on three things:

- how well you know the supplier,
- whether the supplier is based in your country or abroad, and
- the type of goods or services you are enquiring about.

A first letter of enquiry should be brief and simple. Many firms even have adopted the practice of sending printed enquiry forms, thereby eliminating the need for a letter. This type of letter is often written to suppliers you have not done business with before. The letter of enquiry often asks for a brochure, catalogue or price-list. It is sometimes considered useful to give some details of your business, and also where or how you heard of the supplier's name and address.

A first enquiry – a letter sent to a supplier with whom you have not previously done business – should include:

1. A brief mention of what sort of organization you are.
2. A brief mention of how you obtained your potential supplier's name. Your source may be an embassy, consulate, or chamber of commerce; you may have seen the goods in question at an exhibition or trade fair; you may be writing as the result of a recommendation from a business associate, or on the basis of an advertisement in the daily, weekly or trade press. It might be useful to point out that you know their associates, or that they were recommended to you by a consulate or trade association.
3. Some indication of the demand in your area for the goods which the supplier deals in.
4. Details of what you would like your prospective supplier to send you. Normally you will be interested in a catalogue, a price list, discounts, methods of payment, delivery times, and, where appropriate, samples. You might want to see what a material or item looks like before placing an order. Most suppliers are willing to provide samples or patterns so that you can make a selection. However, few would send a complex piece of machinery for you to look at. Instead, you would probably be invited to visit a showroom, or the supplier would offer to send a representative. In any case, if it is practical, ask to see an example of the article you want to buy.
5. A closing sentence to round off the enquiry. Usually a simple 'thank you' is sufficient to close an enquiry. However, you could mention that a prompt reply would be appreciated, or that certain terms or guarantees would be necessary. You can also indicate further business or other lines you would be interested in. If a supplier thinks that you may become a regular customer, they will be more inclined to quote competitive terms and offer concessions.

A 'first' letter of enquiry from a retailer to a foreign manufacturer

F. Lynch & Co. Ltd

Nesson House, Newell Street, Birmingham B3 3EL
Telephone +44 (0) 21 236 6571 Fax: +44 (0) 21 236 6592 Email. pcrane@lynch.co.uk

The Sales Department
Satex S.p.A.
Avenue Ravigny 14
Paris XV

Dear Sir / Madam

We are a chain of retailers based in Birmingham and are looking for a manufacturer who can supply us with a wide range of sweaters for the men's leisurewear market. We were impressed by the new designs displayed on your stand at the Hamburg Menswear exhibition last month.

As we usually place large orders, we would expect a quantity discount in addition to a 20% trade discount off net list prices. Our terms of payment are normally 30-day bill of exchange, D/A.

If these conditions interest you, and you can meet orders of over 500 garments at one time, please send us your current catalogue and price list.

We hope to hear from you soon.

Faithfully yours

Peter Crane

Peter Crane

Chief Buyer

Reply to an advertisement

In this letter the customer is replying to an advertisement for CDs in a trade journal. The advertiser gave little information, so the writer asks for details.

DISC SA

351 rue des Raimonières, F-86000 Poitiers Cédex
Téléphone (+33) 299681031, Télécopie (+33) 274102163, Email p.gerard@disc.co.fr

The Sales Department
R.G. Electronics AG
Havmart 601
D-50000Köln 1

Dear Sir/Madam

We are a large music store in the centre of Poitiers and would like to know more about the re-writable and recordable CDs you advertise in this month's edition of 'Lectron'.

Could you tell us if the CDs are leading brand names, or made by small independent companies, and whether they would be suitable for domestic recording? We would appreciate it if you could send us some samples. If they are of the standard we require, we will place a substantial order. We would also like to know whether you offer any trade discounts.

Yours faithfully

P. Gérard

P. Gérard (M.)
Manager

UNIT 4

REPLIES TO ENQUIRIES

A reply to an enquiry from a regular customer is normally brief, and does not need to be more than polite and direct. Provided the supplier is in a position to meet his correspondent's requirements, his reply will generally include:

1. *Opening*. Thank the writer of the letter of enquiry for the letter in question. Mention the date of his or her letter and quote any other references.
2. *Confirming that you can help*. Let the enquirer know near the start of your reply if you have the product or can provide the service he or she is asking about.
3. Supply *all the information requested*, and refer both to enclosures and to samples, catalogues and other items being sent by separate post.
 - *'Selling' your product*. Encourage or persuade your prospective customer to do business with you. A simple answer that you have the goods in stock is not enough. Your customer might have made ten other enquiries, so remember it is not only in sales letters that you need to persuade. Mention one or two selling points of your product, including any guarantees, special offers, and discounts.
 - *Suggesting alternatives*. If you do not have what the enquirer has asked for, but have an alternative, offer that. But do not criticize the product he or she originally asked for.
 - *Sending catalogues, price-lists, prospectuses, and samples*. Remember to enclose current catalogues and price lists with your reply. If you are attaching catalogues, price lists, etc. to an email message, make sure you compress them to save your recipient's time when they download the material. If prices are subject to change, let your customer know. And if you are sending samples UNDER SEPARATE COVER, let your customer know when they are likely to arrive.
4. Provide *additional information*, not specifically requested by the customer, so long as it is relevant.
 - *Referring the customer to another place*. You may not be able to handle the order or answer the enquiry. If this is the case, tell the enquirer and, if possible, refer them to another company which can help them. Even if you can handle the enquiry, you may still have to refer the enquirer elsewhere.
 - *Arranging demonstrations and visits*. Certain products, e.g. heavy equipment, machinery, and computer installations, may need demonstrating. In these cases the supplier will either send a representative or adviser, or suggest that the customer visits their showroom.
5. Conclude with one or two lines encouraging the customer to place orders and assuring him of good service. Always thank the customer for contacting you. If you have not done so at the beginning of the letter or email, you can do so at the end. You should also encourage further enquiries.

Quotation of terms

This is a reply to a general enquiry in which Mr Crane, Chief Buyer at F. Lynch & Co. Ltd, asked for certain concessions (see **Fig. 20**).

Satex S.p.A.

Via di Pietra Papa, 00146 Roma

Telefono: +39 (0) 6769910

Telefax: +39 (0) 66815473

Email: causiod@satex.co.it

Vs.rif.: 6 Feb.20—

Ns.rif. D/1439

21 February 20____

Mr Peter Crane
Chief Buyer
F. Lynch & Co. Ltd
Nesson House
Newell Street
Birmingham B3 3EL
UK

Dear Mr Crane

We were pleased to receive your enquiry, and to hear that you liked our range of sweaters. We can confirm that there would certainly be no trouble in supplying you from our wide selection of garments.

We can offer you a quantity discount, which would be 5% off net prices for orders over £2,000, but the usual allowance for a trade discount in Italy is 15%, and we always deal on payment by sight draft, cash against documents. However, we would be prepared to review this once we have established a firm trading association with you.

Enclosed you will find our summer catalogue and price list quoting prices CIF London. We are sure you will find a ready sale for our products in England, as have other retailers throughout Europe and America, and we hope very much that we can reach agreement on the terms quoted. Thank you for your interest. We look forward to hearing from you soon.

Yours sincerely

D. Causio

D. Causio (Sig.)

Sales Director

Encs.

Catalogues and samples

M. Gerard wrote to R.G. Electronics to enquire about CDs (see **Fig. 21**). He implied that his store was a large one, that he was only interested in high-quality products, and that he might place a substantial order. This is the reply.

R.G. Electronics AG

Havmart 601
D-50000 Köln 1
Telefon (+49) 221 32 42 98
Telefax (+49) 221 83 61 25
Email gerlach@rge.co.de

Your Ref: PG/AL

14 May 20____

P. Gérard
Manager
Disc S.A.
251 rue des Raimonières
F-86000 Poitiers Cédex

Dear M. Gérard

Thank you for your enquiry of 12 May in which you asked about the CDs we advertised in this month's edition of 'Lectron'.

I can confirm that they are of high quality, and suitable for domestic recording. They are 'Kolby' products, a brand name you will certainly recognize, and the reason their prices are so competitive is that they are part of a consignment of bankrupt stock that was offered to us.

Because of their low price, and the small profit margin, we will not be offering any trade discounts on this consignment. But we sell a wide range of electronic and computer products and have enclosed a price list giving you details of trade, quantity and cash discounts.

We have sent, by separate post, samples of the advertised CDs and other brands we stock, and would urge you to place an order as soon as possible as there has been a huge response to our advertisement. Thank you for your interest

Yours sincerely

R. Gerlach

UNIT 5

FOLLOW-UP AND SALES LETTERS

After the enquiry and reply, a supplier may consider an announcement or follow-up letter necessary to keep the buyer interested. The announcement might be about a reduction in price, improved discounts for bulk purchase, a reminder that demand is high and stocks are in short supply, or information about an addition to the range of goods which the supplier can offer.

Figure 24

An announcement from Standard Office Furniture Ltd. to AQ Electronics following their previous correspondence.

Standard Office Furniture Ltd

Cantley Road, London SW4 9HX

Your Ref: JHR/CT

Our Ref: PJM/JA

The Office Manager
A.Q. Electronics Ltd
Calle Estoril 1701
Barcelona

11 November, 20 ____

Dear Sirs

We trust you received our catalogue, price-list and brochure, sent to you on the 18th October.

We have forwarded under separate cover a list of price reductions available. We would like to inform you especially of price reductions for our filing cabinet systems, including type TW37, which came into effect on November 1st. These price reductions were made possible by currency fluctuations, in particular with the decline in the value of sterling against most major currencies.

The price reductions apply to other markets in Europe, so we expect demand to increase. This may mean that our limited stocks may become depleted.

To avoid delay in despatch perhaps you would like to order as soon as possible. A cable or telex message would be the best method of communication, since we could then begin to pack the required goods ready for despatch.

Yours faithfully

P.J. Morris

P.J. Morris

Sales Manager

The follow-up is often a sales letter, an advertisement praising a product, for example. Sometimes it is an offer of a free sample. Sometimes it is to arrange a visit by a representative. (We are not talking about unsolicited sales letters here. Unsolicited sales letters are not sent in response to an enquiry. An unsolicited sales letter is often a circular sent to thousands of addresses, advertising a product.)

Figure 25

Unsolicited sales letter

Standard Office Furniture Ltd

Cantley Road, London SW4 9HX

Your Ref: JHR/CT

Our Ref: PJM/JA

The Office Manager
A.Q. Electronics Ltd
Calle Estoril 1701
Barcelona

11 November, 20____

Dear Sirs

You wish to modernise your store-rooms with the most up-to-date shelving system yet devised: that is clear because you asked for our catalogue, which was sent to you earlier this month.

The next step lies, of course, with you, but we would like to help you to decide, if possible.

For example, we could arrange a demonstration of the fitting of the **LOCKSHELF** system in your own store-room, or you could see the combined units here in our showrooms.

You could test for yourself the wonderful adaptability of our system to all storage problems, by sending us a trial order for one 5-metre section, which comprises three units. Or if you have any special problems, you are welcome to our advice without any obligation.

You may be sure that whichever of our services you decide to use, you will receive our immediate attention.

Yours faithfully

P.J. Morris

P.J. Morris

Sales Manager

In many types of business it is the practice of the seller to offer goods to his regular customers and to others who may be interested, without waiting for an enquiry. Similarly, suppliers regularly make special offers of goods when prices are particularly favourable. In these cases the customer's interest has to be aroused.

Figure 26

Battery manufacturer's offer to overseas dealer

NIPPONEX ELECTRICS
TOKYO, JAPAN

Amperlite Ltd
146 O'Leary St
Dublin 2
Ireland

27 December 20____

Dear Sirs

DRILITE BATTERIES

Improved methods of production enable us to offer you our range of Drilite batteries at a reduced price for large quantities.

Details of the new prices for your market are enclosed, and you will see that the average price reduction is 5%. As our prices are quoted c.i.f. Dublin, you will agree that they are considerably lower than those of manufacturers of similar batteries, both here in Japan and elsewhere.

The quality of our products remains the same – only the finest chemicals are used. The new prices are for minimum orders of £1,000 and are effective as from 1 January. Immediate despatch is guaranteed, and we hold ample stocks.

We appreciate your past order, and look forward to supplying you in the new year at the new prices.

Yours faithfully

NIPPONEX ELECTRICS

H Hampton

Enclosure

UNIT 6

ORDERS AND EXECUTION OF ORDERS

If the seller's offer is right, an order may be expected to follow. When ordering goods, a customer will generally include the following in his letter:

1. A reference to a visit by the supplier's representative, or to an advertisement or catalogue, or to a sample, or to previous correspondence. This applies particularly to a *first* order. In subsequent orders the buyer may begin his letter with:
2. Details of the goods required: quantity, quality, catalogue number, packing, etc.
3. Conditions and qualifications.
4. Alternatives which are acceptable if the goods ordered are not available.
5. A closing sentence, perhaps encouraging the supplier to execute the order promptly and with care.

Figure 27

The following letter illustrates the points listed above.

FOURNIER ET CIE

Importers of Fashion Goods
PARIS

Avenue Ravigny 14
Paris XV

The Western Shoe Co. Ltd.
Yovil, Somerset S19 3AF
England

30 October 20____

Dear Sirs

Thank you for your letter of 15 October. As you will already know, your Mr J. Needham called on us a few days ago and left a range of samples. We think articles of this quality will find a ready market here, and we are prepared to order the following as a stock trial order:

20 "Angela" evening bags,	catalogue no. 5
50 "Veronica" beauty boxes,	catalogue no. 17
50 "Daphne" handbags,	catalogue no. 27a
50 "Gloria" handbags,	catalogue no. 28

If nos. 27a and 28 are not available for immediate delivery, as Mr Needham suggested might be the case, please send nos. 27 and 28a instead.

Since we must have the goods on display in time for the Christmas season, our order is placed on condition that they are despatched by 10 November at the latest.

As soon as we receive your confirmation and pro-forma invoice, we will arrange for settlement by banker's transfer.

We are looking forward to hearing from you shortly.

Yours faithfully

J. P. Duke

J. P. Duke

FOURNIER ET CIE SA

Nowadays orders are usually written on a company's official order form (see **Fig. 28**) which has a date and a reference number that should be quoted in any correspondence referring to the order. If the order is telephoned, it should be confirmed in writing, and an order form should always be accompanied by either a COMPLIMETS SLIP or a COVERING LETTER (see **Fig. 29**). A covering letter is preferable as it allows you the opportunity to make any necessary points and confirm the terms that have been agreed.

Order

F. Lynch & Co. Ltd

Head Office, Nesson House, Newell Street, Birmingham B3 3EL

Telephone: +44(0)21 236 6571

Fax: +44(0)21 236 8592

Email: pcrane@lynch.co.uk

www.lync.com

Order No. DR 4316

Satex S.p.A
Via di Pietra Papa
00146 Roma
ITALY

Authorized

Peter Crane

Quantity	Item description	Cat. No.	Price (CIF London)
50	V-neck: 30 red + 20 blue	R 432	£30.80 each
30	Roll-neck: 15 black + 15 blue	N 154	£20.40 each
30	Crew neck: 15 green + 15 beige	N 157	£23.00 each
40	Crew neck: pattern	R 541	£25.60 each
	Note: Subject to 5% quantity discount		

Comments 15% Trade Disc. allowed.
 Pymt. CAD Del. 6 weeks

Date 9 March 20____

The guide below is for an outline of a covering letter. You may not want to make all the points listed, but look through the guide to see what could be mentioned.

1. Opening. Make it clear that there is an order accompanying the letter.
2. Payment. Confirm the TERMS OF PAYMENT.
3. Discounts. Confirm the agreed discounts.
4. Delivery. Confirm the delivery dates.

5. Methods of delivery. Many companies use FORWARDING AGENTS who are specialists in packing and handling the documentation to ship goods. Nevertheless, to ensure prompt and safe delivery, it is a good idea to advise the company on how you want the goods packed and sent. This means that if the consignment arrives late, or in a damaged state, your letter is evidence of the instructions you gave.
6. Packing. Advise your supplier how you want the goods packed.
7. Closing.

Figure 29

Covering letter

F. Lynch & Co. Ltd

Head Office, Nesson House, Newell Street, Birmingham B3 3EL
Telephone: +44(0)21 236 6571
Fax: +44(0)21 236 8592
Email: pcrane@lynch.co.uk
www.lynck.com

Your ref: D/1439
Our ref: Order DR4316
9 March 20____

Satex S.p.A
Via di Pietra Papa
00146 Roma
ITALY

Attn. Sig. D. Causio

Dear Sig. Causio

Please find enclosed our official order, No. DR4316.

For this order, we accept the 15% trade discount you offered, and the terms of payment (sight draft, CAD), but hope you are willing to review these terms if we decide to order again.

Would you please send the shipping documents and your sight draft to Northminster Bank (City Branch), Deal Street, Birmingham B3 1SQ.

If you do not have any of the items we have ordered currently in stock, please do not send alternatives.

We would appreciate delivery within the next six weeks, and look forward to your acknowledgement.

Yours sincerely

Peter Crane

Peter Crane

Chief Buyer

Enc. Order No. DR4316

ACKNOWLEDGING AN ORDER

As soon as a supplier receives an order, it should be acknowledged. This can be done by letter, or by email for speed.

Figure 30

Order acknowledgement

Satex S.p.A.	
Via di Pietra Papa, 00146 Roma Telefono: +39 (0) 6769910, Telefax: +39 (0) 66815473, Email: causiod@satex.co.it	
	Vs.rif. Vs.rif.: 6 Feb.20____ Ns.rif. D/1439
	21 February 20____
Mr Peter Crane Chief Buyer F. Lynch & Co. Ltd Nesson House Newell Street Birmingham B3 3EL UK	
Dear Mr Crane	
Your Order DR 4316	
Thank you for the above order, which we are now making up. We have all the items in stock and we will advise you about shipment in the next few days.	
Yours sincerely	
<i>D. Causio</i>	
D. Causio (Sig.)	
Sales Director	

UNIT 7

PACKING AND DESPATCH

Anyone who has ever tried to pack a Christmas parcel and who has known the frustration that this seemingly simple operation can entail will agree that packing is an art. So badly is it often done that by the time the parcel reaches its destination it may be reduced to a shapeless mass by the not very gentle handling it has received on its journey. Only really 'healthy' parcels come through the ordeal of transport unscathed.

The real art of packing is to get the contents into a nice, compact shape that will stay that way during the roughest journey, and wrap the lot with a good strong cover of some kind. Somewhere between the thin brown paper parcel that tears open at the first touch and the heavy box that gets there all right but costs more in postage than the contents are worth, lies the happy medium that makes the whole thing practical.

This, on a large scale, is the problem that faces the despatch department of every firm, especially the export firm. The buyer has a right to expect that his goods will reach him in perfect condition, and the seller has to pack them in such a way that they will do so. Nothing is more infuriating to a buyer than to find his goods damaged, or part missing on arrival: and nothing is more likely to lose a customer. In the export trade serious delays may result, causing the customer great loss. It is because of these dangers that large export firms have established a special department for export packing, and the whole question is under regular review. New packing materials are being developed which are light and strong, and new methods being found to ensure the safe transport of heavier goods. Many export firms employ a specialist export packer or forwarding agent to do their packing for them.

The general plan in all packing is to make the goods secure for the kind of journey they have to make, but to keep the package as small and light as possible. Transport costs on land usually depend on the weight, but on the sea the size of the package is also important.

MARKING

There are 3 principal types of marking which may have to be done on export packages:

1. The consignees' own distinctive marks.
2. Any official mark required by authorities.
3. Special directions or warnings. In addition, weights and dimensions may be required.

Good clear marking is essential if the goods are not to go astray, and for this reason marks are usually made by paint, inks or dyes through a metal stencil. Wooden cases are sometimes marked by burned impressions in the wood itself.

Exporter informs the prospective customer of **packing and marking procedures**.

KAVEXPORT Ltd

516-519 CATHAYS PARK · CARDIF CF1 9UJ

TELEPHONE +44(0)29 20 82159/8/7

FACSIMILE+44(0)29 20 498315

6 June 20____

Ascheim y Negrín SA
Diputación 235
Asunción
Paraguay

Dear Sirs

We thank you for your letter of 20 May, and can confirm that we are still offering our range of luxury foods at the prices quoted in our initial offer to you.

We understand your concern with packing, and can assure you that we take every possible precaution to ensure that our products reach our customers all over the world in prime condition.

For your information, “Ariel” caviar is packed as follows:

Each jar is wrapped in tissue paper before being placed in its individual decorative cardboard box. The boxes are then packed in strong cardboard cartons, twelve to a carton, separated from each other by corrugated paper dividers.

The cartons are then packed in strong wooden crates. Since the crates are specially made to hold twenty-four cartons, there is no danger of movement inside them. In addition, the crates are lined with waterproof, airtight material. The lids are secured by nailing, and the crates are strapped with metal bands.

In the case of consignments being sent to you, transshipment at Buenos Aires will be necessary, so each case will be marked with details required by the Argentinian authorities, as well as with your own mark, details of weights, etc., and symbols representing the following warnings and directions:

USE NO HOOKS, STOW AWAY FROM HEAT, and DO NOT DROP.

We hope this has answered your questions, and look forward to receiving orders from you.

Yours faithfully

The buyer (or importer) has the right to stipulate (i.e. to state and demand exactly what he wants) the correct form of packing and shipment. No buyer wants to find his goods damaged or missing on arrival. No supplier wants this to happen either. He may lose a customer.

The buyer will want the supplier to stencil special marks and numbers on the boxes, cartons, crates and other containers.

The supplier will give him this information, together with details of the dates, ports of call (if any) and scheduled arrival date in an 'advice of despatch'

There are special difficulties in export packing, and there are new methods of containerization, loading and unloading. For these and many other reasons firms employ a special export packing service or a forwarding agent to arrange their export packing for them.

Figure 32

The buyer sends the **instructions for packing and marking.**

KENT, CLARKE & CO. LTD

SOUTH BANK HOUSE · BOROUGH ROAD · LONDON SE1 0AA

TELEPHONE: +44(0)8753 7736 · FACSIMILE: +44(0)20 7982 7111

Email: simpsonj@kencla.com

Mr J. Browns
International Paint Ltd
City House
City Road
London
EC2 1PC 7

7 August 20____

Dear Mr Browns

Our Order No. Q157M

We refer to our order for 400 large tins of paint. Our order form was sent to you last week, and we trust you have received it.

As we have longer experience in the shipment of paint than you, it would be best if we gave you packing instructions. Paint, as you know, is a highly inflammable commodity, and extra precautions are always necessary.

We would like you to pack the tins in 10 large cartons, 40 tins to each carton. Packing in strong metal cartons is essential, and each carton should measure not more than 110cm x 55cm x 55cm, as there is an additional charge for extra space, as well as weight.

Each carton should have an inner fireproof lining. We think asbestos is suitable for this, as it is light. Each carton should be properly sealed.

We would like you to stencil the following words in large letters on all four sides of each carton:

EXPORT - MOMBASA

INFLAMMABLE - PAINT

Your mark in a square: A.J.L.

HANDLE WITH CARE

These will be sufficient. Our customs authorities do not require anything special on the cartons, although they will inspect them. We will not need to seal the cartons again after inspection.

Please arrange the packing in accordance with these instructions. Give particular attention to the fire-proof lining, as our insurers insist on this.

Yours faithfully,

John Kent

John Kent

Sales Manager

Figure 33

Reply to the letter of instruction about packing

International Paint Ltd

City House

City Road

London

EC2 1PC 7

Telephone +44(0)20 7321 5097

Facsimile +44(0)20 7321 6177

Email pollardy@intership.com

www.intership.com

Mr J. Kent

Kent, Clark & Co. Ltd

South Bank House

Borough Road

London

SE1 0AA

18 August 20____

Dear Sirs,

Your Order No. Q157M

We thank you for your letter of the 7th August.

We have passed on your instructions to our packing and forwarding agents, and they will carry out your instructions in full.

Our forwarding agents tell us that the metal cartons they use are fire-resistant, but also lightweight. These cartons are returnable, and our forwarding agents will be in touch with you about arrangements for collecting them for re-shipment.

We shall send you an advice of despatch as soon as the goods have been packed and shipped.

Yours faithfully

John Browns

John browns

Sales Manager

When payment has been arranged and documents surrendered to the bank which confirms the credit, the goods can then be shipped. An advice of despatch is then sent, informing the buyer that the goods are on the way.

Figure 34

Advice of shipment to importer

HARTLEY-MASON INC.

618 West and Vine Street / Chicago / Illinois

Telephone

(+1) 312 818353

Fax

(+1) 312 349076

Email

t.hackenbush@hartley-mason.com

19 April 20____

Mr B. Glough
Glough & Book Cycles Ltd
31-37 Traders Street
Nottingham NG1 3AA
UK

Gentlemen:

Order No. 8901/6

The above order was shipped on 17 April 20____ on the *America*, due in Liverpool on 27 April.

We have informed your agents, Eddis Jones, who will make arrangements for the consignment to be sent on to you as soon as they receive the shipping documents for clearance.

Our bank's agents, Westmorland Bank Ltd, High Street, Nottingham, will hand over the documents: shipped clean bill of lading (No. 517302), invoice No. EH 3314), and insurance certificate (AR 118 4531), once you have accepted our bill.

We are sure you will be impressed by the machines, and that they will find a ready market in your country. Meanwhile, we enclose a catalogue of our new models – see especially pp. 103-110.

We look forward to hearing from you again in due course.

Yours truly

Thomas N. Hackenbush

Thomas N. Hackenbush

Export Manager

UNIT 8

LETTERS OF COMPLAINTS

Ideally, it should not be necessary to complain, since in business everything should be done so carefully – details of offers and orders checked, packing supervised, quality control carried out expertly – that no mistakes are made and nothing is damaged. Unfortunately, as in other walks of life, things do not work out as well as that. Errors occur and goods are mishandled; accidents happen, usually because of haste and lack of supervision. There is often a shortage of staff owing to illness or holidays, and there is sometimes a shortage of sufficiently trained staff, so mistakes are inevitable and customers complain.

It should be a point of honour with a firm never to blame its employees when writing replies to complaints: the firm has undertaken the work and the staff are part of the firm, therefore the firm itself is at fault and must take the consequences.

If a customer is dissatisfied with the execution of his order, he will complain. In doing so he should refer clearly to the articles in question, by referring to his own order number or to that of his supplier's invoice, or both. He should then specify the nature of his complaint, and finally state what action he wants his supplier to take.

Complaints may be of several kinds, and may arise from different reasons. We can classify most letters of complaint in International Trade under these main headings:

1. Complaints that the wrong goods were sent. The entire consignment may contain the wrong merchandise, or perhaps just one or two cases were wrongly packed (**Fig. 35**).
2. Complaints that not enough goods were sent, or too many goods (**Fig. 36**).
3. Complaints about bad, inferior or inadequate packing (**Fig. 37**).
4. Complaints about the quality of the merchandise. The goods may be of inferior quality, or they may not be what the buyer expected. These are two different matters (**Fig. 38**).

5. Complaints about delay. This may be covered by a penalty clause (**Fig. 39**).
6. Complaints about damage. This is usually a matter for the insurance agent.

Figure 35

<h1>K. Winford & Co. Ltd</h1>	
Telephone+44(0)1253 61290/1/2 Fax+44(0)1253 6137 Email wink@winford.co.uk	Preston New Road Blackpool Lancashire FY4 4UL
<p>M. Maurice Lancelot Managing Director M. Lancelot SARL 703 rue Métairie de Saysset F-4000 Montpellier</p> <p>Dear Mr Lancelot</p> <p>Our order No. J733</p> <p>We have received the documents and taken delivery of the goods which arrived at Port Elizabeth on the S.S. <i>Castle</i> yesterday.</p> <p>We are much obliged to you for the prompt execution of this order. Everything seems to be correct and in good condition except in case no. 14.</p> <p>Unfortunately, when we opened this case we found it contained completely different articles from those ordered, and we can only presume that a mistake has been made and that this case is part of another order.</p> <p>As we need the articles we ordered to complete deliveries to our customers, we must ask you to arrange for replacements to be despatched at once. We attach a list of the contents of case 14, and would be glad if you would check this against our order and your copy of the invoice. In the meantime we are holding the case at your disposal; please let us know what you wish us to do with it.</p> <p>Yours faithfully <i>K. Winford</i> K. Winford</p> <p>Sales Manager</p> <p>Enc. List of contents</p>	

F. Lynch & Co. Ltd

Head Office, Nesson House, Newell Street, Birmingham, B3 3EL

Telephone: +44 (0)21 236 6571

Fax: +44(0)21 236 8592

Email: pcrane@lynch.co.uk

www.lynch.com

Your ref:

Our ref: Order No. 14478

Date: 15 August 20____

Satex S.p.A.
Via di Pietra Papa
00146 Roma
ITALY

Attn. Sig. Daniele Causio

Dear Sig. Causio

Our Order No. 169/SPL

We refer to the above order for stainless steel lightweight cutlery. Our agent took delivery of the consignment in accordance with the instructions contained in your advice of despatch.

Unfortunately, only 1,873 forks were despatched. The 2,000 knives, packed separately according to our instructions, arrived in good order and condition. However, they are not much use to us without the missing 127 forks.

There is a clear discrepancy between the packing lists which arrived and your invoice. Whether there has been pilferage or not is a matter for the Lloyd's agent, who is investigating the matter at the moment.

We must ask you to arrange for the despatch of replacements for the missing forks at once, as we must meet a delivery date to our own customers.

Yours faithfully

Linda Swanson

Linda Swanson

Chief Buyer

Grover Menswear

Browns Lane
Rugeley
Staffordshire
WS15 1DR
Telephone +44(0) 1889 56783
Fax +44(0)1889 43763
Email t.grover@menswear.co.uk

9 July 20____

Mr B. Brown
M & B Creative Marketing
Dower House
PORTON
Northants
RT6 3ER

Dear Mr Brown

Our Order No. MS45/9

I am writing to you to complain about the shipment of sweaters we received yesterday against the above order.

The boxes in which the sweaters were packed were damaged, and looked as if they had been broken open in transit. From your invoice No. 18871 we estimate that thirty garments have been stolen, to the value of £550.00. Because of the rummaging in the boxes, quite a few other garments were crushed or stained and cannot be sold as new articles in our shops.

As the sale was on a CIF basis and the forwarding company were your agents, we suggest you contact them with regard to compensation.

You will find a list of the damaged and missing articles enclosed, and the consignment will be put to one side until we receive your instructions.

Yours sincerely

Peter Crane

Chief Buyer

Encl.

R. Huges & Son Ltd

21 Mead Road, Swansea
West Glamorgan 3ST 1DR
Telephone: +44(0)1792 58441
Fax: Swansea +44(0)1792 59472
Email: r.huges@huson.co.uk

18 July 20____

Mr R. Cliff
Homemakers Ltd
54-59 Riverside
Cardiff CF1 1JW
Dear Mr Cliff

Our Order No. 45736

We are very sorry to have to inform you that your last delivery is not up to your usual standard. The material seems to be too loosely woven and is inclined to pull out of shape. By separate mail we have sent you a cutting from this material, also one from cloth of an early consignment, so that you can compare the two and see the difference in texture.

We have always been able to rely on the high quality of the materials you sent us and we are all the more disappointed in this case because we supplied the cloth to new customers. As we shall have to take it back we must ask you to let us know, without delay, what you can do to help us in getting over this difficulty.

Yours faithfully

James Barlow

James Barlow

Chief Buyer

SUPERBUYS

Superbuys Ltd
Superbuy House
Wolverton Road
London
SW16 7DN

Telephone+44(0)20 8327 1651
Facsimile+44(0)208327 1935
Email k.behon@superbuys.com
www.superbuys.com

Date: 16th September 20____

Mr P. Lane
Wembley Shopfitters Ltd
Wycomber Road
Wembley
Middlesex HA9 6DA

Dear Mr Lane

Our order No. VF449766 of 4 July 20—

The goods ordered under this number arrived today in good condition, and your Invoice has been checked and found correct.

However, we have to point out that these articles were ordered subject to their arriving here by the end of August. Since they did not reach us until 14 September, we have been hard pressed to meet our commitments to our own customers.

As you will no doubt understand, a recurrence of this situation could well result in our customers placing orders elsewhere, and this is a risk we are unwilling to take. We must, therefore, insist that you observe delivery deadlines for future orders.

Yours faithfully

Keith Bellon

Keith Bellon
Managing Director

UNIT 9

REPLIES TO COMPLAINTS

Letters in business correspondence should always be polite. Even if the subject of the letter is serious or even acrimonious, the tone throughout the letter should always be courteous. Replies to complaints should be prompt and courteous; even if the sellers think that the complaint is unfounded they should not say so until they have good and reliable grounds on which to repudiate the claim. All complaints should be treated as serious matters and thoroughly investigated.

If the sellers are the first to discover that a mistake has been made they should not wait for a complaint, but should write, cable or telephone at once to let the buyers know, and either put the matter right or offer some compensation.

On receiving the complaint the sellers will make investigations, and if the complaint is justified they will at once apologise to the buyers and suggest a solution. If the buyers have offered to keep the goods, the sellers will probably agree to this and to a price reduction. The amount of the reduction will depend on how bad the mistake is, and in some cases a substantial reduction, even with consequent loss, is of more advantage to the sellers than the expense and trouble of having the goods returned to them, and of causing inconvenience to their customers. However, if the value of the goods in question is high, it may be advisable to have them returned, although even in this case the added risk of damage in further transport may not be worth incurring.

There is no need for the sellers to go into a long story of how the mistake was made. A short explanation may be useful but, generally speaking, the buyers are not interested in hearing how or why the error occurred but only in having the matter put right, in receiving the goods they ordered – or at least value for the money they have paid – or in knowing when they may expect to receive the delayed consignment. In *no* case should the sellers blame their staff; their sole aim is to put the trouble right and restore good relations with their customers.

A letter of adjustment in reply to Fig. 35, Unit 8

M. LANCELOT SARL

Telephone+(33)4843 1031, Télécopier+(33)4843 1037, Email m.lancelot@lancelot.co.fr

703 rue Métairie de Saisset
F-4000 Montpellier

18 August 20____

Mr K. Winford
K. Winford & Co. Ltd
Preston New Road
Blackpool
Lancashire FY4 4UL

Dear Mr Winford

Your order no. J733. Your letter OG/MR of 11 October 20—

Thank you for your letter. We are pleased to hear that the consignment was delivered promptly, but are very sorry to learn that case no. 14 did not contain the goods you ordered.

On going into the matter we find that a mistake was made in the packing, through a confusion of numbers, and we have arranged for the right goods to be despatched to you at once. The documents will be mailed to you within the next forty-eight hours.

We have already cabled you in this connection, and enclose a copy of the telegram.

We would be grateful if you would kindly keep case no. 14 and its contents until they are called for by the local representatives of World Transport Ltd., our forwarding agents, who we have already instructed.

Please accept our many apologies for the trouble caused to you by the error.

Yours faithfully

M. Maurice Lancelot

M. Maurice Lancelot

Managing Director

A letter of adjustment in reply to Fig. 36, Unit 8

Satex S. p. A.

Via di Pietra Papa, 00146 Roma

Telephone: +39 (0)6769910
Teleax: +39(0)66815473
Email: causiod@satex.co.it

Vs.rif.: Order 169/SPL
Vs.rif.: Ns. Rif.: D/1162

Ms L. Swanson
Chief Buyer
F. Lynch & Co.Ltd
Head Office
Nesson House
Newell Street
Birmingham B3 3EL
UNITED KINGDOM

Dear Ms Swanson

Your Order No. 169/SPL

We received your letter of the 12th May concerning the above order. We regret that you did not receive the full consignment of forks. Our forwarding agents have informed us that the crates (Nos. 27-29) were left behind on the wharf in the Port of London. They are arranging for the despatch of the three crates short-shipped on board the S/S Bahia which is due to arrive in Marseilles on the 2nd June, 20____. The despatch will be franco domicile, with the duty paid.

We apologize for the inconvenience caused by this shortshipment, which was due to circumstances beyond our control. We shall contact our agents and the port authorities to prevent delays occurring in this way in the future.

Yours faithfully

Daniele Causio

Daniele Causio

Sales Director

A letter of adjustment in reply to Fig. 37, Unit 8

M & B
Creative Marketing

Dower House
PORTON
Northants
RT6 3ER
Telephone+44(0)20 7632 1498
Fax+(0)20 7632 1487
Email spades@marketing.co.uk

24 August 20_____

Mr P. Crane
Gover Menswear
Browns Lane
Rugeley
Staffordshire
WS15 1DR

Dear Mr Crane

Thank you for informing us about the damage to our consignment (Inv. No. 18871).

From our previous transactions you will realize that this sort of problem is quite unusual. Nevertheless, we are sorry about the inconvenience it has caused you. Please would you return the whole consignment to us, postage and packing forward, and we will ask the shipping company to inspect the damage so that they can arrange compensation. It is unlikely that our insurance company needs to be troubled with this case.

If you want us to send you another shipment as per your order No. 14478, please let us know. We have the garments in stock and it would be no trouble to send them within the next fortnight.

Yours sincerely

DanieleCausio

DanieleCausio

Sales Director

A letter of adjustment in reply to Fig. 38, Unit 8

Homemakers Ltd

54-59 Riverside • Cardiff CF1 1JW

Telephone: +44(0)29 20 49721 • Fax: +44(0)29 20 49937 • Email: rcliff@homemakers.com

14 August 20____

R. Huges & Son Ltd
21 Mead Road
Swansea
West Glamorgan
3ST 1DR

Dear Mr Barlow

We have received your letter of 14 October and thank you for sending us the two samples of cloth for examination. We have passed these on to the factory for comment and we quote the following from their reply: 'It was found that some short-staple yarn had, by accident, been woven into the material, and this cloth was put on one side for disposal in a suitable market. Evidently through an oversight some of the cloth was packed in your consignment. The factory manager was very grateful for the samples, as it is possible other buyers may have received these imperfect goods, and enquiries are being made accordingly.'

We told the manufacturers how greatly concerned we were over your disappointment in the quality, and the fact that you had supplied the cloth to new customers. They expressed their very great regret, and we have arranged with them for the immediate despatch of replacements, franco domicile, duty paid. Furthermore, they guarantee the quality of the cloth now sent. If you care to dispose of the inferior cloth at the best price obtainable for it, we will send you a credit note for the difference as soon as we hear from you.

We apologise sincerely for the trouble caused to you, and will take all possible steps to ensure that such a mistake is not made again.

Yours faithfully

Richard Cliff

Richard Cliff

Director

A letter of adjustment in reply to Fig. 39, Unit 8

W / S / L

Wycomber Road
Wembley
Middlesex
HA9 6DA

Wembley Shopfitter Ltd.
Telephone+44(0)20 8903 2323
Fax+44(0)20 8903 2323
Email: plane@wemshop.com

21 October 20____

Mr K. Bellon
Superbuys Ltd
Superbuy House
Wolverton Road
London
SW16 7DN

Dear Mr Bellon

Thank you for your letter of 17 September. We are pleased to hear that the goods ordered under your Order no. VF449756 arrived in good condition, but must apologise for their delayed arrival.

We have looked into the matter, and have found that the delay is due to a minor fault in one of our routines, which has now been rectified. We can assure you that future orders from you will be dealt with promptly, and that consignments will reach you by the dates stipulated.

Once again, please accept our apologies for this delay.

Yours faithfully

Peter Lane

Peter Lane

Director

UNIT 10

OVERSEAS PAYMENTS

INVOICE

INVOICES are one of the main documents used in trading. They are not only requests for payment but also records of transactions which give the buyer and seller information about what has been bought or sold, the terms of the sale, and details of the transaction. An invoice may be accompanied by a short covering letter or email offering additional information the customer might need.

Figure 45

GLASTON POTTERIES LTD		Telephone +44(0)128246125	
Clayfield Burnley BB10 1RQ		Facsimile +4(0)128263128	
		Email j.merton@glaston.co.uk	
		www.glaston.com	
Invoice No. 1096/A3		11 July 20____	
MacKenzie Bros Ltd			
1-5 Whale Drive			
Dawson			
Ontario			
CANADA			
Your order No. R1432			
Quantity	Description Cat. No.	£ each	£
35	Earthenware R194	@ 55.00	set 1,925.00
10	Wedgwood W161	@ 47.50	set 475.00
15	Bone/Tea T21	@ 23.00	set 345.00
10	Staffordshire Red S73	@ 52.60	set 526.00
	CIF	3,271.00	<u>3,271.00</u>
	<u>Less</u> Cost & Freight		
	Liverpool–Dawson	347.00	
	<u>Less</u> Insurance	<u>292.00</u>	
	10% discount off <u>net</u> price	2,632.00	<u>263.20</u>
		<u>Less</u> Disc.	
		Total	<u>2,368.80</u>
E & OE		Registered No. 716481 VAT Registered No. 133 5343108	

Rather than requiring immediate payment of invoices, suppliers may offer credit in the form of open account facilities for an agreed period of time, usually a month but sometimes a quarter (three months). At the end of the period a STATEMENT OF ACCOUNT is sent to the customer, giving details of all the transactions between the buyer and seller for that period. The statement includes the BALANCE on the account, which is brought forward from the previous period and listed as ACCOUNT RENDERED. Invoices and DEBIT NOTES are added, while payments and CREDIT NOTES are deducted. Statements of account rarely have letters with them unless there is a particular point that the supplier wants to make, e.g. that the account is OVERDUE, or that some special concession is available for prompt payment, but a compliments slip may be attached. Note the expression AS AT (e.g. *as at 31 March*), which means *up to this date*.

Figure 46

Statement

SEYMORE Furniture Ltd		Statement		
Telephone: +44(0)1628 26755 Fax: +44(0)1628 26756 Email: accounts@seymore.co.uk Registered No. 18514391 London VAT No. 231 6188 31		Tib Street Maidenhead Berkshire SL6 5D2 UK		
		31 May 20____		
C.R. Méndez SA Avda del Ejército 83 E-48015 Bilbao				
Date	Item	Debit	Credit	Balance
20____	£	£	£	£
1 May	Account Rendered			270.00
2 May	Inv. L8992	260.00		530.00
8 May	D/N 31	52.00		582.00
12 May	Cash		100.00	482.00
14 May	Inv. L8995	720.00		1,202.00
20 May	C/N C517		80.00	1,122.00
25 May	Cash		600.00	522.00
E. & O.E. Cash Disc. 3% if paid within 7 days				

PRO FORMA INVOICES

A PRO FORMA INVOICE is one with the words *pro forma* typed or stamped on it, and is used:

- if the customer has to pre-pay (i.e. pay for goods before receiving them), they pay against the pro forma;
- if the customer wants to make sure a quotation will not be changed, the pro-forma will say exactly what and how they will be charged;
- if goods are sent on approval, on sale or return, or on consignment to an agent who will sell them on behalf of the principal;
- as a customs document.

A covering letter may accompany a pro forma invoice.

BANK DRAFT

In the case of a BANK DRAFT, the customer buys a cheque from the bank for the amount he or she wants to pay and sends it to the supplier. Banks usually require two of their directors' signatures on drafts, and make a small charge.

BANK TRANSFER

A BANK TRANSFER is when a bank moves money by order from one account to another. If telegraphed, this is known as a TELEGRAPHIC TRANSFER (TT).

BILL OF EXCHANGE

In BILL OF EXCHANGE (B/E) transactions the supplier draws a bill on the customer. The bill states that the customer will pay the supplier an amount within a stated time, e.g. thirty days. The bill is sent direct to the customer or paid through a bank. If the bill is a SIGHT DRAFT, the customer will pay immediately (i.e. on sight or presentation). If the bill is a TERM DRAFT the customer signs (accepts) the bill before the goods are sent and pays later.

Figure 47

Bill of Exchange

Number	____(2)____
Exchange for ____ (1) ____	
At ____ (3) ____ pay this ____ (4) ____ Bill of Exchange ____ (4) ____ to the order of	
____ (5) ____	
____ (6) ____	
Value received ____ (7) ____ placed to account	
To ____ (8) ____	____ (9) ____
	____ (9) ____

1. Currency and value of the bill of exchange in figures.
2. Date the bill is completed.
3. When payment is due, e.g. sight; D/S after sight; on a particular date, e.g. 12 October 20_____.
4. If only one bill of exchange is required, you write *sola*. If more than one is required, write *first*; and on the second line before the words *to the order of*, write second of same tenor and date unpaid. This means there are two copies of this bill, i.e. a second (tenor) copy. The drawee only signs (accepts) one copy of the bill.
5. Name of seller writing the bill (the drawer) or the name of another nominated person.
6. Write in words the currency (e.g. *euros* or *yen*) and the amount, e.g. *twenty thousand* written in (1).
7. Left bank unless there is a specified form of words to be written, e.g. *payable at the current rate of exchange for banker's draft in London*.
8. Name and address of the person or company the bill is being drawn on, i.e. the drawee.
9. Enter the name of the company (the drawer's name); name and position of the person signing the bill (the signatory).

Figure 48

An accepted bill of exchange

B/E No.1671	5 March 20_____
<p>30 days after sight pay to the order of Panton Manufacturing Ltd London Three thousand eight hundred and sixty pounds only (sterling) Value received payable at the current rate of exchange for Banker's sight draft on London.</p>	
<p>To B. Haas B.V. Heldringstraat 180-2 Amsterdam 1007</p>	
<p>Signed <u>Donald Panton</u> Managing Director</p>	

CHEQUE

The customer must have a CURRENT ACCOUNT or certain types of SAVINGS ACCOUNT to pay by cheque. Cheques can take three working days to clear through the commercial banks, but sometimes it can take a longer time. In a transaction between businesses in Germany and the UK, for example, the supplier could wait up to three weeks for payment. Cheques can be open, to pay cash, or closed (crossed), to be paid in to an account.

CREDIT TRANSFER

In the case of CREDIT TRANSFERS, the customer fills out a bank GIRO slip and hands it in to a bank with a cheque. The bank then transfers the money to the supplier.

DEBIT / CREDIT CARD PAYMENT

DEBIT and CREDIT CARD payments can be made either direct on the phone, or on the internet.

CASH ON DELIVERY

CASH ON DELIVERY (COD) is a service offered by the Post Office. They will deliver goods and accept payment on behalf of the supplier.

POSTAL ORDER

POSTAL ORDERS can be bought from the Post Office, usually to pay small amounts, and sent to the supplier direct. They can either be CROSSED, in which case the money can only be paid into the supplier's account, or left open for the supplier to cash.

LETTER OF CREDIT

A LETTER OF CREDIT (L/C) (**Fig. 49**) is a document issued by a bank on a customer's request, ordering an amount of money to be paid to a supplier. When a letter of credit is accompanied by shipping documents it is called a DOCUMENTARY CREDIT. The money is credited to the supplier's account as soon as confirmation of shipment is made.

INTERNATIONAL BANK DRAFT

An INTERNATIONAL BANK DRAFT is a cheque which a bank draws on itself and sells to the customer, who then sends it to their supplier. The supplier's bank should usually have either an account or an agreement with the customer's bank.

PROMISSORY NOTE

A PROMISSORY NOTE is, strictly speaking, not a method of payment but simply a written promise from a customer to a supplier that the former will pay the amount stated, either on demand or after a certain date. In effect, a promissory note is an IOU (*I owe you*).

Letter of Credit

Figure 49

**BARKLAYS
International**

168 Fenchurch Street, London, EC3P 3HP

date 20th July 20____

DOCUMENTARY CREDITS DEPARTMENT

SPECIMEN

IRREVOCABLE CREDIT No.:- FDC/2/6789

To be quoted on all drafts and correspondence

Beneficiary(ies)

Speirs and Wadley Limited
Adderley Road
Hackney, London, E.8.

Advised through

Accreditor

Woldal Incorporated
Broadway
New York, U.S.A.

To be completed only if applicable

Our cable of

Advised through

Refers

Dear Sir(s)

In accordance with the instructions received from The Downtown Bank Trust Co.

we hereby issue in your favour a Documentary Credit for \$4,108

(say) Four thousand, one hundred and eight US dollars

available by your drafts

drawn on us

at sight

for the 100% c.i.f.

invoice value, accompanied by the following documents: -

1. Invoice in triplicate, signed and marked Licence No. LHDL 22 20—
2. Certificate of Origin issued by a Chamber of Commerce.
3. Full set of clean on board Shipping Company's Bills of Lading made out to order and blank endorsed, marked "Freight Paid" and "Notify Woldal Inc., Broadway, New York."
4. Insurance Policy or Certificate in duplicate, covering Marine and War Risks up to buyer's warehouse, for invoice value of the goods plus 10%.

Covering the following goods: -

400 Electric Power Drills

To be shipped from

London

to New York c.i.f.

not later than

11 August 20____

Partshipment

not permitted

Transshipment not permitted

The credit is available for

presentation to us

until 31 August 20____

Documents to be presented within 21 days of shipment but within credit validity.

We undertake that drafts and documents drawn under and in strict conformity with the terms of this credit will be honoured upon presentation.

Yours faithfully,

Co-signed (Signature No. _____)

Signed (Signature No. _____)

Drafts drawn hereunder must be marked "Drawn under Barklays Bank International Limited 168 Fenchurch Street, London branch, Credit number FDC/2/6789"

POST OFFICE GIRO

The Post Office Giro system allows a customer to send a payment to a supplier, whether they have a Post Office Giro account or not.

INTERNATIONAL MONEY ORDER

INTERNATIONAL MONEY ORDERS (IMOs) can be bought at most banks in the UK and are paid for in sterling or dollars. The bank fills out the order for the customer then, for a small charge, hands the IMO over, and the buyer sends it to the supplier. IMOs can be either cashed or credited to the supplier's account.

INTERNATIONAL POST OFFICE GIRO

Payment by INTERNATIONAL POST OFFICE GIRO can be made when either the customer or supplier, or both, do not have bank accounts. An order for the amount to be paid is filled out at a Post Office, which forwards it to the Giro Centre. The Giro Centre will send the amount to a Post Office in the supplier's country, where the supplier will receive a postal cheque. They can then either cash it or pay it into a bank account. Giros are charged at a flat rate.

EXERCISES

UNIT 1

FIRST IMPRESSIONS COUNT!

Exercise 1. Read the following statements and decide which are true and which are false.

- 1) If a letter begins with the receiver's name, e.g. *Dear Mr Floss*, it will close with *Yours faithfully*.
- 2) The abbreviation c.c. stands for 'correct carbons'.
- 3) If you were writing a letter to Mr Peter Smith, you would open with *Dear Mr Peter Smith*.
- 4) The head of a company in the UK is known as The President.
- 5) In the USA, it is correct to open a letter with the salutation *Gentlemen*.
- 6) The abbreviation *enc* or *end* means there are enclosures with the letter.
- 7) If you were writing to a Knight whose name was Sir Roger Dumont, you would open the letter *Dear Sir Dumont*.
- 8) In the UK, the abbreviated date 2.6.05 on a letter means 6 February 2005.
- 9) If a secretary signs her name on a letter and her signature is followed by p.p. (per pro) *Daniel Harris*, it means she is signing on behalf of Daniel Harris.
- 10) A Managing Director in the UK is known as Chief Executive in the USA.
- 11) The term *PLC* after a company's name, e.g. *Hathaway PLC*, stands for 'Public Limited Corporation'.
- 12) The abbreviation for the term 'limited liability' in the UK, is *ltd*.
- 13) If you did not know whether a female correspondent was married or not, it would be correct to use the term *Ms*, e.g. *Ms Tessa Groves*, instead of *Miss* or *Mrs*.
- 14) The following is an example of a blocked style:
Peter Voss
Oberlweinfeldweg 33
5207 Therwil
Switzerland
- 15) The above address is an example of 'open punctuation'.
- 16) The abbreviation in addressing a doctor, e.g. *Doctor James Spock*, would be *Dt. Spock*.
- 17) Rather than use the UK close of *Yours sincerely/faithfully*, Americans often choose *Yours truly*.
- 18) The abbreviation for 'company' is Co.

Exercise 2. Choosing from the words in the bold type, label the parts of the letter.

complimentary ending

concluding paragraph

date

enclosures (abbreviation)

introductory paragraph

letterhead

main paragraph

position/title

recipient's address

references

salutation

(sender's) address

signature

(typed) signature

- (1) **WIDGETRY LTD**
6 Pine Estate, Westhornet, Bedfordshire, UB18 22BC.
- (2) Telephone 9017 23456 Telex X238WID Fax 9017 67893
Michael Scott, Sales Manager,
Smith and Brown plc,
- (3) Napier House,
North Molton Street,
Oxbridge OB84 9TD.
- (4) Your ref. MS/WID/15/88
Our ref. ST/MN/10/88
- (5) 31 January 20____
- (6) Dear Mr Scott,
- (7) Thank you for your letter of 20 January, explaining that the super widgets, catalogue reference X-3908, are no longer available but that ST-1432, made to the same specifications but using a slightly different alloy, are now available instead.
- (8) Before I place a firm order I should like to see samples of the new super widgets. If the replacement is as good as you say it is, I shall certainly wish to reinstate the original order, but placing an order for the new items. Apart from anything else, I should prefer to continue to deal with Smith and Brown, whose service has always been satisfactory in the past. But you will understand that I must safeguard Widgetry's interests and make sure that the quality is good.
- (9) I would, therefore, be grateful if you could let me have a sample as soon as possible.

- (10) Yours sincerely,
- (11) *Simon Thomas*
- (12) Simon Thomas
- (13) Production Manager
- (14) enc.

Exercise 3. This letter has been revised so many times by Mr Thomas that it has become all mixed up, and his word processor has failed to reorganise it. Arrange the letter so that everything is in the right place.

(1) Simon Thomas	(2) WIDGETRY LTD
(3) 6 Pine Estate, Westhornet, Bedfordshire, UB18 22BC Telephone 9017 23456 Telex X238WID Fax 9017 67893	
(4) I look forward to hearing from you.	(6) Yours sincerely,
(7) James Bowers, Sales Manager, Electroscan Ltd, Orchard Road Estate, Oxbridge UB84 10SF.	(5) Your ref. MS/WD/22/88 Our ref. JB/MS/48/88
(10) 6 June 20 ____	
(8) Production Manager	(12) Dear Mr Bowers
(9) Thank you for your letter. I am afraid that we have a problem with your order.	
(11) Unfortunately, the manufacturers of the part you wish to order have advised us that they cannot supply it until September. Would you prefer us to supply a substitute, or would you rather wait until the original parts are again available?	

Exercise 4. Replace the abbreviations with complete words.

- 1) Just as **Rd** is short for ... , **Ave** is short for ... , **Blvd** is short for ... , **St** and **Sq** are short for ... and
- 2) **12/7/99** means ... 1999 in Britain but it means ... 1999 in America.
- 3) **# 24** in the USA and **No. 24** in Britain both mean ... 24.
- 4) On the envelope **c/o** means ... and **Attn** means that the letter is for the ... of a particular person.
- 5) In a report or textbook **e.g.** or **eg** means ... , **i.e.** or **ie** means ... and **etc.** or **etc** stands for

- 6) A British firm's name may be followed by the abbreviation **plc** or **PLC** (short for ...), **Ltd** (...) or **& Co.** (...).
- 7) An American firm's name may be followed by **Corp.** (...) or **Inc.** (...).
- 8) An Australian firm's name may be followed by the abbreviation **Pty.** (...).
- 9) If you buy something by mail order the price may not include **p & p** (...) and **VAT** (...).
- 10) At the end of a business letter you may see the abbreviations **c.c.** (...), **enc.** or **encl.** (...). But only an informal letter would have a **P.S.** (...) at the end.
- 11) What do these abbreviations stand for?
@ ¥ 3,000 ea.
© Cambridge University Press 2000
Apple ® Macintosh™
WYSIWYG
DIY

Exercise 5. Put the following senders' addresses on the envelope in the correct order.

Example: Search Studios Ltd./Leeds/LS4 8QM/Mr L. Scott/150 Royal Avenue

*Mr L Scott
 Search Studios Ltd.
 150 Royal Avenue
 Leeds LS4 8QM*

- 1) Warwick House/Soundsonic Ltd./London/Warwick Street/SE23 1JF
- 2) Piazza Leonardo da Vinci 254/The Chief Accountant/1-20133/D. Fregoni/Fregoni S.p.A./Milano
- 3) Bente Spedition GmbH/Mr Heinz Bente/D-6000 Frankfurt 1/Feldbergstr. 30/The Chairman
- 4) Sportique et cie./201 rue Sambin/The Sales Manager/F-21000 Dijon
- 5) Intercom/E-41006Sevilla/351 Avda. Luisde Morales/The Accountant/Mrs S. Moreno
- 6) Miss Maria Nikolakaki/85100 Rhodes, Nikitara 541 /Greece
- 7) 301 Leighton Road/VHF Vehicles Ltd./London NW5 2QEAThe Transport Director/Kentish Town
- 8) BN5 9KL / James Brown & Sons / Ms Gillian Jones / Brighton / 44-50 London Road / Personnel Manager / GREAT BRITAIN
- 9) 999 Park Avenue / Rockford / Mr James Green / IL 61125 / Marketing Director / USA / Green Industries Inc.
- 10) Rhône-Moteurs SA / Export Department / Mme Jeanne Thibault / 130 rue do professeur Nicolas / FRANCE / 69008 Lyon
- 11) JAPAN / Chiyoda-ku / United Products Ltd / Tokyo 101 / Publicity Controller / 13 Kanda Surugadai 2-chome / Mr Masako Saito
- 12) 12 Juniper Avenue / Windyhill / KT6 3AB / Dr Henry Fotheringay-Hunt / KETTERING

- 13) NEWCASTLE / Beechtrees / HR1 0ZZ / 14 Chester Avenue / Mr & Mrs J Brown
- 14) Mrs Leena Suominen / FINLAND / Koivisto Kirja Kauppa OY / 20100 Turku / Kirkkokatu 28
- 15) Newcastle NE5 47G / Mr Hugh O'Shea / ENGLAND / 114 North Shields Road / Gloucester Products Ltd

Exercise 6. Due to a malfunctioning word processor, the following two letters have been mixed up. One is from an engineering company enquiring about a staff pension scheme. The other is the reply from the insurance company. Rearrange the paragraphs and phrases to form the two letters. Write a, b, c, etc. in the boxes, showing where each part of both letters should be.

- (a) Yours faithfully,
J Steward
Company Secretary
- (b) Please contact me, in the meantime, if you have anything else you would like to discuss.
- (c) The enclosed booklet, PS 134, will give you details of the type of policy I think would suit you. The minimum age for joining would be 18, with a retirement plan at 55 for women and 60 for men.
- (d) UK Engineering PLC
Brunei House
Brunei Street
Liverpool L2 2ER
- (e) Finally, as well as choosing a retirement pension, we would also like a policy, which would include life insurance, so that in the event of an early death, the insured's dependants would get a lump sum in benefit payment.
- (f) Thank you for writing to us.
- (g) On this basis, we would estimate those eligible at the present time to number about 300 or so, with ages ranging from apprentices of 16 to skilled operatives and administrators in their early 50s.
- (h) I am replying to your letter of 15 September concerning a contributory staff pension scheme for your employees.(i) The Company Secretary UK
UK Engineering *PLC*
Brunei House
Brunei Street
- (j) Liverpool L2 2ER I can arrange for an agent to call on you at any time, and will contact you in a few days after you have had time to consider this proposal.
- (k) We are a large engineering company with a staff of 400 including administrative and shopfloor staff. We are contacting a number of insurance

companies to enquire about a contributory staff pension scheme to cover people who have been with us for over a year.

(l) If you have such a scheme, please let us have details, and we could possibly arrange a meeting with one of agents.

(m) Dear Sir/Madam

(n) Policies Manager
Associated Insurance PLC
153/8 Cressy Street
Liverpool L2 3EB

(o) Employee contributions could be arranged at 7 per cent, and the policy incorporates life insurance and benefit payment in the event of death.

(p) Dear Mr Steward,

(q) Yours sincerely,
Ralph Meeker
Policies Manager
Encl

(r) 19 September 20____

(s) 15 September 20____

(t) Associated Insurance
153/8 Cressy Street
Liverpool L2 3EB

A rectangular form with a folded bottom-right corner. In the top right corner, there is a box containing the letter 'D'. Below it is a horizontal line. On the left side, there are two horizontal lines, followed by a long horizontal line, and then three more horizontal lines of varying lengths. At the bottom left, there is a short horizontal line.

A rectangular form with a folded bottom-right corner. In the top right corner, there is a box containing the letter 'T'. Below it is a horizontal line. On the left side, there are two horizontal lines, followed by a long horizontal line, and then three more horizontal lines of varying lengths. At the bottom left, there is a short horizontal line.

Exercise 7. These two letters are on the same subject but the language used is very different. The first is from the Inland Revenue and is formal. The second is from a friend and is informal. As you read underline the language which is equivalent in meaning but not in formality.

Dear Mr Williams,

1 I am writing with reference to your letter of June 12 and apologise for the delay in replying. However, the following are my comments on the various points you raise.

A. UK tax assessment is at present based on £5% of earned income at the lowest threshold.

B. It would not be feasible to claim a rebate on any monies earned abroad.

C. You would be well-advised to claim for UK tax exemption and declare income, following the standard procedure, to the local income tax authorities in your country of residence.

I enclose a claim form (DST/659) for this purpose.

I trust you will find this information useful. However, should you have any further queries do not hesitate to contact me.

Yours sincerely,

Robert Palmer

Robert Palmer

(Information Officer)

Dear Bill,

Thanks a lot for your letter which I got on Wednesday. Sorry I haven't got back to you sooner, but anyway, here are my ideas on the things you wanted clearing up.

A. You have to fork out about 1/4 of your pay packet for the taxman.

B. There's no way you can get anything back on money made abroad.

C. Your best bet is to ask not to pay tax in the UK and tell the tax people over there how much you earn.

Hope this is OK.

If there's anything else you want to know drop me a line.

All the best.

Bob

2Exercise 8. Decide which of these sentences are informal and which are formal. Group together those with a similar meaning.

- 1) How about looking at Dimitri's idea?
- 2) Much as I would like to be of assistance, it is beyond my power to intervene.
- 3) Say 'hello' from me and tell Samira to get better soon.
- 4) As this matter is entirely beyond our control, we are unable to proceed with a reimbursement.
- 5) I suggest we consider Mr Bozena's proposal closely.
- 6) Thanks for your recent note.
- 7) We can't do anything about it, so we can't give you any money back.
- 8) I would be grateful if you would convey my best wishes to Mrs El Hazir and I hope she has a speedy recovery.
- 9) Before we said yes we'd have to work out how much it'd cost.
- 10) I acknowledge receipt of your letter of 5 January.
- 11) It's great to know you're backing us all the way.
- 12) I'd like to help, but I can't do anything.
- 13) I am pleased to learn that you are giving us every encouragement.
- 14) Prior to any firm commitment on our part, we would have to assess the financial implications.

Exercise 9. Choose from the options in italics the expression you would use in the following text if you wanted to write in a formal style.

Было отмечено / Я отметил, что персонал выносил / изымал инвентарь со склада канцтоваров, не производя записей в журнале учета. В результате список товаров, подлежащих пополнению, который я подал / был подан /

поданный в прошлом месяце, оказался *неполным / несоответствующим действительности*, и в настоящее время весьма вероятно, что *некоторых товаров / ряда товаров* может оказаться *недостаточно / не хватить* до конца этого / текущего месяца. Просьба в дальнейшем *придерживаться установленных правил / следуйте установленным правилам*, или / в противном случае будет введена *другая / иная* система учета товаров.

Exercise 10. The following is a letter from a firm interested in becoming an agent in the UK for a Swedish manufacturer of garden furniture. Choose the language which is most appropriate for a formal reply.

Hi / Dear Mr Price,

Thanks / Thank you for your recent letter. We were *happy / pleased* to hear that you are interested in marketing our range of garden furniture.

But / However, before we *make any firm decision / make up our mind*, we would be grateful if you would *provide us with / give us* further information *concerning / about* the organisation of your firm, the territory it covers, the number of retail outlets and your market share.

You would have to get us / We would expect a minimum turnover of £600,000 before *being in a position to / we could* offer you a sole agency. *We would want to get / We would wish to achieve* a market share of at least 10% in the first two years.

Anyway / This said, if you feel your firm is able to meet these targets *it would be nice / it would be useful* to arrange an appointment to *have a chat about / discuss* the project *in a bit more detail / further*.

I will be in England from 5-12 May and suggest we *meet / get together* then, if this is *convenient / OK*. Please confirm with my secretary if this is *all right / satisfactory*.

I look forward to hearing from you in the near future / Hope to get a letter from you soon.

Yours sincerely, / All the best,

Sven Jorgensen

Sven Jorgensen

Exercise 11. In the following letter, select the item that is more formal.

Dear Mr Henderson

(1) *It is with regret / We are sorry* that we have to (2) *inform / tell* you that your phone (3) *has been cut off / disconnected*, (4) *because you didn't pay / due to the non-payment of your phone bill*.

We have (5) *made every effort / tried our best* to (6) *work out / establish* a (7) *means whereby / way in which* you (8) *pay / settle* the bill in instalments. (9) *If you had / Had you answered* our (10) *enquiries / letters*, (11) *alternative / other* arrangements might have been considered to (12) *let you keep / enable you to keep* your phone, (13) *because / since* (14) *we are generally most unwilling / we don't usually like to* (15) *do this thing / take this measure*. However, we (16) *got / received* no reply. (17) *So / Consequently*, (18) *we have no alternative but to/there is nothing else we can do but* (19) *close / terminate* your account. We (20) *intend to / are going to* (21) *put / place* the matter in the hands of our solicitors.

However, (22) *if you can / should you find yourself able to* (23) *rectify the situation / put the situation right*, we would be (24) *happy / pleased* to hear from you. We (25) *are anxious that you have / want you to have* your phone (26) *reinstalled / back* as soon as possible.

(27) *A great deal of inconvenience is/Lots of problems are* avoided if bills are paid (28) *on time/promptly*.

Yours sincerely

James Watt

James Watt

Accounts Division

Exercise 12. Rewrite the following giving the passages a more formal style.

- 1) Ref. our telephone conversation of 5.4.2005, I should like to inform the quality of your service has caused us lots of difficult problems.
- 2) We've made lots of complaints to the Autocheck Manager about the work Autocheck is doing just now.
- 3) Whenever one of our reps attempts to get in touch with the Manager, either personally face to face or by phone, he's always out.
- 4) We have noted that many employees arrive late for work. We can no longer tolerate this. We expect staff to arrive on time and to remain on duty for the full period which their contracts state. In future, you must enforce punctuality.

Exercise 13. Complete each sentence by using each word from the following list. At the end of each sentence write its less formal equivalent. Make sure you use the correct form of the verb.

anticipate	comprehend	facilitate	purchase	elapse
perceive	require	undertake	terminate	

- 1) He went into the jewellery shop to a brooch for his wife. (.....)
- 2) After talking to staff we can a need for a more efficient method of communicating decisions to the workforce. (.....)
- 3) A week before he contacted them again. (.....)
- 4) Things should be easier now. The law they passed should the setting up of small businesses. (.....)
- 5) We shall more funding if this scheme is to succeed. (.....)
- 6) If deliveries do not improve, we shall be obliged to the contract. (.....)
- 7) We do not any problems at this stage. (.....)
- 8) They have to repay the money by the end of the month. (.....)
- 9) We feel that the Directors have completely failed to unsuitable the site is. (.....)

Exercise 14. This letter is too formal in tone. Re-write it in a more relaxed and friendly way.

Dear Mr. Evans,

I am writing in response to our recent conversation concerning the three possible choices for the US market. I regret to inform you that I do not consider I am presently in a position to assume responsibility for such a major undertaking. I have a great number of pressing engagements and would not be able to allocate sufficient time.

However, should you make a decision to modify your policy for the Advertising Specialty Market in the USA I would wish to suggest an alternative proposal which we could discuss in Munich at the end of the month.

Sincerely yours,

Raphael Mazzi

Raphael Mazzi

Exercise 15. Rewrite the following request for payment in a more polite form.

Dear Sir,

Your have owed us £567.00 since February, which means you haven't paid us for three months.

We wrote to you twice and amazingly you didn't bother answering us, yet you've been a customer for years. Anyway, we're not going on like this, so if you don't tell us why you haven't paid, or send the money you owe us in ten days, we'll sue you. After all, we've got bills from our own suppliers, and besides we explained our rules for giving credit, i.e. payment on final dates, some time ago.

Yours

R. Lancaster

R. Lancaster

Exercise 16. Translate the following letter fragments:

a) into English:

Шановні панове!

Ми отримали Вашого листа ввід 27 вересня й із задоволенням надаємо Вам повну інформацію, що стосується наших подальших переговорів. Наш розклад такий...

Просимо підтвердити Вашу згоду із запропонованим розкладом зустрічей, а у випадку необхідності отримання уточнень одразу звертатися до нас.

Із найкращими побажаннями,

Виконувач обов'язків менеджера зі збуту.

А. Прохоров

b) into Ukrainian:

Dear Sirs,

Thank you very much for the letter of 23 November, 2001, which we received this morning.

In reply to it we wish to inform you that our firm will consider your offer as soon as possible.

We much appreciate your interest in the matter. The moment we can let you have a definite answer, we will contact you. Thank you again for your help.

With compliments and best wishes.

F. Dowal

Assistant Manager

c) into English:

Шановна міс Джонсон!

Дякуємо Вам за розміщене у нас замовлення на новітні комп'ютерні системи.

Із задоволенням додаємо до листа каталог нашої фірми, в якому Ви зможете ознайомитися з нашими розробками програмного забезпечення.

Сподіваємося, що наші пропозиції виявляться для Вас прийнятними.

З нетерпінням чекаємо на Вашу відповідь.

Начальник відділу збуту

А. Пономаренко

TYPES OF ORGANIZATIONS

Exercise 17. Classify the following industries as primary, secondary, or tertiary.

Agriculture; commercial fishing; government activity; hotel industries; mass media; mining; public education; public health service; railroad; retail stores; the aerospace industry; the airline industry; the armed forces; the automobile industry; the banking; the beverage industry; the clothing industry; the construction industry; the electronic industry; the engineering industry; the food processing industry; the forest industry; the gas industry; the heavy machinery industry; the manufacturing industries; the music industry; the oil industry; the restaurant industries; the steel industry; the textile industry; the trucking industries; the woodworking industry; tourist industry; trash disposal.

Exercise 18. Define the type of relationship existing between the following people in RAYCON Ltd (see the Chart, **Fig. 19, p. 36**).

- 1) Assistant Work Manager – Supervisors
- 2) Chief Designer – Personnel Manager
- 3) Managing Director – Company Secretary
- 4) Marketing Manager – Sales Office Manager
- 5) Personnel Director – Administration Manager
- 6) Personnel Director – Works Manager
- 7) Production Director – Progress Chaser
- 8) Production Manager – Production Planner
- 9) Production Planner – Publicity Manager
- 10) R&D Director – Chief Designer / Chief Researcher
- 11) R&D Director – Financial Director

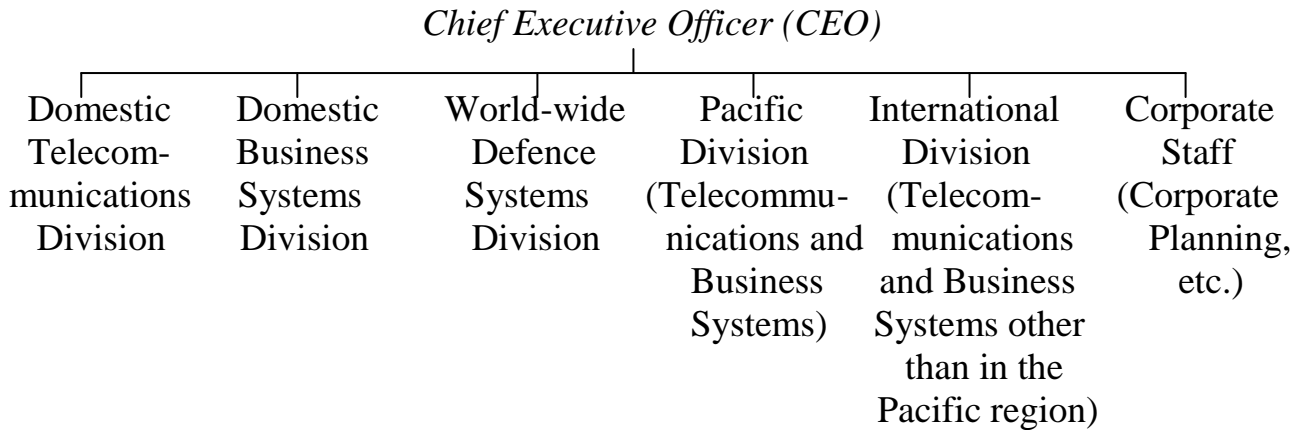
- 12) Sales Manager – Area Sales Manager / Area Office Manager / Sales Office Manager
- 13) Sales Manager – Production Manager
- 14) Supervisor – Representative
- 15) Works Manager – Assistant Works Manager

Exercise 19. Match each definition in column B with the proper name in column A.

	A		B
1	Partnership	a	firm based in a tax haven to avoid higher taxation
2	Minority interest	b	company in which another firm has less than 50 per cent interest
3	Society	c	organization which is part of the state administration
4	Enterprise	d	company owned by the state
5	Limited company	e	company whose shares are publicly available
6	Cooperative	f	firm owned by a parent company
7	Multinational	g	company whose shares are not publicly available
8	Parent company	h	organization operating to make profit
9	Subsidiary (affiliate)	i	friendly association of people, for example, a sports society (society = firm)
10	Holding company	j	firm, usually without commercial activity, created to be parent to other companies
11	Public company	k	company which owns another
12	Private company	l	two or more partners working together for profit, without limited liability
13	Nationalized company	m	organization to relieve poverty, advance religion, or education, etc. benefits from some financial conclusions
14	Government agency	n	firm where shareholders' liability is limited
15	Charity	o	democratic firm owned by its workers
16	Offshore company	p	organization operating in several countries

Exercise 20. Who's responsible for Business Systems?

Below is a diagram showing the structure of a 'mixed' type of multinational company based in the USA: some activities are organised into domestic, regional and international divisions, other into world-wide divisions.



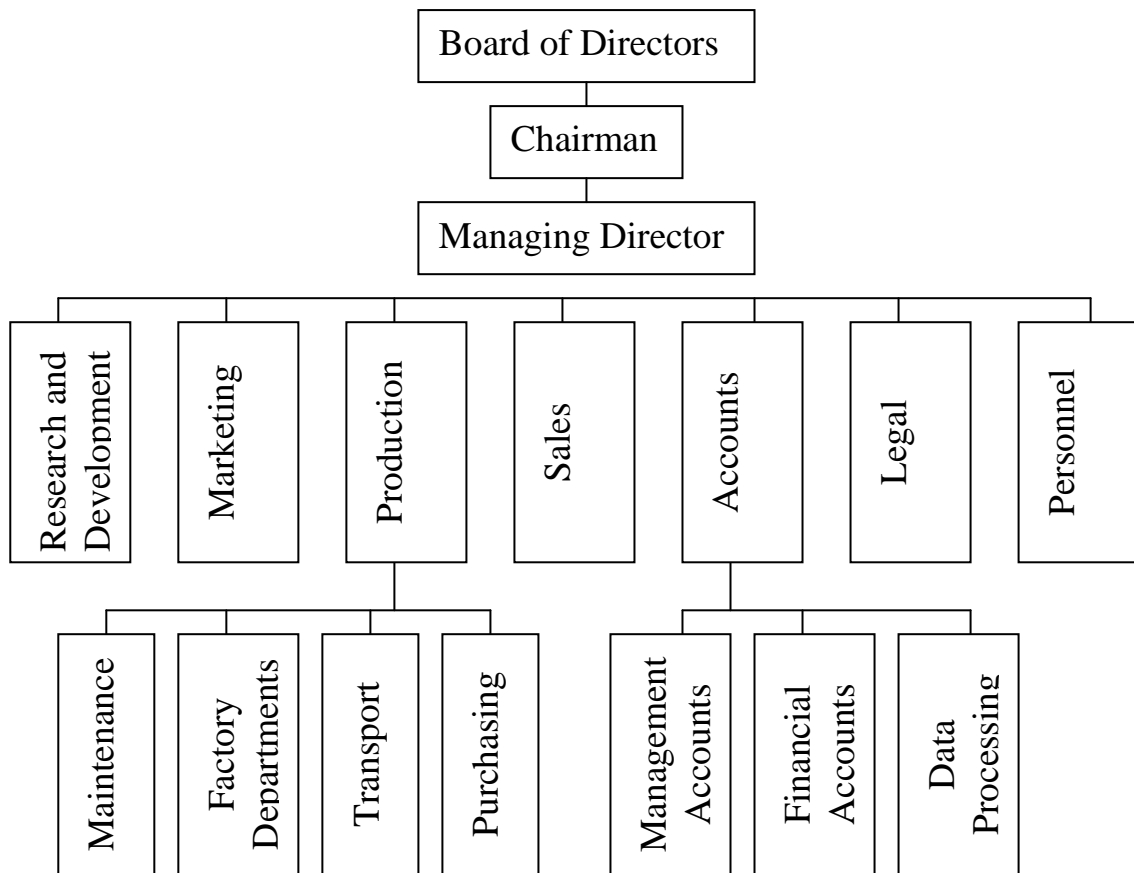
Now write questions and answers using *responsible for/comes under*.

Example: Who's *responsible for* Business Systems in the Pacific? – That *comes under* the Pacific Division.

- 1) Corporate Planning _____
- 2) Defence Systems in Africa _____
- 3) Telecommunications in the USA _____
- 4) Business Systems in Europe _____
- 5) Telecommunications in SE Asia _____

Exercise 21. Study the diagram below and answer the questions.

Below is a part of the structure of your company. It is a medium-sized subsidiary of a UK parent company.



Members of the Group Internal Audit team are visiting your firm, and you must help the auditors by answering their questions.

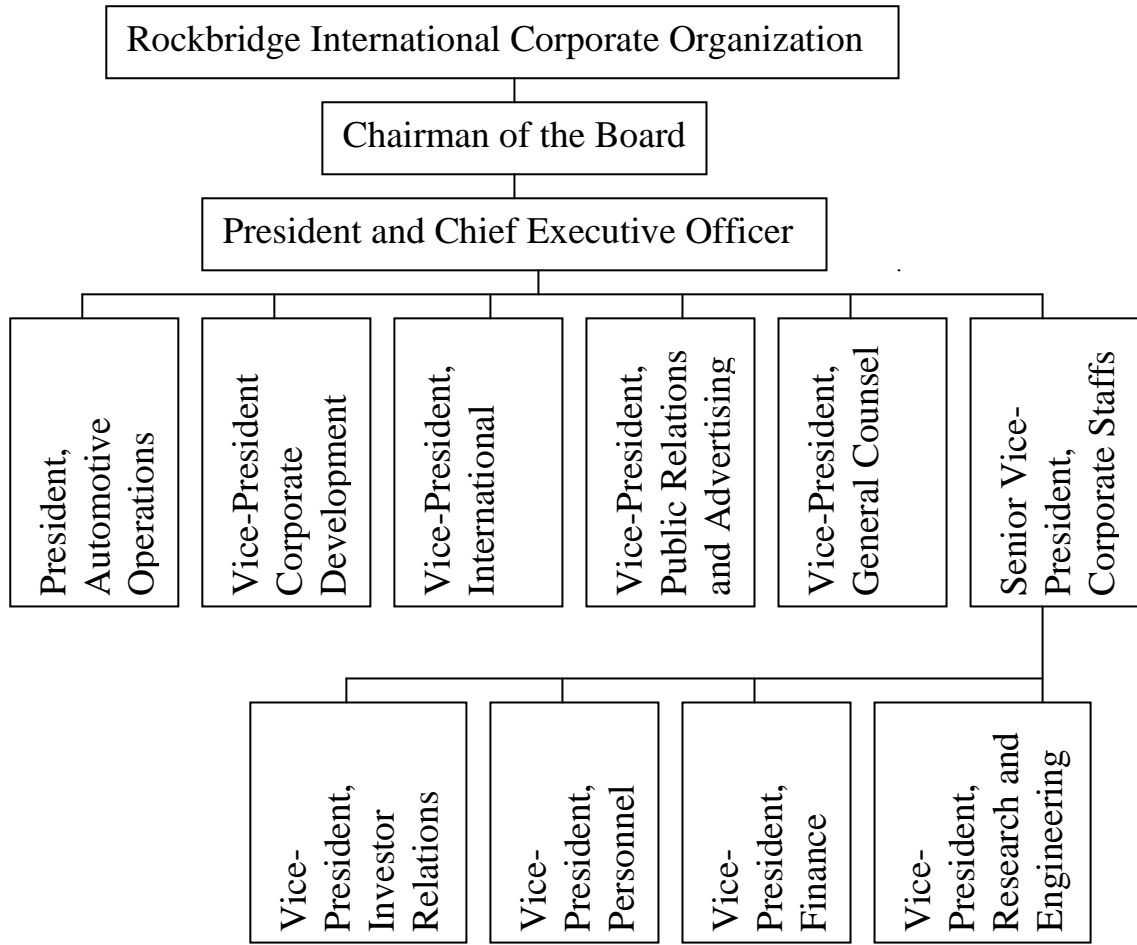
Example: You hear: I have a question about the company's sales budget.

You reply: *You'll have to see the Sales people about it.*

- 1) I have a question about the company's sales budget.
- 2) Could you help me? It's about last year's development costs.
- 3) I'd like to know exactly when you delivered these goods.
- 4) Our Computer Audit team wants to visit you soon. Who should I ask about it?
- 5) Do you have purchase contracts with all your suppliers?
- 6) I'd like to discuss these cash-flow forecasts. Who do you think could help me?

Exercise 22. Study the diagram below and complete the sentences.

The following diagram is called an organization chart (or family tree). It shows the chain of command in organization. We can say that the Vice-President, Corporate Development *is responsible to/reports to* the President and Chief Executive Officer.

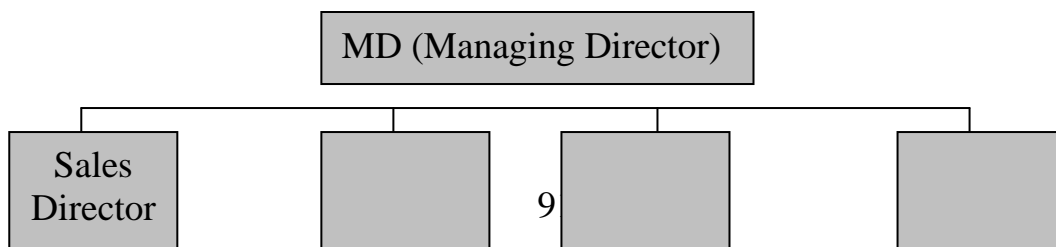


Can you make similar statements about the chain of command, by completing the following sentences?

- 1) The Vice-President, Finance _____
- 2) The President, Automotive Operations _____
- 3) The President and Chief Executive Officer _____
- 4) The Senior Vice-President, Corporate Staffs _____
- 5) The Chairman of the Board _____

Exercise 23. Study some of the language used to describe an organization in terms of: hierarchy; responsibilities/functions, titles, affiliates, structure.

Hierarchy



The company is *headed* by the MD.
 The Sales Director *reports to* the MD.
 The Sales Director *is under* the MD.
 The Sales Director *is accountable to* the MD.



The Sales Director *is supported by* Sales team.
 The Sales Director *is assisted by* a Sales Assistant.

Responsibilities / functions

The Finance Department *is responsible for* accounting.
 The R&D Department *takes care of* new product development.
 The Administration Manager *is in charge of* personnel.

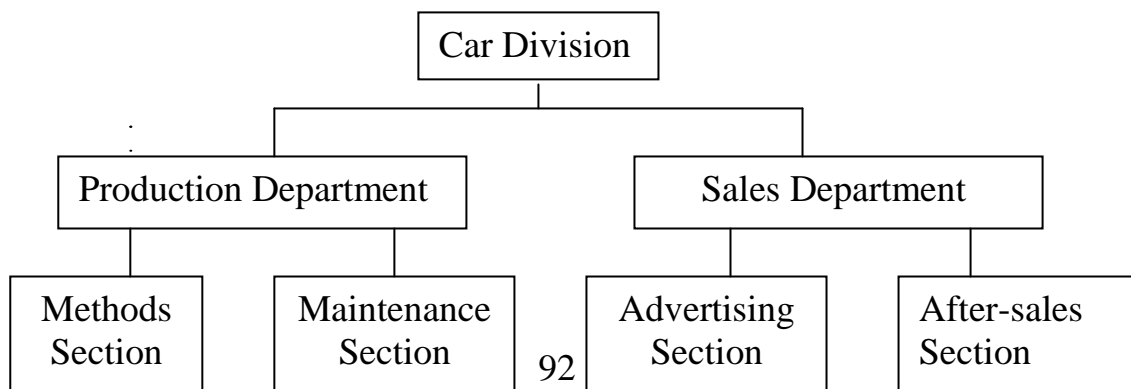
Titles

Below are the main managerial titles with US equivalents in brackets:
 Chairman (President)
 Managing Director (Chief Executive Officer/Senior Vice-president)
 Finance Director (Vice-President Finance)
 Sales Manager (Sales Director)

Note

The Directors and Chairman of a company usually sit on the Board of Directors (Executive Board).

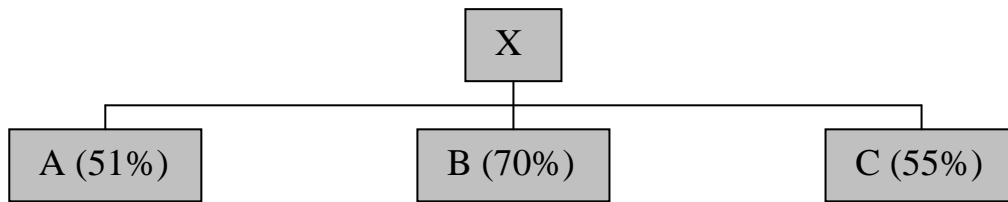
Structure



Affiliates

X is parent company.

A, B and C are subsidiaries (more than 50 % owned by the parent).



Exercise 24. Read the text about *Rossomon PLC* and complete the organisation chart below.

I'd like to say a few words about the organisational structure of Rossomon. Now, if you look at the transparency you will see that the Managing Director, that is Mr. Bunce, is *responsible for* running the company and is *accountable to* the Board.

Now, he is *assisted by* four executive departments. These are Human Resources, which is responsible for personnel, training and management development, then there is the Finance Department which *takes care of* corporate finance and accounting; next we have the Management Services Department, *led by* Peter Jenkins who is *in charge of* rationalisation throughout the company; and finally there is R&D Department – research and development – which *works closely with* 4 regions on new product development.

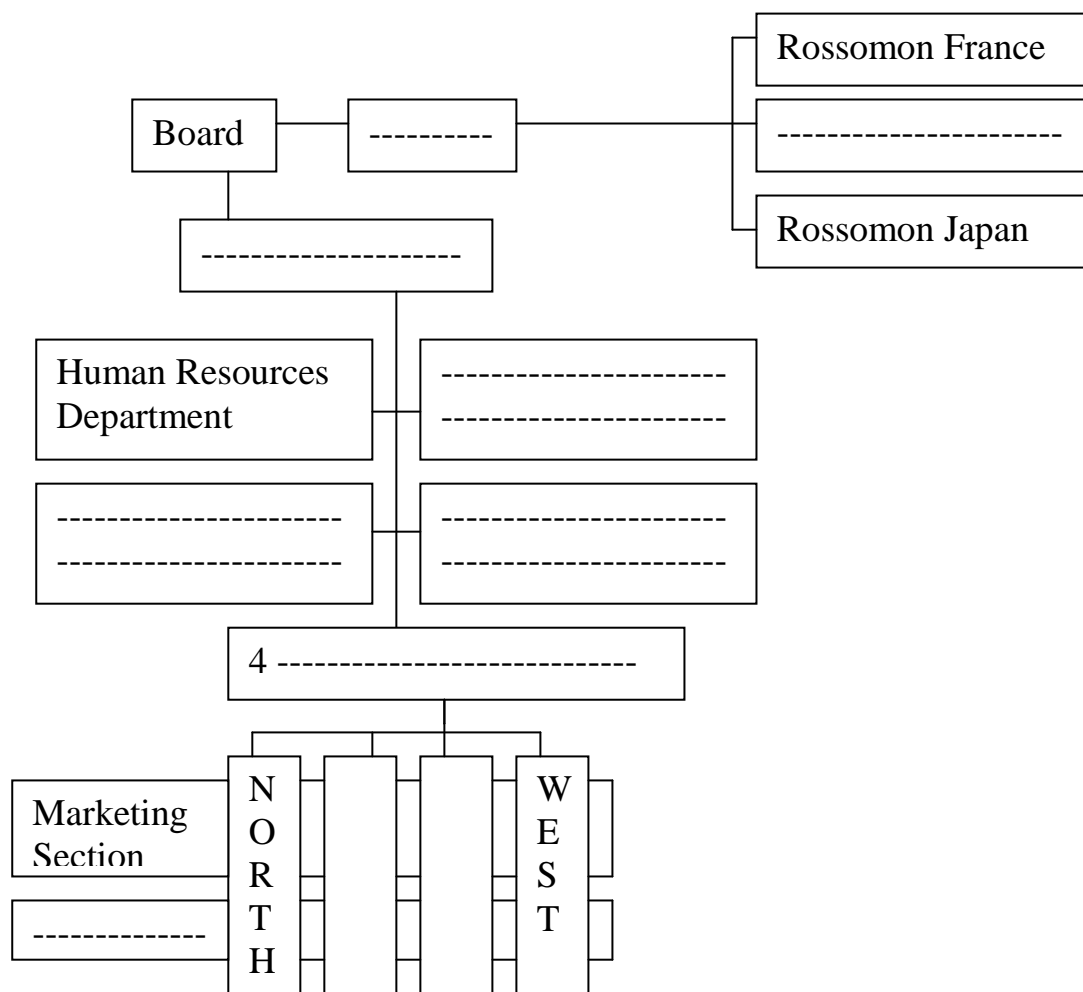
Now then, the four regions are *supported by* two sections – Marketing and Technical Services. They are organised on a matrix basis with section leaders accountable to the Regional Managers. They work closely with the regions on the marketing and technical side.

Now, in addition to the parent company, Rossomon has three subsidiaries, namely Rossomon France, Germany and Japan. The subsidiaries report to Export Sales Department, which in turn is accountable to the Board.

Right, well that's a brief overview. Are there any questions?

Organization chart

Rossomon PLC



Exercise 25. Use the organisation chart in exercise 24 and the language above to complete the sentences:

- 1) The Managing Director _____ to the Board.
- 2) The Managing Director _____ for running the company.
- 3) The Managing Director _____ by four executive departments.
- 4) _____ the Managing Director, there are four regional divisions.
- 5) Each Regional Manager _____ of a territory.
- 6) The four regions _____ by two other sections – Marketing and Technical Services.
- 7) The Section Leaders _____ to the Regional Managers.
- 8) In addition to the _____ company, Rossomon has three _____: Rossomon France, Germany and Japan.
- 9) The subsidiaries _____ to the Export Sales Department.
- 10) The Export Sales Department is _____ to the Board.

Exercise 26. Complete each of the following sentences with *in*, *on* or *for*.

- 1) Olga Blanc is ____ computers.
- 2) She has been working ____ a big computer company for five years.
- 3) She is based ____ Paris.
- 4) She works ____ the external communications department.
- 5) At the moment she is working ____ the design of the company's website.
- 6) She is responsible ____ the development of an important part of the site.
- 7) She is very interested ____ Website design.
- 8) She depends ____ the web and on personal contacts for new ideas.
- 9) She spends one or two hours every day on the Web getting information ____ all the latest developments.
- 10) She is happy because there is a big demand ____ good website designers at the moment.

Exercise 27. Match the business card (a – l) with job descriptions (1 – 12).

1 **François Barbot**
Assistant General Manager

7 **Alice Hernandez**
Chief Accountant

2 **YURI MANKOVICH**
Director of Research and
Development

8 **Li Wan** Secretary

3 **Jim Nicks**
Production Manager

9 *Lena Johansson*
Purchasing Manager

4 **Kate Hogg**
Public Relations Manager

10 **Santi Bronello**
Sales Director

5 **JOHN SUTTON**
Managing Director

11 **Dietrich Hoffmeister**
Finance Director

6 **Linda Gabbiadini**
Human Resources Director

12 **Padryg Burne**
Marketing Director

- a) I'm responsible for everything when the boss is away.
- b) My job is to give information to the public that will create a good impression of the company.
- c) I'm responsible for the company's sales budget.
- d) I can consult you about last year's development costs.
- e) I'm in charge of people who try to develop new products and ideas and improve existing ones.

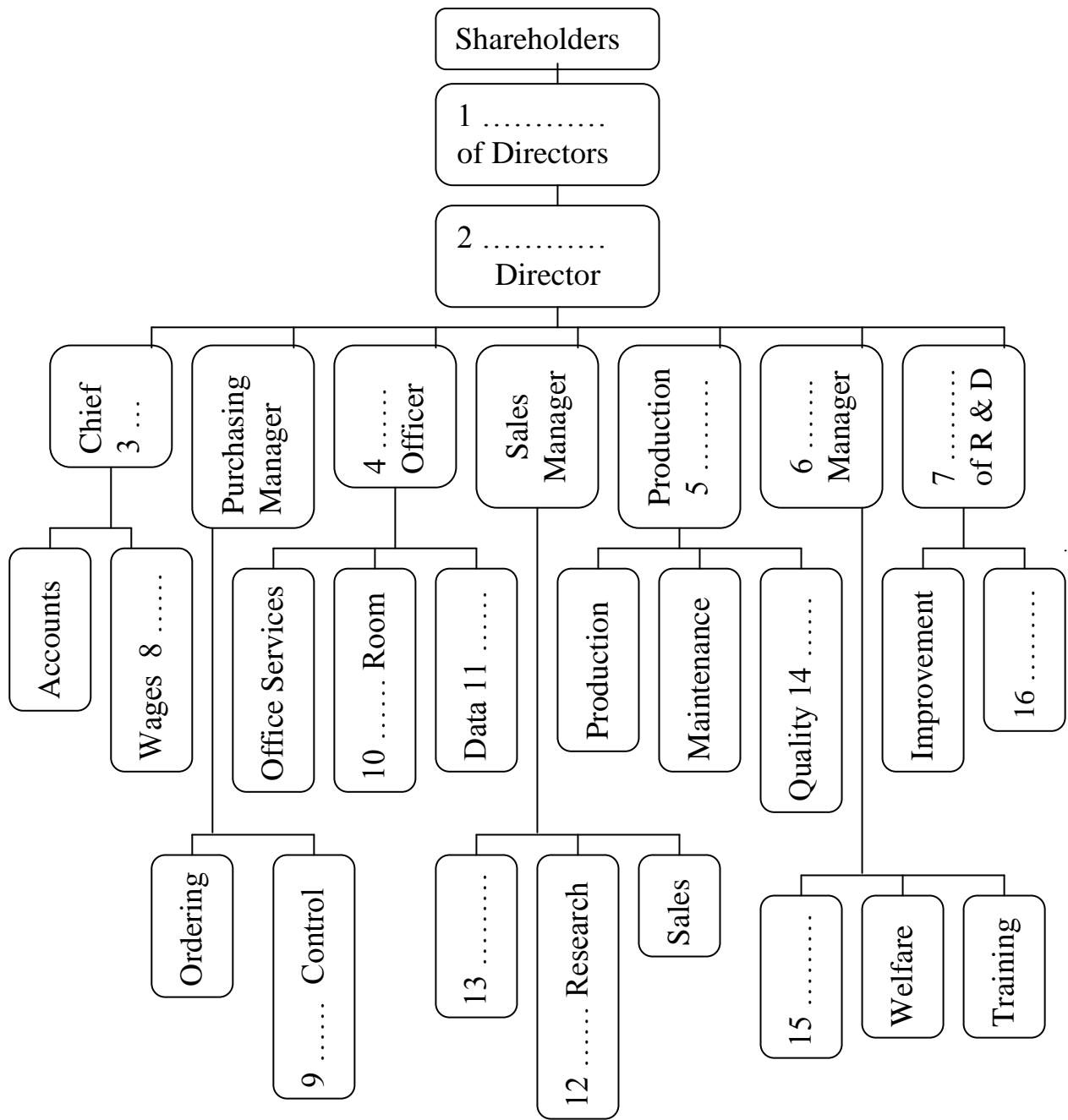
- f) My job is to choose suppliers and agree contracts with them to provide the equipment, materials or services that are used by the company.
- g) I have general responsibility for running the company on a daily basis.
- h) I'm in charge of the process of making goods or materials.
- i) I type letters, file papers and organize the work of the office.
- j) I'm responsible for presenting, advertising and selling a company's products in the best possible way.
- k) I'm involved in choosing, training and taking care of employees in the organization, especially in helping them develop their skills and abilities in a way that will help the company.
- l) My job is to keep or check the financial records of the company give financial advice.

Exercise 28. Choose the proper Ukrainian equivalent for the following English job titles.

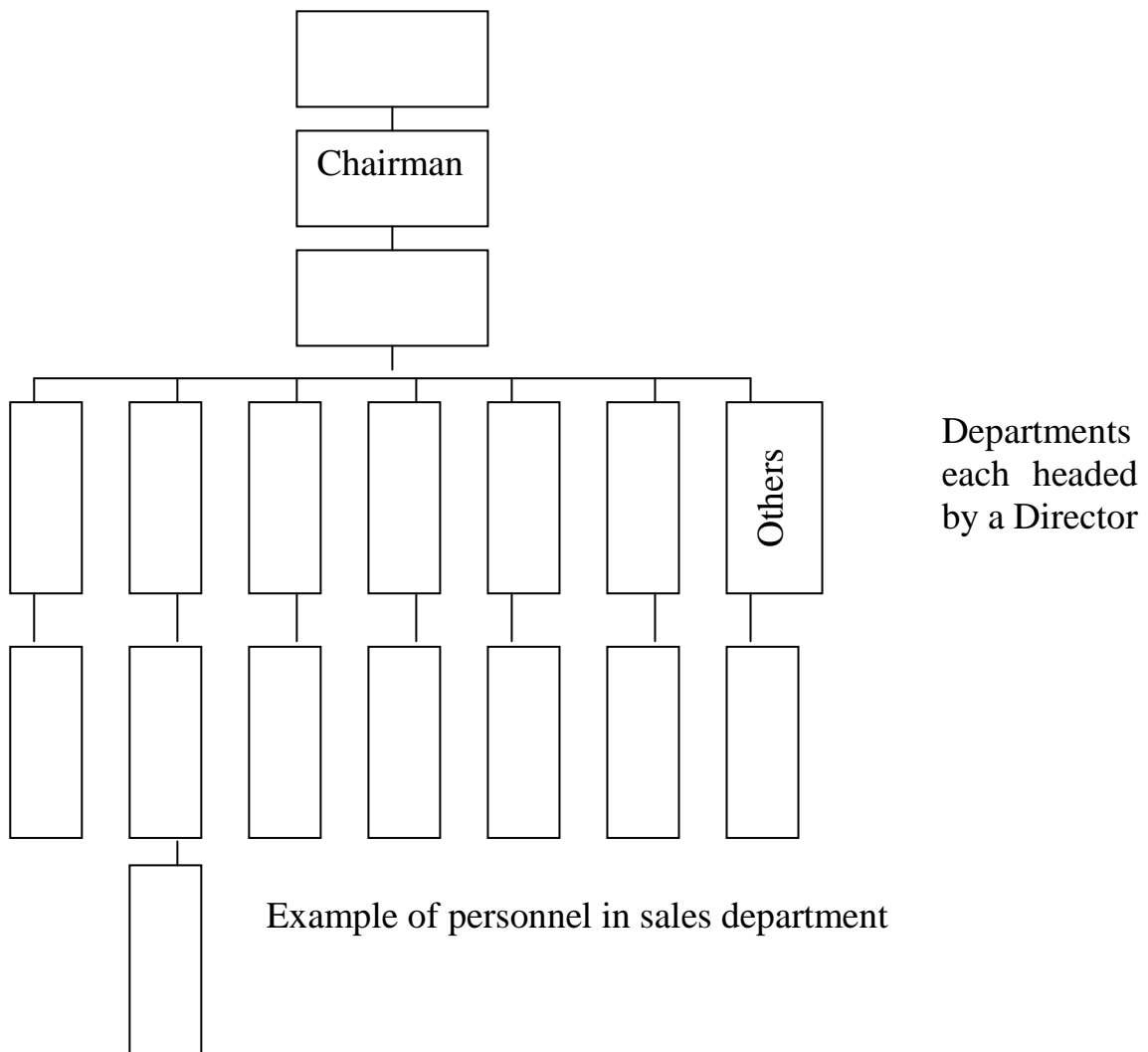
1	Production Manager	a	Керівник відділу закупок
2	Works Manager	b	Керівник відділу кадрів
3	Chairman	c	Директор з маркетингу
4	Financial Director	d	Управляючий, керівник підприємства, заводу
5	Overseas Sales Manager	e	Управляючий, керівник продажу на внутрішньому ринку
6	Advertising Manager	f	Керівник зв'язків з громадськістю
7	Chief Accountant	g	Керівник виробництва
8	The Board	h	Директор
9	Purchasing Manager	i	Голова
10	Personnel Manager	j	Фінансовий директор
11	Marketing Director	k	Завідуючий (керівник) експортними операціями
12	Managing Director	l	Керівник відділу реклами
13	Home Sales Manager	m	Головний бухгалтер
14	Public Relations Manager	n	Рада директорів фірми

Exercise 29. Below you will see a chart showing the way in which a company could be organized. In some cases, a word is missing from the chart. Find the correct word from the following list. Use each word once only.

Accountant	Control	Manager	Processing
Administration	Head	Managing	Recruitment
Advertising	Innovation	Market	Salaries
Board	Mail	Personnel	Stock



Exercise 30. Complete the organisation chart from the information provided. Two examples have been done for you. (Note that there are various ways of constructing an organisation chart. This is one of the most usual.)



The Managing Director (sometimes called the Chief Executive, or President in the USA) is the head of the company.

The company is run by a Board of Directors; each Director is in charge of a department. However, the Chairman of the Board is in overall control and may not be the head of any one department.

Most companies have Finance, Sales, Marketing (sometimes part of Sales), Production, Research and Development (R & D) and Personnel Departments. These are the most common departments, but some companies have others as well.

Most departments have a Manager, who is in charge of its day-to-day running, and who reports to the Director; the Director is responsible for strategic planning and for making decisions.

Various personnel in each department report to the Manager. One example, present in almost all companies, is the Sales Representative, who reports to the Sales Manager.

Exercise 31. Read the text about BIOPAINTS INTERNATIONAL and draw the organization chart.

- Philip, do you think you could tell us something about how BIOPAINTS INTERNATIONAL is actually organized?

- Yes, certainly. We employ about 2000 people in two different locations. Most people work here at our headquarters plant and this is where we have our administrative departments, of course.

- Well, perhaps you could tell something about departmental structure?

- Yes, certainly. First of all, as you know, we've got two factories: one here in Perth, Australia, and the other is in Singapore. Lee Boon Eng is the other General Manager over there in Singapore.

- And you are completely independent of each other. Is that right?

- Oh, yes. Our two plants are fairly independent. I'm responsible to George Harris, the Production Manager, and we have to cooperate closely with Rosemary Broom, the Marketing Manager, and Dorothy Monks, the Sales Manager, who is accountable to Mrs Broom. Otherwise, as far as day-to-day running is concerned we're pretty much left alone to get on with the job. Oh, and I've forgot to mention Finance. The Finance Director is Weimin Tan. She's a very important woman and her task is to make sure the money side of things is OK. The accountants and such people report to her directly. Mary Meier is the Accounts Manager. There's Personnel, too. But that's quite separate. Deidre Spencer is the Personnel Manager and the Training Manager, Frank Milton, is accountable to her, of course.

- What about Research and Development? Isn't that a separate department?

- Well, in terms of laboratories there are two, one at each production plant. But it's a separate department and it has a separate head and that's Dr. Tarcisius Chin.

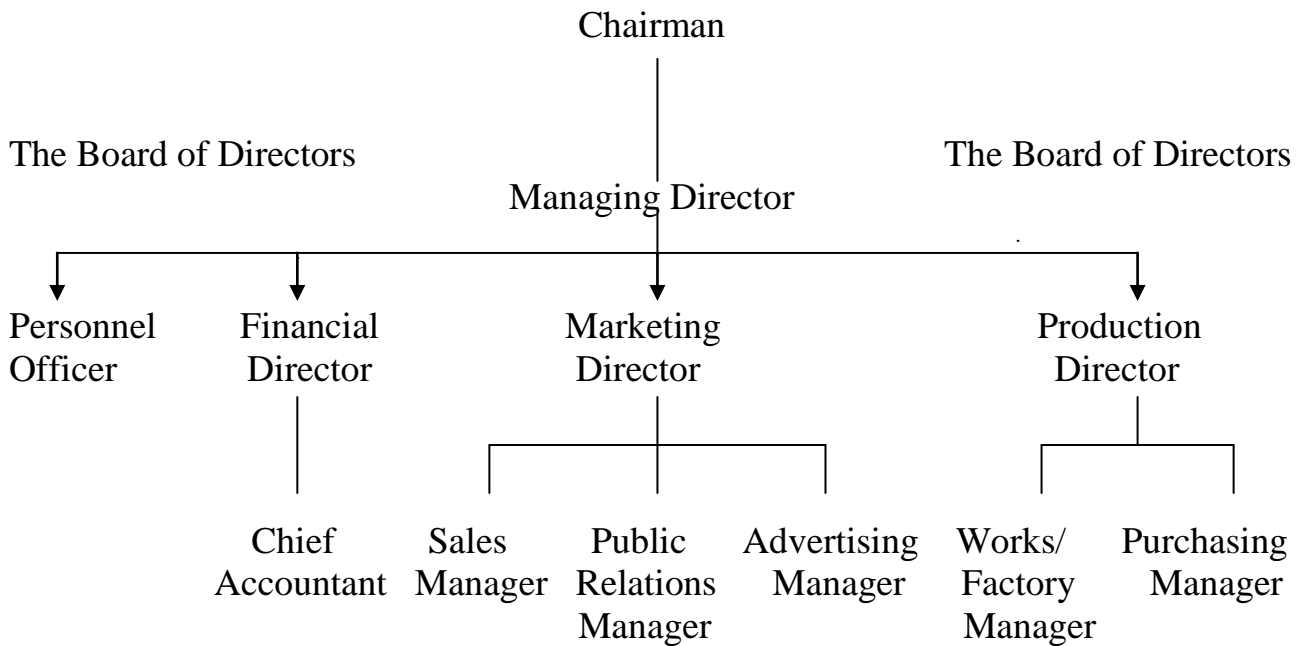
- Are there any other features worth mentioning?

- There's the Planning Department. Jao Fuong is in charge of that. And the Purchasing Department headed by Brian Scanlon. They are buying materials for the production.

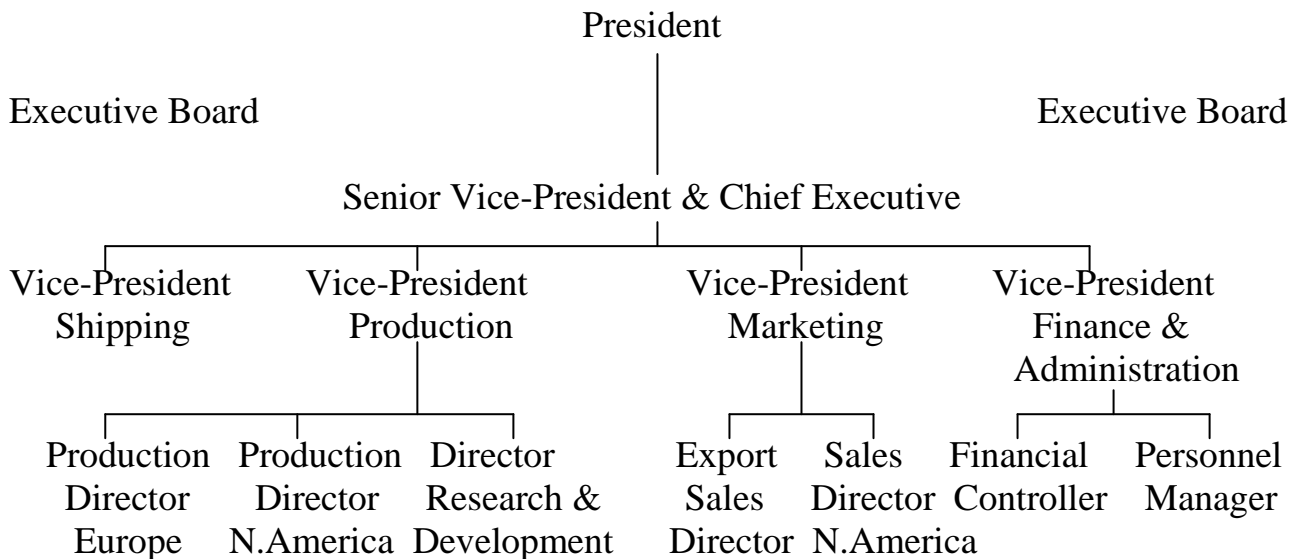
- And what about the Board of Directors and the Chairman?

- They're at the top, of course. I mean, a couple of the Executives are the Directors themselves. Reece Hatchitt is the Chairman. The Managing Director, of course. That's Robert Leaf.

Exercise 32. Describe the typical management structure of a British company using the organizational chart:



Exercise 33. Describe the typical management structure of an American company using the organizational chart:



UNIT 3

ENQUIRY LETTERS

LANGUAGE PRACTICE

1. Notice how you inform the company you are writing to *how* or *where* you heard about them:

a) We have seen an advertisement in this month's 'Office News' about your range of pocket calculators.

b) With reference to your advertisement in ...

Make sentences similar to the above, informing your recipient how and where you heard about them or their products, using the words given.

a.

- 1) Read / article / The Financial Times / filing cabinets
- 2) Hear / a lot / electric typewriters
- 3) See / the publicity material / photocopying machines
- 4) Hear / from the Commercial Attaché at the British Embassy / office equipment
- 5) Read / an advertisement / local newspaper / modern storage and retrieval systems
- 6) See / your advertisement / Milan Trade Fair / range of clothes
- 7) Hear / from our agent in London / leather jackets
- 8) Read / in the financial papers / success with Type TS8
- 9) Talk / your representative / possibility of buying electric cookers from you
- 10) Talk / our customers / suitability of your range of bathroom equipment

b.

- 1) Daily Mail / last Monday
- 2) Economist / last week
- 3) Radio Times / last Tuesday
- 4) Guardian / today
- 5) Financial Time / yesterday

2. Notice how you express an *interest* in a specific good:

We are (most) interested in type TW37.

Express an interest in the following. Remember you are writing to a company.

- 1) Buy / type TW37 filing cabinets
- 2) Type SK / 27 cabinets
- 3) Large 'KeepIt' bookshelves
- 4) A range of pocket calculators type AJ5
- 5) Type CSJ / 7 especially
- 6) Electric heaters, type 2JS
- 7) A range of dining room tables you advertise
- 8) The 'Embossed' typewriter
- 9) Buy / the latest printing press type PP100A
- 10) The 'Sierra' 1100 motor car

3. Notice how you express an interest in more general ideas:

We *are (most) interested in introducing* a modern filing system in our main office.

Express an interest in the following. Use the words below.

- 1) A range of kitchen furniture
- 2) Receive / more information about your electric typewriters
- 3) Introduce / a modern storage system
- 4) Order / twenty new office desks
- 5) Export / some of our business machines to the USA
- 6) Install / a new telex machine
- 7) Extend / our market to include Northern Europe
- 8) Increase / our supplies of photocopying paper
- 9) Make / an improvement in our Design Department
- 10) Improve / our data processing system

4. Notice these sentences:

a) We wish *to install* a new telex machine.

b) We wish *to enquire into the possibility of installing* a new telex machine.

Sentence B is not a statement of strong intention. It is a preliminary enquiry. Sentence A is a bit more certain.

Make sentences similar to A and B for the following:

- 1) order a new duplicating machine
 - a.
 - b.
- 2) develop our trade with North America

- a.
- b.
- 3) modernize our filing system
 - a.
 - b.
- 4) increase our storage facilities
 - a.
 - b.
- 5) buy 25 type TW37 filing cabinets
 - a.
 - b.
- 6) visit your head office in London on the 25th of June
 - a.
 - b.
- 7) extend the range of cookers in our department stores
 - a.
 - b.
- 8) accommodate more tourists in our hotels
 - a.
 - b.
- 9) arrange payment by International Money Order
 - a.
 - b.
- 10) send our agent to inspect the goods
 - a.
 - b.

5. Notice these polite requests:

- a)

<i>Please send us a catalogue and your latest price-list.</i>

- b)

<i>Will / Would / Could you please send us a catalogue and your latest price-list?</i>
--
- c)

<i>We should be obliged if you would send us a catalogue and your latest price-list.</i>
<i>We would be most grateful if you could send us a catalogue and your latest price-list.</i>
- d)

<i>We would appreciate a catalogue and your latest price-list.</i>
--

A, B, and C are all formal requests. D is less formal, and should not be used for formal requests, but can be used for additional requests at the end of a letter.

Make four sentences (types A, B, C and D) for the following:

- 1) a brochure for type TW37
- 2) more information about your office desks
- 3) a detailed statement of prices f.o.b. London
- 4) a reply as soon as possible
- 5) a quotation for our bulk purchase of men's suits
- 6) a statement of our account at your branch
- 7) your latest catalogue reference numbers
- 8) a reply by telex
- 9) a message from your agent in Oslo
- 10) a letter of confirmation

6. Requesting information:

I / We would like to know whether all your models are now covered by your standard two-year guarantee.

- 1) the price includes delivery charges.
- 2) the filing cabinets are available in green.
- 3) they could send the order by air.
- 4) they have an office in Paris.
- 5) you can pay in US dollars.
- 6) the items will be delivered in three weeks.
- 7) you can get twenty units on approval.
- 8) the goods are in stock at the moment.
- 9) you can have someone here to give an estimate.
- 10) the goods can be delivered before Friday.

Exercise 34. Rewrite the following questions in a less direct form, beginning with the words given.

Examples: What are your terms of trade?

Please let us know *what your terms of trade are.*

Are you able to offer us trade and quantity discounts on large orders?

Could you also tell us *if you are able to offer trade and quantity discounts on large orders.*

- 1) Could you send me a copy of your latest brochure?
I would be grateful _____
- 2) How much discount will you give on orders of 5,000 units?
Could you please tell us _____
- 3) When can we expect to receive the cheque?
I am writing to enquire _____
- 4) Would you like us to arrange an appointment with one of our representatives?

- Please let us know _____
- 5) Has Mr Crane returned from the Menswear Exhibition yet?
Do you happen to know _____
- 6) Does your company export to South Korea?
Could you tell us _____

Exercise 35. Match these words with their definitions.

A		B	
a	catalogue	1	details of conditions of sale
b	trade discount	2	price reduction to a company in the same business
c	order	3	a small amount of a product offered free to a potential customer
d	quantity discount	4	book giving details of items for sale
e	sample	5	request from a customer to supply goods
f	terms of trade	6	price reduction for a large order

Exercise 36. Make words from the jumbled letters and match them with the definitions in the sentences below.

- a) UEAGTOCLA
- b) LAOEEHSLWR
- c) METIESAT
- d) WOSORHOM
- e) RENTED
- f) IDISYUSRAB
- g) ETSMCOUR
- h) OSSUTCREPP

A company or organization that is part of a larger one.

- 1) A person who buys items from a shop or company.
- 2) A room where companies demonstrate their products.
- 3) A kind of magazine giving details of the items a company sells.
- 4) A prediction of how much an item or service is likely to cost.
- 5) A written quotation for a large job such as building a factory.
- 6) A kind of magazine giving details about a school, college, or university.
- 7) A company or person that buys and sells items only in bulk.

Exercise 37. Complete this letter of enquiry. Decide whether to use a, *the*, or no article at all, in the blank spaces.

Thank you for your letter giving us (1) ... details of (2) ... products we enquired about.

(3) ... main item we are interested in is (4) ... kitchen unit listed in (5) ... catalogue

under (6) ... heading CM214. As we are building (7) ... large block of apartments, we think (8) ... unit like (9) ... one listed, might be (10) ... best installation for our purposes.

Please let us know what your terms of (11) ... trade are. Could you also tell us if you are able to offer (12) ... trade and (13) ... quantity discounts on (14) ... price for (15) ... large order? We would also be grateful for (16) ... samples of all materials used in (17) ... manufacture of your units.

I am including (18) ... plan of our apartments, and (19) ... dimensions we would need.

Exercise 38. Below you will see parts of three letters of enquiry. Put the correct word or phrase in each blank. Choose from the following list. Use each item once only.

advertisement	discount	particularly	price range
advise	forward	information	reference
current issue	latest catalogue	payment	faithfully
Dear	model	price list	still available

a) (1) ... Sir

I have seen your (2) ... in the (3) ... of 'Office Weekly' and I am interested in your range of office stationery.

Could you please send me your (4) ... and (5) I look (6) ... to hearing from you.

Yours (7)

b) With (8) ... to your advertisement in today's 'Times', could you please send me (9) ... about your office furniture. I am (10) ... interested in your adjustable typist's chairs.

c) Some time ago we purchased from you some JF72 solar-powered pocket calculators.

As this (11) ... was so popular with our customers, we would like to know if it is (12) If so, would you kindly (13) ... us of your terms of (14) ... and any quantity (15) ... available. Could you also include details of any new models in the same (16)

Exercise 39. Complete the following letters of enquiry with the correct prepositions.

a)

Velo Sport AG

Karlstr. 45, 0-5230 Sömmerda

15 February 20____

The Sales Director
UK Cycles Ltd
Borough House
Borough Road
Cleveland TS8 3BA

Dear Sir,

We read your advertisement (1) ... racing cycles (2) ... the current edition (3) ... *Cyclists* and are interested (4) ... your products, particularly touring bikes.

We are a large retail company, (5) ... cycle shops throughout Germany and would like your catalogue and a price-list, quoting c.i.f. Berlin prices.

Please let us know your terms (6) ... trade, including quantity discounts, delivery dates, and any credit facilities you are prepared to offer (7) ... large orders.

We look forward (8) ... hearing (9) ... you soon.

Yours faithfully,

Karl Janssen

Karl Janssen

Managing Director

b)

GDM Ltd

516 Gipsey Rd Headington Oxford OX3 6BP UK

The Chairman
Busch AG
Leopoldstr. 501
D-8000 München 3

10 June 20____

Dear Sir,

We were impressed (1) ... your display (2) ... office furniture (3) ... the Expoquip trade fair held (4) ... Madrid (5) ... January.

We are a group (6) ... retailers specializing (7) ... the sale (8) ... top-quality non-electronic office equipment, and we are seeking a supplier (9) ... our stores.

Could you send us your latest catalogue and price-list, details (10) ... materials used (11) ... your products, and information regarding credit terms and discounts?

We look forward (12) ... receiving your reply.

Yours faithfully,

Anne Croft

Anne Croft (Miss)

Sales Director

Exercise 40. Fill in the missing words:

a)

We have read an (1) ... in 'Office News' about your (2) ... of visible record system filing cabinets. We are (3) ... in introducing a modern filing system in our main office. We also (4) ... to install an electronic system for the storage and retrieval of data.

Please send us price (5) ... and catalogues of your manual and electronic data processing systems, (6) ... your prices f.o.b. London if possible. We are (7) ... interested in type TW37, so we should be (8) ... if you would (9) ... more (10) ... information about this particular model.

Yours (11) ...

b)

We have been (1) ... your name (2) ... our associates (3) ... Howard & Co. (4) ... Carlisle, who (5) ... us that you have been (6) ... them with stationery (7) ... a number of years.

There is a (8) ... demand here (9) ... Edinburgh (10) ... the qualities you (11) ... , and we believe we could (12) ... large orders (13) ... you if your (14) ... are competitive.

(15) ... you please send us your illustrated (16) ... , together with your (17) ... list and details of your (18) ... of business.

We look forward to (19) ... (20) ... you.

Exercise 41. Look at the advertisement. Complete this letter to Hermes Travel requesting full details and prices of flights to Kuala Lumpur.

LET THE LOW FARE SPECIALIST LOOK AFTER YOU
Scheduled 747 flights to AUSTRALIA & NEW ZELAND
With stopovers available in Bangkok, Bali, Kuala Lumpur, Manila, Jakarta

HERMES TRAVEL
Hermes Travel
35 Whitehall, London SW 1
01-930 2556/7 Telex 296421

JOHN WILLIAMS LTD
16 Tot Way, Norwich, Norfolk N16 7BH

Hermes Travel
(1)
.....

Your (2) ...
..... /MH

(3) 20_____

Dear (4)

With (5) yesterday's Guardian, would you (6) of
(7)

Yours (8)

M Saunders
M SAUNDERS
Export Manager

Exercise 42. Use the following notes to compose a letter of enquiry for a firm of importers.

JUSTIN BOX
14 Trist Road, Hastings, Sussex HA3 6CE

Manhattan-Windsor
Steward Street
Birmingham B18 7AF

Your ref:
Our ref: SB/SM

17 May 20_____

Dear Sirs,

We / see / display / Leipzig Trade Fair / 12th April.
We / interest / range / small cameras. We / wish / supply / customers / the
'Ultramatic' model.

Please / send / catalogue / price-list / all small cameras. Enclose /detailed information / the 'Ultramatic' model, / as / this / the camera / our customers / most interested.

Yours faithfully,

Exercise 43. Write a letter of first enquiry, using the following words and phrases:

To the Drake Cycle Company, Wellington, New Zealand: Your new sports models seen at the Birmingham Trade Fair. Request details all models, catalogue, price list, terms, delivery times. Requirements: 50 each, women's and men's. Discounts? Future supply position?

Exercise 44. Translate into English.

а) Увага: Відділ продажу

Ми одержали Вашу брошуру, у якій представлені Ваші нові продукти. Деякі з представлених товарів могли б знайти застосування й у нашому виробничому процесі. Були б Вам вдячні, якби Ви направили нам більш повні дані по всіх товарах цієї групи разом із Вашим поточним прейскурантом із вказівкою умов постачання на експорт за кордон.

С повагою,

І.І.Іванов,
директор фірми,
«ІнтеллСервис».

б) Шановні панове

Ми прочитали Вашу рекламу в березневому номері журналу «Metal Worker» і будемо Вам вдячні, якщо Ви надішлете нам детальну інформацію про Ваш асортимент алюмінієвої арматури.

Попит на високоякісну арматуру, яку Ви виробляєте, досить високий у нашому регіоні. Ми будемо раді отримати специфікацію Вашої арматури класу SB21, а також поточний прайс-лист із вказаною вартістю доставки С.И.Ф. Брайтон та детальну інформацію про торгові знижки. Якщо можливо, просимо Вас вислати зразок вищезгаданого товару.

Наші щорічні потреби в арматурі є значними, і ми, можливо, розмістимо у Вас замовлення великого обсягу, за умови, що ваш товар відповідатиме нашим вимогам, а ціни виявляться прийнятними.

З повагою

UNIT 4

REPLIES TO ENQUIRIES

LANGUAGE PRACTICE

1. Notice these sentences in which the writer thanks his correspondent for an enquiry. Notice that you 'enquire' about general information, you 'request' an object or a statement. You 'enquire about something'; you 'request something'.

a) Thank you for your *letter of (dated) 17 May enquiring about* our range of office equipment.
or:
Thank you for your *letter of (dated) 17 May in which you enquired about* our range of office furniture.

Thank you for your *letter of (dated) 17 May requesting* our catalogue, price-list and a brochure about type TW37.
or:
Thank you for your *letter of (dated) 17 May in which you requested* our catalogue, price-list, and a brochure about type TW37.

Sometimes you may refer to the contents of a letter.

b) *With reference to your letter of (dated) 17 May enquiring about ... / in which you enquired about ...*
or:
With reference to your letter of (dated) 17 May requesting .../ in which you requested ...in which you requested

Make similar sentences, thanking your correspondent for an *enquiry* or *request*. Be careful which verb you use.

- 1) 16 June / our range of office seats
- 2) 11 April / a detailed quotation of prices f.o.b. Southampton
- 3) 22 March / the possibility of a bulk purchase of stationery
- 4) 1 December / our latest price list
- 5) 8 September / a brochure about the new duplicating machine
- 6) 24 January / our latest electric typewriters
- 7) 17 May / a Pro-Forma Invoice for your order
- 8) 26 July / the possibility of a visit from our agent in Athens
- 9) 27 February / a visit from our agent in Nairobi
- 10) 15 August / the discounts we offer for orders over £10,000

2. Notice this sentence, which tells your correspondent about enclosures:

We enclose a price-list and catalogue, together with a brochure for type TW37.

or:

We have pleasure in enclosing a price-list and catalogue, together with a brochure for type TW37.

or:

We are pleased to enclose a price-list and catalogue, together with a brochure for type TW37.

or:

Enclosed you'll find a price-list and catalogue, together with a brochure for type TW37.

Write similar sentences, using the phrases in italics, for the following:

- 1) A quotation of prices f.o.b. London / a Pro-Forma Invoice
- 2) An application form / a stamped, addressed envelope
- 3) A written invitation to the conference / a claim for travelling expenses
- 4) An International Money Order / a statement of the bank's service charge
- 5) A copy of our latest price-list / a sample of the typewriting paper you are interested in
- 6) Our latest catalogue / a statement of freight and insurance charges from Liverpool to Bilbao
- 7) Our cheque for £150 / our account number and the address of our bank
- 8) A statement of your account with us / our advice on how to pay it
- 9) A copy of the invoice / a transfer form to our bank account
- 10) A postal order for £20 / a request for further supplies

3. Notice how letters of reply often finish with a sentence like this:

We look forward to hearing from you in the near future.

Conclude letters in the same way for the following:

- 1) Receive / further orders
- 2) Meet / your agent in Brussels
- 3) Receive / instructions
- 4) Do / business
- 5) Hear / from your agent in Lucerne
- 6) Have / a conversation with you in Stockholm
- 7) See / your representative in Manchester
- 8) Hear / from you soon
- 9) Receive / your payment
- 10) Meet / your Sales Manager on the 17th May

Exercise 45. Read this reply to a letter of enquiry. Underline the words in the letter which correspond to the words and phrases below.

selling through shops
be sorry

reply
up-to-date

set up
range

conditions
extremely

GLASTON POTTERIES Ltd

Clayfield, Burnley BB10 1RQ
Tel: 0135 46125 Telex: 8801773 Fax: 0315 61152

2 July 20____

Mr J. F. Morreau
1150 Boulevard Calbert
F-54015 Nancy Cedex

Dear Mr Morreau,

Thank you for your enquiry of 28 June in which you expressed an interest in retailing a selection of our products in your shops in France.

Please find enclosed our current brochure and price list.

In response to your request for a 20% trade discount, we regret that we cannot offer more than 15%. However, we do give a 5% quantity discount on orders over £10,000. We are sure that you will agree that these terms are highly competitive.

We are confident that we can deliver within two months as you require, but wish to emphasize that payment will have to be by sight draft until we have established a business relationship.

Thank you for your interest and we hope to hear from you soon.

Yours sincerely

J. Merton

J. Merton

Sales Manager

Enc.

Exercise 46. Write the letter of enquiry which preceded the reply in the above exercise. You are J. F. Morreau, and you have just seen an advertisement for Glaston Potteries Willow Pattern dinner sets in the May edition of *International Homes*.

Exercise 47. Read the following letter of reply and choose the best words from the options in brackets.

Dear Mr Osterheld,

We were very pleased to receive your ¹(*correspondence / enquiry / mail*) of 14 October 20____, asking about our leather and sheepskin ²(*range / cloths / products*) and terms of ³(*dealing / trade / conditions*).

First let me say that our ⁴(*label / mark / patent*) is internationally famous because of the quality of our garments, and we are convinced they will sell very well through your ⁵(*outlets / factories / warehouses*). We think you will agree with us when you look through the enclosed ⁶(*manual / catalogue / leaflet*) and examine the ⁷(*specimens / examples / samples*) we are forwarding separately.

You will see from the price-list that we take care of all freight and insurance costs, so the prices are quoted on a(n) ⁸(*c.i.f. / ex-works / f.o.b.*) basis. We will also allow ⁹(*trade / cash / quantity*) discounts for orders over \$10,000, and with the usual trade references, we can arrange for payment by 60-day ¹⁰(*bill / letter / draft*) of exchange.

Thank you once again for your enquiry, and we are sure you will be impressed by the ¹¹(*vast / huge / wide*) selection of our garments. Meanwhile, if there are any further details you need, please contact us.

Yours sincerely

Ellena Onate

Ellena Onate

Exercise 48. Below you will see parts of three letters answering an enquiry. Put the correct word or phrase in each blank. Choose from the following list. Use each item once only.

additional features
competitive price
doing business
enclosed leaflet

date
enquiring
enquiry
pleasure

full details
further details
In addition
in production

hesitate
range
sincerely
supply

a)

Thank you for your letter of January 4th, asking about office furniture.

The enclosed catalogue contains (6) ... of our range. In most cases we are able to (7) ... you with the goods you require within fourteen days.

We look forward to receiving an order from you.

Thank you for your (1) ... of 3rd May about our office stationery.

- b) We have (2) ... in enclosing our latest catalogue and price list. We hope you will find it of interest.

If you require any (3) ... please do not (4) ... to contact us.

Yours (5) ...

Thank you for your letter of 1st June, (8) ... about the JF72 pocket calculator.

- c) This model is no longer (9) ... as it has been superseded by the JF7I solar-powered pocket calculator. As you will see from the (10) ... , the new model has several (11) ... at an extremely (12)

We have also enclosed our latest catalogue giving details of the vast (13) ... of electronic goods we supply.

We allow a discount of 30% on purchases of not less than 50 of the same model, and 35% on quantities of not less than 100. (14) ... , we give a discount of 3% for payment within fourteen days from (15) ... of invoice.

We look forward to (16) ... with you in the near future.

Exercise 49. Fill in the missing words.

- a) Thank you (1) ... your (2) ... (3) ... 16 November, (4) ... which you enquire (5) ... toys imported (6) ... Hong Kong. We are (7) ... to hear that there is a (8) ... for goods (9) ... this type (10) ... Northern Ireland.

We are (11) ... our price list and terms of (12) ... , and our catalogue has already been (13) ... (14) ... separate post.

As you will notice, our prices are extremely (15) ... , and since we hold large (16) ... of all models (17) ... all times, we can promise delivery (18) ... a week (19) ... receipt (20) ... orders.

We hope to (21) ... from you soon, and (22) ... forward (23) ... (24) ... business (25) ... you.

- b) Thank you for your letter of 12th October, (1) ... about our (2) ... of office equipment. We (3) ... our latest price list and (4) ... with this letter, together with a (5) ... on filing cabinet type TW37.

All prices are (6) ... f.o.b. London.

We look (7) ... to receiving your order. If you require (8) ... information, please let us know.

Exercise 50. Complete the following reply to a letter (20 June) from S. Blackmore (Ms), Marketing Manager, Downland Fuels Ltd, Lake Road, Southampton, Hampshire, (Ref: SB/MT). The letter asked for full details, a price-list and samples of re-usable envelopes.

Paper Products PLC
16 Rushthorne Way, Bolton, Lancashire BL63 6SG

S Blackmore
(1)
.....

Your (2) ...
Our (3) /MC

(4)

Dear (5)

Thank (6) envelopes.

We have pleasure (7) We (8)
hearing (9)

Yours (10)

M Walker
M Walker
(11)
Enc: (12)

Exercise 51. Write a letter of reply to the letter in No. 42, using the following words and phrases.

Manhattan-Windsor
Steward Street, Birmingham B18 7AF

JUSTIN BOX
14 Trist Road
Hastings
Sussex HA3 6CE

Your ref:
Our ref: JK/DF

22 April 20____

Dear Sirs,

Thank / ... / you requested / a catalogue

We enclose All prices / quote / f.o.b. London.

We / look forward / receive / your order. If / require / additional information, / please / inform. We / send / an experienced salesman / you wish.

Yours faithfully

Exercise 52. Now read this memo from Gerd Busch, of Busch AG to his secretary. Use the information to write a letter of reply to Anne Croft from the secretary, on Mr Busch's behalf.

MEMO

To: Birgit Lange

From: G. Busch

Date: 14 June 20____

Please reply to this letter. Send Miss Croft a catalogue and price-list and quote her c.i.f. prices to London.

Mention also the following:

- 2-year guarantee on all our products
- highest-quality materials used
- no credit terms (our prices highly competitive due to small profit margins)
- cash discount of 3 per cent offered

Do encourage her to contact us again.

Thanks

Exercise 53. Translate into English.

Шановні панове

Дякуємо за Ваш запит від 18 грудня стосовно портативних комп'ютерів, які ми виробляємо, відповідно до специфікації, доданої до запиту.

Із задоволенням додаємо до листа наш останній каталог, у якому міститься повна гама продукції, яку ми на сьогодні виробляємо. Моделі, які Вас цікавлять, представлені на сторінках з 15 по 17. до листа додається прайс-лист із вказівкою вартості доставки Ф.О. Б. Ліверпуль, а також рекламні проспекти. Ми хотіли б підкреслити, що ці ціни було встановлено, виходячи з кількості 50 одиниць на кожне найменування товару. Замовлення на меншу кількість не можуть бути прийняті нами внаслідок труднощів, пов'язаних із пакуванням та транспортуванням.

Просимо повідомити, чи згодні Ви на наші умови. Ми можемо постачити Вам товар протягом 45 діб.

З повагою

UNIT 5

FOLLOW-UP LETTERS

LANGUAGE PRACTICE

1. Focusing attention. Note these sentences:

- a) We would like to inform you of price reductions for our filing cabinets.
- b) To avoid delay in despatch, perhaps you would like to order as soon as possible?
- c) *We would particularly like to draw your attention to our new range of cars.*

Make statements and questions similar to **a** and **b** for the following:

- | | |
|----------------|---|
| 1) (statement) | Inform / the latest development in filing systems |
| 2) (question) | Enclose / a detailed statement of costs? |
| 3) (statement) | Help / in every possible way |
| 4) (question) | Visit / our stand at the Milan Trade Fair? |
| 5) (statement) | Forward / brochures on this model under separate cover |
| 6) (question) | Send / your representative to visit us? |
| 7) (statement) | Receive / further instructions from you about shipment |
| 8) (question) | Telex / your instructions as soon as possible? |
| 9) (statement) | Despatch / the goods from Southampton |
| 10) (question) | Confirm / these arrangements with your bank's correspondents in London? |

Focus attention on:

- 1) New L60 model
- 2) New system of ordering
- 3) An improved 15% discount for bulk orders
- 4) A new introductory discount
- 5) The latest range of stainless steel knives
- 6) A new supply of Ceylon tea
- 7) A new price-formation policy
- 8) A drop in the interest rate
- 9) A change in manpower policy
- 10) Diminishing stocks

2. Note these sentences:

We would like to help you if possible. *For example, / For instance,* we could arrange a demonstration in your office.

Make similar sentences, giving or quoting examples.

- 1) There are various methods of payment in International Trade. You can use a Letter of Credit.
- 2) In a letter placing an order, you must request special documents. You must request an invoice.
- 3) A sales letter often gives many extra details. It often gives details of price reductions.
- 4) A follow-up letter often offers special services.
- 5) A company representative performs many useful functions
- 6) A heading in a letter may be unhelpful for various reasons.
- 7) An announcement to regular customers is sometimes necessary.
- 8) A Pro-Forma Invoice may be necessary for some important orders.
- 9) An immediate acknowledgement of an order is essential in many cases.
- 10) A bulk purchase of goods is quite economical for many reasons.

3. Offering. Note this sentence:

We are offering / We can offer / We are able to offer a special discount for this model.

Make similar sentences offering:

- 1) Free delivery in the London area
- 2) A discount of 11%
- 3) Free samples
- 4) A discount of 12% on all orders above \$500
- 5) A visit from your representative
- 6) A special discount of 5% on all orders received before 5 May
- 7) A free demonstration in your own show-room
- 8) A discount on all models in the same price range
- 9) Partial delivery to London
- 10) Promotional gifts

4. Expressing hope. Note this sentence:

We hope (that) you will be pleased with the catalogue.

Express hope:

- 1) That your customer will be pleased with the samples you are sending him
- 2) That your customer will decide to order the clothes illustrated in your new catalogue

- 3) That you will be able to supply your customer again in the coming year
- 4) That the customer will order from the new catalogue
- 5) That your customer will decide to place a bulk order with you
- 6) That your customer will be pleased with the quality of the goods
- 7) That your customer will be pleased with an improved 5% reduction
- 8) That you will be able to book the order in the nearest future
- 9) That your customer will be pleased with the free samples you've sent them
- 10) That your customer will be pleased with the demonstration you arranged last month

Exercise 54. Insert the correct phrases in the following letter.

as soon as possible

in demand

in short supply

in stock

out of stock

under separate cover

into effect (come into effect)

Dear Sirs

We thank you for your order of the 22nd June. We enclose a catalogue and price list. We have also sent a catalogue of our range of tinned vegetables (1) ... as it was too big to enclose with the other documents.

Our tinned fruit products are (2) ... at the moment, since it is the middle of summer, which is our busiest season for fruit. Because of this, tinned peaches and grapefruit are (3) ... , and we cannot satisfy all our customers' demands. In fact, our grapefruit products are almost (4)

We can recommend apricots, which fortunately we have (5) ... at the moment.

We would like to draw your attention to our new discounts for bulk purchase, which came (6) ... on June 1st.

Because of our special seasonal difficulties, we would be pleased to receive your order (7)

Yours faithfully

Exercise 55. Below there are parts of two letters. Put the correct word or phrase in each blank. Choose from the following list. Use each item once only.

catalogue

draw your attention

market price

ceased

first order

special discount

clear our stock

in a position

special price list

complete range

in strict rotation

stocks last

took advantage

a) Wholesaler's special offer of woollen blankets

Dear Sirs

A few weeks ago we were fortunate enough to have the offer of the entire stock of the Hartley Blanket Company, which has now (1) ... to manufacture woollen products. We (2) ... of this exceptional opportunity, and are now (3) ... to offer these famous all-wool blankets well below the (4)

This is a 'once-in-a-lifetime' opportunity, and we expect to (5) ... in a few days. We must ask you, therefore, to give the enclosed (6) ... your immediate attention and to let us have your order at once.

Orders will be executed (7) ... and can only be accepted as long as (8)

Yours faithfully

Exercise 56. Fill in the missing prepositions in the offer below:

Dear Sirs

Messrs. Hankinson and Co. (1) ... Towgate St., (2) ... whom we have been doing business (3) ... a number (4) ... years, have informed us that you will probably be replenishing your stocks (5) ... French white wines (6) ... the near future.

You will already know that we had an exceptionally good season (7) ... 1973, and that the fine quality (8) ... our white vintages (9) ... that year is renowned both (10) ... your country and (11) ... ours.

We are now shipping these wines, and would be very glad to welcome you as customers. Our full export price-list is enclosed, but we would like to draw your attention particularly (12) ... our

White Bordeaux	@	£60.00 per gross bottles, and
Sauterne	@	£70.00 „ „ „

These wines have always sold very well (13) ... Britain, and the prices quoted above (14) ... bulk purchase will enable you to sell (15) ... highly competitive prices, while obtaining a good margin (16) ... profit.

We will be pleased to supply you (17) ... a first order (18) ... settlement (19) ... 30 days (20) ... date (21) ... invoice, and (22) ... 2½% discount. Immediate shipment (23) ... Bordeaux is guaranteed.

We advise you to place your order promptly, since we expect considerable response (24) ... other foreign customers (25) ... this special offer.

Yours faithfully

Exercise 57. Complete the letters below with suitable words.

a) Announcement:

Mr Leblanc
17 rue St Denis
Paris
France

Your ref: DL/ML
Our ref: HH/DR

(1)

Dear (2)

We are (3) a copy of our furniture catalogue, which includes (4) of all our latest models.

We would (5) to our Snowy range of bedroom furniture (6) on page 26.

We (7) a discount of 5% on (8) over \$1000.

We hope (9) and look (10)

Yours (11)

H Hampton

H Hampton
Export Manager
Enc: (12)

b) Sales letter:

Dear Sirs

We (1) ... to your enquiry of October 12th in which you (2) ... that you wished to modernize your office filing system, possibly using some of our (3)

The (4) ... is yours, of course, but we would like to help you to decide, if possible.

For example, we could arrange a (5) ... of the installation of type TW37 in your office or (6) You could then see for yourself the great advantages of our unique pull-out tray system, which has the greatest possible ease of handling for easy reference.

Our (7) ... in Barcelona could call on you (8) ... a week to arrange a demonstration and he will be in (9) ... with you within the next few days.

If we can be of (10) ... in any other way, please let us know. Your (11) ... will receive immediate (12)

Yours faithfully

P.J. Morris

P.J. Morris
Sales Manager

Exercise 58. Use the following notes to compose a follow-up letter:

Dear Sirs

We refer / your enquiry / 22nd May / our range / tinned soups.

We / like / help / you / decide / which brands / choose. Perhaps you / like / our representative / visit you? He / arrange / a demonstration / free samples.

Our representative / visit you / within a week. He / in touch with you / soon.

If we / assist you / in any way / please / let / know, your correspondence / receive / immediate attention.

Yours faithfully

Exercise 59. Translate into English.

Шановні панове!

Ми сподіваємося, що Ви отримали наш каталог, прас-лист і специфікацію арматури, які ми вислали Вам 18 жовтня.

Ви надіслали Вам окремим відправленням список можливих знижок. Особливо хочемо звернути Вашу увагу на 5% знижку на алюмінієву арматуру цікавого для Вас класу, ця знижка набуває чинності 1 листопада.

Ця знижка є чинною на всіх європейських ринках, тому ми сподіваємося на різке зростання попиту на нашу продукцію. Це значить, що дуже швидко почне відчуватися нестача арматури такого класу.

Ми вказуємо вартість доставки СИФ Брайтон, і Ви не можете не погодитися, що вона значно нижча, ніж в інших виробників аналогічної продукції не лише в Німеччині, але й в інших країнах.

Щоб уникнути затримки з відвантаженням, пропонуємо Вам зробити замовлення якомога швидше.

Якщо ми можемо допомогти Вам у будь-який спосіб, будь ласка повідомте нас. Сподіваємося на отримання Вашого замовлення в найближчим часом.

З повагою,

UNIT 6

ORDERS AND EXECUTION OF ORDERS

LANGUAGE PRACTICE

1. Note these sentences:

A cable or telex message would be the best method of communication, *as / since* we could then begin to dispatch the goods.

The most acceptable method of payment will be irrevocable Letter of Credit, *as / since* this is the first time we have done business.

Connect these pairs of sentences, using the words ‘**since**’ or ‘**as**’.

- 1) You should place an order immediately. Our stocks are diminishing.
- 2) We shall arrange payment by bank transfer in future. It is much more convenient than other methods of payment.
- 3) There is no need for us to give you special instructions. Our bank always states them on their Letters of Credit.
- 4) Our credit will not be valid after December 15th. We insist on delivery before that date.
- 5) Your products are ideal for us. We want to modernize our office and save space at the same time.
- 6) We must import many types of paper products. There is a shortage in our own country.
- 7) We must ask you to pay by irrevocable Letter of Credit. We haven’t enough knowledge of your company’s financial position.
- 8) We cannot guarantee delivery before December 15th. It is difficult to charter shipping at this time of year.
- 9) We must cancel the order. You cannot guarantee deliver before December 15th.
- 10) We expect a 5 % discount. Our order is worth more than £10,000.

2. Ordering/Placing orders. Notice these sentences you use when you *place a definite* order:

a) *We are therefore placing an order for 70 filing cabinets.*

b) *We would like to / We are pleased to place the following order for 70 filing cabinets.*

- c) *We enclose our (your) official order form / purchase order for 70 filing cabinets.*

Write sentences placing definite orders for the following using either model:

- 1) The men's suits supplied by your correspondent are the right quality. You have seen samples, and they are the right design, colour and size. Order 120.
- 2) Your agent has inspected the typewriter paper supplied by your correspondent. He has said it is excellent, and you have decided to buy it. Order 2,000 reams.
- 3) You sent a letter of enquiry to a company which supplies ball point pens. You have tried the samples and found them of good quality, colour, and the right price. Order 500.
- 4) The bathroom scales supplied by your correspondent are acceptable to you. Your representative has inspected them. They are accurate and well-designed. Order 40.
- 5) The copper bars you need for electric wires can be supplied by your correspondent. The copper is the right kind, and you are satisfied with the price. Order 750 bars.
- 6) The magazines you need to distribute to the Production Managers of bakeries in your region must contain the right information about production machines. The magazine 'The Baker' has this information and has written a reply to your letter of enquiry. Order 150 copies.
- 7) You need strong motor car tyres for use on tough roads. Your correspondent is the manufacturer who produces the strongest tyres. Order 800.
- 8) Your correspondent supplies iron ore at the lowest price. You have decided to buy from him. Order 100 tons.
- 9) Your correspondent has offered you the best price for pocket diaries. You have decided to buy from him. Order 100,000.
- 10) After a long search you have found a supplier who can supply the right kind of thermometers. You have decided to buy from them. Order 250.

3. Describing payment method. When you have decided to order, notice how you use the future simple tense to show certainty:

Our bank *will issue* a Letter of Credit in your favour.

We *will accept* your draft.

Our bank *will inform* you of the documents needed.

We *will pay* for the goods by banker's draft on receipt of your pro forma invoice.

Use the future tense to show certainty for the following:

- 1) We / inform / the most acceptable method of payment.
- 2) Our bank / issue / a Letter of Credit in your favour.
- 3) Our Despatch Department / send / the shipping documents.
- 4) We / accept / your draft for 30 days.
- 5) Our bank / accept / your draft after you have delivered the documents.
- 6) Our Sales Manager / make sure / the delivery date is met.
- 7) We / deliver / the goods to the port of Geneva.
- 8) We / arrange / credit to include the cost of freight and insurance.
- 9) Our bank / inform / when the credit expires.
- 10) We / accept / your packing instructions.

4. Acknowledging orders. Notice these sentences.

We are pleased to acknowledge your order of 10 January for 70 filing cabinets.

or:

We are pleased to acknowledge your order of 10 January for 70 filing cabinets which is receiving attention now. (if no action is described in your own letter, add which is receiving attention).

Acknowledge the following:

- 1) Order for 3000x20 clocks / 22 June
- 2) Letter / 20 July
- 3) Order for 165xM16 generators / 1 August
- 4) Enquiry / 15 October
- 5) Order for 1500 L63 Audio Cassette Recorders / 2 December
- 6) Order for 1000 V16 Video Cassette Recorders / 1 September
- 7) Enquiry / 21 June
- 8) Trial order for 23 type TW 72 filing cabinets / 25 January
- 9) Initial order for 100 type JF7 solar-powered pocket calculators / 3 July
- 10) Enquiry / 14 February

Exercise 60. Match up the phrases in column A with the phrases in column B to make complete sentences, and put the verbs into the first conditional.

Example

If there (be) any delay we (inform) you at once.

If there is any delay, we will inform you at once.

	A		B
1	Unless the consignment (<i>arrive</i>) by the end of next week,	a	if you (<i>order</i>) more than 20,000 units.
2	We (<i>be able</i>) to give you a discount	b	we (<i>place</i>) further orders with you.

3	Unless the items (<i>be/wrap</i>) with extreme care	c	we (<i>accept</i>) an alternative.
4	If the colours we specified (<i>be</i>) not in stock,	d	we (<i>have to</i>) cancel the order.
5	We (<i>send</i>) the consignment by road	e	many of them (<i>get</i>) broken.
6	If this transaction (<i>be</i>) successful,	f	if the railways (<i>be</i>) still on strike.

Exercise 61. Complete each unfinished sentence in the exercise below, so that it means the same as the one before it.

- 1) If we don't hear from you, we'll assume there are no problems.
Unless we
- 2) We can't give you a fifteen per cent discount because your order isn't large enough.
If your order
- 3) On receipt of your order, we'll despatch the goods immediately.
As soon as we
- 4) We can only process your order if we receive the necessary documents within fourteen days.
Provided that we
- 5) The colour you require may be out of stock. Would you accept an alternative?
If we ?
- 6) We cannot accept your order without a letter of credit.
Unless you

Exercise 62. The following verbs can all be used with the noun *order*. Choose the best verb to complete the sentences, using each one only once, in the correct form.

cancel deliver make up refuse
confirm despatch place ship

- 1) We should like to ... an order with you for 5,000 units.
- 2) As we are unable to supply the quantity you requested, it would be quite understandable for you to ... your order.
- 3) We are confident that we will be able to ... the order to you next week.
- 4) You will be pleased to know that your order K451 has already been ... from our depot.
- 5) Please ... your order in writing, so we can inform our distribution depot.
- 6) Your order was ... yesterday on the *SS Oxford*.
- 7) Unfortunately, we shall have to ... your order unless payment is settled in cash.
- 8) I would like to reassure you that your order will be ... in our depot by staff who have experience in handling these delicate materials.

Exercise 63. Below you will see parts of two letters concerned with orders. Put the correct word or phrase in each blank. Choose from the following list. Use each item once only.

accept delivery	line	regret
acknowledge	note	reserve the right
current issue	postage	resume
enclose	quotation	stock
following	range	supply
inconvenience	reference	terms

a) With (1) ... to your advertisement in the (2) ... of 'Office Monthly', I would like to order 2 Easifix Year Planners. I (3) ... a cheque for £15 to include (4) ... and packing.

b) Thank you for your (5) ... of 5th July for your "Finesse" (6) ... of dining room furniture. We find your (7) ... satisfactory and would like to order the (8)
10 "Finesse" dining tables at £280 per item
40 "Finesse" dining chairs at £60 per item
We (9) ... that you can supply these items within 30 days and we (10) ... not to (11) ... after this time.
We should be obliged if you would (12) ... receipt of this order.

c) We thank you for your order of 11th May for 2 *Easifix Year Planners*.
This (13) ... has proved so popular that we (14) ... to inform you that it is temporarily out of stock.
We hope to be able to (15) ... supplies within the next ten days.
We apologise for any (16) ... this may cause.

d) Thank you for your order of 12th July for 10 "Finesse" dining tables and 40 "Finesse" dining chairs.
As we are in a position to (17) ... you with the above items from (18) ... , we have arranged for them to be delivered to you early next week.

Exercise 64. Use the words below to complete this extract from a covering letter that has been sent with an order.

depot **crates** **settle** **delivery** **transaction**
consignment **wrapped** **handover** **packed** **alternative**

Would you please make sure that the (1) ... of fabrics is (2) ... carefully in tissue paper, and (3) ... securely in (4) ... and sent to our main goods (5) ... at the above address in Milan.

If the items listed are not available, please do not send (6)... materials or colours. If there are any problems with (7) ... could you let us know immediately.

We will (8) ... your draft for 25,000 DM, at our bank as soon as they (9) ... the shipping documents.

If this (10) ... is successful, we will place larger orders in the future.

Exercise 65. Hotel Interiors design and manufacture high-quality furniture. They specialise in refurnishing and re-decorating hotels. Recently, they secured a large contract to refurnish a 40-bedroom extension for a hotel in Jersey. Here is a letter to an Italian supplier, Lanificio Bonardi SRL in Milan, confirming an order for cloth and other furnishings. Fill in the gaps, using the phrases below.

<p>Could you please check ... We would like your assurance ... We must point out ... the date of invoice.</p>	<p>This is to confirm ... at the latest. May we remind you of ... to avoid a recurrence.</p>
--	---

Re: Order Ref. Ho. 184/32 May 29th.

Dear Signora Caramellino,

..... the order we discussed on the telephone this morning for the following:

Quality	Pieces	Width x Length	Colour	Price	
3707	15	120 x 40	180	6.000	
	22	" "	172	6.100	
	3	" "	171	1.300	(CIF London)

... it is essential that there should be no colour variation as the material must match the carpets which are already in production. that you can deliver to our factory by July 31st Please ship the goods to our clearing agent in

London, sending him the negotiable documents by air. No trans-shipment please. the fact that the last shipment was badly creased. that the goods are rolled full width in order ? Would you also please confirm the special terms we agreed by telephone, namely 120 days from ?

Yours sincerely

J. Wingate

J. Wingate

**at your expense
in touch with**

**at your risk
in (your/our) favour**

**in full
of assistance**

in response to

Dear Sirs,

We have forwarded a Pro-Forma Invoice (1) ... your request, sent to us by telegram on the 24th November.

We shall be (2) ... our agents to arrange for despatch and shipment. We would like to remind you that refrigeration facilities on board ship will be (3) Any losses through excess heat will be entirely (4) The Insurance Policy will make this clear.

We would like you to open an irrevocable Letter of Credit (5) ... through your bank, which we trust will be confirmed by your bank's correspondents in London.

If we can be (6) ... to you in any way, please let us know. Your correspondence will receive immediate attention, and we shall follow your instructions (7) ...

Yours faithfully,

Exercise 67. Complete the letters below with suitable words.

18th November, 20____

a)

Dear Sirs,

Your Order No. 281511 /TW37 /CLF

We thank you for your (1) ... of 15th November for:

70 TW37 Filing Cabinets

500 Cueflle Looseleaf Folders.

We can (2) ... that we have these items (3) ... and that we can guarantee (4) ... to Barcelona before the 15th December. They will be (5) ... as soon as we have received instructions from your bank's (6) ... in London. We have already despatched a Pro-Forma (7) ... for the (8) ... to you and it should reach you within a few days. All costs to Barcelona are included on it.

When we have heard from your bank's correspondents we will immediately (9) ... you of the date of shipment.

You may rely on us to follow the (10) ... in your Letter of Credit in full.

Yours faithfully,

b) Dear Sirs

Order No. 281511 /TW37 /CLF

We thank you for your (1) ... price list, sent to us on 3rd November. We have received a (2) ... from your representative in Barcelona, and we are convinced that the filing cabinet (TW37) will meet our (3)

We are therefore (4) ... an order for 70 type TW37 filing cabinets and 500 Cuefile looseleaf folders. We (5) ... an official order (6) ... for the above goods. The (7) ... will call for a Pro-Forma Invoice, which should include full (8) ... of discounts, freight and insurance.

This order is subject to (9) ... before 15th December, 20____. We therefore (10) ... the right to (11) ... the order and /or return the shipment at your (12) ... and (13) ... at any time after that date.

Since this is the first time we have done (14) ... , the most acceptable (15) ... of payment will be by irrevocable Letter of (16) Our bank, Banco Commerciale Barcelona, will therefore (17) ... a Letter of Credit in your (18) ... for your invoice c.i.f. Barcelona, and the (19) ... of our Letter of Credit will be sufficient to cover this. We hope this is acceptable.

We will accept your (20) ... for 60 days on our credit. Our (21) ... will inform you of the type and numbers of copies of the documents (22) The credit will be issued only (23) ... documents.

We look forward to (24) ... your shipment, and to doing (25) ... business with you.

Yours faithfully,

c) Halls Ltd
16 Highton Way
Liverpool 12
England

Your ref:

(1) : KS/WN

19 December (2)

Dear (3)

Thank (4) of 1 June and the enclosed catalogue.

We have studied your catalogue very carefully and (5) order:

1500 XL watches Cat. (6) ... M1626

1000 ZM8 wall clocks Cat. (7) ... M1627

We will (8) by banker's (9) within 20 days (10)
.....

Yours (11)

K de Silva

K de Silva

Purchasing Manager

Exercise 68. Write these letters using the following words and phrases:

a) Dear Sirs,

We thank / your catalogue, price-list and brochure / sent / on 22nd April. We / receive / visit / your representative / 2nd May. We / satisfied / your goods / suitable.

We / place / an order / 1,200 tins of tomato soup / We / enclose / order form (No. 12937).

Our bank / issue / a Letter of Credit / in your favour / your invoice f.o.b. London.

We look forward / receive / your shipment.

Yours faithfully,

b) Dear Sirs,

We thank / your order (No. 12937) / 7th May / 1,200 tins of tomato soup.

We confirm / have / items / in stock. We / guarantee delivery / 25th May 20____. The goods / sent / as soon as / receive / instructions / your bank's agents in London. We / despatched / a Pro-Forma Invoice / merchandise. All costs / include / on it. We / advise you / the date of shipment / when we hear / your bank's correspondents.

Yours faithfully,

Exercise 69. Read the memo below from a buying manager to a secretary and look at the sales catalogue Mr Faust mentioned in his memo.

MEMORANDUM

To: Sabine Muss

From: D. Faust (Buying Manager)

Date: 5 May 20____

Please place an order with D. Causio of Satex for the items I've indicated on the catalogue attached. Remind him in the accompanying letter that the terms we agreed on were payment by banker's draft, and delivery within six weeks.

Thank you

SATEX S.p.A.

Spring catalogue

<i>ITEM</i>		<i>CATALOGUE NO.</i>	<i>PRICE (DM per item)</i>	
<i>Shirts</i>				
Plain	white	S298	30	50
	blue	S288	30	50
Striped	white/blue	S301	35	
	white/grey	S302	35	
	white/green	S303	35	
<i>Pullovers (V-neck)</i>				
Plain	red	P112	40	20
	blue	P155	40	20
	black	P196	40	
Patterned	blue	P305	52	
	black	P306	52	

Now, use the information from the memo and the catalogue to complete the order form.

SATEX S.p.A.
Via di Pietra Papa 00146 Roma
ORDER FORM

Date: 5 May 20

Name of company: _____

Order No: W6 164

Telephone: 05 41/7/98 25 21

Fax: 2918176

Address for delivery: Wessumerstrasse 215-18, D-4500 Osnabrück

Authorized: (D. Faust)

Quantity	Item description	Cat No.	Price c.i.f.	Total

Amount due: _____

Terms of payment: _____

Requested delivery date: _____

- Write a covering letter with this order from Sabine Muss on behalf of D. Faust.
- 1) Thank Satex for their letter of 1 May, catalogue, and price-list.
 - 2) Tell them you have enclosed the above order, and that you expect delivery within six weeks. You will pay by banker's draft when you receive the shipping documents.
 - 3) Explain that if items are not available they should not send substitutes.
 - 4) Tell them that if there are any problems with delivery, they must let you know at once.
 - 5) Close by saying you look forward to receiving acknowledgement of your order.

Exercise 70. Write a covering letter from Anne Lenoir for an order according to the instructions in the memo below.

YACHT INTERNATIONALE

12 BVD SALVADOR F-13006 MARSEILLE

MEMO

To: Anne Lenoir

From: Jacques Delmas

Date: 25 September 20____

Please write a covering letter to accompany Order R497. Despatch details as follows:

Name of supplier: Mr H Kjaer (Sales Director)

Address: Dansk Industries, Kongens Nytorv 1, DK-1050 København K.

Consignment: navigational instruments

Please remind Dansk to pack the goods individually in 8 crates, numbered, with our logo. Tell them to send the instruments air freight, c.i.f. Marseille, to reach us no later than 18 May.

Their invoice should show all individual costs and the 12% trade and 3% quantity discounts we agreed on. Remind them to send this with the insurance certificate, and Air Waybill to The Bank of Marseille, 153-6 avenue Charles de Gaulle, F-12019, Marseille, where we will hand over our sight draft.

Thank you

Exercise 71. Translate into English.

Шановні панове,

Дякуємо Вам за каталог і список доступних знижок, які ви надіслали нам 15 листопада. Ми вважаємо, що товари такої якості користуватимуться великим попитом на нашому ринку, тому ми готові зробити пробне замовлення на такі предмети з Вашого весняного каталогу:

20 вечірніх сумочок моделі «Анджела» номер у каталозі 5

20 косметичок моделі «Вероніка» номер у каталозі 17

20 гаманців моделі «Доріс» номер у каталозі 27а

20 гаманців моделі «Глорія» номер у каталозі 28

Якщо у Вас немає в наявності номерів 27а та 28, просимо вислати у якості заміни номери 27 та 29а.

Оскільки ці товари необхідні нам до Різдва, ми розміщуємо у Вас замовлення лише за умови, що Ви можете гарантувати відправку товару не пізніше 10 листопада. Таким чином, ми залишаємо за собою право анулювати замовлення в будь-який момент після вказаної дати.

Оскільки це перший діловий контакт з Вашою фірмою, найбільш прийнятним способом оплати буде безвідкличний акредитив. Наш представник у банку зв'яжеться з Вами з приводу необхідних документів й кількості їх копій, і після їх отримання ми дамо розпорядження нашому банку відкрити на Вас акредитив.

З нетерпінням чекаємо на підтвердження Вашого замовлення.

З повагою

UNIT 7

PACKING AND DESPATCH

LANGUAGE PRACTICE

1. Notice these sentences:

a) Your consignment will be shipped on board the S.S. Shenandoah, *which* sailed from Tilbury Docks on December 5th.

b) We refer to the above order, *for which* you will soon receive a special order form.

Make sentences similar to A for the following pairs of sentences:

- 1) Marks are abbreviations and symbols. They are stencilled on containers.
- 2) Weights and dimensions are details. They are included in the buyer's instructions.
- 3) Your packing instructions will be sent to the export packing department. It will carry them out.
- 4) You may use our agent's services. They are free.
- 5) Our invoice shows the charge for the metal containers. They are returnable.

Make sentences similar to B for the following:

- 1) We enclose a Pro-Forma Invoice. The discount is stated in it.
- 2) Please forward the shipping documents. We sent a request for them on the 12th November.
- 3) Please write the name of the bank. We must send the documents to it.
- 4) We thank you for your letter of the 29th November. You state your terms for packing and shipment in it.
- 5) This is the address. You must send all correspondence to it.

2. Notice how these sentences are used for:

a) Important demands:

We must insist on certain packing conditions.

b) Compulsory, legal demands

We must comply with the demands of the customs authorities.

c) Essential and sometimes compulsory demands

Customs authorities require a Certificate of Origin.

d) Essential specific demands

These conditions must be strictly observed.

Make similar sentences for the following:

- a)
 1. Non-inflammable polythene wrapping for the voltmeters
 2. The correct dimensions of the containers in centimeters
 3. The shipping documents before we can issue the Letter of Credit
- b)
 1. The port authority's fire precautions
 2. The instructions of the marine insurance policy
 3. Government import licence regulations
- c)
 1. Our customers/full packing details
 2. The suppliers/a special order form
 3. The Bank/a full set of shipping documents.
- d)
 1. Instructions about transshipment
 2. Our customer's special packing requirements
 3. The Government's customs duty declarations

3. Describing packing details.

The (... electric drills) *are (packed) in (... 5 separate crates) marked (... SW WOL INC. NEW YORK) and numbered 1 to 5.*

Describe the following packing details:

1. MACHINES	1 CRATE	M H WON KUALA LUMPUR	
2. CAMERAS	2 CRATES	LALIPUR LAGOS	1 – 2
3. TOOLS	6 CRATES	M LEMAN DIEPPE	1 – 6
4. PAINT	15 DRUMS	WALK LTD. LIVERPOOL	1 – 15
5. BOOKS	8 CRATES	H HERTZ	1 – 8

4. Advising of dispatch. Notice these sentences.

We are pleased to advise you of the dispatch of your order No. J657 for 70 filing cabinets.

or:

We are pleased to advise that your order No. J657 for 70 filing cabinets was dispatched.

Advise the dispatch of the following:

- 1) Order number ML 1675 / 200 large paperweights
- 2) Order number 1700 H/LD / 50 V-neck blue pullovers
- 3) The 10 generators missing from order HD/17/T6000
- 4) Orders numbers 16 ML 64 and 17 ML 69 / 150 L63 Audio cassette Recorders and 100 M16 Video Cassette Recorders
- 5) The replacement photocopiers damaged on delivery from order number 17KLM N / 165
- 6) Order No. Fj3 / 65K for 3000 M20 clocks
- 7) Order No. H8907 for 165 M16 generators
- 8) 25 replacement solar-powered pocket calculators damaged on delivery from order number K56 / GH89
- 9) Order No. KL7890 for 10,000 M20 steel sheets
- 10) The 59 pairs of pink rubber gloves missing from your order No. LM/50/C4

Exercise 72. Insert the correct words in the appropriate spaces in the passage below.

PACKING

containers

fire-proof

open this end

country of origin

fragile

padding

dimensions

inflammable

stencil

discharge

lining

water-proof

forwarding

on board

weight

Packing is very important in modern shipping. The use of pre-packed (1) has reduced the risk of damage which can be caused by rough loading and unloading,

but there are still many risks which packing and (2) agents must be careful about.

In addition to the damage caused by loading and unloading, there are the risks from water and fire, as well as other accidents (3) ship. Therefore the containers used today are often strong, (4) and (5) to protect them against rough handling, fire and water respectively.

Although there is less risk today, forwarding agents often have to (6) special signs on the containers, cartons, crates or boxes. For example, they write (7) if the goods can be broken easily, (8) if the goods catch fire easily, and (9) if it is important to open a container so that the goods are standing the correct way when the container is opened.

In addition, the (10) in kilos and the (11) in centimetres are sometimes necessary. Importers also give instructions to suppliers to stencil the (12) , e.g. PRODUCE OF THE UNITED KINGDOM, and the port of (13) , e.g. MOMBASA, on the containers.

The materials used are important. Wooden and metal crates and containers are necessary for fragile goods, and waterproof and fireproof (14) is sometimes necessary. To prevent damage from rough handling of glass bottles, for example, extra (15) is necessary.

If goods are packed carefully, there is less damage and less inconvenience for suppliers, buyers and insurance companies.

Exercise 73. Use the words below to complete these sentences about goods and transport.

GOODS AND TRANSPORT

Air Waybill	clearing agent	dock receipt	perishable
Bill of Lading	consignee	durables	shipper
Certificate of Origin	container	fragile	white goods

- 1) Goods which are easily broken are described as
- 2) A steel box used for transporting goods is a
- 3) The person who will receive the goods is the
- 4) A document which tells you where the goods are from is a
- 5) A person who clears the goods through customs is a
- 6) A document used as a consignment note for air transport is an
- 7) The party responsible for sending the goods is the
- 8) A document which states the goods are on board ship is a
- 9) Foodstuffs, and other goods which have a short shelf-life, are
- 10) A document which states what is in a consignment is a
- 11) Goods, such as fridges and washing machines, which are used for domestic purposes are sometimes called
- 12) Long-lasting manufactured goods are referred to as

Exercise 74. Here are some abbreviations found on trade finance documents:

1	CAD	Cash Against Documents
2	E/L	Export Licence
3	ICC	International Chamber of Commerce
4	AWB	Air Way Bill
5	FCR	Forwarder's Certificate of Receipt
6	L/C	Letter of Credit
7	SAD	Single Administrative Document
8	B/L	Bill of Lading
9	CTN	Container
10	COD	Cash On Delivery
11	CTD	Combined Transport Document
12	UCP	Uniform Customs and Practice

Now find the correct explanation of the terms above.

- 1) Payment is made upon receipt of documents, providing that they are in order.
- 2) This document is used for the free movement of goods in EU countries.
- 3) A set of rules issued by the International Chamber of Commerce which lays down the procedures for completing documentary credit forms.
- 4) A receipt for goods issued by a forwarding agent to an exporter.
- 5) A reinforced box used for the transportation of goods.
- 6) This document states that the goods have been received on board a plane and serves as a consignment note with full details of destination, type of goods, weight, etc.
- 7) A licence required by an exporter to permit him/her to carry out export activities.
- 8) A Bill of Lading which includes sea and other forms of transport.
- 9) A non-governmental organisation which promotes world trade and investment, and formulates guidelines and terminology for importers and exporters.
- 10) This document serves as a consignment note for the transportation of goods by sea.
- 11) This is a document which serves as a means of payment for import-export transactions.
- 12) This means that payment will be made at the time of delivery of the goods.

Exercise 75. Use the words in below to name the documents explained here.

INTERNATIONAL TRADE FINANCE DOCUMENTS

Bill of Lading

Certificate of Inspection

Certificate of Origin

Commercial Invoice

Export Licence

Forwarder's Certificate of Receipt

Health Certificate

Insurance Certificate

Phytosanitary Certificate

Proforma Invoice

Single Administrative Document

Veterinary Certificate

- 1) A document issued by the shipping company to the shipper which acknowledges that the goods have been received for shipment. It gives details of goods, vessel and port of destination.
- 2) This document is a signed statement providing information about where the goods come from.
- 3) A document sent by the seller to the buyer, which includes details about the goods, i.e. quantity, weight, number of packages, shipment, price, terms of delivery and payment.
- 4) This document contains a description of the goods and details of the claim procedures in case the goods are lost or damaged in transit.
- 5) This document is required if animals are being transported and is a declaration that they are in good health.
- 6) This document is often used for technical equipment and confirms that the goods follow the client's requirements.
- 7) This document is required when foodstuffs are transported and confirms that the goods follow standard hygiene codes and are fresh.
- 8) A document used for the transportation of plants, which verifies that they are not diseased.
- 9) This document is used for the free movement of goods within EU countries.
- 10) A document which serves as an example or estimate of the cost of goods or services and does not require payment
- 11) A licence which enables the exporter to carry out trade.
- 12) A receipt for goods issued by a forwarding agent to an exporter.

Exercise 76. Insert the correct phrases in the following letter.

in our/your own interest
in transit

in due course
on arrival

on the way
to the letter

Dear Sirs,

We enclose packing details for your order of the 25th September for 125 voltmeters. Your instructions about waterproof materials have been followed (1)

...

A letter enclosing specimens of our marks is (2) ... to your head office. We hope you will forward this to your agents in Genova (3) ...

It will be (4) ... to ensure that no hooks are used when unloading at the port of Copenhagen. We have tried to ensure that no damage is caused to your merchandise (5) Your agent should ensure that no damage is caused (6) ...

I trust that these packing details are suitable. If not, please let us know, and we will help you in any way we can.

Dear Sirs,

Order No. 281511/TW37/CLP

We (1) ... to the above order, for which you will soon receive our order form.

First we must insist on certain packing (2) ..., both in our own interest and to (3) ... the demands of our customs authorities.

We prefer light wooden (4) ... for the filing cabinets to prevent dents and scratches. Wooden (5) ... will be necessary for the looseleaf folders. We would like to have some extra (6) ... in these crates also. Customs (7) ... is thorough in Barcelona, so any metal bands securing the containers and crates must be screwed on carefully so that the containers can be opened and secured again properly.

We are acquainted with your special (8) ... and they are adequate as identification. In addition, Spanish customs require the country of (9) ... to be marked on the container, and the (10) ... (in kilos, please!) and (11) ... (in cms, please!). We would also like the word FRAGILE (12) ... in large letters on all sides of the container. Each container must have a number.

These (13) ... must be strictly observed, as the containers and crates are likely to receive rough (14) ... in transit and at the port of (15)

b) A reply to the letter giving packing instructions.

Dear Sirs,

Order Ho. 281511 /TW37 /CLP

We have pleasure in (1) ... that your packing instructions will be (2) ... to the letter by our (3) ... agents in London.

Our forwarding agents (4) ... us that the containers for the filing cabinets are made of lightweight reinforced plywood. These are used to reduce (5) ..., which is charged on weight (not on dimensions) for this (6) These containers are not returnable.

We shall, in due course, send you an (7) ... of despatch when all arrangements have been completed and your order has been (8)

Yours faithfully,

c) An advice of dispatch.

Dear Sirs,

Your Order No. 281511/TW37/CLP

We are pleased to (1) ... you that your filing cabinets and loose-leaf folders have now been (2) As agreed, we have fulfilled the following (3) ...:

(4) ...: In 13 containers; 4 cabinets to a container.

(5) ...: By S/S Shenandoah, Norless Line, which sailed from Tilbury

Docks, London on December 5th, and is (6) ... to arrive in Barcelona on December 11th.

(7) ... and (8) ...: S.O.F. in diamond BARCELONA. Details of weights and measurement are given on the enclosed printed form.

We have (9) ... the shipping documents, that is a complete set of clean 'on board' (10) ..., the Commercial (11) ... (5 copies), and the Insurance (12) ... to your bank's (13) ... in London, who have accepted our 60 d/s (14) ... on them for the (15) ... which your Letter of Credit (16) ... with them.

We look forward to hearing in due course of the safe (17) ... of the (18)

Yours faithfully,

Exercise 78. Complete the following letter advising of the dispatch of order ML/D6320 by Air India to London.

Indian Steel Company	Industrial Unit 62, Bombay
H Walker Ltd	Your ref: ML/2Y
16 Foot Avenue	Our ref: (1) ... /pr
Northampton	(2)
England	
Dear (3)	
We are (4) dispatch of (5) which was collected this morning for (6)	
We enclose the (7), (8), and (9) freight and insurance charges.	
We look forward to (10)	
Yours (11)	
<i>Dilip Patel</i>	
DILIP PATEL	
Export Manager	

Exercises 79. Write a letter containing packing instructions, using the following words and phrases.

Dear Sirs
We refer / order for light weight suits / which / you / soon receive.
We / insist / certain packing conditions. We / like / you / pack / goods / light
wooden crates. Each crate / have extra padding. Please ensure / crates / have / metal bands / can be opened / customs authorities.
We / like / you / stencil / following / all sides of the crates:
PRODUCE OF THE UNITED KINGDOM
KEEP DRY
OPEN THIS END
HANDLE WITH CARE
We / also like / you / mark / weight / dimensions. Please / ensure / these packing instructions / carried out. Our insurers / insist / these conditions, / and handling / likely / rough / in transit and at the port of discharge.
Yours faithfully

Exercise 80. Write a letter of reply to the letter in Exercise 79 using these words and phrases.

Dear Sirs

We thank /

We please / confirm / your packing instructions / carried out.

Our forwarding agents / tell / crates / lightweight. This / reduce / freight. The crates / not returnable.

We / send / an advice of dispatch / when / arrangements / complete / and / order / shipped.

Yours faithfully

Exercise 81. Translate into English.

a) Шановні панове,
Стосовно до Вашого замовлення на 400 великих банок фарби. Бланк замовлення був висланий Вам минулого тижня, і ми гадаємо, що Ви його вже отримали.
Оскільки наш досвід у транспортуванні фарби більший, ніж Ваш, ми б хотіли запропонувати Вам наступні інструкції з пакування. Як Вам відомо, фарба є легко займистим продуктом, тому завжди слід вживати додаткових запобіжних заходів.

Будь ласка, спакуйте банки у 10 великих металевих коробок, по 40 банок у кожній. Розміри кожної коробки не повинні перевищувати 110смх55смх55см, оскільки за перевищення встановленого розміру та ваги стягається додаткова плата.

Кожна коробка повинна мати внутрішню вогнетривку обшивку. Ми вважаємо, що для цих цілей краще за все застосувати азбест. Кожна коробка повинна бути правильно опломбована.

Будь ласка, нанесіть на коробки наступне маркування великими буквами:

ЕКСПОРТ – МОМБАСА
ВОГНЕНЕБЕЗПЕЧНО – ФАРБА
ПОВОДИТИСЯ ОБЕРЕЖНО

Цього буде достатньо, оскільки наша митна влада не ставить до маркування ніяких особливих вимог.

Будь ласка, спакуйте товар у відповідності з нашим приписом. Приділіть особливу увагу вогнетривкій обшивці, оскільки на цьому особливо наполягає наша страхова компанія.

Щиро,

б)

Шановні панове,

Дякуємо Вам за Ваш лист від 7-го серпня.

Ми передали Ваші приписи нашим пакувальникам та експедиторам, і вони їх точно виконають.

Наші експедитори повідомили, що металеві коробки, які вони використовують, не тільки вогнетривкі, але й легкої ваги. Це інвентарна тара, і наші експедитори зв'яжуться з Вами, щоб домовитися про умови їх повернення.

Як тільки Ваш товар буде спакований і повантажений, ми надішлемо Вам повідомлення про відправку.

З повагою,

c)

Шановні панове,

Ми раді повідомити Вас, що ваш вантаж фарби уже відправлений. Як і було обумовлено, ми виконали всі Ваші приписи:

Пакування: у 10 коробок; 40 банок у кожні коробці.

Перевезення: пароплавом “Ліффі”, котрий відплив із Ліверпуля 20 серпня і котрий повинен прибути до Момбаси 29 вересня.

Маркування:

ЕКСПОРТ – МОМБАСА

ВОГНЕНЕБЕЗПЕЧНО – ФАРБА

ПОВОДИТИСЯ ОБЕРЕЖНО

Коробки пронумеровані з 1-ї по 10-у.

Ми передали вантажні документи представникам Вашого банку в Лондоні, і вони акцептували нашу тратту.

З нетерпінням очікуємо повідомлення про своєчасне і благополучне прибуття товару.

З повагою,

UNIT 8

LETTERS OF COMPLAINT

LANGUAGE PRACTICE

1. Note the use of ‘With the *exception* of ...’, and ‘*which* ...’. We can join these three sentences using them. *The merchandise seems to be in good order. No. 9 is not. It contains the wrong type of cabinet.*

The merchandise seems to be in good order, *with the exception* of No. 9, *which* contains the wrong type of cabinet.

Do the same thing with the following sentences:

- 1) The packing cases arrived in good condition. No. 5 did not. It was broken.
- 2) The goods arrived safely. The metal tubes did not. They were missing.
- 3) The merchandise was shipped on time. The electric light switches were not. They were sent later.

- 4) The documents were sent by surface mail. The Certificate of Insurance was not. It was sent by air mail.
- 5) Most goods must be sent by ship. Light, small, expensive precision instruments need not. They should be sent by air.

2. Notice how we express contrast:

We ordered 20,000 HB ITEX pencils *but* the crate only contains 12,000.
 Crate 17 contained only 12,000 HB ITEX pencils, *although* 20,000 had been entered on both the packing list and the invoice.

Express contrast using the word given:

- 1) Ordered 1000 cakes / received only 100 / but
- 2) Invoiced for 100 N52 engines / only 85 delivered / but
- 3) Not received the replacements / ordered 3 weeks ago / although
- 4) Order N6/M7 12 not delivered / MV SATURN docked 8 days ago / although
- 5) Wrote 7 weeks ago / not received your latest catalogue / but

3. Note these sentences:

Our agent took delivery of the goods in the port of Oslo on the 29th January 20____. *Unfortunately*, 127 forks were missing.

Use the word '*unfortunately*' to express a mild complaint at the following. The word begins the second sentence in each case.

- 1) We received your consignment of electrical equipment. Two cases of transformers were damaged.
- 2) We would like to send the goods in one shipment. That is not possible at the moment.
- 3) The ship set off on schedule. It was delayed in transit by stormy weather.
- 4) The damage was caused by bad packing. The insurance policy doesn't cover you for this.
- 5) We ordered 25 typewriters. Only 20 arrived.

4. Notice how a more *serious complaint* is expressed.

We regret to inform you that four cases are damaged.
We very much regret to inform you that the quality of the merchandise is unacceptable.

Complain in this way about the following:

- 1) Seven boxes are missing.

- 2) There has been some pilferage in cases 1 to 5 inclusive.
- 3) The padding did not protect the glass bottles.
- 4) Case No. 19 was damaged by hooks in the port of Marseilles.
- 5) The shipment of men's suits was delayed in transit.
- 6) The quality and design are not up to your usual standard.
- 7) Cases 7 and 8 contain the wrong goods.
- 8) Only 20 typewriters were despatched, out of an order for 25.
- 9) The insurance policy doesn't cover you for negligent packing.
- 10) We cannot accept the surplus cases you consigned.

5. Notice how these phrases are used to suggest *politely* that the recipient has made a mistake or has been inefficient in some way.

Perhaps your forwarding agent made a mistake?

We assume that your forwarding agent made a mistake.

Use '*Perhaps*' and '*We assume that*' to make polite suggestions for these:

- 1) You didn't send the advice of despatch by air mail.
- 2) Your packing department received the wrong catalogue reference number.
- 3) The S/S Sheppey was delayed in the port of London.
- 4) The Bill of Lading was not 'clean'.
- 5) The case was not marked 'USE NO HOOKS'.
- 6) The contents of Case No. 9 were for a different order.
- 7) The containers were too light and weak.
- 8) Your forwarding agent was unaware of the penalty clause.
- 9) The goods were stowed in a hot place on board ship.
- 10) Your forwarding agent doesn't understand French customs regulations.

6. Notice how these sentences express need and reason:

We need the pencils *to* complete deliveries.

The full consignment *is urgently required to* complete orders.

Require is more formal than *need*.

Write sentences as directed. Express need and reason:

- 1) The 100 new engines / complete our orders
- 2) 300 X26 motors / supply our customers
- 3) 200 copies of your summer catalogue / send to our agents
- 4) The remaining 10 cookers / complete our deliveries
- 5) More detailed information / answer customs enquiries

7. Notice how these sentences express reason:

We need the pencils. *Therefore* we must ask you to despatch the additional 8000 pencils.

The full consignment is urgently required *so* it is absolutely essential that you ship the additional 8000 pencils.

It is absolutely essential that you ship the additional 8000 pencils *because* the full consignment is urgently required.

Express reasons using the given information:

- 1) You must send the bicycles at once / the bicycles are needed next week / therefore
- 2) We will not require any more deliveries of sheet metal after 31 August / we are closing our factory in Northern Italy / so
- 3) We have not placed our usual order for garden furniture / we have not received your catalogue this spring / therefore
- 4) We are unable to supply you / we have sold all our X27 radios / so
- 5) We were unable to send your complete order / we didn't have all the items in stock / because

8. Notice how this sentence expresses urgent and immediate demands:

We must insist on replacements for the four cases *immediately*.

We must insist on replacements for the four cases *at once*.

Use the italicized words and phrases for the following demands:

- 1) A despatch of the shipping documents
- 2) A visit from your agent
- 3) Replacements for the goods in Case No. 4
- 4) A consignment of spare parts
- 5) A correction of the details printed on the Bill of Lading
- 6) A cancellation of the order
- 7) A detailed statement of freight and insurance costs
- 8) A reply to our complaint about your merchandise
- 9) The despatch of a Pro-Forma Invoice
- 10) A cable in reply to our enquiry about the advice of despatch

9. Notice how these sentences are used to express obligation:

We must ask you to despatch the additional 8000 pencils.

It is absolutely essential that you ship the additional 8000 pencils.

Express obligation (of another person) for the following:

- 1) Air-freighting the additional 2000 cameras by 10 June
- 2) Despatching the complete order at once
- 3) Replying to our request by return
- 4) Explaining the reason for the long delay
- 5) Giving a precise delivery date

10. Notice the use of *arrange* here:

Please *arrange for* the despatch of replacements at once.

You ask your suppliers to contact others when you ask them to ‘arrange for’ something. Ask suppliers to arrange the following:

- 1) The correction of an error in the consignment
- 2) The collection of the ten cases at the port of Liverpool
- 3) The despatch of the shipping documents as soon as possible
- 4) The completion of the customs forms by your Despatch Department
- 5) The distribution of copies of our packing instructions to all departments

11. Notice the use of the words *concerning* and *regarding*:

We received the documents *concerning* the above order on the 10th December.
Please inform your forwarding agents *regarding* customs difficulties.

‘*Concerning*’ and ‘*regarding*’ are very often used in official correspondence instead of the more common word ‘*about*’. Use these words to connect the following sentences:

- 1) We received your letter. It mentioned the Certificate of Insurance.
- 2) Inform your agents. Tell them about our packing instructions.
- 3) We saw the notice. It was about the new customs regulations.
- 4) We received your enquiry. It was about filing cabinets.
- 5) Please send instructions. They must tell us about shipment.
- 6) We noticed a difficulty. It was about unloading.
- 7) We received your instructions. They were about methods of payment.
- 8) Please send information. It should tell us about marks and numbers.
- 9) We received the documents. They were about shipping arrangements.
- 10) Please notice the regulations. They are about the new customs documents.

Exercise 82. Insert the correct words in the appropriate spaces in the passage below.

cancel
discount
discrepancy

inferior
investigate
negligence

packing list
penalty clause
quantity

replacements
unsaleable
up to standard

Complaints are often received by companies who ship consignments overseas. These complaints are sometimes about the (1) of goods received. Perhaps not enough goods were sent, perhaps too many. And sometimes it is a complaint that the wrong goods were sent.

Often there are complaints about (2) packing, which can cause damage to the goods. Sometimes the complaint is about inferior quality. Buyers in this case often complain that the goods are not (3) There may be a (4) between the description of the goods in the brochure and the goods which actually arrived.

A complaint may be about a delay in shipment, although companies often have a (5) in their contract to protect them against loss from delay.

Complaints about damage are usually the business of insurance companies, but if the damage is caused by the (6) of the packers, then the insurance companies will not accept responsibility.

When there is a complaint that the wrong goods were sent, or too many, or too few, then it is always necessary to check the (7) for the cases, as well as the invoice. Then the agent must (8) what happened. The goods may still be in the port of loading. But the buyer cannot wait for the agent's report. He usually insists on (9) as soon as possible.

Bad, inferior or inadequate packing may cause damage to goods in transit. The buyers may accept damaged goods if the supplier offers a (10) but if the goods are badly damaged they may be (11) and in this case the buyer will demand replacements. If the delay is very long the buyer may (12) the order, and there may be great loss to both suppliers and buyers.

Exercise 83. Use the *a*, or *the*, or leave the space blank in this letter of complaint.

ISTITUTO DI MEDICINA

Viale Bracci
1-61001 Siena

15 June 20____

The Sales Manager
Nihon Instruments
12-18 Wakakusa-cho
Hagashi-Osaka-cho
Osaka-fu
Japan

Dear Mr Toda

AWB 4156/67

We are writing to point out that (1) ... above delivery, which arrived yesterday, was (2) ... week late. This is (3) ... second time we have had to write on this subject, and we cannot allow (4) ... situation to continue. We have already explained that it is essential for (5) ... medical equipment to arrive on (6) ... due date as (7) ... late delivery could create (8) ... very serious problem.

Unless we have (9) ... absolute assurance that you can guarantee (10) ... promptness of all future deliveries, we will have to look for another supplier. We will want your confirmation before we place our next order.

Yours sincerely

Carlo Lotti

Carlo Lotti

Head of Administration

Exercise 84. Insert the correct phrases in the letter below.

at once
by return
in good time

in accordance with
in good condition
with the exception of

on board
on condition that
on schedule

Dear Sirs

(1) ... your instructions for the shipment of leather goods to Naples, we have dispatched the goods (2) ... the S.S. Warwick, which left the port of London (3) ... and should arrive in Naples (4) We have packed the goods in sealed metal containers, (5) ... the knee-length boots, which we have put in separate wooden crates. We trust that the goods will arrive (6)

We will accept responsibility for any damage caused by bad packing, but only (7) ... you make sure that your agent supervises unloading in Naples.

Please contact your agent in Naples (8) ... , since he will have to receive and inspect the merchandise.

Perhaps you would let us know (9) ... if you are still interested in our range of men's leather jackets.

Yours faithfully

Exercise 85. Read this letter of complaint, and fill in the blanks with the correct verb taken from the list below.

have not arrived
have contacted
have not had
have informed

found
received
showed
unpacked

was torn
were damaged

C. R. Méndez S.A.

Avda. del Ejércitoto 83 E-48015 Bilbao

The Sales Manager
Seymore Furniture Ltd.
Tib Street
Maidenhead
Berks SL6 5DS

15 October 20____

Dear Mr Harrison

I am writing to complain about a shipment of tubular steel garden furniture we (1) ... yesterday against our invoice no. G 3190/1.

The crates (2) ... on the outside, and looked as if they had been roughly handled. When we (3) ... them, we (4) ... that some of the chair legs were bent and rusty, and the fabric on the seating (5) ... , or (6) ... signs of wear.

Two further crates from the consignment (7) ... yet, so we (8) ... the opportunity to inspect them. I (9) ... the shipping company that we cannot accept this consignment from you and they (10) ... your insurers.

As we will be unable to retail this consignment in our stores, we are returning the shipment to you carriage forward, and we shall expect a full refund.

Yours sincerely

C. R. Méndez

C. R. Méndez

Managing Director

Exercise 86. Below you will see parts of two letters concerned with a delay in fulfilling an order. Put the correct word or phrase in each blank. Choose from the following list. Use each item once only.

deducted
further delay
issue
set

matter
obliged
passed

promised delivery
refund
reply

a)

On 8th October I sent you an order for a (1) ... of five computer programs which you had advertised in the October (2) ... of 'Computer World'.

Although your advertisement (3) ... within 28 days, 6 weeks have now (4) ... and I have still not received the programs. You must have received my order as the £70 I paid by cheque has been (5) ... from my bank account.

Would you please look into this (6) ... for me and send my order without (7) ...

b)

Two weeks ago I sent you a letter inquiring about my order of 8th October for five computer programs which had not arrived.

I have received no (8) ... to my letter and the programs have still not been delivered. I must ask you, therefore, either to send my order immediately or to (9) ... my payment of £70.

I hope I shall not be (10) ... to take this matter any further.

Exercise 87. Below you will see parts of four letters of complaint. Put the correct word or phrase in each blank.

a) A complaint about delay.

Dear Sirs

ORDER NO. 278 /MM57 /CJG

We are concerned that we have not yet received an advice (1) ... dispatch (2) ... you (3) ... the above order (4) ... 1,500 Mickey Mouses.

Our order stressed the importance (5) ... an early delivery date. That date is very near (15th December). In your acknowledgement ((6)... 18th November) you said you were confident you could meet this delivery date. There is no possibility (7) ... this now, unless your advice (8) ... dispatch was lost (9) ... the post.

Our stocks are running (10) ... and the Christmas trade will soon be (11) ... its peak. It will be most unfortunate if you cannot arrange delivery (12) ... Christmas.

Please inform us (13) ... cable whether the goods have been dispatched and when we can expect delivery.

Yours faithfully

b) A complaint that the wrong goods were sent.

Dear Sirs

Order No. 281511 /TW37 /CLF

We received the documents (1) ... the above order in good time and the (2) ... arrived on board the S/S Shenandoah on the 11th of December 20____ . Our agents (3) ... delivery of the order at the port of Barcelona.

The (4) ... seems to be in (5) ... with the (6) ... of Case No. 13, which appears to contain filing cabinets of a type completely different to TW37. The case contained two filing cabinets, whereas the other cases contained four each. We have checked this (7) ... the details printed on the Bill of (8) ... and on your invoice. We assume that your (9) ... or (10) ... agents made a mistake. Perhaps the contents of Case No. 13 were for a different order?

We (11) ... a list of the contents of Case No. 13. We would like you to arrange a dispatch of (12) ... at once.

Our agents are keeping Case No. 13 in their warehouse. Please let us know what you wish our agents to do with it. Perhaps you will inform your forwarding agents (13) ... shipment and customs (14)

Yours faithfully

Dear Sirs

We refer / our order No. 1395D / men's woollen socks / consigned by you / 19th April / and / we received / 28th April.

We regret / inform / you / two cases, numbers 8 and 12 / broken. 37 pairs of socks / missing. We / informed / the Lloyd's agent / investigating the matter.

We / check / the invoice / the packing lists. There / a discrepancy / the two.

We / ask / arrange / dispatch / replacements / the missing socks / at once / as we / meet / a delivery date / our own customers.

Yours faithfully

Exercise 89. Complete this letter to Roots Limited (of 17 Argyl Way, Chelmsford, Essex, England ES1 6DP). Report that crate 42 contained only 400 Halex watches. It should have contained 600. Explain they are needed urgently for a special customer.

RIOTO COMPANY

P.O. 7164 / Bangkok / Thailand

Roots Ltd

- (1)
- (2)
- (3)
- (4)

Your ref: CM/DH

Our ref: MT/IM

(5)

Dear Sirs

Order LMD/14/17IL

The (6) delivered to our warehouse yesterday.

Everything seemed to be (7) This contained (8) although we had (9) and paid for (10) The extra 200 watches (11) Therefore (12) airfreight them (13)

Yours (14)

MTU

M TU

Manager

Exercise 90. Translate into English.

a) A complaint about bad packing.

Шановні панове,

Із прикрістю повідомляємо Вам, що 4 з 20 ящиків, що містять нашу партію годинників, були неправильно запаковані.

Ми відправили Вам чіткі інструкції щодо пакування цієї партії товару, які Ви, без сумніву, передали Вашим пакувальникам. Проте, у ящиках № 13, 14, 18 та 20 була відсутня водостійка ізоляція, на який ми особливо наполягали.

У результаті будильники, що знаходилися в цих ящиках, було пошкоджено морською водою, і їх навряд чи буде продано.

Ми наполягаємо на негайному відправленні заміни пошкодженого товару. Наполегливо просимо Вас надалі чітко виконувати усі наші інструкції.

З повагою,

b) Complaints about quality.

Шановні панове,

Ми посилаємося на наше замовлення (№ 1276/FRS) на 70 світло-блакитних нейлонових сорочок, який був відправлений Вами 16 серпня й отриманий нами 23 серпня.

Із жалем повідомляємо Вас, що якість товару надзвичайно низька. Особливо це стосується фасону й кольору сорочок. Сорочки фактично знебарвлені, а фасон не відповідає фасону зразків.

Оскільки ми не зможемо продати сорочки з ринковою ціною, ми будемо змушені надати нашим клієнтам значну знижку.

За таких обставин ми можемо прийняти товар тільки за умови, що Ви надасте нам знижку в 30%.

Просимо повідомити нас зворотною поштою про Ваше рішення відносно відправки заміни або надання знижки. Наш представник передасть Вам зразок отриманого товару для експертизи.

З повагою,

UNIT 9
REPLIES TO COMPLAINTS
LANGUAGE PRACTICE

1. Notice how these sentences express *regret*:

We are very/extremely sorry to hear that two filing cabinets of the wrong sort were sent.

We are very/ extremely sorry that you had to wait for this shipment.

We (greatly) regret very much that you did not receive the full consignment.

Make sentences similar to the above for the following causes of complaint. These complaints are from buyers, addressed to the supplier.

- 1) Four cases contained the wrong goods.
- 2) Our agent had to wait seven days for delivery.
- 3) Damage was caused to the linings of the jackets.
- 4) We think the goods are of inferior quality.
- 5) We do not like the colour of the suits.
- 6) Corrosion and rust have made the instruments unsaleable.
- 7) The goods despatched do not correspond to the catalogue number of the goods we ordered.
- 8) Your packers did not follow our instructions.
- 9) Case No. 26 was breached.
- 10) We are short-shipped by three cases out of our order of twenty-seven.
- 11) The delay will mean that we cannot meet a delivery deadline to our customers.
- 12) Inadequate packing by your packers caused the loss of five cases of whiskey.

2. Notice how you inform a customer about alternative arrangements:

We are arranging to send replacements on the M/V Sidmouth.

We have arranged to send replacements on the M/V Sidmouth.

Inform the buyer about alternative arrangements for these:

- 1) Bring forward the date of the next shipment
- 2) Send our agent to inspect the goods
- 3) Despatch the shipping documents at once
- 4) Replace the damaged goods
- 5) Post the advice of despatch as soon as the ship sails

- 6) Visit your head offices next July
- 7) Collect the goods rejected by you
- 8) Send an expert to examine the goods
- 9) Offer you a discount of 10 %
- 10) Despatch the delayed goods franco domicile, duty paid
- 11) Ship the merchandise before the 10th December
- 12) Pack the goods in accordance with your instructions

3. Explanations: Notice the use of the verb *cause* here:

There was a delay. (*complaint*) There was a dockers' strike. (*explanation*)
 The delay was *caused by* a dockers' strike.

Write explanations in the same way for a customer's complaints about the following:

- 1) There was damage. There was inadequate waterproof lining.
- 2) There was an error. There was confusion about reference numbers.
- 3) There was a delay. There was stormy weather in the English Channel.
- 4) There was a mistake. There was a false reference number in the catalogue.
- 5) There was an accident. There was rough unloading at the port.

4. Notice how *apologies* are made:

We apologize for any inconvenience caused by the error.
We sincerely apologize for the inconvenience caused by this short-shipment.
Please accept our sincere regrets at any inconvenience caused to you by our mistake.

Write '*apologies*' to a customer for the following complaints.

- 1) Inconvenience caused by a delay of two weeks in delivery
- 2) Confusion caused by a shipment including one case with the wrong goods
- 3) Damage caused by the use of hooks during loading
- 4) Loss caused by bad packing
- 5) Inconvenience caused by the late arrival of the merchandise
- 6) Delay caused by changes in shipping schedules
- 7) Worry caused by the late arrival of an advice of despatch
- 8) Loss caused by our failure to meet the delivery date
- 9) Damage caused by heat on board ship
- 10) Inconvenience caused by the discharge of the goods at the wrong port

5. Notice how you assure customers that similar mistakes will not happen in future:

We shall ensure that similar mistakes do not occur again.
We shall do everything we can to ensure that goods are despatched on time in future.

Write similar sentences of assurance to a customer for the following:

- 1) Delays in shipment
- 2) Damage to goods in transit
- 3) Goods are packed properly
- 4) Your instructions are carried out
- 5) Short-shipment of goods
- 6) The documents are sent in advance
- 7) The reference numbers are up to date
- 8) Our agents despatch goods promptly
- 9) The goods are checked carefully
- 10) Our forwarding agents mark the containers in accordance with your instructions

6. Notice how you express a mixture of hope and expectation:

We trust that the goods are suitable.

I trust that our representative is helpful to you.

Use the same expression for the following. Choose a suitable verb.

- 1) The goods / on time
- 2) Our agent / the Certificate of Insurance to you in good time
- 3) The delay / no inconvenience to you
- 4) The shipment / undamaged in transit
- 5) The quality of the replacements / to your satisfaction
- 6) Your representative / the shipping documents
- 7) The packing arrangements / your instructions
- 8) You / satisfied with the merchandise
- 9) We / meet your demands
- 10) You / our apologies for the error

Exercise 91. Insert the correct words in the appropriate spaces in the passage below.

assure

franco domicile

propose

carry out

goodwill

remedy

courteous

inconvenience

representative

due to

prompt

short-shipped

Letters of adjustment should always be (1) ... , or polite. You should express regret for any (2) ... caused by your mistake, and it is a good idea to (3) ... the buyer that you will correct the mistake, and offer any other (4) ... you think may be useful. If the error, damage, or delay is not your company's fault, then you should say that it is (5) ... circumstances beyond your control.

When you conclude the letter you should promise to (6) ... the customer's instructions in the future. Offer the services of your (7) ... who can visit the buyer and help to arrange replacements.

If the buyer asks you what you (8) ... to do about delayed shipments, send a (9) ... reply. If the order was (10) ... you should despatch the goods which were not sent as soon as you can. It is a good idea to arrange payment (11) ... which means that all costs are paid to the consignee's warehouse. This will be accepted by the buyer as a sign of (12) ... and may prevent the customer from changing his supplier.

Exercise 92. Read this extract from a letter apologizing for a delayed delivery, and choose the best words from the options in brackets.

Further to our telephone conversation, I am writing to you ¹(*affecting / concerning / changing*) your order, No. SX1940, which was ²(*sold / made / placed*) with us on 10 January.

Once again, I must ³(*regret / apologize / speak*) to you for our delay in processing the order. This was due to a ⁴(*shortage / fault / problem*) of office staff. However, since I spoke to you last week, we have ⁵(*dismissed / promoted / taken on*) four new employees at our depot, and I am pleased to be able to tell you that your order is now ready for despatch. It will ⁶(*arrive / deliver / reach*) you in approximately fourteen days' time.

As always, special ⁷(*care / attention / caution*) has been taken to ensure that your ⁸(*load / crates / consignment*) of goods has been packed ⁹(*meeting / according / serving*) to your requirements. Each item will be individually wrapped to ¹⁰(*prevent / cause / stop*) damage.

Exercise 93. Insert the correct phrases in the appropriate spaces below.

beyond our control
in advance

to your satisfaction
up-to-date

within a few days

Dear Sirs

We are sorry for the delay in the shipment of your order. The delay is due to circumstances (1) A strike in the port of London caused delays in all shipments.

We shall arrange to send goods (2) ... in future to avoid these delays. We have sent, under separate cover an (3) ... price-list for our new range of goods, which should reach you (4) We trust that the merchandise is (5) ... when it arrives.

Yours faithfully

Exercise 94. The text of a letter replying to a complaint is given. Complete it, choosing from the alternatives given to fill in the gaps.

1	a	the 25 of October	b	October the 25	c	25th October
2	a	defect	b	problem	c	asset
3	a	demand	b	order	c	request
4	a	investigated	b	looked	c	traced
5	a	bothered	b	killed	c	horrified
6	a	suppliers	b	creators	c	models
7	a	mislabeled	b	misspelt	c	mishandled
8	a	certified	b	checked	c	tried
9	a	apologise	b	sorry	c	regret
10	a	suggest	b	demand	c	insist
11	a	charge	b	subtract	c	reimburse
12	a	debit	b	cost	c	credit

Dear Sirs

Thank you for your letter of (1) ... 20____, about the (2) ... you have had with your (3) ... X/123/77.

I have (4) ... into the matter and I was (5) ... to find that our (6) ... had sent us the wrong components and had also (7) ... them, so that our clerks did not realise the mistake. Of course we should have (8) ... but I am (9) ... to say that we did not do so.

The only thing I can do is to (10) ... that you return the faulty items (we will, of course, (11) ... the shipping costs) and we will replace them with the correct items or (12) ... you with their value.

We apologise for the error and are taking steps to ensure that it is not repeated.

Yours faithfully

Exercise 95. Use the correct preposition to fill in the gaps in this letter of adjustment.

Dear Sirs

Your Order No. 281511 /TW37 /CLP

Thank you (1) ... your letter (2) ... the 21st December. We are sorry to hear that two filing cabinets (3) ... the wrong type were sent.

Our packing agents made a mistake (4) ... catalogue reference numbers, as you suggested. All the other cases contain four cabinets each, and since this case contained the last two (5) ... the order there was a delay while extra padding was inserted. It was (6) ... this delay that the mistake occurred.

We have arranged (7) ... the despatch (8) ... the correct cabinets (9) ... board the M/V Bludyel, which will leave (10) ... the East India Docks, port (11) ... London, (12) ... the 29th December. We assume that you will not invoke the penalty clause (13) ... your contract, since the bulk (14) ... the order was despatched promptly. Relevant documents are being despatched, and should reach you (15) ... a few days.

We should be obliged if your agents would keep Case No. 13 (16) ... their warehouse (17) ... our forwarding agents can collect it.

We shall do everything we can to ensure that similar mistakes do not happen again. Please accept our sincere regrets (18) ... any inconvenience caused (19) ... you (20) ... our mistake.

We trust that the TW37 cabinets are (21) ... your satisfaction.

Yours faithfully

Exercise 96. Below you will see parts of two letters of adjustment. Put the correct word or phrase in each blank.

a)

Dear Sirs

We thank you for your letter of 27th April.

We are sorry to hear that you were dissatisfied with our (1) ... of nylon shirts. We are (2) ... a visit to your premises by our Sales Representative in your (3) ...

We think it is wise not to anticipate his report, so we shall (4) ... a decision on (5) ... or price (6) ... until we receive it. We have not received a (7) ... from your agent yet. We have (8) ... the same goods to other (9) ... in Europe and have received no (10) ...

For these reasons we cannot let you know by (11) ... what we propose to do.

I trust that our Sales Representative will be helpful in (12) ... up some misunderstandings and doubts.

Yours faithfully

b)

Dear Sirs

Your Order No. JMB/08/07/77

Thank you for your letter of 10th December.

We are sorry that you have had to write to us about the (1) ... of your order. There was a slight (2) ... in the port of Southampton, as port handling (3) ... were fully occupied during this very busy season. However, the S/S Sennapod left for Santander yesterday with your order (4) It is (5) ... in Santander on the 16th December. Our advice of (6) ... is on its way to you now.

We apologise for any confusion (7) ... by the last minute changes in schedule, which as you probably realize were (8) ... to circumstances (9) We shall (10) ... shipment well in (11) ... in future, to avoid last minute delays, especially at this time of year.

We trust you (12) ... the consignment in good condition when it arrives in Santander.

Yours faithfully

Exercise 97. Complete the following letter apologizing for failing to send an order on time.

WATERMAN PRODUCTS PLC, 161 Rawlings Way
Gloucester GL2 7GH

M Santiago
161 Porta Street
Rio de Janeiro
Brazil

Our ref: LW/ML
Your ref: CH/RF

28 August 20____

Dear (1)

Order L7/MN2/6C

(2) 20 August. We are (3)

The goods have (4) Heathrow Airport and the documents are enclosed.

Please (5) We can assure you that (6)

Yours (7)

L Waterman

L Waterman

Export Director

Enc: Air way-bill, insurance certificate, import licence.

Exercise 98. Write a letter of adjustment to the letter of complaint in the previous unit using the following words and phrases:

Dear Sirs

Your Order No. 1395D

We thank / ...

We / sorry / hear / two cases / broken.

Our forwarding agents / inform / us / the crates / left / the port of London / good condition. We / arrange / dispatch / crate / 37 pairs of socks / MV Avon / due / leave Southampton / 15th May, 20____.

We / apologise / inconvenience / caused / loss.

We / contact / our agents / try / prevent / similar losses in future.

Yours faithfully

UNIT 10
OVERSEAS PAYMENTS
LANGUAGE PRACTICE

Exercise 98. Answer the following questions about:

a) the bill of exchange (**Fig. 48, p.73**)

- 1) What type of bill is it?
- 2) Who is the drawee?
- 3) When must it be paid?

b) the invoice (**Fig.45, p.70**)

- 1) Who has sent the invoice?
- 2) Who must pay the invoice?
- 3) What does the sign @ mean in the calculations?
- 4) What is the net total of the invoice?
- 5) What charges have been taken off the net price?
- 6) How have Glaston Potteries indicated they have the right to correct if there is a mistake?

Exercise 99. Insert the correct words in the appropriate spaces.

balance	commercial	quarterly
basis	consular	quotation
bill	debit	retains
clear	duty	statement
column	open	submit

An invoice is a (1), that is, a demand for payment. It can also be a (2), a regular notice of a buyer's account with a seller. The statement invoice is for buyers who have an (3) account with sellers, and is often sent monthly or (4) In a statement each invoice is a (5) entry, and each payment by the buyer is a credit entry. There is a separate (6) in an invoice for the quantity of goods despatched, the description of the goods, the price per unit, and the total value. In the statement there is one each for debit and credit entries, and for the (7)

A Pro-Forma Invoice is like an ordinary invoice, except that it is sent to the buyer for information before he buys, or for payment before the seller despatches the goods. If the Pro-Forma Invoice is for information, it is a form of (8) a description of price and costs to help the buyer to decide.

An invoice which is used in international trade and includes the cost of freight and insurance is called a (9) or Export Invoice. This is one of the shipping documents and is very important for banks, customs, and shipping.

An invoice which is signed by the seller and an official from the importing country's embassy or consulate is called a (10) Invoice. This invoice is very often used for customs authorities in the importing countries to make sure that the customs (11) is paid. It is also used to help (12) a consignment through customs, to avoid a lengthy inspection and a long delay. When the invoice is made out, a copy is sent to the Racking and Despatch Departments, and the Accounts Department (13) a copy. They fill in the columns for price and total value. These details must be accurate, as the invoice is the (14) for the Bill of Lading, and the exporter must (15) these two documents, the Export Invoice and the Bill of Lading to a bank for payment.

Exercise 100. Fill in the missing prepositions in the following letters.

a) A letter from the seller to the buyer enclosing a Pro Forma Invoice:

Dear Sirs,

We thank you (1) ... your enquiry dated 5th November.

We enclose a Pro-Forma Invoice as requested. This covers the cost (2) ... 1500 cassette tapes (Type EM127DN), the discount, and freight and insurance costs (3) ... Caracas. The invoice number is 0368851.

Please inform us if the details are acceptable (4) ... you when you place your order, and when you arrange credit (5) ... your bank. We can then draw (6) ... the Export Invoice, and this must be accurate, as it forms the basis (7) ... the Bill (8) ... Lading.

We look forward (9) ... receiving your order and we shall submit the complete set (10) ... shipping documents when arrangements are completed.

Yours faithfully,

b) A reply to the above letter:

Dear Sirs,

Thank you (1) ... your letter (2) ... the 8th November, (3) ... which you enclosed a Pro-Forma Invoice (No. 0368851).

The price, discount, freight and insurance costs are acceptable (4) ... us and we have contacted our bank, who will issue a Letter (5) ... Credit (6) ... your favour (7) ... the amount (8) ... the invoice. They will notify you (9) ... a week.

(10) ... the meantime, we shall send you a letter (11) ... the next few days advising you (12) ... the details (13) ... the credit and other arrangements (14) ... payment.

Yours faithfully,

Exercise 101. Complete the invoice for goods to be sent to L Leblanc, 63 rue des Arbres, Dieppe, France. The order (No. MT/67382) is for 100xCat.no. 7271 at \$15 each, 200xCat.no. 7358 at \$7 each and 50xCat.no. 6871 at \$10 each. The goods are to be sent c.i.f. Dieppe. There is a 10% discount. Terms are 30 days with an additional 1½% discount if the account is settled within that period. The goods will be in two cases marked C6/182/73 and C6/182/74 and will be shipped on M/V. 'Pisa'.

Timeright Watches Plc

Time House
Fell Road
Manchester M6 8LK

Tel: (061) 8361 42
Telex: 66 33 21

(1)
.....
.....

Date: (2)

INVOICE No. JL/17372

Your Order No: (3)

Catalogue No.	Quantity	Price	\$
(4)
(5)
(6)
(8)			(7)
(11)			(9)
PLEASE PAY AMOUNT SHOWN			(12) \$

(10)

Exercise 102. Translate into English.

a) Шановні панове,

Дякуємо Вам за запит від 3 березня стосовно компакт-дисків (модель EM127DN). Нижче ми наводимо наші звичайні умови платежів за замовленнями з-за кордону.

Звичайний метод платежу – це банківський переказ протягом 30 днів після отримання виписки. Коли ми отримаємо підтвердження від Вашого банку про зроблений переказ, ми одразу виконаємо Ваше замовлення й будемо чекати інструкцій щодо відвантаження від Вашого агента.

У тому випадку, якщо у Вас будуть якісь питання, будь ласка звертайтеся до мене за вищевказаною адресою.

Ми впевнені, що Ви будете задоволені якістю наших товарів і послуг.

Розраховую на Вашу швидку відповідь.

З повагою,

b) Шановні панове,

Дякуємо Вам за листа від 7 грудня.

Додаємо нашу попередню фактуру на суму \$ 7,540, що включає вартість замовлення, знижки, що надаються, страхові витрати й вартість доставки в Каракас.

Після отримання платежу за фактурою ми дамо інструкції нашому експедитору відвантажити Вам товар.

Просимо Вас ретельно перевірити всі деталі рахунків-фактур і повідомити нас у випадку наявності помилок.

З повагою,

Exercise 103. Answer the following questions about the statement (Fig. 46, p. 71).

- 1) How much did C.R. Méndez owe at the beginning of the month?
- 2) How much was the error in their favour?
- 3) What did they pay during the month?
- 4) What was the total amount of their purchases during May?
- 5) How will their 1 June statement open?
- 6) Is there an allowance for payment within a certain time?

Exercise 104. Send the statement to L Leblanc, 63 rue des Arbres, Dieppe, France. The items are Invoice No. (Reference) JL/19536 on 3 July for \$1220, No. JL/19421 on 22 July for \$895 and No. JL/19575 on 26 July for \$2160. terms are 30 days.

<i>Timeright Watches Plc</i>			Tel: (061) 8361 42	
Time House			Telex: 66 33 21	
Fell Road				
Manchester M6 8LK				
(1)				
.....				
.....			Date: 31 July 20____	
<i>STATEMENT</i>				
Date	Reference	Debit	Credit	Balance
(2)
(3)
(4)
Terms (5)			AMOUNT DUE →	(6)

Exercise 105. Read this short text below. Substitute the words in bold type in the text for their synonyms from the list below.

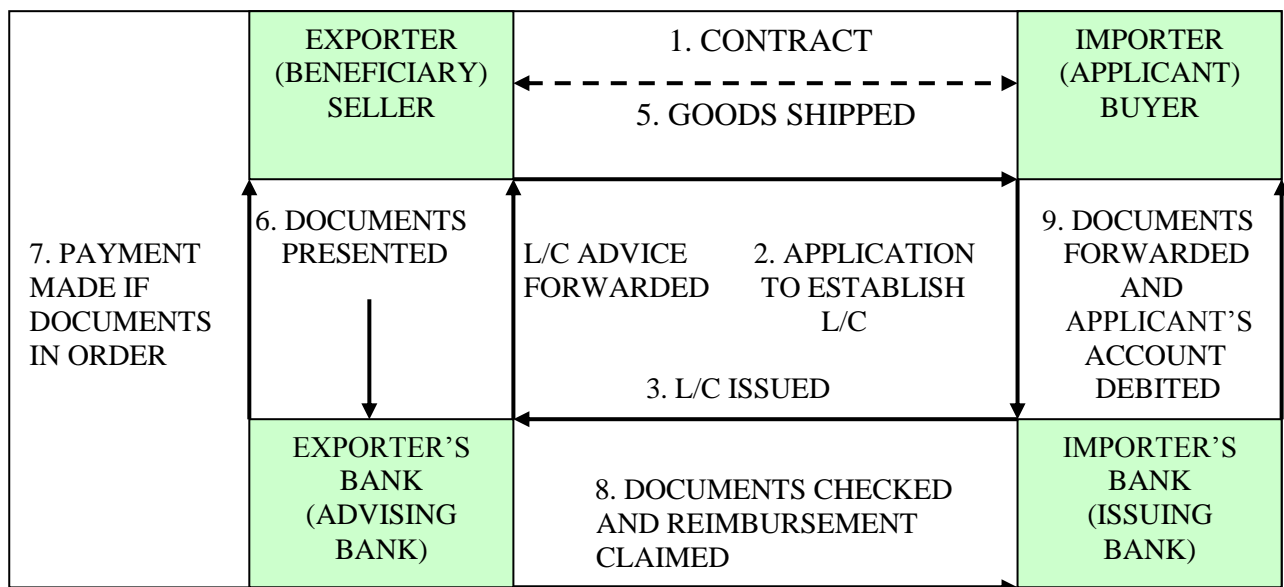
- | | | |
|--------------------|----------------|--------------------|
| overseeing | altered | intact |
| goodwill | consent | despatched |
| pervasively | reduce | commitments |
| executed | settle | restriction |
| expedite | surety | exceptional |

Talking about letters of credit

When an exporter and importer have done business for several years and there is a high degree of **trust** (1) between them security of payment is not an important issue. With a new client, however, both the importer and exporter use the bank as an intermediary. In order to **minimize** (2) the risk of non-payment, the exporter, wants to have **assurance** (3) that he will receive the full amount within the agreed time **limit** (4). The importer, on the other hand, does not want to **pay** (5) until he is certain that the seller has **fulfilled** (6) all his **obligations** (7) and the goods have been **transported** (8).

The documentary credit offers a **unique** (9) and **universally** (10) used method of arranging payment against documents. These documents represent the goods and **facilitate** (11) the transfer of rights to those goods. In this process the bank plays a **supervisory** (12) role and payment is not made unless the documents are **complete** (13). The most commonly used and secure type of letter of credit is an irrevocable letter of credit as this cannot be **changed** (14) without the **agreement** (15) of all parties involved.

Exercise 106. Look at the flow diagram below, which shows the stages in the process of issuing a documentary credit. Then number the stages according to the diagram.



- a) ... The Advising Bank checks the documents against the credit. If the documents are in order, the bank will pay, accept or negotiate, according to the terms of the credit.
- b) ... The Issuing Bank then checks the documents and arranges reimbursement.
- c) ... The Issuing Bank asks another bank, usually in the country of the Seller, to advise or confirm the credit and issues the credit.
- d) ... The Seller then sends the documents evidencing the shipment to the bank where the credit is available (the nominated bank).
- e) ... The Buyer and the Seller conclude a Sales Contract providing for payment by documentary credit.
- f) ... As soon as the Seller receives the credit and is satisfied that he can meet its terms and conditions, he can load the goods and despatch them.
- g) ... The Buyer instructs his bank (the Issuing Bank) to issue a credit in favour of the Seller (Beneficiary).
- h) ... The Advising or Confirming Bank sends the documents to the Issuing Bank and debits the applicant's account.
- i) ... The Advising or Confirming Bank informs the Seller that the credit has been issued.

Exercise 107. Answer the following questions about the letter of credit (**Fig. 49, p. 75**).

- 1) Which company is the exporter?
- 2) Which company is the importer?
- 3) Which bank has issued the credit?
- 4) What is the total value of the credit?
- 5) Who will arrange insurance and freight?
- 6) What four documents must be sent before payment is made?
- 7) What goods have been bought?
- 8) Which port will they be shipped to?
- 9) Can the credit be used for more than one shipment?
- 10) What is the latest date for the presentation of the document?

Exercise 108. Match the items in italics in the letter of credit (**Fig. 49, p. 75**) with these descriptions.

- 1) Three copies of a document.
- 2) The building where goods are stored before delivery.
- 3) Written orders to pay sums of money.
- 4) The date the document becomes invalid.
- 5) Following a set standard.
- 6) Two identical copies of a document.
- 7) The right to compel payment.
- 8) Responsibility for payment.
- 9) Loading and unloading goods from one kind of transport to another.
- 10) The agreed conditions.
- 11) The clients on whose behalf the bank is acting.
- 12) Sending goods by sea.

Exercise 109. Look through the letter of credit (**Fig. 49, p. 75**) and find English equivalents of the following:

Відкритий коносамент; сплачений за пред'явленням; підтверджувати; часткова поставка; «Підпис засвідчую»; «Фрахт оплачено»; в межах умов чинності кредиту; у двох примірниках; на випадок морської пригоди або воєнного конфлікту; бенефіціар; вказувати в траттах в кореспонденції; у трьох примірниках; транзитна поставка; той, що підлягає погашенню Вашими траттами на наше ім'я; платник; «Для...»; з отриманням авізо через; підписаний і помічений; Свідоцтво про походження вантажу; на пред'явника; коносаменти, які підтверджують, що вантаж із повним збереженням був відвантажений на торгове судно; цим...

Exercise 110. The Binny Company arrange for an irrevocable credit (HMDM/8726) to be opened in favour of John Watson Ltd through the International Bank of

Covering the following goods: -

(10)

To be shipped from

(11)

to (12)

not later than

(13)

Partshipment

(14)

Transshipment (15)

The credit is available for

(16)

until (17)

(18)

Drafts drawn hereunder must be marked "Drawn under Barklays Bank International Limited 168 Fenchurch Street, London branch, Credit number (19)

.....

We undertake that drafts and documents drawn under and in strict conformity with the terms of this credit will be honoured upon presentation.

Yours faithfully,

Co-signed (Signature No. _____)

Signed (Signature No. _____)

Exercise 111. Fill in the missing prepositions in the following letter advising that a Letter of Credit has been opened.

BARKLAYS
International

Speirs & Wadley Limited
Adderley Road
Hackney
London E.8

Your ref: /
Our ref: MB/CH

22 July 20____

Dear Sirs

We advise you that the Downtown Bank and Trust Co. (1) ... New York have opened an irrevocable Letter (2) ... Credit (3) ... us (4) ... your favour (5) ... the account (6) ... Woldal Incorporated (7) ... Broadway, New York (8) ... the amount (9) ... \$4108. The credit is valid (10) ... 31 August 20____. Your draft (11) ... the above amount will be paid if accompanied (12) ... the documents listed below.

1. Invoice (13) ... triplicate, signed and marked Licence No. LHDL 22/20____.
2. Certificate (14) ... Origin issued (15) ... a Chamber (16) ... Commerce.
3. Full set (17) ... clean (18) ... board Shipping Company's Bills (19) ... Lading made (20) ... (21) ... order and blank endorsed, marked "Freight Paid" and "Notify Woldal Inc., Broadway, New York."
4. Insurance Policy or Certificate (22) ... duplicate, covering Marine and War Risks (23) ... (24) ... buyer's warehouse, (25) ... invoice value (26) ... the goods plus 10%.

Yours faithfully

Mark Buller

MARK BULLER

Assistant Manager

Exercise 112. Translate into English.

a) Шановні панове,

Із задоволенням підтверджуємо, що для платежу було зроблено таке: *Інком Банк* отримав інструкції відкрити аккредитив на суму \$ 6.350 на вашу користь з терміном чинності до 27 серпня. Цей аккредитив буде підтверджено Лондонським відділенням цього банку, яке акцептує вашу тратту з платежом через 30 діб з дати на суму вашого рахунку, плюс банківський відсоток, рахуючи з 3 відсотків річних.

До вашої тратти просимо додати наступні документи:

2 підписані примірники коносаменту,

2 рахунки-фактури,

страховий поліс на суму \$ 6.000.

Наш експедитор окремо поінформує вас про свою комісію. Ваш рахунок-фактура має бути виписаний на поставку на умовах ф.о.б. Манчестер.

Просимо повідомити нас про дату відправки вантажу.

З повагою,

Замовлення №3547/17-00

Шановні панове!

Дякуємо вам за замовлення на 400 комп'ютерів.

Ми звернули увагу, що замовлення повинно бути відправлене до 27 липня 20____ р. за умовами СІФ до Києва. Ми додаємо зразок нашого рахунку-фактури та просимо Вас відкрити на наше ім'я безвідкличний кредит на 600 000 доларів США. Як тільки ми одержимо підтвердження щодо відкриття рахунку, ми віддамо розпорядження про відвантаження та транспортування замовлення.

В.

З нетерпінням чекаємо на Ваші нові замовлення.

Додаток: 1 прим. рахунку-фактури

Щиро,

Менеджер з продажу

Хайнріх Гюнтер

ESSENTIAL VOCABULARY

UNIT 1

1. & (ampersand)
2. & Co. (and company)
3. @ (at price)
4. ¥ (yen)
5. © (copyright)
6. ® (reserved)
7. attention line
8. Attn (attention)
9. authorised signatory
10. Ave (avenue)
11. Bcc (blind carbon copy)
12. blocked style
13. Blvd (boulevard)
14. board of directors
15. body of the letter
16. branch *n.*
17. Bros (Brothers)
18. business name
19. c.c. (carbon copy)
20. c.i.f. (cost, insurance, freight)
21. c/o (care of)
22. Captain (Capt.)
23. catalogue *n.* (*latest/ current/ updated catalogue / catalogue number (Cat. No.)*)
24. Chairman / President
25. chief executive officer (CEO)
26. classification line
27. closed punctuation
28. Colonel (Col.)
29. communication *n.*
30. company position
31. complimentary close / ending
32. concluding paragraph
33. copies / copies line
34. copies to (cc)
35. delivery *n.* (*courier delivery / on delivery*)
36. department *n.* (*Accounts / Sales Department*)
37. dispatch *v., n.* (*dispatch method*)
38. DIY (Do It Yourself)
39. Doctor (Dr)
40. ea. (each)
41. enclose *v.* (*with*)
42. enclosure *n.* (Enc. / Encl. / Enc / Encs)
43. Esquire (Esq.)
44. etc. (et cetera)
45. f.o.b. (free on board)
46. Father (Fr.)
47. Finance Director
48. for the attention of
49. General (Gen.)
50. head office
51. heading *n.*
52. i.e. (id est)
53. inc. (Incorporated)
54. INCOTERMS (International Commercial Terms)
55. indent *n.*
56. inside address
57. inst. (instant)
58. introductory paragraph
59. job title
60. Junior (Jnr)
61. layout *n.*
62. letterhead *n.*
63. Ltd. (limited liability)
64. mail *n., v.* (*airmail; surface mail*)
65. main paragraph
66. Major (Maj.)
67. managing director
68. memo (memorandum)
69. Messrs (messieurs)
70. Monsieur (M.)
71. No / nos (number / numbers)
72. open punctuation
73. opening greeting
74. outlet *n.* (*retail outlet*)

75. outside address
76. P.S. (post scriptum / postscript)
77. partnership *n.*
78. per pro / pp
79. plc (public limited company)
80. postage and packing (p & p)
81. postal code
82. price-list *n.* (*latest/ current/ updated price-list*)
83. private and confidential
84. Professor (Prof.)
85. prox. (proximo)
86. proxy signature
87. Pty. (proprietary)
88. quote *v.* (*quote c.i.f. terms to.../ prices f.o.b. London*)
89. range *n.* (*wide range*)
90. Re. (with regard to)
91. receiver's address
92. recipient *n.*
93. recipient's address
94. recorded delivery
95. reference *n.* (*references / Ref / Ref: / Ref.; with reference to / reference code / reference number / registered number*)
97. registered office
98. registered office address
99. registered post
100. registration number
101. RE (reply)
102. retail *v.*
103. Sales Manager
104. salutation *n.*
105. selection *n.*
106. sender *n.* (*sender's address/ name*)
107. shareholder *n.*
108. signature block
109. Sister (Sr.)
110. Snr (senior)
111. sole trader
112. subject line / title
113. tab (tabulator)
114. template *n.*
115. The Reverend (The Rev.)
116. The Right Honourable (The Right Hon)
117. typed signature
118. TM (trademark)
119. Ult. (ultimo)
120. vat (value added tax)
121. VAT registration number
122. vice versa
123. WYSIWYG (What You See Is What You Get)
124. zip code

UNIT 2

1. accountable (*to*)
2. ad hoc
3. affiliate *n.*
4. cash flow forecast
5. charity *n.*
6. Chief Accountant
7. come *v.* (*under*)
8. company *n.* (*holding / offshore / parent / private / public company*)
9. contract *n.* (*purchase / sales contract*)
10. cooperative *n.*
11. costs *n.* (*development / transport costs*)
12. department *n.* (*Data Processing / Legal / Maintenance / Marketing / Personnel / Human Resources (HR) / Production / Purchasing / Research & Development (R&D) Department*)
13. director *n.* (*Director Research and Development / Export Sales / Financial / Managing (MD) / Marketing / Production / Sales Director*)
14. Executive Board
15. Financial Accountants
16. Financial Controller
17. agency *n.* (*government agency*)
18. industry *n.* (*primary / secondary / tertiary industry*)
19. interest *n.* (*interest rate*)
20. Management Accountants
21. manager *n.* (*Advertising / Factory Personnel / Public Relations / Purchasing / Sales / Works Manager*)
22. minority interest
23. multinational corporation
24. nationalized enterprise
25. partnership *n.*
26. Personnel Officer
27. relationship *n.* (*functional / informal / lateral / line / staff relationship*)
28. sales budget
29. share *n.*
30. society (Soc.) *n.*
31. span of control
32. subsidiary *n.*
33. taxation *n.*
34. vice-president (VP) *n.* (*Vice-President Marketing / Production / Corporate Development / in Charge of Purchasing / of Engineering / Shipping*)

UNIT 3

1. advise v. (*of / on*)
2. agent n. (*clearing / packing / forwarding / insurance / bank's agent; forwarding agent syn freight forwarder*)
3. arrange v. (*arrange a (an) visit / demonstration / appointment*)
4. associate n.
5. bill of exchange (B/E)
6. brand name
7. brisk demand for
8. brisk turnover
9. brochure n.
10. buyer n. (*chief / regular buyer*)
11. Chamber of Commerce
12. concession n.
13. credit n., v. (*credit line / facilities / card / transfer / note; credit expires*)
14. delivery n. (*delivery date / deadline / charge; complete / free / immediate / partial / prompt / safe delivery; on delivery; accept / take delivery of*)
15. discount n. (*allow / give / grant a discount; bulk / cash / improved / introductory / quantity / trade discount*)
16. documents against acceptance (D/A)
17. enquiry n.
18. estimate n.
19. feature n. (additional features)
20. inform by return
21. leaflet n.
22. line n.
23. manufacturer n.
24. meet v. (*meet a (an) order / commitments / requirements / date*)
25. method n. (*method of payment / communication / delivery*)
26. on approval
27. order (ORD) n., v. (*order form; trial / purchase order; execution / acknowledgement / cancellation of an order; order on trial; book / cancel / handle / make up / place an order*)
28. price n. (*competitive / favourable / firm / flat / gross / keen / list / market / net / special / reduced price; price range / reduction; price formation policy*)
29. prospectus n.
30. publicity material
31. quotation n.
32. representative (rep.) n. (*sales representative*)
33. retailer n.
34. sample n. (*free sample*)
35. sell v. (*sell ready*)
36. showroom n.
37. specify v.
38. supplier n.
39. tender n.
40. terms n. (*terms of business / delivery / payment*)
41. Trade Fair
42. wholesaler n

UNIT 4

1. account (a/c) *n.* (*bank / current / open / savings / supplier's account; balance on the account; clear / pay in / into the account; account number*)
2. advisor *n.*
3. cash against documents (CAD)
4. charges *n.* (*freight / insurance / service charges*)
5. claim *n., v.* (*claim for expenses*)
6. consignment *n.* (*syn. shipment (on consignment)*)
7. customer *n.* (*prospective / regular customer*)
8. demonstration *n.*
9. draft *n.* (DFT) (*syn. banker's draft (sight draft / SD / draft for ... days for ...; international bank / term draft)*)
10. enquire *v.* (*into*)
11. enquirer *n.*
12. enquiry *n.* (*first / general enquiry*)
13. expenses *n.* (*tavelling expenses*)
14. ex-works (*ex factory, ex warehouse*)
15. in question
16. International Money Order (IMO)
17. inventory *n.*
18. invoice *n.* (*pro-forma / Commercial (COM/I) invoice*)
19. label *n.*
20. offer *n.* (*special offer*)
21. post *n.* (*by separate post syn.*)
22. postal order (PO) (*syn. money order*)
23. presentation *n.*
24. profit margin (*syn. margin*)
25. purchase *n.* (*bulk purchase*)
26. sale *n.* (*ready sale*)
27. sales letter
28. specification *n.*
29. statement *n.* (*statement of account / prices / cost*)
30. stock *n., v.* (*bankrupt stock / ample stock / hold a stock of / clear out stock / out of stock / in stock / depleted stocks / diminishing stocks / stocks last*)
31. subject to
32. trad(ing) association (Assoc.)
33. transfer *v., n.* (*transfer form; bank / telegraphic (TT) transfer*)
34. under separate cover

UNIT 5

1. acknowledgement *n.*
2. announcement *n.*
3. as from / of
4. attention *n.* (*receive immediate attention*)
5. available *adj.*
6. banker's representative / bank's correspondent
7. be effective
8. be in demand
9. be in effect
10. be of assistance
11. be valid
12. be / get in touch with
13. circular *n.*
14. come into effect
15. currency (CY) *n.* (*currency fluctuation*)
16. decline *n.* (*decline in prices*)
17. drop *n.* (*drop in rate*)
18. forward *v.*
19. in rotation
20. letter *n.* (*covering / follow-up / sales letter*)
21. Letter of Credit (L/C; l.c.) (*irrevocable / confirmed / documentary (DC) letter of credit*)
22. promotional gift
23. reduction *n.* (*price reduction*)
24. settlement *n.*
25. state *v.* (*state one's wish*)
26. supply *n., v.* (*be in short supply*)
27. unsolicited *adj.*

UNIT 6

1. accept v. (*accept a bill / draft*)
2. at sb's expense
3. call v. (*for*)
4. charter v. (*charter shipping*)
5. compliments slip
6. confirmation n.
7. cover v.
8. crate n.
9. date n. (*arrival / delivery / expiry / shipment date*)
10. depot n.
11. display n., v. (*on display*)
12. distribute v.
13. ensure v.
14. facilities n. (*refrigeration facilities*)
15. freight n. (*air / sea freight*)
16. hand v. (*over*)
17. handling n. (*rough handling*)
18. handover n.
19. in full
20. in sb's favour
21. instruction n. (*carry out / give instructions; buyer's / packing / shipping / special instructions*)
22. logo n.
23. losses n.
market n. (*ready market / be on the market*)
24. negotiable adj. (*negotiable documents / bill*)
25. packing n. (*packing case / department / list / terms; inferior / inadequate / negligent packing*)
26. paper n. (*tissue / corrugated paper*)
27. payment (pymt.) n. (*payment terms; payment against documents; allowance for payment*)
28. production n. (*in production*)
29. ream n.
30. receipt n. (*on receipt of / dock receipt*)
31. recurrence n.
32. reserve v. (*reserve the right*)
33. resume v.
34. risk n. (*incur risk; at sb's risk*)
35. settle v.
36. shipment n. (*trans- / short- / re-shipment; part shipment*)
37. shipping n. (*shipping documents / arrangements / company*)
38. substitute n. (*for*)
39. transaction n.
40. wrap v.
- 41.** wrapping n

UNIT 7

1. advice *n.* (*advice of dispatch / payment*)
2. airtight *adj.*
3. bale *n.*
4. band *n.*
5. barrel *n.*
6. Bill of Lading (BL / BOL) (*clean / on board / shipped bill of lading; complete set of bills of lading*)
7. carboy *n.*
8. cardboard *n.*
9. carrier *n.*
10. carton *n.*
11. Cash On Delivery (COD)
12. cask *n.*
13. certificate *n.* (*Certificate of Inspection / Origin (CO); Forwarder's Certificate of Receipt (FCR); Health / Insurance / Phytosanitary / Veterinary Certificate*)
14. combined transport (Combined Transport Document / CTD)
15. commodity *n.*
16. comply *v.* (*with*)
17. condition *n.* (*in prime / good condition*)
18. consign *v.*
19. consignee *n.* (C/NEE)
20. consignor *n.* (C/NOR)
21. container *n.* (CTN) (*returnable container*)
22. country *n.* (*country of export / import / origin*)
23. customs *n.* (*clear through customs / customs authorities / clearance / duty declaration*)
24. damp-resistant *adj.*
25. dimension *n.*
26. discharge *v.* (*discharge a cargo*)
27. DO NOT DROP
28. DO NOT STOW ON DECK
29. drum *n.*
30. durables *n.*
31. export *n.* (*export packer / packing / trade*)
32. fire-proof *adj.* (*syn. fire-resistant*)
33. forwarding agency / company
34. fragile *adj.*
35. GLASS WITH CARE
36. handle *v.* (HANDLE WITH CARE)
37. hogshead *n.*
38. importer *n.*
39. in due course
40. in sb's own interest
41. in transit
42. inflammable *adj.*
43. insurer *n.*
44. International Chamber of Commerce (ICC)
45. KEEP DRY
46. keg *n.*
47. licence *n.* (*Export (E/L) / Import (I/L) Licence*)
48. LIFT HERE
49. lightweight *adj.*
50. line *v.*
51. lining *n.*
52. make fast
53. manifest *n.*
54. Marine Insurance Policy (MIP)
55. mark *v., n.*
56. marking *n.* (*special marking*)
57. merchandise *n.*
58. miss *v.* (*from*)
59. on arrival
60. on board
61. on the way
62. OPEN THIS END

63. package *n.*
64. pad *v.*
65. padding *n.*
66. pass *v. (on)*
67. perishable *adj.*
68. port *n. (port of call / destination / discharge / loading)*
69. precaution *n.*
70. reinforce *v.*
71. replacement *n. (for)*
72. rustproof *adj.*
73. seal *v.*
74. secure *v.*
75. shipper *n.*
76. Single Administrative Document (SAD)
77. specimen *n*
78. steam ship (S/S)
79. stencil *v.*
80. stevedore *n.*
81. stipulate *v.*
82. store *v.*
83. stow *v. (STOW AWAY FROM HEAT)*
84. strap *n.*
85. surrender *v. (surrender documents)*
86. tare *n.*
87. THIS SIDE UP
88. TO BE KEPT COOL
89. to the letter
90. TOP
91. Uniform Customs and Practice (UCP)
92. USE NO HOOKS
93. waterproof *adj.*
94. waybill *n. (Air Waybill / AWB)*
95. weight *n. (gross / net weight)*
96. white goods
97. WITH CARE

UNIT 8

1. at carrier's risk
2. by return
3. carriage forward (carr. fwd.)
4. compensation *n.*
5. complaint *n.* (*investigate a complaint*)
6. deduct *v.* (*from*)
7. deter *v.* (*from*)
8. discrepancy *n.* (*between*)
9. disposal *n.* (*at sb's disposal*)
10. enter *v.* (*on*)
11. formalities *n.* (*customs formalities*)
12. franco domicile
13. in good order
14. in good time
15. International Trade
16. list of contents
17. merchant vessel (M/V)
18. mishandle *v.*
19. mislay *v.*
20. negligence *n.*
21. on schedule
22. penalty clause (*invoke the penalty clause*)
23. pilferage *n.*
24. presume *v.*
25. put to one side
26. quality *n.* (*inferior quality*)
27. refund *n., v.* (*full refund*)
28. standard *n.* (*up to standard*)
29. surplus *adj.*
30. unloading *n.*
31. unsaleable *adj.*
32. warehouse *n.*

UNIT 9

1. acrimonious *adj.*
2. *adjustment n.*
3. bring *v. (forward)*
4. circumstances *n. (circumstances beyond smb's control)*
5. claim *n., v. (repudiate a claim)*
6. debit *n., v. (debit to sb's account; debit card / note)*
7. dispose *v. (of)*
8. duty *n. (duty paid)*
9. goodwill *n.*
10. inconvenience *n. (cause inconvenience)*
11. rectify *v. (rectify a situation)*
12. reimburse *v.*
13. reimbursement *n.*
14. remedy *n. (for)*
15. restore *v. (restore good relations)*
16. satisfaction *n. (to sb's satisfaction)*
- 17. SHORT-SHIP V.**

UNIT 10

1. authenticate *v.*
2. bank GIRO slip
3. bank *n.* (*advising / confirming / issuing bank; instruct one's bank*)
4. beneficiary *n.*
5. bill *n.* (*accepted / negotiable bill*)
6. cash *v.*
7. cheque *n.* (*crossed cheque*)
8. consent *n.*
9. days after sight (d/s)
10. draw *v.*
11. drawee *n.*
12. drawer *n.*
13. endorse *v.*
14. expedite *v.*
15. facilitate *v.*
16. premium *n.* (*insurance premium*)
17. intermediary *n.*
18. IOU (I owe you)
19. make out to order
20. negotiate *n.*
21. negotiation *n.*
22. on sale or return (basis)
23. overdue *adj.*
24. pay *v.* (*pay cash*)
25. payable *adj.*
26. Post Office Giro (International Post Office Giro)
27. postal order
28. pre-pay *v.*
29. principal *n.*
30. promissory note (P-note)
31. recourse *n.*
32. signatory *n.*
33. sola *n.*
34. tenor *n.*
- 35.** triplicate *n.*

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