

Cambridge Professional English

Company

A new approach to business
correspondence in English

'ANDREW LITTLEJOHN

TEACHER'S BOOK

CAMBRIDGE
UNIVERSITY PRESS

CAMBRIDGE PROFESSIONAL ENGLISH

A new range of flexible materials, designed to meet the needs of today's English learners in a business and professional environment.

In this series:

Business Reports in English

by Jeremy Comfort, Rod Revell and Chris Stott

Business Listening Tasks

by Patrick Hanks and Jim Corbett

Telephoning in English

by B. Jean Naterop and Rod Revell

Company to Company - A new approach to business correspondence in English *by Andrew Littlejohn*

Company to Company

A new approach to business
correspondence in English

Teacher's Book

Andrew Littlejohn

CAMBRIDGE
UNIVERSITY PRESS

RUSSIAN & ENGLISH
LANGUAGES OPEN DOORS

This edition of Company to Company is published
by arrangement with Cambridge University Press
The Pitt Building, Trumpington Street, Cambridge CB2 1RP
by RELOD, Russia, Moscow 103051 P. O. Box 50

©Cambridge University Press 1988
©RELOD 1993

First published 1988
Third printing 1992

Printed in Russia
at MPK, Mozhaisk

ISBN 5-89973-004-6 Teacher's Book
ISBN 5-89973-005-8 Student's Book

Licensed for sale
in the Russian Federation
and the Ukraine only.
Not for export.

Copyright
The law allows a reader to make a single copy of part of a book
for purposes of private study. It does not allow the copying of
entire books or the making of multiple copies of extracts. Written
permission for any such copying must always be obtained from the
publisher in advance.

WD

CONTENTS

Acknowledgements	vii
INTRODUCTION	1
GENERAL GUIDANCE	4
The study section	4
The activity section	5
Summary of steps in running the activities	8
Large classes	9
Correcting written work	9
General notes on business correspondence	W
To the new or inexperienced teacher	13
UNIT 1	
1A Study section: letter layout, the date, opening/closing a letter, subject headings	14
1B Activity section: Misplaced orders	17
UNIT 2	
2A Study section: parts of a letter, beginning and ending	26
2B Activity section: A business trip	29
UNIT 3	
3A Study section: referring, giving good/bad news, saying what you can and cannot do, giving reasons	38
3B Activity section: Holiday time	40
UNIT 4	
4A Study section: requesting action, apologising, requesting information, telexes	50
4B Activity section: From quote to sale	53
UNIT 5	
5A Study section: making a mild complaint, making a point, warning, making a strong complaint	63
5B Activity section: Who's responsible?	67

Contents

UNIT 6	
6A Study section: personal business letters	75
6B Activity section: Repair or replace?	78
UNIT 7	
7A Study section: informal business letters	87
7B Activity section: A credit check	90
UNIT 8	
8A Study section: revision and consolidation	98
8B Activity section: A trade fair	103
INDEX of student role cards for the activities	112
Letterheads for use in the activities	113

To:
Daniel, aged 1 *Vi*, who almost made the writing of this book impossible;
Lita, who tried to keep the rascal occupied;
Fiona, whose imminent arrival kept me working.

Acknowledgements

Thanks to:
Diana Hicks, whose energy and imagination first gave me the idea;
All the Al-Jalahmas, particularly Anne and Yousuf, and the staff at Arabian Electronics who helped me clothe the idea;
Alison Baxter and Judith Aguda at CUP whose useful comments led to many improvements.

The author and publishers would like to thank the following people and teaching centres for their help in piloting this material, and for providing valuable feedback before publication: Bell School, Cambridge; Bell College, Saffron Walden; British Council, Munich; Cambridge Eurocentre; Colchester English Study Centre; Jim Corbett, Key English Language Services, Sweden; Godmer House, Oxford; S. Hagen, Newcastle Polytechnic; Inlingua School of Languages, Hove; Miinchner Volkshochschule, Munich.

They are also grateful to Prentice-Hall for permission to reproduce the account of a feedback stage on pp. 7-8.

INTRODUCTION

Company to Company is a new approach to the teaching of business letter and telex writing. The basic idea behind the book won an English-Speaking Union English Language Award (presented, Buckingham Palace, 1984).*

1 Who is the course for?

Company to Company is intended for students with a lower-intermediate knowledge of English who may be studying in language institutes, commercial schools or the upper classes of secondary schools.

2 How is the course organised?

Each of the eight units has two sections — a study section (A) and an activity section (B).

In the study section, students learn the conventions and common expressions of business correspondence and practise these through short exercises and letter-writing tasks. This part of each unit teaches students how to *do* things in English — such as complain, ask for information, request action and so on.

In the activity section, students are placed in a business situation where different students (normally working in groups) represent different companies. Through a series of role cards at the back of their book (three for each company), students become involved in writing and replying to each other in order to accomplish a business goal — such as ordering some goods or arranging a business trip. When the activity has finished, there is a feedback stage where, with the teacher, students look at what they wrote and the problems they had.

3 What is the purpose of the activity section ?

As mentioned above, in the study section students learn how to do certain things in English and then practise what they have learnt through exercises and letter-writing tasks. This process is a vital part of learning business corre-

The paper that won the award is called 'Task-centred writing activities', by Andrew Uttlejohn and Diana Hicks. Published in *Lancaster Practical Papers in English Language Education*, Vol. 7, Eds: C. N. Candlin and D. F. Murphy. Prentice-Hall 1987.

spondence — but there is also another aspect that must be taken into account: the context in which letters are written.

Normally, writers of business letters want to achieve a purpose — such as ask for a quote or apologise for a delay. They have to think about who the reader is and what may happen as a result of the letter. This means that writers need to draw on all the language at their disposal and choose the appropriate forms to use. Most letter-writing exercises, however, do not require students to make these kinds of decisions or try to accomplish any real purpose. Students generally know that any letters they write will not be read for the information in them and that nothing will actually happen as a result of the letters. Also, since these exercises usually practise forms just presented, students only have to choose from a narrow range of language.

The main aim of the activities, therefore, is to provide a purpose and context for writing. In the activities, each letter that one group sends to another will be read for the message it contains. This means that when composing a letter, students need to view their writing through the eyes of the reader. In addition, as the activity progresses, they have to think not only about the correctness of the language they use but also of what has happened and what may happen as a result of their letters. In so far as is possible in the rather artificial setting of a classroom, the activities try to mirror the circumstances in which business letters are produced in real life.

There is, however, a further purpose for the activities. Language learning in general involves taking risks. Students need, therefore, opportunities to try things out and see if they really can communicate what they want to say. These experiments with language are important because it is through them that students can get a better idea of what they are able to do in English and, thus, what they still need to learn. It is, after all, only when students have a clear idea of their goals that effective language learning takes place.

4 *How long does the course take?*

Each unit will provide enough material for five to six classroom hours. Normally, Section A of each unit will take two to three hours, Section B will take two hours and the feedback stage (see page 7) will take a further hour. The book as a whole, then, will take between 40 and 48 hours.

5 *Is it possible to make the course shorter?*

It is relatively easy to make the course shorter. There are many possible ways to do this, depending on how much time you have available. Here are some possibilities.

- Tell the students to prepare the practice exercises in the study section at home.
- Omit study sections that present language that your students can already handle.

At the appropriate time, either omit the study section of Unit 8 (revision and consolidation) or tell the students to do it at home.

If the students have done a conventional letter-writing course but need further practice, omit some or all of the study sections.

If the course is just intended to provide the students with a basic knowledge that they can refer to later in their own time — rather than with a working ability — omit some or all of the activity sections.

After discussing the lead-in material to the activity section, tell the students to write their first letter at home. The activity can then begin next lesson with the students delivering their letters to the right 'company' and then referring to their second cards.

Omit some or all of the feedback stages after the activities and collect in the students' letters for correction.

GENERAL GUIDANCE

Detailed guidance on teaching the study sections and running the activities is provided in the notes for each unit. Below are some general points that apply to all units.

THE STUDY SECTION (A)

11 The letters and exercises

The study sections normally open with a short introduction to a situation, which is then followed by two or three questions and some letters. The questions are intended to give the students a purpose or focus in reading the letters. Students should therefore read through the questions *before* they read the letters. They are of two types: questions about the content (e.g. Why is there a delay in the delivery of the goods?) or questions about the language (e.g. How exactly does the writer apologise?). After allowing the students to read the letters silently, ask for answers to the questions.

The questions about the language serve as an introduction to the material in the rest of the section. This presents the students with various ways on achieving a particular purpose (such as giving reasons, warning, complaining) in business correspondence in English. Each presentation is followed by short practice exercises. The final exercise is normally a letter-writing task, where the students have to draw together the points covered in the section as a whole.

2 The role of the teacher

Your role for most of the study section will mainly be as a *manager* of the lesson. You will need to direct the students' attention to the material in the hook, set them working on the exercises or reading the letters, and then finally discuss the answers with the class as whole and move the lesson forward to the next piece of material.

For much of the lesson the students will be writing. During this time, go round the class helping out and giving guidance on the exercises (see *Correct'ing written work*, page 9). Obviously the kind and amount of guidance you need to give will vary considerably from student to student and group to group but, where possible, try to give hints or clues rather than direct answers. This should help the students develop the ability to write without your assistance. Some teachers, for example, instead of telling their students

how to spell certain words, like to keep a few bilingual and monolingual dictionaries in the classroom for the students to use. You may feel that this is a slow and time-wasting procedure, but it will help the students form a habit that they will almost certainly need when the course is over.

THE ACTIVITY SECTION (B)

For the activity, you will normally need a double lesson (but see point 5 in the *Introduction*, page 2).

1 The introductory material

Each activity section opens with some material that introduces a business situation, with questions to focus the students' reading. As with the study section, allow the students to read this through silently before discussing their answers or looking at it in detail. This introductory material is not intended to teach any new language, apart from a few vocabulary items that will be needed for the activity. Try to move through it as quickly as possible so as to get the students started on the activity.

2 Dividing the class into groups

Once you are sure that the students fully understand the situation presented in the introductory material, divide them into groups. There are two principal ways of doing this.

The first way is to divide the class into three groups, with each group representing a different company and sitting away from the other two groups. Ideally, each group should have no more than four or five students (see *Large classes*, page 9, if you have more than 15 students). As an alternative, if you have a fairly small class or if you feel that, for one reason or another, the students would not work productively together, you can divide the class into groups of three, with each individual student in each group representing a company. Many teachers, however, have found that the first method of grouping is more effective since the students can learn a lot from discussing what and how they will write (see *Working in groups*, page 6).

Once you have grouped the students, tell them to turn to their first role cards. The number of the first role card is given at the end of the introductory material in the Student's Book and the cards appear in random order at the back of the book. (There is an index of all the cards at the back of the Teacher's Book for quick reference.) The role cards give some further information and tell the students what they must write and to whom. Most cards also include a 'letter plan' to help them. Stress to the students that they must produce neat business letters that are clear in meaning and as correct as possible in terms of spelling, grammar, vocabulary, phrases and expressions. You may like to photocopy the letterheads at the back of the Teacher's Book

(pages 113—20) onto blank sheets of paper, for the students to use when writing their letters.

3 Working in groups

If the students are in groups, they will begin working together to produce their first letter. Exactly how they do this will vary from class to class and group to group. Initially, it is usually a good idea to say that each student in each group must write a letter but that they should help each other and discuss exactly what to write. Whether the students are working to produce a single letter together or several individual letters, experience shows that they become involved in intense discussion within their groups about phrasing and layout. Since the aim of the activity is to develop their writing ability, it does not matter whether the students discuss in English or - with a monolingual group — in their own language. In fact, if you insist on an 'English only' rule, communication may become difficult and thus defeat one of the purposes of the activity: to encourage students to help each other become more aware of what they should write. You should, however, insist that any communication *between* the groups is in English and in writing.

Once the students have finished writing, they deliver the letter (or one of the letters, if the students have each written one) to the appropriate 'company'. You should then quietly tell them the number of their next role card (shown in the appropriate unit in the Teacher's Book and in the *Index*, page 112). This will introduce new information and change the situation in some way. Meanwhile they may also have received a letter from one of the other groups and they will have to take this, together with the new information, into account when they write their second letter. When they have finished writing it, they again deliver it to the appropriate group before moving on to their third and final card. (Note that the students can move on to their next role card as soon as they have delivered their letters. They do *not* have to wait for a reply, since each group's cards function independently.)

4 The role of the teacher during the activity

Your main role during the activity will be to tell the students their next role, card number as they complete and deliver their letters. You will also need, however, to move round the class, making sure that the students understand what they have to do and giving help where necessary. As mentioned above, try, where possible, to give hints or clues rather than direct answers in order to encourage the students to think about what and how to write (also see *Correcting written work*, page 9).

If the students have problems in writing their letters, there are a number of ways you can help them:

- go through the letter plan on the role card with them and get them to suggest what they could write;
- refer them back to the appropriate sub-section of Section A where the

language they are having difficulty with is presented. (The *Index of key words* in the Student's Book will help you or the students find the right sub-section.)

- refer them to an appropriate model letter (see the *Index of model letters* in the Student's Book);
- if all else fails, let them read the example letter in the Teacher's Book.

5 The feedback stage

The feedback stage is an important part of the activity. This may take place in a separate lesson from the activity itself.

Once the students have finished, ask them, in their groups, to look through the letters they received from the other students and to mark on the letters any problems they had in understanding, any mistakes that they notice in spelling, grammar, vocabulary, layout or expressions, or any comments they might have on the tone of the letter (e.g. the level of politeness). While they are doing this, move round the class looking at the letters with the students. This should take ten minutes or so.

Next tell the students to pass each letter back to the group that wrote it. The students should then check through their own letters and try to identify any further mistakes or problems and correct them. Also tell them to look back at the role cards and compare their letters with the instructions they were given. In the same way as above, move round the class, helping and commenting. Make a note of any important or common mistakes/problems and go through these on the blackboard or OHP. Finally, if you wish, you can collect the letters in for correction. If you feel that it is necessary, you can ask the students to rewrite some of the letters as a homework task.

6 Example of a feedback stage

Below is one teacher's account of how she ran the feedback stage with a class of Arab students who had done an earlier version of the activity 'From quote to sale' (Unit 4B). In common with many Arab students, their oral abilities were much better than their written abilities. This was the first activity that the students had tried.*

'After we had finished the activity (it took two hours) I started a discussion next lesson by asking how the students had felt while they were writing. All of them said that they had found the activity very useful because it was "real" in the sense that they could imagine themselves doing this kind of task when they were at work. The discussion then moved on to

* This is an edited version of an account that first appeared in 'Task-centred writing activities' by Andrew Littlejohn and Diana Hicks, *Lancaster Practical Papers in English Language Education*, Vol. 7, Eds: C. N. Candlin and D. F. Murphy. Prentice-Hall 1987.

the familiar problem of handwriting. Sometimes they had found the letters difficult to read, they said. When asked why, they replied that sometimes there was insufficient space between words, sometimes the writing was not on the line and sometimes the paper used was too small. One student even commented that although letters which had been "printed" were clearer to read, they would like to be able to write clear "joined-up" writing. The class then decided that they would like a few lessons in handwriting.

'Next, I asked the students to compare the letters with the original cards. From this I wanted them to focus on the spelling errors. They were generally much slower in recognising their own errors than in seeing others' mistakes. However, by making close comparisons between the cards and the letters they soon picked up words like "discount", "February", "England", "total" (total) and "therefor". One student said that he thought a few spelling errors in a letter would not matter, but the others pointed out that sometimes it meant that the receiver would not understand the word or sentence (as, in fact, had happened with the word "total") and that it did "not look good" in a business letter. The students became very involved in this discussion and it seemed to me that in future they would look more closely at their own writing for spelling mistakes and that they now saw how important correct spelling is. Until this point, I think they thought spelling mistakes could only be detected by me ("it is the teacher's job") and so they didn't make much effort to self-correct. It will be interesting to see if their spelling improves much during the next activity that we do.

'The final part of the feedback discussion was mostly about grammatical errors. Again, I encouraged them to do this by comparing with the cards. It took them much longer to find their grammatical errors but they managed to pin-point mistakes such as "we can delivered", "packing and freight charges is", "inform you that our prices as follows".

'I didn't want to move on to some of the errors in information, style, etc. partly because we were running out of time (our discussion went on for over an hour!) but mainly because I didn't think they could absorb anything more. There were a lot of things wrong with their letters, I know, - starting a letter "Dear Mr Midtec" is not really right- and frankly most of them would not have been acceptable in business. Still, most of the students clearly enjoyed the activity and want to do another one.'

SUMMARY OF STEPS IN RUNNING THE ACTIVITIES

- 1 Students read the introductory material.
- 2 Teacher asks questions to check they understand the situation.
- 3 Teacher divides the class into three groups, each group representing a

company in the activity. (Alternatively, the class can be divided into groups of three with each individual student representing a company.)

- 4 Students turn to their first role card, write the letter and deliver it to the appropriate group.
- 5 Teacher tells them their next role card number.
- 6 Students write and deliver their next letter.
- 7 Teacher tells them their final role card number.
- 8 Students write and deliver the last letter. The activity ends.
- 9 Teacher tells students to look through the letters they received and indicate any problems in understanding the letters and any mistakes in layout, spelling, grammar, etc.
- 10 Letters are given back to the students. They look over them and try to correct any mistakes.
- 11 Teacher circulates, helping and commenting.
- 12 Teacher goes through any important problems on the blackboard or OHP and, if he or she wishes, collects in the letters for correction.

LARGE CLASSES

If you have more than 15 or so students, you will need to have two or more sets of the activity running at the same time. This will give you six or more groups since three groups are necessary for each activity. This need not be as difficult as it sounds. Some of the activities have been tried out very successfully with classes of over 36; in one case, the students were seated in fixed double desks. With a large class, the easiest thing to do is to get students to work in pairs, seated in three rows (e.g. in a class of 30, there would be five pairs in each row). Each row can then be a different company, and as the students finish their letters they can pass them across to the appropriate pair. Instead of quietly telling each pair their next role card number, put the number on the blackboard. You can move up and down the rows while they are working, helping with any problems. The feedback stage would be the same as described above.

CORRECTING WRITTEN WORK

As mentioned above, some teachers find it more productive to give hints or clues to the students rather than direct answers. One way in which you can do this when you are correcting their written work (either in class or at home) is to use a marking scheme. When you see a mistake, you can put a symbol in the margin showing only the *type* of mistake that has been made, e.g. S = spelling, WM = word missing, T = tense, WF = wrong form (e.g. 'He work very hard'), WW = wrong word, P = punctuation, ? = 'I don't understand!' Normally, it is best if you correct some homework using the marking scheme

and give it back to the students. They will then be interested to find out what the symbols mean and you can explain. Give the students some time to put their mistakes right, but if they cannot do it then tell them what is wrong.

GENERAL NOTES ON BUSINESS. CORRESPONDENCE

It is not necessary for teachers to be familiar with business correspondence in order to use *Company to Company* successfully since detailed guidance is provided throughout this Teacher's Book. However, some background information may help you.

1 Business letters

During the last few years, there has been a definite move away from the very formal, long-winded English that you used to find in business correspondence. Nowadays, you will hardly ever find phrases such as 'We beg to acknowledge receipt of your letter of 11th instant'. The tendency now is to be much more direct: 'Thank you for your letter of 11 March'. *Company to Company* teaches only this more modern, clearer style of expression. This is particularly important as very often neither the writer nor the reader of the letter is a native-speaker of English.

Many of the strict conventions of letter-writing have also been relaxed and it is quite usual to find a lot of variety in the way letters are laid out or worded. Writers often use informal expressions and forms (e.g. contractions) whereas previously this would have been avoided. This makes things much more difficult for the language learner since, used inappropriately, informal forms can cause offence. For this reason, *Company to Company* has two units dealing with personal business correspondence.

Some letter-writing conventions, however, remain very much alive. Presentation, for example, is still very important. Few people will want to do business with a company that sends out badly typed, badly worded, or badly laid-out letters. Seemingly minor details can also irritate the reader of the letter and give a negative impression. The author, for example, knows one businessman who rejected a quotation simply because the covering letter ended 'Yours faithfully' instead of 'Yours sincerely'. (See Unit 1A, 1.4, for details of this vital point!)

2 Telex

The use of telex has also changed considerably. Previously, due to the very high cost of sending telexes, the emphasis was on brevity — using as many abbreviations and condensed forms as possible. Now, however, as telex has become relatively cheaper, the emphasis is much more on clarity. Messages

are short and direct, but generally easier to read with only the obvious words being abbreviated.

3 Memos

Memo-writing is not actually presented and practised in *Company to Company* since, as the name suggests, the course is intended to teach correspondence between companies rather than within companies. Many of the role cards for the activities are, however, in the form of memos so, if the time allows, your students may be interested in knowing more about memo-writing. Many large, multi-national companies actually use English for all their internal correspondence irrespective of the country in which the office is located.

There are many possible layouts for memos and normally companies have their own printed memo paper. Most of them provide space for the same basic information:

To / For the attention of / FAO

From

Re/Ref/Subject/Concerning

File No.

Date

Often initials are used instead of the full name (e.g. RI for Robert Ingram) or the person's title (e.g. MD for Managing Director).

The style of the memo is usually very direct. Greetings or closings such as 'Dear . . .', 'Yours sincerely' etc., are not normally used. Instead the memo opens directly with the message.

MEMORANDUM

To: JEB

Date: 3 March 87

Ref.: Coffee machine

From: RI

File No.

The coffee machine in the staff lounge has broken down again. This is the third time this week. Please could you arrange for the maintenance people to look at it.

Thank you.

there are a number of points in the memo, these are often listed.

MEMORANDUM

FAO: Diana Hicks, MD
Date: 24 April 1986

From: Tom Lander, SO
Subject: Fire on 3rd floor

- 1 We have now inspected the damage caused by the fire. Two guest rooms will need to be redecorated and the contents of the linen room at the end of the corridor have been completely destroyed.
- 2 I estimate the total cost involved to be approx. £15,000.
- 3' In view of the risk of further fires, I recommend that smoke detectors are placed in all the hotel rooms, corridors and lobbies.

If you wish to give your students practice in writing memos, many of the situations in *Company to Company* can be adapted to provide a context for a memo. Some situations can be changed so that the students have to write a memo asking someone else to take some action. For example, Unit 4A, 4.2, has an exercise in which students have to write a sentence asking the telephone company to put another telephone in their office as soon as possible. This could be adapted as follows:

You want another telephone in your office and you need it urgently. Write a memo asking the maintenance staff to contact the telephone company. (Tell them exactly where you want the telephone.)

In other cases, the model letters can be used to provide a situation for writing a memo. For example, the second letter in Unit 4A, 4.1, could be used as follows:

You have just received this letter. Write a memo to your Chief Engineer telling him what Haga Verktyg said.

Students might then produce a simple memo like this:

MEMORANDUM

To: CE
Date: 30 May 87

From: Mgr
Subject: Kraftborr drills

I have received a letter from Haga Verktyg, Sweden. They say that they will send our order at once.

TO THE NEW OR INEXPERIENCED TEACHER

If you have only just started teaching, you may feel that the activities are rather complicated and difficult to handle. In actual fact, once the activity is running, the task of the teacher is very small - it is the students who do most of the work. Your real work is *before* the activity begins. Make sure that *you* understand exactly what the situation is and what the students will have to do. Read through the teacher's notes for the activity and make your own notes of what you have to do and the sequence of the role card numbers. Have the notes near you during the lesson. The most important thing is to make sure that the students understand what they have to do. If this is clear and you tell the students their next card numbers as they finish each letter, the activity should run without any problems.

The first time you do one of the activities you may find that it does not go entirely as planned. Don't worry. This does not mean that the students have wasted their time. They can benefit from the experience of having to work out what to do. Don't give up! The next one you do will be better as you and the students get more practice and you will soon find that the activities become a very valuable part of your course.

UNIT 1

1A Study section: letter layout, the date, opening/closing a letter, subject headings

1.1 Letter layout

Read through the questions with the students and then allow them a few minutes to study the letters silently before eliciting the answers.

Answers:

- 1 The paragraphs are separated by a line and each one starts at the left-hand margin.
- 2 In this style of letter layout, no punctuation is used in the addresses, or after 'Dear ...' and 'Yours
- 3 Differences: the first letter opens 'Dear Sirs' and ends 'Yours faithfully', the second letter opens 'Dear Mr ...' and ends 'Yours sincerely'; the second letter has a subject heading, the first letter has none; the second is not signed by the writer and so 'pp' is used.

In eliciting the answers to the third question, ask the students why they think one letter ends 'faithfully' and the other ends 'sincerely', why a subject heading is used and why 'pp' is placed in front of the writer's name (see 1.4 and 1.6). You could also draw the students' attention to the use of references. Normally, these are the initials of the writer in capitals, followed by the initials of the typist in lower case. Sometimes a file number is added. You may like to encourage the students to use references in the letters they write in the activities.

1.2 Block style

Read fairly quickly through the notes on letter layout with the students, referring back to the letters after each point. These notes should confirm the answers that you elicited from the students in 1.1.

1.3 The date

Continue by reading through the notes on the date with the students. Put a few other dates in figures on the board and ask them to say what these would

mean in Britain and what they would mean in the United States. Allow the students a few minutes to do the exercise before you go through the answers.

Answers:

- a) 16 January 1988
- b) 23 March 1988
- c) 6 November 1987
- d) 7 September 1987
- e) 21 January 1988
- f) 8 April 1987

1.4 Dear.. / Yours ..

Read through the table of openings with the students. Stress that a 'Dear Mr/Mrs/Ms/Miss' opening should be followed by the family name. A general rule for closing a letter is: if you know the name you end 'sincerely'; if you do not know the name you end 'faithfully'.

Allow the students to work alone on the two practice exercises. When they have finished they can move straight on to 1.5 before you go through the answers. While they are working you can circulate round the class giving help and guidance where necessary.

Answers:

- | | |
|----------------------|-------------------|
| 1 a) Yours sincerely | 2 a) Sir |
| b) Yours faithfully | faithfully |
| c) Yours sincerely | b) Best wishes |
| d) Best wishes | c) MsCarrillo |
| e) Yours sincerely | Yours sincerely |
| f) Best wishes | d) DearMadam |
| g) Yours faithfully | Yours faithfully |
| | e) Dear Sirs |
| | Yours faithfully |
| | f) Dear Mrs Cheng |
| | Yours sincerely |

1.5 Practice

The letter should look as shown on page 16.

1.6 Subject headings

Ask, once again, why subject headings are sometimes used in business letters (to help to get the reader's attention, to ensure that the letter is passed to the right person quickly). Then, with the students, read through the note in 1.6 before they work individually on 1.7 Practice.

ISLAND WORLD HOLIDAYS
181 North St
London W1M2FW
Tel 01-676 9096

Miss Margareta Lindell
Slottsberget 26
Goteborg 41803
Sweden

22 May 1987

Your ref
Our ref FH/ts

Dear Miss Lindell

Thank you for your letter of 19 May 1987.

I have pleasure in sending you our brochure with details of all our holidays.

I look forward to hearing from you.

Yours sincerely

Fred Henderson
Sales Manager

1.5

This exercise can be set as homework but you should go through it with the students first, discussing what they will write and reminding them of the points presented in the unit. The completed letter should look like this:

GREEN SUPERMARKETS LTD
13 Station Road
Dublin Ireland

Corona Ltd
Calle Major 340
Madrid
Spain

15 April 1987

Dear Sirs

Order 564

We sent the above-mentioned order for orange juice to you on 4 January but we have still not received it.

Please can you tell us when you can deliver the juice.

Yours faithfully

/

(signature)

(name)

Purchasing Supervisor

1.7 Practice

When the students have finished, elicit the answers.

Answers:

- | | |
|---------------------------|-------------------------------------|
| 1 Invoice No. 258 | 3 Special report on travel agencies |
| Yours sincerely | Yours faithfully |
| 2 the above-mentioned car | 4 Peter |
| Yours sincerely | Best wishes |

1.8 Letter practice

This exercise has two purposes: firstly, to give further practice in the areas presented in this unit and secondly, to introduce the students to the idea of writing letters from memos. This technique is used in many of the activity sections in the book. Since the emphasis in this unit is on laying out a letter correctly, the memo in this practice task gives a lot of guidance in exactly what the students should write.

1 B Activity section: Misplaced orders

- 1 Read through the paragraph and questions with the students and get them to look at the notepad. There are no correct answers to the two questions - the notepad is intended to show that it is not clear who ordered what and that mistakes could easily happen when the orders are prepared.
- 2 a) The students should compare the goods listed on the invoices with the notes made on the notepad. Once again, there are no right or wrong answers.
b) The questions here are intended to remind the students of some of the points covered in Section A. Let the students make a note of their answers before you go through them.

Answers:

- i) Mr S Ghislain
- ii) Dear Mr Ghislain
- iii) Order No. 256
- iv) Please could you deliver the above-mentioned order as soon as possible.
- v) Yours sincerely
- vi) Slembrouck BV; Dear Sirs; Order No. 260; Please could you deliver the above-mentioned order as soon as possible; Yours faithfully.

- 3 Read through the instructions with the students, making sure that they understand the situation and what is going to happen. Then divide them into groups and set them working on their first cards. The cards are similar to the memo in Section A, 1.8, and provide a lot of guidance in what to write, but point out to the students that many additional details that they will need (such as names, addresses and order numbers) can be found on the notepad and invoices in paragraphs 1 and 2 of this section. As the students begin work, move round the class checking that they understand their cards and what they are going to do. See pages 5-9 for further guidance on running the activity.

The sequence of cards is as follows:

Slembrouck BV: 59 - 43 - 36

ABC Ltd: 30 - 50 - 14

Court Hotel: 2 - 20 - 56

The plot and example letters

Note: Once the students have finished working on the first cards, the letters they write may be slightly different from the letters shown here. This is because they may have already received a letter from another group.

Both the Court Hotel and ABC (Drink Machines) Ltd have placed orders with Slembrouck BV. Unfortunately, Slembrouck is very badly organised and they have sent the wrong items to both companies. In addition, they could only send half the quantity of one of the items that ABC ordered.

The activity opens with Slembrouck writing to ABC Ltd to say that the rest of their order will be sent soon (card 59).

<p>SLEMBROUCK BV Violetstraat 187 B-1000 Brussel Belgium</p>	
<p>ABC (Drink Machines) Ltd 186 Park Lane Bristol UK BS2 8BE</p>	<p>1 February 1988</p>
<p>Dear Sirs</p> <p>Order 260</p>	
<p>We recently sent part of the above order to you. Unfortunately, we could only send half of the tea that you ordered</p> <p>We hope to send the rest to you by the end of the month.</p> <p>Yours faithfully</p> <p>S Ghislain Sales Supervisor</p>	

In actual fact, however, ABC Ltd has not only received only half of the tea that they ordered but they have also not received any of the coffee (card 30).

ABC (DRINK MACHINES) LTD

186 Park Lane
Bristol BS2 8BE

Slembrouck BV
Violetstraat 187
B-1000 Brussels
Belgium

Dear Sirs

Order 260

We have just received this order. Unfortunately, we ordered 150 kgs of powdered tea and coffee and you have only sent us 75 kgs of powdered tea.

1 February 1988

Please can you deliver the coffee and the rest of the tea at once.

Yours faithfully

(name)

Purchasing & Sales Supervisor

Meanwhile, the Court Hotel has received completely the wrong goods and they write to Slembrouck to complain. They have a contact name on the invoice so they address the letter to Mr Ghislain (card 2).

THE COURT HOTEL
Chilcompton
Bath BA3 4SA

Mr S Ghislain
Slembrouck BV
Violetstraat 187
B-1000 Brussels
Belgium

1 February 1988

Dear Mr Ghislain

Order 256

You recently delivered the above-mentioned order to us.

Unfortunately, we ordered 1,000 small bottles of orange juice and you sent us 1,000 bottles of shampoo.

Since we need the juice for a wedding party in two weeks' time, please could you deliver it as soon as possible. You can collect the shampoo at the same time.

Yours sincerely

Ms D Hicks
Purchasing Supervisor

As each group finishes their letter and delivers it to the correct group, they move on to their next card.

Note: The groups do not have to move on to their next cards at exactly the same time, i.e. you do not have to wait until all the groups are finished before you tell a group their next card number.

Slembrouck's second card (43) tells them they made a mistake with the order to the Court Hotel. (By now, they may also have received the Court Hotel's letter.) They have a contact name (shown on the notepad in 1), so they address their letter to Ms Hicks.

SLEMBROUCK BV
Violetstraat 187
B-1000 Brussel
Belgium

Ms D Hicks
The Court Hotel
Chilcompton
Bath
UK BA3 4SA

Dear Ms Hicks

Order 256

11 February 1988

We are sorry that we made a mistake with the above order. Instead of 1,000 bottles of orange juice we sent you 1,000 bottles of shampoo.

Our delivery vans will be in your area at the beginning of next month, We will deliver the juice then and collect the shampoo at the same time.

With apologies.

Yours sincerely

S Ghislain
Sales Supervisor

Meanwhile, the Manager of ABC Ltd has heard that the Court Hotel needs a large quantity of orange juice. ABC therefore writes to tell the Court Hotel that they can help them (card 50).

ABC (DRINK MACHINES) LTD
186 Park Lane
Bristol BS2 8BE

The Court Hotel
Chilcompton
Bath BA3 4SA

11 February 1988

Dear Sirs

Our manager has recently heard from Mr Wilson at Western Trading Company that you need a large quantity of orange juice at once.

We have a large supply of juice that we do not need. Our price is £25 per 100 bottles. We would be happy to supply them to you if you could tell us how many you need.

Yours faithfully

(name)
Purchasing & Sales Supervisor

This letter probably crosses with a letter from the Court Hotel who write to ABC to find out if they can supply the juice (card 20).

THE COURT HOTEL
Chilcompton
Bath BA3 4SA

ABC (Drink Machines) Ltd
186 Park Lane
Bristol BS2 8BE

11 February 1988

Dear Sirs

We recently ordered some orange juice from Slembrouck BV but they delivered the wrong goods to us.

We need 1,000 small bottles of orange juice immediately. Do you have these available? If so, please can you tell us what your prices are.

Thank you.

Yours faithfully

Ms D Hicks
Purchasing Supervisor

By now, Slembrouck will have received the letter from ABC Ltd pointing out that most of their order was not delivered. Slembrouck therefore writes to apologise (card 36).

SLEMBROUCK BV
Violetstraat 187
B-1000 Brussel
Belgium

(name)

14 February 1988

ABC (Drink Machines) Ltd
186 Park Lane
Bristol
UK BS2 8BE

Dear (name)

Order 260

We are sorry that we did not send you any coffee in the above order. Our delivery vans will be in your area at the end of the month, so we will deliver the coffee and the rest of the tea then.

Because of the problems we have caused, we can give you a special discount price of £15 per kilo for the coffee.

Yours sincerely

S Ghislain
Sales Supervisor

This letter, however, comes too late as ABC have already found a new supplier (card 14).

ABC (DRINK MACHINES) LTD
186 Park Lane
Bristol BS2 8BE

MrSGhislain
SlembrouckBV
Violetstraat 187
B-1000 Brussels
Belgium

14 February 1988

Dear Mr Ghislain

Order 260

Thank you for your letter.

We are very surprised that you are not going to deliver the coffee and the rest of the tea that we ordered until the end of the month. We have now found a new supplier so please cancel our order with you.

We are sorry to tell you that, because of the problems we have had, we do not intend to do any further business with you.

Yours sincerely

[name]
Purchasing & Sales Supervisor

The Court Hotel writes two letters: one to Slembrouck cancelling the order and another to ABC Ltd, accepting their offer (card 56).

THE COURT HOTEL
Chilcompton
Bath BA3 4SA

MrSGhislain
Slembrouck BV
Violetstraat 187
B-1000 Brussels
Belgium

14 February 1988

Dear Mr Ghislain

Order 256

We have now found a new supplier for the above order of juice. Please cancel our order with you.

Please can you also collect the shampoo that you delivered to us as soon as possible. We are sorry to tell you that, because of the problems we have had, we do not intend to do any further business with you.

Yours sincerely

Ms D Hicks
Purchasing Supervisor

THE COURT HOTEL
Chilcompton
Bath BA3 4SA

(name)
ABC (Drink Machines) Ltd
186 Park Lane
Bristol BS2 8BE

14 February 1988

Dear (name)

Thank you for your letter.

Please can you send us 1,000 bottles of orange juice as soon as possible.

Thank you.

Yours sincerely

Ms D Hicks
Purchasing Supervisor

The activity therefore ends with Slembrouck BV losing both the orders and ABC Ltd and the Court Hotel making a deal between them.

Feedback

See pages 7–8 for general guidance on conducting the feedback stage. For this activity, points for particular attention are: layout, appropriate opening and closing (*Dear* .. . and *Yours* . . .), subject headings, and dates.

UNIT 2

2A Study section: parts of a letter, beginning and ending

2.1 Interfon looks for new agents

Read through the introduction, questions and vocabulary glosses with the students before allowing them to study the letters silently for a few minutes.

Answers:

- 1 Interfon's letter is an example of an American style of letter layout. Notice the indented paragraphs, the colon (two dots) after the opening, the use of 'Gentlemen' rather than 'Dear Sirs', the close ('Sincerely yours' rather than 'Yours sincerely'). This contrasts with the 'block style' of Eastern Bank's letter.
- 2 Eastern Bank can help by passing their letter on to some companies in Bahrain.

2.2 Arabian Electronics replies

Similarly, read through the introduction, questions and glosses before allowing the students to study the letters.

Answers:

- 1 Arabian Electronics wanted to know if the prices in the catalogue were still correct. Interfon confirmed that they were correct until the end of December.
- 2 The brochures were sent separately.

2.3 Parts of a letter

- 1 As you read through the box showing the main parts of a letter, get the students to look back and tell you how each part applies to each letter in 2.1 and 2.2. Ask questions such as: 'Why is Robert Winston writing?' (2.1, first letter); 'What about Husain Dhaif?' (2.1, second letter). Continue with questions about the other letters and other parts.

Answer:

Interfon's letter of March 18 has two paragraphs in the main message. The first paragraph answers Arabian Electronics' question about the catalogue

and prices. The second paragraph is about his forthcoming visit to the Middle East.

2.4 Beginning a letter

Direct the students' attention to the two sets of openings: initiating correspondence and replying to a letter. Then get the students to write their opening for each of the situations given. Encourage them to discuss their ideas with a neighbour and to look at each other's work. There are several possible answers to each one.

Possible answers:

- 1 a) We are writing to enquire about the price of your air conditioners.
b) We are writing in connection with your advertisement in the newspaper yesterday. We would like to know . . .
c) We are interested in holidays to Africa and we would like to know if you organise them.
- 2 a) Thank you for your letter of 23 July, asking if we sell photocopiers.
b) Thank you for your letter of 18 December, enquiring about employment with this company and enclosing your curriculum vitae.
c) We have received your telex of 3 June, concerning the marketing conference in London.
d) Thank you for your telephone call this morning, enquiring about your order No. 599.

2.5 Ending a letter

Read through the two sets of endings with the students and then move directly on to 2.6.

2.6 Practice

Look quickly through the four incomplete letters and sentences (a)–(h) with the students and then get them to do the exercise individually or in pairs. Some of the sentences fit in more than one space but all the sentences must be used.

Answers:

1(c) 2(g) 3(a) 4(d) 5(e) 6(h) 7(f) 8(b)

2.7 Letter practice

Before you ask the students to write the letters, go through the instructions and discuss what they will write. Depending on the time you have available, either or both of these tasks can be set for homework. Examples of completed letters are as follows:

Data Services Ltd
57 West Road
Paxton PX3 7JA

(date)

Dear Sirs

I am writing to enquire about word processors.

We need a small machine with a very good quality printer and we would like to know if you rent them. If you do rent them, please could you send me your prices.

I look forward to hearing from you.

Yours faithfully

(name)

Office Manager

PROVINCIAL ASSURANCE CO
Ave. de la Reforma 456
Mexico, DF

Ms Miriam Montilla
Calle Dia 2361
Jardines del Bosque
Sec. Juarez
Guadalajara
Mexico

(date)

Dear Ms Montilla

Thank you for your letter of 8 September, enquiring about vacancies for a bilingual secretary.

Please could you send me your curriculum vitae so that I can review your experience.

I look forward to your reply.

Yours sincerely

(name)

Personnel Manager

2B Activity section: A business trip

- Before beginning this section, ask the students to imagine that they are going on a business trip and they need to make some appointments first. What would they write? Get a few ideas from them before they look at the introduction and questions. As usual, allow them to look over the letters for a few minutes before asking for answers.

Answers:

- Mizuno says he wants to meet the addressees with the phrase 'I would be very pleased if we could meet to discuss
- He wants Leefung in Singapore to tell him where their offices are.
- He asks for the information by saying 'I would also be grateful if, in your reply, you could tell me

Move straight on to the questions after the second letter. These are intended to draw the students' attention to two expressions that will be useful in the activity.

Possible answers:

- I would be very pleased if we could have dinner together.
 - I would be very pleased if you could try out our new product.
- I would be grateful if you could recommend a good hotel to me.
 - I would be grateful if you could tell me the distance from the airport to the city centre.

- Continue by reading through the second letter from Nagakura to Leefung International. The question is intended to focus the students' attention on the opening sentence: 'I hope you have now received my letter of ...' which will also be useful in the activity.

- Before dividing the class up into groups, make sure that they understand the situation. Mr Mizuno from Nagakura Ltd is going on a business trip. He wants to see Leefung Plastics (Singapore) Ltd in Singapore on 10 March at 11.30 a.m. and Leefung Plastics (International) Ltd in Hong Kong on 12 March at 11.00 a.m. He also wants some additional information from both companies. Mizuno is therefore now waiting to hear from them.

Divide the class into groups and set them working on their first role cards. See pages 5-9 for general guidance on running the activity.

The sequence of cards is as follows:

Nagakura Ltd: 60 - 23 - 70

Leefung Plastics (International) Ltd: 27 — 32 — 1

Leefung Plastics (Singapore) Ltd: 3 - 5 4 - 4 0

The plot and example letters

Note: Once the students have finished working on the first cards, the letters they write after that may be slightly different from the letters shown here. This is because they may have already received a letter from another group.

The activity opens with some bad news for Nagakura. All the flights are full to Hong Kong and Jun Mizuno therefore has to write to Leefung (International) to change his appointment (card 60).

NAGAKURA LTD
Yoshimori Heights
Kawasaki-shi
Japan

your ref: *(as appropriate)*
our ref: JM/st/43Z

International Relations Section
Leefung Plastics (International) Ltd
56 Hennessy Road
Hong Kong

Dear Sirs

I am writing in connection with my forthcoming visit to your company and my letters of 12 and 13 January.

Unfortunately, I will not be in Hong Kong until 13 March because all the flights before then are full. Would it be convenient to meet you on 13 March at 11.00 a.m.?

I would also be very grateful if you could recommend a good hotel in Hong Kong to me.

I look forward to your reply.

Yours faithfully

Jun Mizuno
Technical Sales

(date)

-

Meanwhile, both Leefung Plastics (International) Ltd in Hong Kong and Leefung Plastics (Singapore) Ltd are writing to accept the dates that Mr Mizuno suggested in his first letters and to give him the further information that he wanted (cards 27 and 3).

LEEFUNG PLASTICS (INTERNATIONAL) LTD
56 Hennessy Road
Hong Kong

Mr J Mizuno
Technical Sales
Nagakura Ltd
Yoshimori Heights
Kawasaki-shi
Japan

Dear Mr Mizuno

Thank you for your letters of 12 and 13 January, concerning your forthcoming visit to Hong Kong.

I would be very pleased to meet you at the time you said, 12 March at 11.00 a.m.

The address of our office in Bangkok is as follows:
Leefung Plastics (Thailand) Ltd
48 Ramkhamhang Road
Bangkok
Thailand

The name of the manager is Mr P Hemsuchi.

I hope that this information will help you. If you need any further information about any of our offices, please do not hesitate to contact me.

I look forward to meeting you.

Yours sincerely

(name)
International Relations Section

(date)

Your ref: JM/st/43Z
Our ref: *(as appropriate)*

LEEFUNG PLASTICS (SINGAPORE) LTD
Box 226
Brown Street PO
Singapore

Mr J Mizuno (date)
Technical Sales
Nagakura Ltd
Yoshimori Heights
Kawasaki-shi
Japan

Your ref: JM/st/43Z
Our ref: (as appropriate)

Dear Mr Mizuno

Thank you for your letter of 12 January, concerning your forthcoming visit to Singapore.

I would be very pleased to meet you at the time you said, 10 March at 11.30 a.m.

Our offices are located on Park Road, about 25 kms from the airport, just opposite the Hotel Regina.

I look forward to seeing you.

Yours sincerely

(name)
Production Supervisor

Nagakura's next card tells them to invite the Production Supervisor at Leefung Plastics (Singapore) Ltd to lunch (card 23).

NAGAKURA LTD
Yoshimori Heights
Kawasaki-shi
Japan

your ref: (as appropriate)
our ref: JM/st/43Z

The Production Supervisor (date)
Leefung Plastics (Singapore) Ltd
Box 226
Brown Street PO
Singapore

Dear (name)

Thank you for your letter of (date), concerning my forthcoming visit to your company.

I would be very pleased if we could have lunch together after our meeting on 10 March. Please could you let me know if this is possible.

I look forward to hearing from you and meeting you.

Yours sincerely

Jun Mizuno
Technical Sales

Leefung Plastics (Singapore) Ltd, however, has received a telex direct from the office of the GM, telling them of his forthcoming visit. They therefore write to tell Mr Mizuno that he can only see the Production Supervisor's assistant (card 54).

LEEFUNG PLASTICS (SINGAPORE) LTD
Box 226
Brown Street PO
Singapore

Mr J Mizuno (date)
Technical Sales
Nagakura Ltd
Yoshimori Heights
Kawasaki-shi
Japan

Your ref: JM/st/43Z
Our ref: (as appropriate)

Dear Mr Mizuno

I am writing in connection with your forthcoming visit to Singapore and my letter of (date).

Unfortunately, I will not be available when you visit our company on 10 March because the General Manager from Hong Kong will be here. However, my assistant, Helen Cheng, would be very pleased to see you. Please could you confirm if you would like to meet her.

I look forward to your reply.

Yours sincerely

(name)
Production Supervisor

However, Head Office in Hong Kong is writing a letter to say the GM wants to see *all* the Production staff on 10 March (card 32).

LEEFUNG PLASTICS (INTERNATIONAL) LTD
56 Hennessy Road
Hong Kong

The Production Supervisor (date)
Leefung Plastics (Singapore) Ltd
Box 226
Brown Street PO
Singapore

Your ref: as appropriate)
Our ref: (as appropriate)

Dear Sir

I am writing in connection with the General Manager's forthcoming trip to South East Asia.

The GM will visit Singapore on 9-10 March. While he is there, he would like to speak to all members of the Production Dept. Please could you cancel all appointments for these days.

Thank you.

Yours faithfully

(name)
International Relations Section

Meanwhile, Nagakura has still not heard from Leefung Plastics (International) in Hong Kong about the change of date. They therefore write to find out if the revised date of 13 March is acceptable (card 70).

NAGAKURA LTD
Yoshimori Heights
Kawasaki-shi
Japan

your ref: (as appropriate)
our ref: JM/st/43Z

International Relations Section (date)
Leefung Plastics (International) Ltd
56 Hennessy Road
Hong Kong

Dear (name)

I am writing in connection with my letter of (date), concerning my forthcoming visit to Hong Kong.

Please could you let me know as soon as possible if you are able to meet me on 13 March at 11.00 a.m. because I need to confirm my flight booking.

Thank you.

Yours sincerely

Jun Mizuno
Technical Sales

This letter will probably cross with Leefung International's letter in which they accept Mr Mizuno's appointment (card 1).

LEEFUNG PLASTICS (INTERNATIONAL) LTD
56 Hennessy Road
Hong Kong

Mr J Mizuno (date)
Technical Sales
Nagakura Ltd
Yoshimori Heights
Kawasaki-shi
Japan

Your ref: JM/st/43Z
Our ref: (as appropriate)

Dear Mr Mizuno

Thank you for your letter of (date), about your visit to Hong Kong.

I would be very pleased to meet you at the time you said, 13 March at 11.00 a.m. We recommend the Hotel Bluebird, which is located about half a kilometre from our offices, next to the Kowloon Bank on Bowen Rd.

Please could you let me know where you decide to stay, in case I need to contact you.

I look forward to seeing you.

Yours sincerely

(name)
International Relations Section

Having received Leefung International's letter, Mr Mizuno writes a short letter to tell them where he will stay (card 70).

<p style="text-align: center;">NAGAKURA LTD Yoshimori Heights Kawasaki-shi Japan</p>	
<p>your ref: <i>(as appropriate)</i> ourref: JM/st/43Z</p>	
<p><i>(name)</i> International Relations Section Leefung Plastics (International) Ltd 56 Hennessy Road Hong Kong</p>	<p><i>(date)</i></p>
<p>Dear <i>(name)</i></p> <p>Thank you for your letter of <i>(date)</i>, confirming the date and time of our meeting.</p> <p>In Hong Kong I will be staying at the hotel that you recommended, the Hotel Bluebird.</p> <p>I look forward to meeting you.</p> <p>Yours sincerely</p> <p>Jun Mizuno Technical Sales</p>	

Leefung Plastics (Singapore) Ltd, however, receives a further telex from the office of the GM and a letter from the International Relations Section in Hong Kong. These tell them that the GM wants to see all staff on 13 March. They are therefore forced to cancel the appointment with Mr Mizuno (card 40).

<p style="text-align: center;">LEEFUNG PLASTICS (SINGAPORE) LTD Box 226 Brown Street PO Singapore</p>	
<p>Mr J Mizuno Technical Sales Nagakura Ltd Yoshimori Heights Kawasaki-shi Japan</p>	<p><i>(date)</i></p>
<p>Dear Mr Mizuno</p> <p>Visit to Singapore</p>	
<p>I am sorry to tell you that I have to cancel your meeting with Helen Cheng on 10 March at 11.30 a.m. This is because the General Manager wants to see all members of the production staff when he visits the factory.</p> <p>I hope that we can meet the next time you are in Singapore.</p> <p>Yours sincerely</p> <p><i>(name)</i> Production Supervisor</p>	

The activity thus ends with Jun Mizuno unable to meet Leefung in Singapore but with a confirmed appointment with Leefung in Hong Kong.

Feedback

See pages 7–8 for general guidance on the feedback stage. Points for particular attention in this activity are: all the items covered in Unit 1, beginnings and endings of the letters, use of 'I would be very pleased if...' and 'I would be (very) grateful if...' as well as the general clarity of the letters.

UNIT 3

3A Study section: referring, giving good/bad news, saying what you can and cannot do, giving reasons

Section A of this unit is somewhat shorter than the Section As of other units. This is to allow more time for the introductory material in 3B, the activity section.

3.1 Two letters giving news

After the students have had a chance to read silently through the questions and the two letters, discuss the answers.

Answers:

- a) The writers refer to the last contact between them by saying 'I am writing in connection with . . . ' and 'Further to . . . '
- b) The first letter gives bad news by saying 'We regret to inform you that. . . '. The second letter gives good news by saying 'I am delighted to advise you that...'
- c) The writers give reasons with 'This is as a result of... ' and 'This is due to... '

To provide more continuity of student activity it is best to take 3.2 and 3.3 together, followed by 3.4 and 3.5.

3.2 Referring and 3.3 Giving good/bad news

Read through the phrases for referring and giving good/bad news with the students. Point out the note in 3.2 about the use of 'with regard to . . . '. Then let the students work alone or with a partner to complete the exercises.

Possible answers:

- 3.2 a) With reference to your invoice No. 679 for a photocopier . . .
- b) Further to our meeting on 16 January ...
- c) I am writing in connection with your advertisement in *The Times* newspaper.

- d) With reference to your application for a post as secretary with this company, . . .
- e) Further to your telex order for six typewriters which we received today, . . .
- 3.3 a) *Further to* your order for some cupboards, / *am sorry to tell you that* we have had to increase the price.
- b) *With reference to* your application for a post as secretary, I *am pleased to inform you* that we would like you to start work as soon as possible.
- c) *I am writing in connection with* your application for a post as secretary. I *regret to inform you that* you were not successful.
- d) *Further to* our telephone conversation this morning, / *am happy to advise you that* your car is now ready for you to collect. '

3.4 Saying what you can and cannot do

Answers:

- a) We are unable to reduce our prices.
- b) We have been forced to raise our prices because the government has increased the sales tax.
- c) However, we are able to give you a discount of 5% if your order is for more than \$2,000.
- d) With regard to your second question, we are unable to accept payment in Egyptian pounds but we can accept US dollars or German marks.

3.5 Giving reasons

Possible answers:

- b) We have been forced to delay the delivery of the goods. This is due to a strike by airline pilots.
- c) We are able to increase all salaries by 10%. This is as a result of a rise in sales.
- d) We have been forced to cut all salaries by 10%. This is owing to a fall in sales.
- e) We are unable to deliver your new order. This is due to the fact that we have not received your payment for the last order.
- f) We have been forced to cancel the meeting. This is owing to the fact that a lot of staff have been ill.

3.6 Letter practice

Go through the instructions with the students, discussing what they will write, before you set the exercise as an in-class or homework assignment. You might tell the students that this kind of letter is known as a *circular*.

(date)

Dear Sir or Madam

Increase in interest rates

I am writing in connection with your account at this branch.

I am pleased to advise you that we are able to increase interest rates for deposit accounts to 12%. This is as a result of a change in government regulations.

Yours faithfully

(name)

Sub-manager

(date)

Dear Sir or Madam

Increase in interest rates

I am writing in connection with your account at this branch.

I regret to inform you that we have been forced to increase interest rates for loans to 14%. This is as a result of a change in government regulations.

Yours faithfully

(name)

Sub-manager

3B Activity section: Holiday time

The introductory material to this activity is slightly longer than usual and you will need to allow extra time. (Section A was shorter than usual for this reason.)

- 1 After reading through the introductory paragraph and questions with the students, allow them to study the two extracts from holiday brochures before you go through the answers. As far as possible, do not spend too much time on words that the students do not know, unless they are unable to understand the basic situation.

Answers:

- a) Golden Holidays is the cheaper. A double room with private facilities in July costs £1,375. With Sun Express it costs £1,450.
- b) No. Sun Express uses Pekar Airways. Golden Holidays uses Stanley Air.

Note: It is important to make sure that the students realise that the two companies use different airlines since this is a key point in the activity that follows.

- 2 and 3 After drawing the students' attention to the questions in 2 and 3, let them read through the three letters silently to find the answers.

Answers:

- 2 Sun Express is the cheaper now. (The discount that Golden Holidays offers is only for groups of more than 30. Western Travel wants to book for 25 people.)
- 3 Mr Thomas told them to take any action necessary when he is away to make sure that the holiday is booked.

In going through the answers, point out to the students how the letters use the phrases taught in Section A (referring, saying what you can and cannot do, giving good or bad news) and the way the letters open and close (see Unit 2, 2.4 and 2.5).

- 4 Read through the letter with the students and then ask them a few questions to make sure that they now understand the basic situation, such as:
What is the name of the group leader on the holiday?
What is the name of the agency booking the holiday?
Which company are they travelling with?
Why did Mr Thomas choose that company?
What is the name of the other company?
Do both companies use the same airline?
- 5 Before dividing the students into groups, remind them that they must write neat, clear business letters and that once they have delivered the letter to the correct group they should ask you for a new role card number. See pages 5–9 for general guidance on running the activity.

The sequence of cards is as follows:

Sun Express: 5 2 - 2 1 - 1 7

Golden Holidays: 3 1 - 6 6 - 4 1

Western Travel: 11 - 47 - 25

Plot and example letters

Note: Once the students have finished working on the first cards, the letters

they write after that may be slightly different from the letters shown here. This is because they may have already received a letter from another group. The activity opens with Sun Express writing to confirm the booking from Western Travel (card 52).

SUN EXPRESS
20 Gloucester Place
Croydon CRO 2DH

Ms Charlotte McEvoy (date)
Western Travel
12 The Crescent
Brinton BR3 5YT

Dear Ms McEvoy

Tour 5210

Il am writing to confirm that I have booked a holiday for 25 people on the above-mentioned holiday, departing 14 July, in the name of Mr Daniel Thomas.

Please could you tell your clients that they must check in at Gatwick Airport at 0930.

We look forward to doing further business with you.

Your sincerely
(name)
Bookings Supervisor

At the same time, Golden Holidays are writing a follow-up letter to Western j Travel, telling them that they have reduced their prices (card 31).

GOLDEN HOLIDAYS
12 Cambridge Court
London WC2H 8HF

Ms Charlotte McEvoy (date)
Western Travel
12 The Crescent
Brinton BR3 5YT

Dear Ms McEvoy

Tour 014A

I am writing with reference to my letter of 12 May, concerning the above tour to Mexico.

I am pleased to inform you that we can now offer a 10% reduction on the price of our holidays to Mexico. This is due to a change in the exchange rate.

We look forward to receiving your bookings.

Yours sincerely
I Ruth (Mrs)
Sales Supervisor

Meanwhile, Mr Daniel Thomas has seen an article in a newspaper about the airline that Sun Express uses. He has asked Western Travel to write to Sun Express to find out what will happen if the airline does collapse (card 11).

WESTERN TRAVEL
12 The Crescent
Brinton BR3 5YT

Renate Weiss (date)
Sun Express
20 Gloucester Place
Croydon CRO 2DH

Dear Ms Weiss

Tour 5210

I am writing in connection with our booking for 25 people on the above holiday, departing 14 July.

Mr D Thomas, the group leader, has given us a newspaper article about Pekar Airways. The article says that the company is in serious financial difficu'ties. MrThomas would like to know exactly what will happen if Pekar Airways collapses while his group is in Mexico or before they go on holiday.

I look forward to your reply.

Yours sincerely
Charlotte McEvoy
Western Travel

The next card for Sun Express gives them the bad news that Mr Thomas was worried about - Pekar Airways has collapsed. They therefore write to tell Western Travel that their holidays to Mexico are cancelled (card 21).

SUN EXPRESS
20 Gloucester Place
Croydon CRO 2DH

Ms Charlotte McEvoy
Western Travel
12 The Crescent
Brinton BR3 5YT

Ms Charlotte McEvoy
Western Travel
12 The Crescent
Brinton BR3 5YT

Dear Ms McEvoy
Tour 5210

I am writing in connection with your booking for 25 people on the above holiday to Mexico.

I regret to inform you that Pekar Airways, our carrier for this tour, has collapsed. We have therefore been forced to cancel Tour 5210.

We will refund your deposit as soon as possible.

With apologies,

Yours sincerely

(name)

Bookings Supervisor

Golden Holidays has also heard that Pekar Airways has collapsed. They write to Western Travel to tell them that they can take any customers who have lost their bookings (card 66).

GOLDEN HOLIDAYS
12 Cambridge Court
London WC2H8HF

Ms Charlotte McEvoy
Western Travel
12 The Crescent
Brinton BR3 5YT

Ms Charlotte McEvoy
Western Travel
12 The Crescent
Brinton BR3 5YT

Dear Ms McEvoy

(date)

Collapse of Pekar Airways

I am writing in connection with our tours to Mexico and the collapse of Pekar Airways.

We are pleased to inform you that our carrier, Stanley Air, is able to take 200 extra passengers each week to Mexico. We are therefore able to give an immediate confirmed booking to any customer who booked a holiday using Pekar Airways.

We look forward to making your bookings.

Yours sincerely

I Ruth (Mrs)
Sales Supervisor

Western Travel, meanwhile, write one or two letters, depending on whether they have heard from Golden Holidays and/or Sun Express. In reply to Golden Holidays' first letter, they write to tell them that they have booked with Sun Express (card 47).

WESTERN TRAVEL
12 The Crescent
Brinton BR3 5YT

Mrs I Ruth
Golden Holidays
12 Cambridge Court
London WC2H 8HF

Mrs I Ruth
Golden Holidays
12 Cambridge Court
London WC2H 8HF

Dear Mrs Ruth

Tour 014A

Thank you for your letter of (date), concerning the above tour to Mexico.

I am sorry to tell you that we have now booked the holiday with Sun Express.

Yours sincerely

Charlotte McEvoy
Western Travel

If they have not received a letter from Sun Express, they write to them again, asking for a reply (card 47).

WESTERN TRAVEL
12 The Crescent
Brinton BR3 5YT

Renate Weiss (date) ((/ate)
Sun Express
20 Gloucester Place
Croydon CRO 2DH

Dear Ms Weiss

Tour 5210

With reference to my letter of *(date)*, concerning Pekar Airways, our customer, Mr D Thomas, is very worried about what will happen if the airline collapses.

Please could you reply as soon as possible to my letter.

Yours sincerely

Charlotte McEvoy
Western Travel

The next card (17) for Sun Express has good news - they have found a new carrier. They therefore write to Western Travel.

SUN EXPRESS
20 Gloucester Place
Croydon CRO 2DH

Ms Charlotte McEvoy (date)
Western Travel
12 The Crescent
Brinton BR3 5YT

Dear Ms McEvoy

Tour 5210

Further to my letter of *(date)*, I am pleased to advise you that we have found a new carrier for the above tour to Mexico. This is DTL Aviation Company.

All clients who still want to take this holiday must reconfirm their booking as soon as possible. Check-in time is 0825 on the day of departure, at Gatwick Airport.

We look forward to your bookings.

Yours sincerely

(name)
Bookings Supervisor

Meanwhile, Golden Holidays want the bookings that should have resulted from the collapse of Pekar. If they have not received a booking from Western Travel, they write a follow-up letter (card 41).

GOLDEN HOLIDAYS
12 Cambridge Court
London WC2H 8HF

Ms Charlotte McEvoy (date)
Western Travel
12 The Crescent
Brinton BR3 5YT

Dear Ms McEvoy

Tour 014A

I am writing with reference to my letter of *(date)*, about our above tour to Mexico.

At the moment there are only a few places left. This means that, if you have any customers who want to take this holiday, they must book as soon as possible.

Yours sincerely

I Ruth (Mrs)
Sales Supervisor

However, if they have received a booking, they write to give the instructions for joining the holiday.

GOLDEN HOLIDAYS
12 Cambridge Court
London WC2H8HF

Ms Charlotte McEvoy
Western Travel
12 The Crescent
Brinton BR3 5YT

(date)

Dear Ms McEvoy

Tour 014A

Thank you for your letter of (date). I am writing to confirm that I have made a booking for 25 people on the above tour departing 14 July. The group leader is Mr D Thomas.

Please could you tell your clients to check in at Gatwick Airport by 0830 on the day of departure.

We look forward to making further bookings for you.

Yours sincerely

I Ruth (Mrs)
Sales Supervisor

Who gets the final booking depends on how quickly they have written and delivered their letters. Western Travel's final card tells them to write two letters - one confirming a booking and the other rejecting a company (card 25).

WESTERN TRAVEL
12 The Crescent
Brinton BR3 5YT

(Addressee's name
and address)

(date)

Dear (name)

Tour.....

With reference to my [your] letter of (date), I am pleased to confirm our booking for 25 people on the above tour, departing on 14 July. The group leader is Mr D Thomas.

We look forward to receiving your confirmation.

Yours sincerely

Ms Charlotte McEvoy
Western Travel

WESTERN TRAVEL
12 The Crescent
Brinton BR3 5YT

(Addressee's name
and address)

(date)

Dear (name)

Tour.....

I am writing with reference to my [your] letter of (date). I regret to inform you that we have now made a confirmed booking with another company for our tour to Mexico.

Thank you for your attention.

Yours sincerely

Ms Charlotte McEvoy
Western Travel

The activity thus ends with one company getting the booking at the expense of the other company.

Feedback

See pages 7-8 for general guidance on the feedback stage. Points for particular attention are: all the areas presented in Units 1 and 2, giving good and bad news, referring, giving reasons, saying what you can or cannot do, in addition to the general clarity of the letters.

UNIT 4

4A Study section: requesting action, apologising, requesting information, telexes

4.1 Construcciones Jimenez asks about delivery

Look through the introduction, questions and vocabulary glosses with the students and then give them some minutes to study the letters.

Answers:

- 1 Construcciones Jimenez wants Haga Verktyg to send the drills as soon as possible and also to tell them when they will arrive.
- 2 Haga Verktyg apologises by first saying 'We must apologise for . . . ' and then by closing the letter with 'With apologies once again.'. You could draw the students' attention to the difference in spelling between the plural noun *apologies* and the verb *apologise*.
- 3 Haga Verktyg does not say why they have not sent the goods.

4.2 Requesting action

Ask the students to look back at the letters to find out exactly how Construcciones Jimenez asked Haga Verktyg to send the drills as soon as possible and also to tell them when they would arrive. Then read through the introduction to 4.2 and get the students to work individually or in pairs on the two practice exercises. Students need only write one full sentence for each question in the second exercise.

Possible answers:

- 1
 - a) Please could you arrange an appointment for ten o'clock.
 - b) We would be grateful if you could send us the goods as soon as possible.
 - c) We would appreciate it if you could pay our bill without delay.
 - d) Please could you confirm that your prices are the same.
 - e) We would appreciate it if you could tell us exactly when you will arrive.
- 2
 - a) Please could you send me an application form for the post of office manager.
 - b) We would be grateful if you could repair the photocopier without delay.

- c) We would appreciate it if you could forward our letters to our new address immediately.
- d) We would be grateful if you could put another telephone in our office as soon as possible.
- e) We would appreciate it if you could reply without delay.

4.3 Apologising

Look through the phrases and notes with the students. Draw their attention to the use of the '-ing' form after 'for'. (This is because *for* is a preposition and after a preposition a verb takes the '-ing' form, e.g. 'I am interested *in reading*.' 'He's fed up *with working*'.)

To change the pace of the activity, discuss what the students would write in each of the situations.

Possible answers:

- a) We must apologise for not replying before now. This was due to the fact that Mr Brown is away ill.
- b) We are extremely sorry that you have not received our payment before now. Unfortunately, we sent a cheque to the wrong address two months ago.

4.4 Construcciones Jimenez writes to Haga Verktyg again

When the students have read through Construcciones Jimenez's reply to Haga Verktyg, elicit the answer to the question.

Answer:

The name of the ship they are using, its departure and arrival dates.

Ask the students what Sr Munoz could have written instead of 'We would appreciate it, however, if...' and then continue to 4.5.

4.5 Requesting information

Read through the expressions in the box with the students and then get them to work on the exercise.

Possible answers:

- a) We would be grateful if you could let us know if you received our letter.
- b) Please could you give us the details of your passport. In particular, we need to know your nationality, your date of birth, where your passport was issued and when it expires.
- c) We would also be grateful if you could tell us your flight number and the date and time of arrival.

4.6 Letter practice

As with previous letter practice sections, you can set this task as homework after reading through the instructions with the students.

Example letter:

Dear Mr Wang

Re: post as Sales Supervisor

Thank you for your letter. I must apologise for not replying before now but, unfortunately, I have been ill.

I would be grateful if you could give me some more information about the post. In particular, I would like to know the number of days' holiday, the working hours and the starting salary.

I look forward to hearing from you.

Yours sincerely

(name)

4.7 Telexes

Read the telexes and notes with the students, discussing what the abbreviated words mean.

Answers:

- 1 ATTN attention; RQST request; ASAP as soon as possible; LC letter of credit; THK U thank you; K'BORR Kraftborr (type of drills); LTR letter.
- 2 Haga Verktyg cannot supply the drills because the company has closed down.

The numbers at the top of a telex show the time and day it was sent (e.g. 0835 JUN 18). This is followed by the number that the telex is sent to and the number that it was sent from. After each number is the 'answerback', some letters that show the sender that he or she has dialled the right number.

- 3 Allow the students to work on the two practice exercises alone or in pairs before going through the answers.

Answers:

PLUS	as well as, and
ASAP	as soon as possible
TLX	telex
INFO	information
PLS	please
U	you

YR	your
RQST	we request that...
DTD	dated
THKS	thank you
RECD	received, we have received
ATTN	for the attention of
IMMED	immediately
LTR	letter
CLD	could

4 Possible answers:

- a) RE YR ADVERTISEMENT IN NEWSPAPER PLS SEND CATALOGUE PLUS PRICES.
- b) RE YR TLX ORDER DTD 16 JUNE, REGRET WE NO LONGER PRODUCE CH6 MOTOR.
- c) PLS CANCEL OUR ORDER 6 PEACH COMPUTERS. LTR TO FOLLOW.

4B Activity section: From quote to sale

- 1 Read through the introductory paragraph and the letter with the students. Explain that *quote* and *quotation* both mean the same thing: the price that a company says it would charge for some goods or services. 'C & F' means that the price quoted also includes the cost of transporting the goods to the buyer. Other ways of quoting prices are 'FOB' (free on board): the price includes the cost of the goods and the cost of transporting the goods to the ship/airport, and CIF (cost, insurance and freight): the price includes the cost of the goods, transport all the way to the buyer and insurance.

- 2 Move straight on to the telex.

Answer:

The telex could be made shorter like this:

ATTN: SALES DEPT, HANSTON ELECTRICS
PLS SEND QUOTE FOR 20000 MTRS 13 AMP CABLE C & F ATHENS PLUS
DELIVERY TIME ASAP.

THKU

H M AMATZIDI, TAVRIDIS LTD

3 In this activity, Midtec is in direct competition with Hanston Electrics. You should tell the students, therefore, that they need to write as quickly as possible - but that they should still take care to write clear, presentable, letters. Check that the students understand the situation, by asking some questions, such as:
What does Tavridis want to buy?
Why do they need it quickly?
What are Midtec and Hanston going to do now?
Then divide the students into groups and set them working on their first role cards. See pages 5—9 for further guidance on running the activity.

The sequence of the cards is as follows:
Tavridis Ltd: 13 - 55 - 44
Midtec Cables Ltd: 10 - 71 - 33
Hanston Electrics: 61—26—38

Plot and example letters

Note: Once the students have finished working on the first cards, the letters they write after that may be slightly different from the letters shown here. This is because they may have already received a letter from another group.
The activity opens with Tavridis sending telexes to both companies, asking them to reply as soon as possible (card 13).

0926 OCT 23
934589 HEL [943628 MCL]
4190 TVD

REF OUR TLX [LTR] 18 [16] PLS SEND QUOTE FOR 20000 MTRS OF 13
AMP CABLE, C&F ATHENS, ASAP.

THK U

H M AMATZIDI, TAVRIDIS LTD

4190 TVD
934589 HEL [943628 MCL]

Meanwhile, both Midtec Cables (card 10) and Hanston Electrics (card 61) are preparing their quotations.

MIDTEC CABLES LTD
Cotton Road
Exeter
England EX4 9DT

H M Amatzidi (date)
Tavridis Ltd
PO Box 34767
Omonia Our ref: (as appropriate)
103-10 Athens Your ref: HMA/mg
Greece

Dear Mr Amatzidi

13 amp. cable

Thank you for your letter of 16 October, asking for a quotation for 20,000 metres of 13 amp. cable. We are pleased to give you our prices.

20,000 metres of 13 amp. cable at 21 p a metre	£4200
less 8% for a large order	- £ 336
	£3864
packing and freight	£ 252
C & F TOTAL	£4116

We are able to deliver the cable ten weeks after we have received your letter of credit.

Looking forward to receiving your order,

Yours sincerely
(name)
Midtec Cables Ltd

—

HANSTON ELECTRICS
48 Golden Road
Manchester M11 4NS

H M Amatzidi (date)
Tavridis Ltd
PO Box 34767
Omonia our ref: (as appropriate)
103-10 Athens your ref: HMA/mg
Greece

Dear Mr Amatzidi

13 amp. cable

Thank you for your telex of 18 October, asking for a quotation for 20,000 metres of 13 amp. cable. We are pleased to give you our prices.

20,000 metres of 13 amp. cable at 20p a metre	£4000
less 10% for a large order	- <u>£ 400</u>
	£3600
packing and freight	<u>£ 260</u>
C & F TOTAL	£3860

We are able to deliver the cable eight weeks after we have received your letter of credit.

Looking forward to receiving your order,

Yours sincerely

(name)
Hanston Electrics

Once they have the information they need, the next card for Tavridis tells them to choose one of the companies. Since Hanston Electrics is the cheaper, they will send a telex order to them and a rejecting letter to Midtec (card 55).

0945 (date)
934589 HEL
4190 TVD

THK U FOR YR LTR OF (date). WE WOULD LIKE TO ORDER 20000 MTRS 13 AMP CABLE. PLS SEND DETAILS OF HOW TO PAY. LTR TO FOLLOW.

YOURS
H M AMATZIDI, TAVRIDIS LTD

4190 TVD
934589 HEL

TAVRIDIS LTD
PO Box 34767 Omonia
103-10 Athens

Our ref: HMA/mg
Your ref: (as appropriate)

(name) (date)
Midtec Cables Ltd
Cotton Road
Exeter
England **EX4 9DT**

Dear (name)

13 amp. cable

Thank you for your letter of (date), giving us a quote for 20,000 metres of the above cable.

I regret to inform you that we have decided to order the cable from another company.

Yours sincerely

H M Amatzidi
Manager

Meanwhile, however, Midtec receives some good news. The price of the cable has been reduced. They therefore write to Tavridis to tell them (card 71).

MIDTEC CABLES LTD
Cotton Road
Exeter
England EX4 9DT

H M Amatzidi
Tavridis Ltd
PO Box 34767
Omonia
103-10 Athens
Greece

Dear Mr Amatzidi

13 amp, cable

Further to my letter of *(date)*, concerning the above cable, I am delighted to tell you that the price has been reduced.

The cable now costs 20p a metre, less any normal discounts. This means that the total cost for 20,000 metres C & F to Athens is now £3,932.

Please can you tell us as soon as possible if you now want to order.

Looking forward to hearing from you.

Yours sincerely

(name)
Midtec Cables Ltd

At the same time, Hanston Electrics has to write to Tavridis giving them some bad news (card 26).

HANSTON ELECTRICS
48 Golden Road
Manchester M11 4NS

H M Amatzidi
Tavridis Ltd
PO Box 34767
Omonia
103-10 Athens
Greece

(date)

our ref: *(as appropriate)*
your ref: HMA/mg

Dear Mr Amatzidi

13 amp, cable

I am writing with reference to my letter of *(date)*, concerning your order for the above-mentioned cable.

I regret to advise you that a fire has destroyed part of the factory that supplies us with plastic covering for the 13 amp. cable. This means that there will be a delay of at least six weeks in the delivery of your order.

Please accept our apologies. We hope that this will not cause you any inconvenience.

Yours sincerely

(name)
Hanston Electrics

The final card for Tavridis (card 44) tells them to expect news from both companies. When the bad news from Hanston and the good news from Midtec arrive, therefore, Tavridis decides to order from Midtec instead.

1205 *(date)*
943628 MCL
4190 TVD

THK U FOR YR LTR OF *(date)* WITH THE NEW PRICE FOR 13 AMP CABLE. WE WOULD LIKE TO ORDER 20000 MTRS. PLS SEND DETAILS OF HOW TO PAY. LTR TO FOLLOW.

YOURS
H M AMATZIDI, TAVRIDIS LTD

4190 TVD
943628 MCL

TAVRIDIS LTD
PO Box 34767 Omonia
103-10 Athens

Our ref: HMA/mg
Your ref: *(as appropriate)*

(name) *(date)*

Manager
Hanston Electrics
48 Golden Road
Manchester
England M114NS

Dear *(name)*

Order for 13 amp. cable

Thank you for your letter of *{date}*, concerning our order for 20,000 metres of 13 amp. cable.

I was sorry to hear that there is a delay in the delivery. As we need the cable urgently, I regret to inform you that we must cancel the order.

With apologies,

Yours sincerely

H M Amatzidi
Manager

Meanwhile, if Midtec has not heard from Tavridis they send them a telex (card 33).

1435 (date)
4190 TVD
943628 MCL

ATTN H M AMATZIDI, MANAGER, TAVRIDIS LTD
PLS CAN U TELL US ASAP IF YOU NOW WANT TO ORDER THE 13 AMP CABLE.

THKU

(name) MIDTEC CABLES

943628 MCL
4190 TVD

Once they have received Tavridis' order, the same card tells them to write and confirm it.

MIDTEC CABLES LTD
Cotton Road
Exeter
England EX4 9DT

H M Amatzidi *(date)*

Tavridis Ltd
PO Box 34767
Omonia
103-10 Athens
Greece

Our ref: *(as appropriate)*
Your ref: HMA/mg

Dear Mr Amatzidi

13 amp. cable

Thank you for your telex of *(date)*.

I am writing to confirm your order for 20,000 metres of 13 amp. cable. We would be grateful if you could open a letter of credit in our favour for £3,932. Please could you arrange for a bank in England to guarantee the l/c.

Thank you once again. We look forward to doing further business with you.

Yours sincerely

(name)
Midtec Cables Ltd

While Midtec Cables and Tavridis are making an agreement, Hanston Electrics writes with some good news (card 38).

HANSTON ELECTRICS
48 Golden Road
Manchester M11 4NS

H M Amatzidi
Tavridis Ltd
PO Box 34767
Omonia
103-10 Athens
Greece

(date)

our ref: (as appropriate)
your ref: HMA/mg

Dear Mr Amatzidi

13 amp. cable

Further to my letter of (date), I am pleased to inform you that we have been able to find a new supplier for the plastic covering for the 13 amp. cable.

Delivery time is therefore back to normal. I am sorry to tell you, however, that there is a small increase in price. The cable now costs 20¹/₂p a metre, less the normal discounts.

Please can you tell us if you now want to order.

Yours sincerely

(name)
Hanston Electrics

Unfortunately, Hanston Electrics' letter not only arrives too late, but their new price is higher than Midtec Cables'. The activity therefore ends with Tavridis ordering from Midtec.

Feedback

See pages 7–8 for general guidance on the feedback stage. Particular points for attention in this activity are the areas covered in Units 1–3, telexes requesting action and information, and apologising.

UNIT 5

5A Study section: making a mild complaint, making a point, warning, making a strong complaint

5.1 Intercity Bank writes to complain

Look back at pages 4 and 24 with the students to remind them of the situation between Intercity Bank and Jakarta Furnishings. Then read through the questions with them and let them read the two letters silently.

Answers:

- 1 Mr Long complains by saying 'Unfortunately,
- 2 Mr Basuki wants Mr Long to look at the Terms of Sale.
- 3 Mr Basuki will not refund Mr Long's money because he says the delay in delivering the cabinets is not his fault.

5.2 Making a mild complaint

Go through the explanation and the instructions for the two exercises before getting the students to work on them alone or in pairs.

1 **Answers:**

(a)-(f), (b)-(e), (c)-(g), (d)-(h)

2 **Possible answers:**

- b) Unfortunately, the photocopier that you sold us has broken down. We would appreciate it if you could come and repair it without delay.
- c) Unfortunately, the secretary you sent us does not speak English. We would be grateful if you could send us a new secretary as soon as possible.
- d) Unfortunately, we keep receiving letters for X. Please could you tell your postmen to check the names on the letters.

5.3 Letter practice

As with previous letter practice tasks, this can be set as either a homework or an in-class assignment, after you have discussed it with the students.

Example letter:

Mr M Onaka {date}
 Minachi Office Equipment Ltd
 11-4-67 Nishiyami-dai
 Sayama-cho
 Osaka-Fu 288
 Japan

DearMrOnaka

Invoice No. 5654AH

I am writing in connection with the above invoice for an MX3 Electronic typewriter.

We received this machine yesterday. Unfortunately, the cover for the typewriter is missing. We would be very grateful if you could send us one as soon as possible.

I look forward to hearing from you.

Yours sincerely
 [name]

5.4 Making a point

Tell the students to look back at the letter from Jakarta Furnishings in 5.1. Ask them exactly how Mr Basuki says that he cannot refund Mr Long's payment ('I should like to point out that...'). Then look through the explanation and phrases in 5.4 with the students and get them to write their answers (only one sentence is required for each one).

Possible answers:

- I would like to remind you that the parking space in front of the main door is reserved for the Managing Director.
- I should like to draw your attention to the fact that we can give you a 25% discount for large orders.
- I hope it is not necessary to remind you that work starts at 9.30.
- I should like to point out that our prices are the lowest in town.

As you go through the answers, ask the students what else they would write in the letter or memo. For example, memo (a) could be completed as follows:

I would like to remind you that the parking space in front of the main door is reserved for the Managing Director. Please could you use the car park at the back of the factory in future.

5.5 Intercity Bank has to write again

As a change of pace, read through the letter with the students and then look at the questions.

Answers:

- Mr Long is not making a mild complaint now. We can tell because he says that they are *still* waiting for the cabinets and he *insists* that Jakarta Furnishings deliver them at once.
- If he does not hear from them, he will take legal action.

5.6 Warning

Look at the phrases in the box with the students and then ask for suggestions for appropriate warnings.

Possible answers:

- Unless you pay our bill at once, we will be forced to cancel your new order.
- If you do not park your cars somewhere else, we will be forced to call the police.
- If you do not come to work on time in future, we will be forced to dismiss you.
- Unless you collect your tools this week, we will be forced to throw them away.

5.7 Making a strong complaint

After reading through the explanation, establishing the four possible components of a letter of strong complaint, let the students work silently on the two mixed-up letters. Encourage them to check with a neighbour when they have finished.

Answers:

- (c) — new paragraph - (e) — (b) — (a) — new paragraph - (d)
- (c) - new paragraph - (e) - (a) - (d) - new paragraph - (b)

5.8 Letter practice

Again, this task can be set in class or for homework.
Example letter:

CE L BUSINESS CONSULTANTS
16 Hyde Towers
Hong Kong

The Manager
15 Hyde Towers
Hong Kong

Dear Sir

I am writing to complain about the loud noise from your office.

We rent the office next door to you and all day and every day you play very loud music. It is impossible for us to work. I should like to remind you that the contract for the office says 'no radios'. I really must insist, therefore, that you stop making this noise immediately.

If you do not do this, I will be forced to contact the landlord.

Yours faithfully
(name)

SB Activity section: Who's responsible?

- 1 Tell the students that this activity is about an explosion in a factory and that the owners want to get *compensation* (see gloss) for the damage. Then ask them why they think the activity is called 'Who's responsible?'. Establish that the activity is about responsibility for the damage and responsibility for paying the compensation. Direct the students' attention to the four questions and the glosses before you ask them to read the text. When they have finished, go through the answers:
- Answers:
- a) Perfecta's stock was valued at £400,000.
 - b) Perfecta is going to claim compensation from Bauer.
 - c) Bauer installed the heating that exploded.
 - d) Aqua Warm has asked a surveyor to find the cause of the explosion.
- Once you have gone through the answers, ask some further questions, such as:
- Was anybody hurt in the explosion? (*No.*)
- Why did Perfecta write to Aqua Warm before the heating exploded? (*They heard a strange noise.*)
- Is Perfecta still working? (*No.*)
- Why not? (*It is too cold to work in the factory.*)
- Does Aqua Warm think it is their responsibility? (*No.*)
- Why not? (*This is the first complaint in over 20 years.*)
- 2 The basic situation should now be clear to the students. Divide them into groups and set them working on their first cards. See pages 5–9 for general guidance on running the activities.

The sequence of the cards is as follows:
 Perfecta Ltd: 24 - 19 - 15
 Aqua Warm BV: 45 - 72 - 57
 Bauer AG: 29 - 65 - 68

Plot and example letters

Note: Once the students have finished working on the first cards, the letters they write after that may be slightly different from the letters shown here. This is because they may have already received a letter from another group.

Perfecta Ltd begins by writing to Bauer AG, making a strong complaint and demanding compensation (card 24).

PERFECTA LTD
61 Bath Road
Worcester
England WR5 3AB

Bauer AG
Altenberg
5253 Effingen
Switzerland

(date)

Dear Sirs

Last night the central heating system that you installed in our factory exploded. The explosion caused extensive damage and our complete spring stock has been destroyed.

I should like to remind you that we wrote to you on 9 December because the heater was making a strange noise. We received no reply.

We really must insist, therefore, that you replace the heating system immediately and pay for our damaged stock, valued at £400,000.

We look forward to your reply.

Yours faithfully

{name}
Production Dept

Meanwhile, Aqua Warm is worried that the explosion will give them a bad name. They want to find out exactly what happened so they write to Perfecta (card 45).

AQUA WARM BV
Beulingstraat 23
Amsterdam
Holland

Perfecta Ltd
61 Bath Road
Worcester
England WR5 3AB

(date)

Dear Sirs

We are writing in connection with the recent explosion at your factory.

We would like to point out that we have been manufacturing heating systems for over 25 years and we have never had a complaint before. We have therefore asked a surveyor to find the reason for the explosion.

We would be grateful if you could give us the address of the company that installed your heating.

We look forward to your reply.

Yours faithfully

(name)
Consumer Relations Dept

At the same time, Bauer writes to tell Aqua Warm that they will not install their heating systems any more (card 29).

BAUER AG
Altenberg
5253 Effingen
Switzerland

Aqua Warm BV
Beulingstraat 23
Amsterdam
Holland

(date)

Dear Sirs

Central heating systems

We are writing in connection with the recent explosion of one of your central heating systems.

We regret to inform you that we have decided not to install any more of your systems until you can show that they are absolutely safe.

We look forward to hearing from you.

Yours faithfully

(name)
Project Planning Dept

Since Perfecta's factory is closed and they are losing a lot of money, they need a new heating system quickly. They write to Aqua Warm to ask if they can help (card 19).

PERFECTA LTD
61 Bath Road
Worcester
England WR5 3AB

Aqua Warm BV (date)
Beulingstraat 23
Amsterdam
Holland

Dear Sirs

I am writing in connection with one of your central heating systems.

Last night, the system exploded and caused extensive damage to our factory. We have been forced to close the factory because of the cold. This is costing us over £10,000 a day. It is, therefore, extremely important that we get a new heating system as soon as possible.

We would be grateful if you could tell us when you could deliver a new system and at what price.

We look forward to your reply.

Yours faithfully

(name)
Production Dept

Aqua Warm, meanwhile, writes to Bauer to make sure that the heating was installed correctly (card 72).

AQUA WARM BV
Beulingstraat 23
Amsterdam
Holland

Bauer AG (date)
Altenberg
5253 Effingen
Switzerland

Dear Sirs

Thank you for your letter of (date), concerning [We are writing with reference to] the explosion at Perfecta Ltd.

We should like to point out that we have been manufacturing heating systems for over 25 years and we have never had a complaint before. We would be very grateful, therefore, if you could check that you followed our installation instructions.

In the meantime we have asked an independent surveyor to make an inspection to try to find the cause of the explosion.

We look forward to your reply.

Yours faithfully

(name)
Consumer Relations Dept

Bauer, however, is certain that the explosion is not their fault. They write to Perfecta to tell them this (card 65).

BAUER AG
Altenberg
5253 Effingen
Switzerland

Perfecta Ltd (date)
61 Bath Road
Worcester
England WR5 3AB

Dear Sirs

I am writing with reference to the recent explosion in your factory.

We have now checked through our records of the work that we did at your factory. I should like to point out that the heating system was checked three times before it was turned on.

We suggest that you contact Aqua Warm and claim compensation from them.

Yours faithfully

(name)
Project Planning Dept

Once Perfecta receives the surveyor's report they discover that the explosion was in fact their own fault. They write to Bauer to apologise and ask them to fit a new system (card 15).

PERFECTA LTD
61 Bath Road
Worcester
England WR5 3AB

{name}

(date)

Bauer AG
Altenberg
5253 Effingen
Switzerland

Dear {name}

Thank you for your letter of {date} concerning the recent explosion in our factory.

We have now received a copy of the surveyor's report on the explosion.

The report shows that the wrong oil was used. We really must apologise, therefore, for blaming you for the explosion.

We would appreciate it if you could fit a new heating system as soon as possible. Please can you tell us when you could do this.

With apologies once again.

Yours sincerely

{name}

Production Dept

Aqua Warm, writing to Perfecta, offers to supply a new heating system immediately (card 57).

AQUA WARM BV
Beulingstraat 23
Amsterdam
Holland

{name}

(date)

Perfecta Ltd
61 Bath Road
Worcester
England WR5 3AB

Dear Sirs {name}

Thank you for your letter of {date}, concerning [I am writing with reference to] the recent explosion at your factory.

The surveyor's report on the explosion shows that the wrong type of heating oil was used. This means that we are unable to give you any compensation. However, we can supply a new heating unit immediately at a special 12¹/₂% discount price of Dfl.24067/-.

I look forward to hearing from you.

Yours faithfully [sincerely]

{name}

Consumer Relations Dept

Since the surveyor's report showed that there was nothing wrong with the heating system, Bauer writes to Aqua Warm to tell them that they will continue to do business with them (card 68).

BAUER AG
Altenberg
5253 Effingen
Switzerland

(name)

Aqua Warm BV
Beulingstraat 23
Amsterdam
Holland

{date}

Dear Sirs (name)

Thank you for the copy of the surveyor's report on the explosion at Perfecta Ltd.

I am pleased to inform you that we have decided to continue to install your heating systems.

We look forward to doing further business with you.

Yours faithfully [sincerely]

{name}

Project Planning Dept

The activity therefore concludes with Perfecta having to pay for a new heating system and the reputations of Aqua Warm and Bauer untouched.

Feedback

See pages 7-8 for general guidance on the feedback stage. Particular points for attention in this activity are: all the areas covered in Units 1–4, complaining and making a point.

UNIT 6

6A Study section: personal business letters

6.1 Michael Kennedy sends out some brochures

Read through the introduction and the table with the students before getting them to study the letters for a few minutes. As you go through their answers to the points in the table, get them to tell you exactly why they have put a tick or a cross.

Answers:

1	letter (a)	letter (b)
opens with the main subject	x	V
mentions feelings about last time they had contact	V	x
mentions personal information	V	x

2 Letter (a) is the most friendly for the reasons indicated in the table.

6.2 Making a letter more personal

The structure shown in the box is of course only one of the many possible ways of writing personal business letters. It is, however, one that is often used.

As you look at the structure in the box with the students, refer back to Michael Kennedy's letter to Mr Al Jalahma in 6.1 as an example. Point out how his opening contains two sentences. The first sentence mentions the last contact between them and the second one says something about what they said to each other at that time. Ask the students for examples of other things that you could write for an opening. Give them some example situations:

- You telephoned someone last week. He told you that his children had been ill.
- Someone visited you at work yesterday but you were very busy and you could not talk to him. He wanted to show you some new products from his company.
- You met someone at a business exhibition last month. He told you that his business was going to close.

Then, after reminding them of how Michael Kennedy introduces his main message, ask them what they would write to introduce the main message in a personal business letter if they wanted to do the following things:

- complain about something
- give some information
- ask for help
- give some bad news

6.3 Personal business letters: the opening and

6.4 Personal business letters: saying why you are writing

Read through the explanations in 6.3 and 6.4 with the students and then get them to work on the practice exercises. As they work, go round the class helping them with any problems.

Possible answers:

- 6.3**
- 1 a) It was good I was pleased
 - b) Thank you for I was sorry
 - c) It was a pleasure I was sorry
 - d) It was a pity
 - e) It was good
 - 2 a) It was a pleasure to meet you on Thursday. I was sorry to hear that you had been ill.
 - b) It was a pleasure to have dinner with you last week. It was very interesting to hear about your holiday in Iceland.
 - c) It was a pity that we did not have time to talk last week. I would have liked to have heard your opinions on our new products.
 - d) Thank you for your letter which I received this morning. I was glad to hear that you had been promoted.
- 6.4**
- a) I am afraid that we have a small problem.
 - b) I am afraid I have some bad news.
 - c) Thank you for It was interesting I thought you might be interested to hear about....
 - d) I am sorry It was a pleasure I was wondering if you could help me....

6.5 Personal business letters: the close

Look back at the close to Michael Kennedy's letter to Mr Al Jalahma in 6.1. Ask the students to suggest some other ways that you could close a personal business letter. Then read through the phrases set out in this section.

6.6 Practice

Both 6.6 and 6.7 could be set for homework. For 6.6, ensure the students write out the letter with the paragraph boundaries in the correct places.

Answers:

letter 1 (f) - (b) - new paragraph - (e) - (d) - (g) - (c) - new paragraph - (a)

letter 2 (b) - (h) - (d) - new paragraph - (a) - (e) - (g) - (c) - new paragraph

"(f)

6.7 Letter practice

Example letter:

STORFINANS BANK
Nygatan 47 Stockholm
Sweden

Mr Gerard van Ek
Computer Suppliers
84 Ave Franklin Roosevelt
1067 Brussels
Belgium

(date)

Dear Mr van Ek

It was a pleasure to meet you on the training course recently. It was very interesting to hear your ideas on computer security.

I am afraid we have a small problem. Some time ago we ordered a large quantity of white computer paper. The paper arrived yesterday but unfortunately your company sent green paper. I would be grateful if you could arrange to send the correct paper. We will return the green paper shortly.

I look forward to meeting you at the computer exhibition in June.

Yours sincerely

(name)

(title)

6B Activity section: Repair or replace?

- 1 Allow the students to study the letter silently after you have read through the introductory paragraph and questions with them. (*Soft drinks* are non-alcoholic drinks, such as fruit juices.) When you go through the answers, make sure that the students understand the meaning of *disposable* (i.e. you throw it away after you have used it) and *caps* (tops).

Answers:

- a) No. Jarritos uses disposable bottles.
 - b) The machine often breaks the bottles when it is putting the caps on.
- 2 Answer:
Yes. The Alpha Rapid Bottler uses *reusable* bottles (i.e. bottles that can be used again).
 - 3 Before dividing the class into groups make sure that they understand the basic situation by asking some questions, such as:
What information is Mr Sanchez waiting for? (*Quotes from Alpha and Wesco.*)
What are the quotations for? (*A new bottling system and the repair of his machine.*)
What needs to be repaired? (*The machine that puts the caps on.*)
Why? (*It often breaks the bottles.*)
What is the difference between the machine that Jarritos has now and the Alpha Rapid Bottler? (*The machine they have now uses disposable bottles. The Alpha Rapid Bottler uses reusable bottles.*)
When you are sure that the students understand the situation, divide them into groups and start them working on the first cards. See pages 5-9 for general guidance on running the activities.

The sequence of the cards is as follows:

Jarritos: 3 7 - 4 9 - 9

Alpha: 4 8 - 5 - 6 2

Wesco: 2 2 - 6 9 - 1 8

Plot and example letters

Note: Once the students have finished working on the first cards, the letters they write after that may be slightly different from the letters shown here. This is because they may have already received a letter from another group.

The activity opens with Jarritos sending telexes to both Wesco and Alpha, asking them for information about the repair and the installation of a new system respectively (card 37).

1530 {date}

88950 WEE

24998 JAR

ATTN: T SMITH, EXPORT SALES DEPT, WESCO
PLS INFORM US ASAP WHEN U CAN REPAIR OUR CAPPING MACHINE AND
HOW LONG WORK WILL TAKE.
THKU

REGARDS

R SANCHEZ, MANAGER, JARRITOS SA

24998 JAR

88950 WEE

1540 (date)

89722 AFM

24998 JAR

ATTN: F MOLET, EXPORT SALES DEPT, ALPHA
PLS INFORM US ASAP WHEN U CAN INSTALL OUR NEW SYSTEM AND HOW
LONG WORK WILL TAKE.
THK U

REGARDS

R SANCHEZ, MANAGER, JARRITOS SA

24998 JAR

89722 AFM

Meanwhile, Alpha Food Machines (card 48) and Wesco (card 22) are both preparing their quotations

ALPHA FOOD MACHINES
54 Rue Barrault
Toulouse France

Mr R Sanchez (date)
Manager
Jarritos SA
Plaza Domingo
Murcia
Spain

Your ref: RS/mi
Our ref: (as appropriate)

Dear Mr Sanchez

It was a pleasure to have dinner with you while I was in Spain and to see round your factory.

Our quotation for installing a new Alpha Rapid Bottler is US \$70,000. This price includes a one year guarantee covering parts and labour. Since the cost of the system is quite high, payment can be made over two years.

Please give my regards to Jose Barrios. I look forward to hearing from you.

Yours sincerely
F Molet
Export Sales Dept

WESCO ENGINEERS
45 Bedford Road
Bristol BS7 9PP

Mr R Sanchez (date)
Manager
Jarritos SA
Plaza Domingo
Murcia
Spain

your ref: RS/mi
our ref: (as appropriate)

Dear Mr Sanchez

It was a pleasure to have dinner with you while I was in Spain and to see round your factory.

Our charge for repairing the capping machine on your Anderson

bottling system will be US \$1,500. This high cost is due to the fact that we will have to make many parts.

However, I should like to point out that this equipment is rather old and you will probably need to replace the capping machine within the next two years. Our present price for this machine is US \$5,000.

Please give my regards to Jose Barrios. I look forward to hearing from you.

Yours sincerely
T Smith
Export Sales Dept

Once Jarritos has received both quotations, their next card (49) tells them to decide if they are going to get the capping machine repaired, buy a new capping machine or buy a complete new bottling system from Alpha. Since their card tells them that they only have \$3,000 for maintenance they will probably decide to get the machine repaired. They therefore write to Wesco, accepting their quote for the repair.

JARRITOS SA
Plaza Domingo
Murcia España

Mr T Smith (date)
Export Sales Dept
Wesco Engineers
45 Bedford Road
Bristol
Inglaterra BS7 9PP

your ref. (as appropriate)
our ref. RS/mi

Dear Mr Smith

Thank you for your letter of (date), concerning our bottling system.

I am pleased to accept your quotation for the repair of our capping machine and I would be very grateful if you could start work as soon as possible. Please could you tell me when this will be.

I look forward to hearing from you.

Yours sincerely
R Sanchez
Manager

At the same time, Alpha is writing to say that they only have one Alpha Rapid Bottler in stock (card 5).

ALPHA FOOD MACHINES

54 Rue Barrault
Toulouse France

MrR Sanchez
Manager
Jarritos SA
Plaza Domingo
Murcia
Spain

(date)

Your ref: RS/mi
Our ref: (as appropriate)

Dear Mr Sanchez

I am writing in connection with my letter of (date) concerning an Alpha Rapid Bottler.

Our stores department tells me that we have only *one* Rapid Bottler available at the moment. Our normal waiting time is 9-12 months, so I am writing now to ask you to let me know as soon as possible if you want this system.

I look forward to hearing from you.

Yours sincerely

F Molet
Export Sales Dept

Wesco has a new service to offer, so they write to Jarritos to introduce it (card 69).

WESCO ENGINEERS
45 Bedford Road
Bristol BS7 9PP

(date)

Mr R Sanchez
Manager
Jarritos SA
Plaza Domingo
Murcia
Spain

your ref: RS/mi
our ref: (as appropriate)

Dear Mr Sanchez

I am writing in connection with my letter of (date) concerning your bottling system.

I thought you might be interested to hear about our new Star Maintenance Agreement. For a fixed price of US \$3,000 a year, we are able to offer you an emergency repair service for your bottling system. This price includes all charges for parts and labour and we will start any repairs within one week of receipt of your letter or telex. If you would like further details, please do not hesitate to ask.

Yours sincerely

T Smith
Export Sales Dept

The final cards, however, change things dramatically. The government has passed a new law forbidding the use of disposable bottles, so Jarritos is now forced to buy an Alpha Rapid Bottler. They therefore send a telex to Alpha ordering a bottler and a letter to Wesco cancelling the repair (card 9).

1530 (date)
89722 AFM
24998 JAR

ATTN: F MOLET, EXPORT SALES DEPT, ALPHA
WE WOULD LIKE TO ORDER THE RAPID BOTTLER. PLS INFORM US WHEN
YOU CAN INSTALL IT.

REGARDS
R SANCHEZ, MANAGER JARRITOS SA

24998 JAR
89722 AFM

JARRITOS SA
Plaza Domingo
Murcia Espana

Mr T Smith
Export Sales Dept
Wesco Engineers
45 Bedford Road
Bristol
Inglaterra BS7 9PP

(date)

your ref. (as appropriate)
our ref. RS/mi

Dear Mr Smith

Thank you for your [I am writing in connection with my] letter of (date).

I am afraid that I have to cancel the repair of our machine. This is due to the fact that the government has just passed a law forbidding the use of disposable bottles. We have therefore decided to buy an Alpha Rapid Bottler.

With apologies,

Yours sincerely

R Sanchez
Manager

ALPHA FOOD MACHINES
54 Rue Barrault
Toulouse France

Mr R Sanchez
Manager
Jarritos SA
Plaza Domingo
Murcia
Spain

(date)

Your ref: RS/mi
Our ref: (as appropriate)

Dear Mr Sanchez

Thank you for your telex of (date) [I am writing in connection with my letter of (date)].

I am afraid I have some bad news. The last Alpha Rapid Bottler that we had has been sold to another customer. We have put your name on the waiting list but I would like to remind you that our normal waiting time is 9-12 months.

With apologies,

Yours sincerely

F Molet
Export Sales Dept

While Jarritos is writing the letter cancelling the repair, Alpha is writing a letter with some bad news — the last Rapid Bottler has been sold (card 62).

This means that Jarritos will have to get their machine repaired so if they have already delivered their letter to Wesco, they now send them a telex saying they want the repair to be done (card 9).

1530 (date)
88950 WEE
24998 JAR

ATTN: T SMITH, EXPORT SALES DEPT, WESCO
PLS IGNORE MY LTR DTD X XX. CAN U REPAIR OUR CAPPING MACHINE
ASAP? NO ALPHA BOTTLER AVAILABLE.

REGARDS
R SANCHEZ, MANAGER JARRITOS SA

24998 JAR
88950 WEE

While this is happening, Wesco is writing with the details of the repair to Jarritos (card 18).

WESCO ENGINEERS
45 Bedford Road
Bristol BS7 9PP

Mr R Sanchez
Jarritos SA
Plaza Domingo
Murcia
Spain
Dear Mr Sanchez

(date)

your ref: RS/mi
our ref: [as appropriate]

Thank you for your letter and telex of (date).

I am pleased to tell you that we can begin work on the repair of your capping machine at the end of next week. We expect that the work will take between one and two weeks. As this is quite an expensive repair, we would be grateful if you could pay a deposit of US \$800 before we begin work. Our repair ^{it will} be guaranteed for six months. We look forward to hearing from you.
Yours sincerely
T Smith
Export Sales Dept

The activity therefore ends with Jarritos asking Wesco to repair their capping machine while they are waiting for Alpha to deliver an Alpha Rapid Bottler.

Feedback

See pages 7–8 for general guidance on the feedback stage. Particular points for attention in this activity are: making the letters sound more personal, giving information and good and bad news in personal business letters, making a point, giving reasons, reminding, and requesting action.

UNIT 7

7A Study section: informal business letters

7.1 Michael Kennedy writes to some business friends

Introduce the unit by asking the students to look back at the second letter in 6.1 — from Michael Kennedy to Mr Bugarini. Ask the students if they would send a letter like that to someone they knew very well and had met many times. Establish the fact that the letter is too formal, too impersonal. Then turn to the first letter in 6.1 — the letter from Michael Kennedy to Mr Al Jalahma. Would they send that letter to someone they knew very well? If they have difficulty answering, ask them to imagine what they would write in their own language. Establish that, although this letter is more personal than the letter to Mr Bugarini, it is still a formal business letter. Ask for ideas about how to make the letter more friendly. In English, this is done by writing in the style of informal spoken language.

Next, turn to Unit 7 and after reading through the introduction and the questions with the students, let them read through the three letters. Explain the meaning of *contractions* if necessary. When they have finished, elicit the answers:

Answers:

- 1 letter (a) is enclosing details about the ER26; letter (b) refers the addressee to another company; letter (c) is answering a complaint.

	letter (a)	letter(b)	letter (c)
name and address of the addressee	X	X	X
contractions	V	V	V
full signature	X	X	X
full name and title of the writer	X	X	X

7.2 Informal business letters

After going over the answers in the table in 7.1, you should be able to read quickly through 7.2 with the students. These notes are not rules, and it would be possible to find many informal business letters that do not follow all of the points listed. However, use of these points should make a letter sound more friendly.

7.3 The language of informal business letters: short phrases and contractions

The rule given here is often (but not always!) true in many other languages. If you know the students' own language(s), you could put some examples on the board of how, for instance, you would ask a friend to open the window and how you would ask a stranger.

Answers:

- 1 it's; couldn't; I'm; you'd; I'd; I'll; wouldn't; don't; you've.
- 2 Sentences grouped according to meaning, in order of formality.
 - (l) and (d) are equally formal; (e) is more informal.
 - (i)-(g)-(c)
 - (b)-(j)-(f)
 - (k) - (a) - (h)

7.4 The language of informal business letters: vocabulary

Here again, if you know the students' own language(s) well enough, you could give them examples of some formal or technical words and their popular equivalents. Other examples in English are the many words that have shorter forms, such as *advertisement* (advert, ad), *telephone* ('phone), *television* (telly, TV), and verbs that are often replaced by phrasal verbs, especially in spoken language, such as *withdraw* (take out), *deposit* (put in), *extinguish* (put out).

1 Answers:

- | | | |
|---------------|-------------------------|-------------|
| a) ask | d) am sorry; tell | g) here are |
| b) because | e) tell; cannot come to | h) had to |
| c) need; more | f) in another envelope | i) for you |

2 Possible answers:

- a) Here is a cheque for you.
- b) I'm happy to tell you that you got the job.
- c) Because the post costs so much, I'm sending the brochures in another envelope.
- d) I am sorry to tell you that we can't deliver the goods on time.
- e) Please tell me your prices.
- f) Here is our bill.

7.5 Practice

Example rewritten letter:

CORNFIELD PESTICIDES CO LTD
59 The Hill
Burton
Sussex BN5 9TJ

22 January 1987

Dear Richard

Thank you for your letter of 16 January, about our KILL'EM fly spray.

Unfortunately, we have stopped making this fly spray because sales were rather low. However, I can sell you a maximum of 20 boxes from our stocks. If you do want to order these, please can you tell me as soon as possible.

Looking forward to hearing from you.

Best wishes

George Wollen

7.6 Letter practice:

Example letter:

Dear Fausto

It was good to see you last week after such a long time. It was very interesting to hear about your bakery.

I'm sorry but I won't be able to come to the opening next month. Unfortunately, I've just discovered that I have an important meeting on that day.

I'll phone you after the opening and arrange a visit later.

Best wishes

Steven winters

7B Activity section: A credit check

- 1 It is important to make sure that the students understand the meaning of *to go into liquidation* since they will need that expression for the activity. A company goes into liquidation when it cannot pay its debts. Everything that the company owns (land, buildings, machines, etc.) is sold off and the money is divided between the creditors. This may mean that anyone who is owed money may only get a small part of it or nothing at all. Also direct the students' attention to the phrase *to buy on credit*.

Answer:

Harold Wainman knows Peter Robinson. We know this because of the informal style he uses in his letter (contractions, first names, personal information).

- 2 The students may notice that the name of the person at Pelican Paper Ltd is that of one of the owners of Wainman Ltd (shown on H. Wainman's letter). If they do notice, ask them if they think that affects the reliability of the credit reference. If they do not notice the names, do not say anything — this point becomes clear during the activity.

Answer:

Pelican Ltd thinks that Wainman Ltd is very reliable.

- 3 Before dividing the class into groups, make sure that the students understand the situation. Ask some questions, such as:
 What does Wainman Ltd want? (*To buy some paper on credit.*)
 Why? (*Because they do not have enough money to pay now — some of their customers have gone into liquidation.*)
 Why did H. Wainman write an informal letter? (*He knows someone called Peter Robinson who works at Northern Paperworks.*)
 What has Northern Paperworks done? (*Asked Pelican Ltd for a reference.*)
 Why did they write to Pelican Ltd and not another company? (*H. Wainman gave Northern Paperworks the name of the company.*)
 What did Pelican Paper's reference say? (*That Wainman Ltd was a good company.*)
 So, is Northern Paperworks now going to sell to Wainman Ltd on credit? (*No. They have asked Richard Brown at Lumino Inks for a reference also.*)

The sequence of the cards is as follows.

Wainman Ltd: 64 - 51 - 6

Northern Paperworks: 42 - 67 - 7

Lumino Inks: 34 - 39 - 12

Plot and example letters

Note: Once the students have finished working on the first cards, the letters they write after that may be slightly different from the letters shown here. This is because they may have already received a letter from another group.

The activity begins with Wainman Ltd writing another informal letter to Peter Robinson at Northern Paperworks, asking for a prompt answer (card 64).

WAINMAN (PRINTERS) LTD
 Castle Street
 Kendal LA9 5YY

(date)

Dear Peter

I hope by now you've got my last letter.

We are very low on stocks so I'd be very grateful if you could let me know as soon as possible if you can sell us the paper that we need.

Looking forward to hearing from you.

Best wishes

Harold Wainman

However, as Wainman Ltd discovers later, Peter Robinson has in fact left Northern Paperworks. His place is taken by Robert White who writes an informal letter to a friend at Lumino Inks, to ask for a credit reference (card 42).

NORTHERN PAPERWORKS LTD

Old Mill Horwich
Lancs BL6 5JA

(date)

Dear Richard

I was wonder ing if you could help me.

Mr Wainman from Wainman (Printers) Ltd has asked us to sell them some paper on credit. Do you know anything about them? If you do, could you let me know,as soon as possible so that we can give them an answer?

Hoping you are keeping well,

Best wishes

Robert White

At the same time, Richard Brown at Lumino is writing a formal letter to Wainman Ltd to demand payment for some goods delivered six months ago (card 34).

LUMINO INKS LTD

Main Street
Kendal LA9 6TW

(date)

Mr H Wainman
Wainman (Printers) Ltd
Castle Street
Kendal LA9 5YY

Dear Mr Wainman

Re: invoice 2323-A

I am writing in connection with the above invoice for 100 litres of ink.

As it is now six months since we delivered the ink, we would be grateful if you could let us have your payment without delay. I should like to remind you that this is the third time that you have broken our terms of sale.

Yours sincerely

Richard Brown

Wainman's second card tells them that they can now pay Lumino and they write a formal letter apologising for the late payment (card 51).

WAINMAN (PRINTERS) LTD

Castle Street
Kendal LA9 5YY

(date)

Mr Richard Brown
Lumino Inks Ltd
Main Street
Kendal LA9 6TW

Dear Mr Brown

Re: invoice 2323-A

Thank you for your letter of (date), concerning [I am writing with reference to] the above invoice for 100 litres of ink.

I am sending a cheque for the full amount under separate cover. I really must apologise for not paying before now. This was due to the fact that we had to wait for payment from our own customers.

With apologies once again,

Yours sincerely

Harold Wainman

While Northern Paperworks is waiting to hear from Lumino Inks, they write a formal letter to Wainman Ltd, explaining why there is a delay in answering their request for credit and telling them that Peter Robinson has left the company (card 67).

NORTHERN PAPERWORKS LTD
Old Mill Horwich
Lancs BL6 5JA

MrHWainman
Wainman (Printers) Ltd
Castle Street
Kendal LA9 5YY

Dear Mr Wainman

Thank you for your letter of *(date)*, addressed to Mr Robinson.

Unfortunately, Mr Robinson left our company one month ago.

Before we allow credit to our customers we normally ask for two credit references. We have written to another company and we will contact you again soon.

Yours sincerely

Robert White

(date)

Not surprisingly, Lumino Inks writes a negative credit reference on Wainman Ltd and advises Northern Paperworks not to allow Wainman Ltd to buy on credit (card 39). Their letter is informal since Richard Brown and Robert White are friends.

LUMINO INKS LTD
Main Street
Kendal LA9 6TW

Dear Robert

Thank you for your letter about Wainman Ltd.

We've had a lot of problems with them. They are very slow at paying our bills and at the moment they owe us a lot of money. They have broken our terms of sale three times. I have heard that they are in serious financial difficulties. In my opinion, it is not a good idea to sell them any paper on credit.

I hope this helps you.

Best wishes

Richard Brown

(date)

Wainman's final card (6) has some very bad news. The bank refused to pay the cheque that they sent Lumino Inks and their lawyers have told them to go into liquidation. They write to tell both Lumino Inks and Northern Paperworks. (Wainman can no longer write in an informal style to Northern Paperworks since Peter Robinson has left the company.)

WAINMAN (PRINTERS) LTD
Castle Street
Kendal LA9 5YY

Mr Richard Brown
Lumino Inks Ltd
Main Street
Kendal LA9 6TW

Dear Mr Brown

Re: invoice 2323-A

Thank you for your letter of *(date)*, concerning the above invoice.

You may know that we have had financial difficulties recently. I regret to inform you, therefore, that we are unable to settle our account with you and we have been forced to go into liquidation.

Our lawyers. Smith and Sons, will contact you shortly.

With apologies,

Yours sincerely

Harold Wainman

(date)

WAINMAN (PRINTERS) LTD
Castle Street
Kendal LA9 5YY

Mr Robert White (date)
Northern Paperworks Ltd
Old Mill
Horwich
Lancs BL6 5JA

Dear Mr White

You may know that we have had financial difficulties recently. I regret to inform you, therefore, that we have been forced to go into liquidation.

Our lawyers, Smith and Sons, will contact all companies involved shortly.

Yours sincerely

Harold Wainman

At the same time, Northern Paperworks will have noticed the fact that one of Wainman Ltd's co-owners wrote the reference from Pelican Paper Ltd. They therefore, on Lumino's advice, reject Wainman's request for credit (card 7),

NORTHERN PAPERWORKS LTD
Old Mill Horwich
Lancs BL6 5JA

Mr H Wainman (date)
Wainman (Printers) Ltd
Castle Street
Kendal LA9 5YY

Dear Mr Wainman

I am writing in connection with your recent request for credit.

I am sorry to tell you that we are unable to allow you credit. However, we will be very happy to supply you with the paper you need if you can pay in cash with your order.

Yours sincerely

Robert White

Lumino Inks' last card tells them that the bank has refused to pay Wainman's cheque. They therefore write to demand immediate cash payment and threaten legal action, not yet knowing that Wainman Ltd has gone into liquidation (card 12).

LUMINO INKS LTD
Main Street
Kendal LA9 6TW

Mr H Wainman (date)
Wainman (Printers) Ltd
Castle Street
Kendal LA9 5YY

Dear Mr Wainman

Re: invoice 2323-A

The bank has just telephoned me to tell me that they are unable to pay your cheque. We really must insist therefore that you pay us in cash immediately.

Unless we receive payment within seven days, we will be forced to take legal action.

Yours sincerely

Richard Brown

The activity thus ends with Wainman Ltd in liquidation, Northern Paperworks saved from possible losses, and Lumino Inks being owed money.

Feedback

See pages 7-8 for general guidance on the feedback stage. This activity builds on all the work covered in the book but particular attention should be paid to the way the students made their letters sound formal or informal.

UNIT 8

8A Study section: revision and consolidation

Since this unit does not involve the presentation and practice of any new language, it is best to let the students work at their own pace through the unit, either individually or in pairs or small groups. If they do work alone, encourage them to show their work to a neighbour and to ask other students, as well as yourself, for help. The teacher's role throughout this unit will therefore be one of moving round the class, helping students, explaining any difficulties and correcting the work that they have completed. (See page 9 about correcting written work.) Some sections include questions, similar to those used throughout the book, in addition to tasks for letter writing. Students should make brief notes of their answers to these questions.

8.1

Answers:

- 1 Order of paragraphs: (d) - (b) - (f) - (a) - (c) - (e)
- 2 A shop that had one copy of each of the new books would have six separate books.

8.2

Answers:

- 1 Margaret Russell cannot meet Nigel Westwood on the day and at the time he suggested.

2 Example letter: _____

ASHWORTH BOOKSHOPS LTD
234 Hogden Rd
Bristol BS7 9XS

Mr Nigel Westwood
Universal Books Ltd
PO Box 379
Jersey
Channel Islands

27 July 1987

Yourref: NW71ea
Our ref: MR/ts

Dear Mr Westwood

Thank you for your letter of 23 July, concerning your forthcoming visit to our area.

Unfortunately, I am unable to meet you on the day you suggested. However, I am able to meet you on 18 August at any time between 10.00 a.m. and 5.00 p.m., except during lunch time.

I look forward to your reply.

Yours sincerely
Margaret Russell
Manager

8.3

Answers:

- 1 *Possible beginning:* It was a pleasure to meet you last Monday when I was in Bristol. I think we had a very useful discussion.
Possible ending: I look forward to your reply. If you require any further information, please do not hesitate to contact me.
- 2 Margaret Russell has to send half the cost of the books with her order.
- 3 Universal Books Ltd will help Ashworth Bookshops to sell their books by paying part of the cost of the circular letters and by giving them a list of names and addresses.

8.4

Example letter:

ASHWORTH BOOKSHOPS LTD
234 Hogden Rd
Bristol BS7 9XS

Mr Nigel Westwood
Universal Books Ltd
PO Box 379
Jersey
Channel Islands

27 August 1987

Your ref: NW/lea
Our ref: MR/ts

Dear Mr Westwood

Thank you for your letter of 23 August.

I am pleased to place our order and I enclose a cheque for x. We would like to receive:

20 sets of the three-volume *Worldwide Encyclopaedia*

50 shorter *Worldwide Encyclopaedia*

20 *Complete Collection of Business Letters* (hardback)

50 *Complete Collection of Business Letters* (paperback)

We look forward to receiving the books and to doing further business with you.

Yours sincerely

Margaret Russell
Manager

8.5

Answers:

- 1 The circular sales letter is not in a formal style.
- 2 She wrote the letter in an informal style so that it would sound more friendly and encourage people to buy the book.
- 3 She did not use her note about 'large clear print'.
- 4 Example circular sales letter for *The Complete Collection of Business Letters*:

ANNOUNCING AN IMPORTANT NEW BOOK FOR THE
OFFICE . . .
. . . THE COMPLETE COLLECTION OF BUSINESS LETTERS

**special low
price!**

Dear Businessman

Do you spend hours trying to write a short business letter?

Now, all your troubles are over! *The Complete Collection of Business Letters* has all the letters you'll ever need to write.

It's easy! Just look in the *index of 300 ready-to-use letters*, find the letter you want, make some small changes and then ask your secretary to type it. What took you hours before, now takes *minutes*.

Your secretary can also use it - *quickly and easily*.

The Complete Collection of Business Letters is a *must* for every office. There are two editions - hardback (£12) and paperback (£9).

AVAILABLE NOW at Ashworth Bookshops Ltd. I *guarantee* that if you're not completely satisfied within 28 days I will give you a full refund.

Yours

M Russell
Ashworth Bookshops

8.6

Answers:

Missing words and phrases: I have some bad news; am sorry; we have been forced; due to; that this does not inconvenience you in any way; With apologies.

8.7

Example letter:

ASHWORTH BOOKSHOPS LTD
234 Hogden Rd
Bristol BS7 9XS

Mr Nigel Westwood
Universal Books Ltd
PO Box 379
Jersey
Channel Islands

9 September 1987

Your ref: NW/lea
Our ref: MR/ts

Dear Mr Westwood

I am writing in connection with your letter of 7 September.

When you visited me on 18 August, you guaranteed delivery within one week of my order. You confirmed this in your letter of 23 August. I should like to remind you that I have already paid 50% of the total cost. I really must insist, therefore, that you deliver the books immediately.

Unless we receive the books within the next week, we will be forced to take legal action.

Yours sincerely

M Russell
Manager

Answer:

Margaret Russell's deposit has probably left the country with Nigel Westwood.

8B Activity section: A trade fair

This activity is the most demanding in the book since the cards only provide the bare instructions for what to write. The students are thus required to contribute a lot of their own ideas about how to phrase the letters so that they are clear to the reader.

- 1 Ask the students what a company can do to try to increase sales. After discussing some ideas (e.g. reduce the price, give free gifts, advertise more), read through the introduction and questions with the students. Then let them read silently before eliciting the answers.

Answers:

- a) 8% is enough because Massari has a good name.
- b) Mr Fellini wants Massari to pay for the advertising because they do not get much money from selling Massari tractors (i.e. their sales are low).

Then ask a few further questions, such as:

Why did Mr Singh take a long time to write to Mr Fellini? (*He has been ill.*)

Why do Japanese tractors sell better than Massari's? (*Their price is lower.*)

Why is advertising important? (*Many people do not know about the new Massari tractors.*)

Move on to the two short practice exercises which are intended to draw the students' attention to the use of 'we would be prepared to ...' and 'would you be prepared to ...?' which will be useful in the activity.

- c) Mr Singh asks the question by saying: 'Would Massari be prepared to lower its prices ...?'
 - i) Would you be prepared to give a greater discount?
 - ii) Would you be prepared to increase the length of the guarantee?
 - iii) Would you be prepared to give a free gift with every tractor?
- d) Mr Singh says '... we would be prepared to arrange it.'
 - i) We would be prepared to pay half the cost of the advertising.
 - ii) We would be prepared to visit customers personally.
 - iii) We would be prepared to give free maintenance for one year.

- 2 Read through the questions and letter with the students.

Answers:

- a) **It** is necessary to book early because India Trade Fairs normally receives too many bookings.
- b) They can **help** overseas companies by arranging visas.
Ask the students how they think the trade fair could help Massari and Agricultural Supplies Ltd.

- 3 As usual, run through the situation before the students start working on their first cards. Agricultural Supplies Ltd want Massari to lower their

prices and pay for advertising. They are now waiting for a reply. Meanwhile, both Massari and Agricultural Supplies Ltd have received a circular letter about a trade fair.

Point out to the students that the cards only provide the basic information and that they will need to make sure that the letters sound right and that the meaning is clear to the reader.

The sequence of cards is as follows.

Massari Tractors: 4 6 - 8 - 3 5
Agricultural Supplies Ltd: 4 - 2 8 - 1 6
India Trade Fairs Ltd: 58 - 63 - 53

Plot and example letters

Note: Once the students have finished working on the first cards, the letters they write after that may be slightly different from the letters shown here. This is because they may have already received a letter from another group.

Massari Tractors' first card tells them to write to Agricultural Supplies, telling them they cannot reduce their prices (card 46).

MASSARI TRACTORS
Viale Romagna 23
20247 Milano
Italia

Mr S Singh (date)
Agricultural Supplies Ltd
76 Sant Nagar
New Delhi
India

Dear Mr Singh
Thank you for your letter of 26 January. I was sorry to hear that you had been ill. I hope you have now recovered.
You asked if it was possible for us to reduce our prices. I am sorry to tell you that we cannot do this. This is due to the fact that we already give a 26% discount.

With regard to your second question, as you know, our sales agreement with you says that you will organise and pay for all advertising in the New Delhi area. However, we would be prepared to pay part of

the cost of a stand at the forthcoming New Delhi Agricultural Equipment Fair if you think it would be worthwhile.

I look forward to your reply.

Yours sincerely
Paolo Fellini

Meanwhile, Sujit Singh at Agricultural Supplies makes a provisional booking for the fair (card 4).

AGRICULTURAL SUPPLIES LTD
76 Sant Nagar
New Delhi

India Trade Fairs Ltd (date)
Mahatma Gandhi Road
New Delhi 110016

Dear Sirs
Thank you for your recent letter, concerning the forthcoming New Delhi Agricultural Equipment Fair.

I would be grateful if you could reserve 30 square metres for us at the fair. A representative from our supplier, Massari Tractors, will probably come to the fair and we would appreciate it if you could arrange a visa for him. Details are:

Full name: Luigi Piero Lombardo
Nationality: Italian
Passport number: 34768C

We look forward to your confirmation.
Yours faithfully
Sujit Singh

India Trade Fairs, however, is still waiting for a booking so they send a follow-up letter to Massari Tractors (card 58).

INDIA TRADE FAIRS LTD
Mahatma Gandhi Road
New Delhi 110016

Massari Tractors {date}
Viale Romagna 23
20247 Milano
Italy

Dear Sirs

I am writing in connection with my recent letter, concerning the forthcoming New Delhi Agricultural Equipment Fair.

This show attracts manufacturers and buyers from all over the world. Last year alone over half a million people attended.

There is still some space left for your company to take part. We have now received bookings from over 150 companies and we are sure that your company will find it worthwhile to have a stand at the fair. Prices are US \$150 per square metre, with a minimum of 15 square metres.

We look forward to receiving your booking.

Yours faithfully

(name)
India Trade Fairs

Massari's second card (card 8) however, tells them to write to India Trade Fairs Ltd to say that Agricultural Supplies is responsible for all advertising and promotion.

MASSARI TRACTORS
Viale Romagna 23
20247 Milano
Italia

(name) {date}
India Trade Fairs Ltd
Mahatma Gandhi Road
New Delhi 110016
Dear Sir {name}

Thank you for your recent letter(s), concerning the forthcoming Agricultural Equipment Fair.

Agricultural Supplies Ltd (76 Sant Nagar, New Delhi) is responsible for all our advertising and promotion in the New Delhi area. Please could you get in touch with them.

However, we will send a representative and we would be grateful if you could arrange a visa for him. Details are:

Full name: Luigi Piero Lombardo
Nationality: Italian
Passport number: 34768C

We would also appreciate it if you could tell us exactly where the fair will be.

Thank you. I look forward to your reply.

Yours faithfully [sincerely]

Paolo Fellini

At the same time, Agricultural Supplies, having made a provisional booking, writes to Massari to ask if they will pay half the cost (card 28).

AGRICULTURAL SUPPLIES LTD
76 Sant Nagar
New Delhi

Massari Tractors (date)
Viale Romagna 23
20247 Milano
Italy

Dear Mr Fellini

We have recently booked some space at the forthcoming New Delhi Agricultural Equipment Fair. Since we need a large area for a tractor, we have reserved 30 square metres. This costs US \$4,500.

I am sure that the fair will be a good opportunity for us to sell more Massari Tractors. Would Massari be prepared to pay half the cost?

Looking forward to your reply.

Yours sincerely
Sujit Singh

If India Trade Fairs Ltd has still not received a booking, they send a follow-up letter to Agricultural Supplies similar to the one they sent Massari Tractors. Once they have a booking, however, they write a confirmation (card 63).

INDIA TRADE FAIRS LTD
Mahatma Gandhi Road
New Delhi 110016

Mr S Singh {date}
Agricultural Supplies Ltd
76Sant Nagar
New Delhi
India

Dear Mr Singh

Thank you for your letter dated (date).

I am pleased to confirm that we have reserved 30 square metres for you at the New Delhi Agricultural Equipment Fair.

We would be grateful if you could pay by 3 March, direct to our account at National Bank, a/c no. 456767.

Looking forward to seeing you at the fair,

Yours sincerely

[name]

The final card to Massari Tractors tells them to send a telex and a follow-up letter to Agricultural Supplies Ltd, saying that they agree to pay half the cost (card 35).

1225 {date}
314420 AS
45745 MT

ATTN S SINGH, AGRICULTURAL SUPPLIES LTD
RE AGRICULTURAL FAIR WE WILL PAY 50% COST. L LOMBARDO WILL
ARRIVE APRIL 2.

REGARDS

P FELLINI
MASSARI TRACTORS

45745 MT
314420 AS

MASSARI TRACTORS
Viale Romagna 23
20247 Milano
Italia

Mr S Singh (date)
Agricultural Supplies Ltd
76 Sant Nagar
New Delhi
India

Dear Mr Singh

By now I hope that you have received my telex of (date).

I am pleased to advise you that we are prepared to pay 50% of the cost of the space at the show.

In addition, we will send Luigi Lombardo to represent Massari Tractors. Mr Lombardo will arrive on 2 April. He will stay at the Hilton Hotel and will contact you when he arrives.

We look forward to the fair.

Yours sincerely

Paolo Fellini

If Agricultural Supplies has not yet received an answer to their letter to Massari Tractors, they send them a telex (card 16).

0930 (date)
45745 MT
4420 AS

ATTN P FELLINI, MASSARI TRACTORS
RE OUR LETTER {date} CONCERNING AGRICULTURAL FAIR, PLS REPLY
ASAP. FINAL DATE FOR PAYMENT SOON.

REGARDS

S SINGH
AGRICULTURAL SUPPLIES

4420 AS
45745 MT

Once Massari agrees to pay 50%, the same card tells Agricultural Supplies to write a confirmation to India Trade Fairs.

AGRICULTURAL SUPPLIES LTD
76 Sant Nagar
New Delhi

{name} (date)
India Trade Fairs Ltd
Mahatma Gandhi Road
New Delhi 110016

Dear Sir {name}

I am writing to confirm that we will need 30 square metres at the forthcoming New Delhi Agricultural Equipment Fair.

We will make payment direct to your account at National Bank, a/c no. 456767, as you request.

Mr Luigi Lombardo, representative for Massari tractors, will arrive on 2 April. We will contact you again then.

Yours sincerely

Sujit Singh

India Trade Fairs' final card completes the booking arrangements. They write to Massari Tractors to tell them about the visa and the location of the fair (card 53).

INDIA TRADE FAIRS LTD
Mahatma Gandhi Road
New Delhi 110016

Massari Tractors (date)
Viale Romagna 23
20247 Milano
Italy

Dear Mr Fellini

I am writing to confirm that we have reserved 30 square metres for your agent, Agricultural Supplies Ltd, at the forthcoming New Delhi Agricultural Equipment Fair.

We have also arranged a visa for Mr Lombardo. This will be waiting for him at the airport when he arrives.

The fair ~~will~~ be located about 10 km from the airport on Independence Road, opposite the Hotel Royal and next to the All India Market.

We look forward to seeing your company at the fair.

Yours sincerely

{name}
India Trade Fairs Ltd

Feedback

See pages 7–8 for general guidance. As this is the last activity, the feedback stage may cover any of the areas presented in the book. However, since the role cards present only the basic instructions, particular attention should be paid to the students' own ideas about how to phrase the letters so that they sound businesslike and are clear to the reader.

INDEX of student role cards for the activities

The role cards for each company are listed in the order in which they will be used.

Unit 1	SlembrouckBV	59	43	36
	ABC (Drink Machines) Ltd	30	50	14
	Court Hotel	2	20	56
Unit 2	NagakuraLtd	60	23	70
	Leefung Plastics (International) Ltd	27	32	1
	Leefung Plastics (Singapore) Ltd	3	54	40
Unit 3	Sun Express	52	21	17
	Golden Holidays	31	66	41
	Western Travel	11	47	25
Unit 4	TavridisLtd	13	55	44
	Midtec Cables Ltd	10	71	33
	Hanston Electrics	61	26	38
Unit 5	PerfectaLtd	24	19	15
	Aqua Warm BV	45	72	57
	Bauer AG	29	65	68
Unit 6	JarritosSA	37	49	9
	Alpha Food Machines	48	5	62
	Wesco Engineers	22	69	18
Unit 7	Wainman (Printers) Ltd	64	51	6
	Northern Paperworks Ltd	42	67	7
	Lumino Inks Ltd	34	39	12
Unit 8	Massari Tractors	46	8	35
	Agricultural Supplies Ltd	4	28	16
	India Trade Fairs	58	63	53

ABC

(Drink Machines) Ltd

186 Park Lane
Bristol BSS 8BE

RAC



The Court Hotel

Chilcompton, Bath, Somerset.
BA3 4SA.

Telephone: Stratton-on-the Fosse (0761) 232237
Residents Telephone: Stratton-on-the Fosse (0761)232504



Letterheads for use in the activities

On pages 113-20 you will find letterheads which you may like to photocopy onto blank sheets of paper, for students to use when writing their letters in the activities. (It is not necessary to write to Cambridge University Press for permission to make photocopies of these letterheads.)

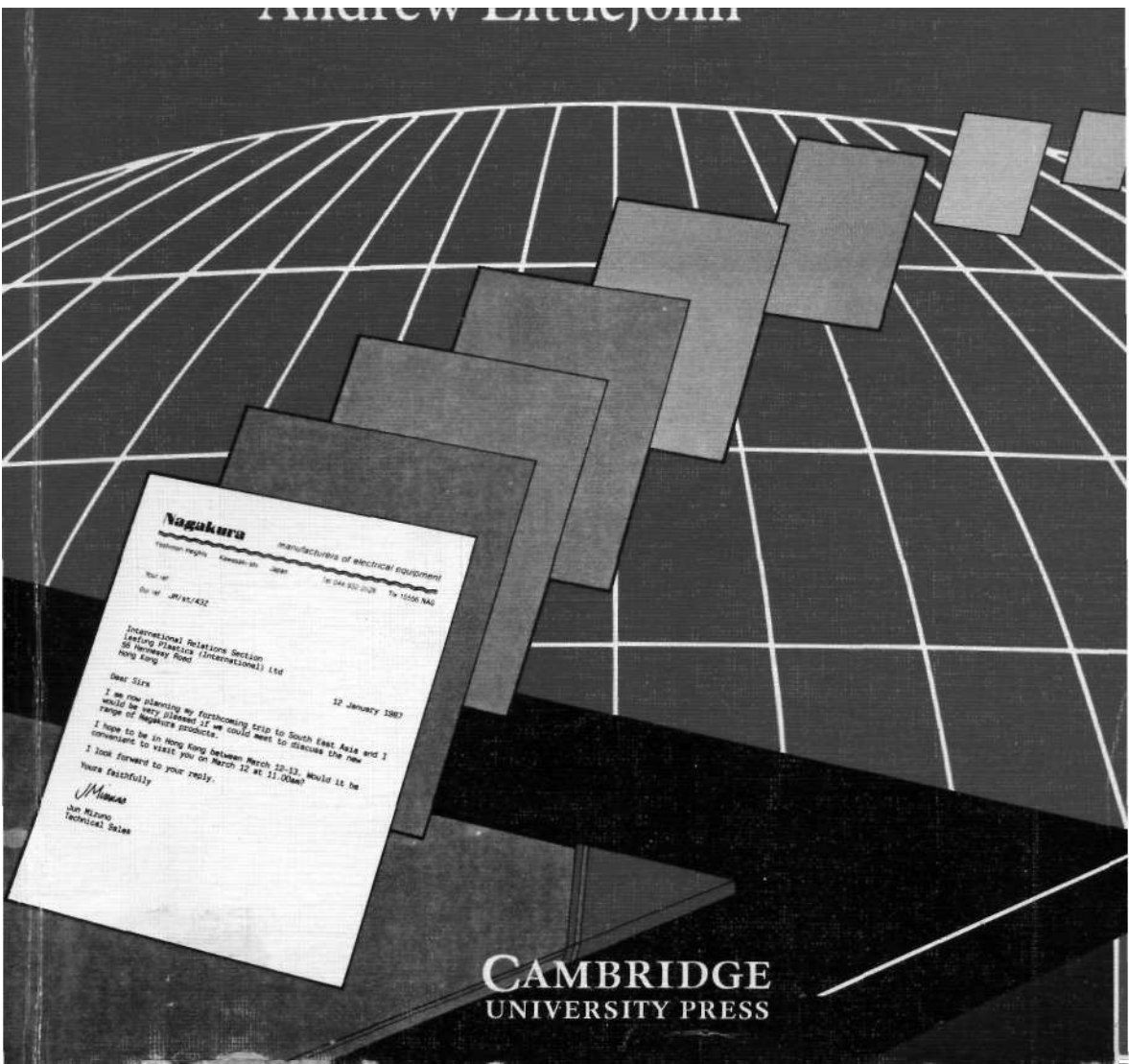
Cambridge

sional English

company to Company

A new approach to business

Andrew Littlejohn



Company to Company

Student's Book

A new range of flexible materials, designed to meet the needs of today's English learners in a business and professional environment.

In this series:

Business Reports in English
by Jeremy Comfort, Rod Revell and Chris Stott

Business Listening Tasks
by Patrick Hanks and Jim Corbett

Telephoning in English
by B. Jean Naterop and Rod Revell

Company to Company — A new approach to business correspondence in English
by Andrew Littlejohn

Company to Company

A new approach to business
correspondence in English

Student's Book

Andrew Littlejohn

CAMBRIDGE
UNIVERSITY PRESS

CONTENTS

This edition of Company to Company is published
by arrangement with Cambridge University Press
The Pitt Building, Trumpington Street, Cambridge CB2 1RP
by RELOD, Russia, Moscow 103051 P. O. Box 50

© Cambridge University Press 1988
©RELOD 1993

First published 1988
Sixth printing 1992

Designed by Linda Reed

Printed in Russia
at MPK, Mozhaïsk

ISBN 5-89973-004-8 Student's Book
ISBN 5-89973-005-6 Teacher's Book

Licensed **for** sale
in the Russian Federation
and the Ukraine only.
Not for export.

Copyright

The law allows a reader to make a single copy of part of a book
for purposes of private study. It does not allow the copying of
entire books or the making of multiple copies of extracts. Written
permission for any such copying must always be obtained from the
publisher in advance.

Acknowledgements	v
To the student	J
UNIT 1	
1A Study section: letter layout, the date, opening/closing a letter, subject headings	3
1 B Activity section: Misplaced orders	10
UNIT 2	
2A Study section: parts of a letter, beginning and ending	13
2B Activity section: A business trip	21
UNIT 3	
3A Study section: referring, giving good/bad news, saying what you can and cannot do, giving reasons	24
3B Activity section: Holiday time	28
UNIT 4	
4A Study section: requesting action, apologising, requesting information, telexes	32
4B Activity section: From quote to sale	40
UNIT 5	
5A Study section: making a mild complaint, making a point, warning, making a strong complaint	42
5B Activity section: Who's responsible?	50
UNIT 6	
6A Study section: personal business letters	51
6B Activity section: Repair or replace?	58
UNIT 7	
7A Study section: informal business letters	61
7B Activity section: A credit check	67
UNIT 8	
8A Study section: revision and consolidation	70
8B Activity section: A trade fair	76
ROLE CARDS	79
Index of model letters	115
Index of key words	119

TO THE STUDENT

To:
Daniel, aged 1,5 who almost made the writing of this book impossible;
Lita, who tried to keep the rascal occupied;
Fiona, whose imminent arrival kept me working.

Acknowledgements

Thanks to:
Diana Hicks, whose energy and imagination first gave me the idea;
All the Al-Jalahmas, particularly Anne and Yousuf, and the staff at
Arabian Electronics who helped me clothe the idea;
Alison Baxter and Judith Aguda at CUP whose useful comments led to
many improvements.

The author and publishers would like to thank the following people and
teaching centres for their help in piloting this material, and for providing
valuable feedback before publication: Bell School, Cambridge; Bell
College, Saffron Walden; British Council, Munich; Cambridge Euro-
centre; Colchester English Study Centre; Jim Corbett, Key English Lan-
guage Services, Sweden; Godmer House, Oxford; S. Hagen, Newcastle
Polytechnic; Inlingua School of Languages, Hove; Munchner Volkshoch-
schule, Munich.

Company to Company is probably very different from other books that
you have used to learn English, so it may help you if you read this
introduction first.

The book has eight *units* and each unit has two *sections*: A and B.

Section A is the study section. In this section, you learn the phrases that
you can use when you write business letters. There are lots of short
practice exercises in Section A and some letter-writing exercises where
you have to write complete letters.

Section B is the activity section. Here, you use everything you have learnt
in every Section A so far. The class is divided into groups and each group
is a 'company'. You then have to write letters to the other 'companies'
using the *role cards* at the back of the book. (Look at page 79.) When you
are writing the letters in your group, you have to discuss exactly what you
will say, spelling, punctuation, etc. The letters that you send to the other
groups must have as few mistakes as possible! When the activity is over,
you will have the chance to look back at your own letters and the letters
from the others, to see if there are any ways you could make them better.
The activity in each Section B makes you *use* your English in a 'real'
situation.

At the back of the book, there are two indexes that you can use when you
are writing a letter in class, at work, or at home. The *Index of key words*
will help you find a phrase that you are looking for. The *Index of model
letters* will help you find a complete (or nearly complete) letter that you
can use as an example. Both of these indexes will help you use *Company
to Company* not only as a course book but also as a reference book after
your course is over.

We hope you learn a lot from this book and enjoy using it.

UNIT 1

1A Study section: letter layout, the date, opening/closing a letter, subject headings

1.1 Letter layout

Look at these two letters.

- 1 What can you notice about the layout of the paragraphs?
- 2 Is there any punctuation in the addresses?
- 3 What differences are there between the two letters?

INTERCITY BANK PLC

58 Jalan Thamrin • Jakarta • Indonesia

Telephone 376018 • Telex 6756

Prapatan Office Supplies
7 Jalan Prapatan
Jakarta

Your ref:
Our ref: PL/da/246

12 January 1987

Dear Sirs

We are expanding our offices in Jakarta and we will need extra desks, lights, chairs and filing cabinets-.

Please send us your catalogue with your prices, sizes and colours for these items.

Yours faithfully



Mr Peter Long
Manager

INTERCITY BANK PLC	
58 Jalan Thamrin • Jakarta • Indonesia Telephone 376018 • Telex 6756	
Mr S Basuki Jakarta Furnishings 7 Jalan Arjuna Jakarta	Your ref: Our ref: PL/fh/246 12 January 1987
Dear Mr Basuki	

Office furniture

We are expanding our offices in Jakarta and we will need extra desks, lights, chairs and filing cabinets.

Please send us your catalogue with your prices, sizes and colours for these items.

Yours sincerely

pp. Mr Peter Long
Manager

pp 'in the place of

1.2 Block style

There are many ways to lay out a business letter. The letters from Intercity Bank are examples of a modern way, called 'block style'. Notice:

- the name and address of the addressee are at the top on the left (The addressee is the person you are writing to.)
- the date is on the right
- there is no punctuation in the address or after 'Yours faithfully/sincerely' or 'Dear...'
- the paragraphs start at the margin and there are line spaces between them
- the writer's name and title are under the signature.

In this book, you will also see some other ways of laying out business letters, but 'block style' is the most useful to learn because it is accepted everywhere.

1.3 The date

Be careful with the date! In Britain, they write the day first, but in the United States they write the month first. This means that

12 06 87

is the twelfth of June in Britain but in the United States it is the sixth of December! write the date like this:

12 June 1987

and then everybody will know what you mean. Remember to use a capital letter for month. You do not have to write *th*, *rd*, *nd* or *st* after the day.

- How would you write these dates in a letter?
 - a) Jan. 16th, 1988
 - b) 23rd March 1988
 - c) 6/11/87 (UK)
 - d) 09-07-87 (USA)
 - e) 21.1.88
 - f) 04.08.87 (USA)

1.4 Dear... / Yours ...

Here are some ways to open a letter.

Dear Sirs	to a company
Dear Sir	to a man if you do not know his name
Dear Madam	to a woman if you do not know her name
Dear Mr Smith	to a man
Dear Mrs Smith	to a married woman
Dear Miss Smith	to an unmarried woman
Dear Ms Smith	to a married or unmarried woman
Dear John	to a friend or someone you know well

Note: It is wrong to open a letter with 'Dear Mr John' or 'Dear Mr John Smith'. The way you close a letter depends on how you open it.

Dear Sirs/Sir/Madam	- Yours faithfully
Dear Mr/Mrs/Miss/Ms Smith	- Yours sincerely
Dear John	- Best wishes

- 1 Join these openings to the right ending.

a) Dear Mrs Wilson	Best wishes
b) Dear Madam	Peter
c) Dear Ms Hemsuchi	Yours faithfully
d) Dear Susanna	
e) Dear Mr Gonzalez	Richard Sanders
f) Dear David	Yours sincerely
g) Dear Sirs	Senaa Al Jalahma

2 Now put in the missing openings and closings

- a) The Manager
Fuchi Bank
Tokyo
Dear ...
Yours .
- c) Ms B Carrillo
Restaurante iBien Padre!
Guadalajara
Dear.
- e) Trufit Shoe Co.
841 Pacific St
Los Angeles

- b)
- d) The Manageress
Bells Supermarket
76 Oxford Road
Bath BA2 5HD
- f) Mrs H Cheng
5 Hatton Road
Hong Kong

Dear John

1.5 Practice

There are ten mistakes in this letter. Can you find them? Write out the letter correctly, in 'block style'.

Island World Holidays

181 North Street
London W1M 2FW
Tel. 01-676 9096

Miss Margareta Lindell,
Slottsberget 26,
Goteborg 41803,
Sweden.

Your ref
Our ref FH/ts

Dear Sir

Thank you for your letter of the nineteenth of May
nineteen hundred and eighty-seven

I have pleasure in sending you our brochure with
details of all our holidays.

I look forward to hearing from you.

1987, may 22nd.

Best wishes
Sales Manager
Fred Henderson

1.6 Subject headings

The letter to Jakarta Furnishings (1.1) has a heading, *Office furniture*. This says what the letter is about. It will help Mr Basuki give the letter to the right person. Often, when we put a heading we then use the word *above* or *above-mentioned*, like this:

Dear Mr Chang
Order No. 239
The above-mentioned order of books has now arrived
Please can you come and collect it as soon as possible.
Yours sincerely
Mr Michael Paine Sub-Manager

1.7 Practice

Can you complete these letters? There are two things missing in each one.

Dear Miss Spencer

I am writing about the above invoice for
£1,456.75. I would like to remind you that it is
now three months since we delivered the goods.

Please could we have your payment as soon as
possible.

Mr Brian East
Accountant

Western Computers		
Invoice No. 256	3/3/87	
1 DGS Computer	950	50
1 SH1000 Monitor	300	25
1 Word processing disk	206	00
TOTAL £	1,456	75

Mercedes 5.

One of the first luxury cars

REMINDER !

Dear Ms Morales

Mercedes 500SL

Thank you for your letter about

I enclose some information which I hope you
will find helpful.Mr Thomas Lander
Sales Representative

Daily Observer,

Special Report on Travel Agencies

Advertising prices:

FullPage.	1,100 600
Quarter page	400

Dear Sirs

This year the Daily Observer newspaper will print a
special report on travel agencies. We were wondering if
your company would like to put an advertisement in it.I enclose our price list and look forward to hearing from
you.Ms Renate Makosch
Advertising manager

Dear

Thank you for your letter of 12 February

I am happy to say that I will be at the
Marketing Conference in Paris next March.

I look forward to seeing you there.

John Williams

1.8 Letter practiceYou are the Purchasing Supervisor at Green Supermarkets Ltd, 13 Station Road,
Dublin, Ireland. Your manager has just sent you this memo.**GREEN Supermarkets**

To Purchasing Supervisor Date 15 April 1987

From Manager Subject Order 564

We sent an order for orange juice to Corona Ltd on
4 January but we have still not received it.Please write to them and ask them when they can
deliver the orange juice. Their address is Calle
Major 340, Madrid, Spain.

Write the letter to Corona Ltd. Make sure that you lay it out in the modern 'block style'.

IB Activity section: Misplaced orders

- 1 Slembrouck BV, a wholesaler in Belgium, has problems. Business is not good and their profits have fallen. They have dismissed a lot of staff and now their offices are very badly organised. Here are some orders that their sales representative brought back after a trip to England.
- a) What has ABC (Drink Machines) Ltd ordered?
 - b) Who ordered the shampoo?

5555 5555 5555

Orange juice

Court Hotel

1,000 small bottles shampoo

contact: Ms D. Hicks

Ingram Supermarkets

400 x 125 ml

ABC (Drink Machines) Ltd

150 kgs Tea - powder

+ coffee

wholesaler a business that buys goods in large quantities direct from the manufacturer and then sells them in smaller quantities to shops, etc.

- 2 The accounts department made out these invoices for two of the orders.
- a) Are they correct?
- **SLEMBROUCK B.V**
Violetstraat 187, B-1000 Brussel, Belgium

Invoice No. 391
Order No. 256
Contact: S. Ghislain

To: Court Hotel
Chikmpton
BATH, ENGLAND BA3 4SA

1000 small bottles of shampoo		
@ £40 per 100	£ 400	-
fixed delivery charge	£ 15	-
TOTAL	£ 415	-

Prices agreed in £
- SLEMBROUCK B.V.**
Violetstraat 187, B-1000 Brussel, Belgium

Invoice No. 732
Order No. 260
Contact:

To: ABC (Drink Machines) Ltd
186 Park Lane
Bristol BS2 8BE

150 Kgs powdered Tea		
@ £3 per kg	£ 450	-
fixed delivery charge	£ 15	-
TOTAL	£ 465	-

Prices agreed in £
- b) Look at the invoices again.
 - i) If the Court Hotel wants to write to Slembrouck BV, who will they address the letter to?
 - ii) How will they open the letter? (Dear ...)
 - iii) What subject heading will they put?
 - iv) If they want to ask Slembrouck BV to deliver the order as soon as possible, how will they start the letter? (... above-mentioned ...)
 - v) How will they end the letter? (Yours ...)
 - vi) If ABC (Drink Machines) Ltd wants to send a similar letter, what will they write?

3 Slembrouck BV has now delivered the orders to the Court Hotel and ABC (Drink Machines) Ltd. Unfortunately, there are some problems and both the Court Hotel and ABC Ltd have to write to complain.

In three groups, you must write the correspondence between Slembrouck BV, the Court Hotel and ABC (Drink Machines) Ltd. The role cards at the back of the book will help you but you must decide exactly what to write.

You must write neat, clear business letters. Remember to:

- put the date
- write to a particular person if you have his/her name
- use a subject heading
- thank the person for any letter they have sent you
- use 'Yours sincerely/faithfully' correctly
- sign the letter with your name and title.

When you have written a letter and delivered it to the correct group, you will be given a new role card number.

If you are Slembrouck BV, look at role card 59.

If you are ABC (Drink Machines) Ltd, look at role card 30.

If you are the Court Hotel look at role card 2.

UNIT 2

2A Study section: parts of a letter, beginning and ending

2.1 Interfon looks for new agents

Interfon, Inc., USA, is looking for new business so they sent a letter to their bank's branch in Bahrain. They received the reply shown.

- 1 What differences are there between the layouts of the two letters?
- 2 How can Eastern Bank help Interfon?

INTERFON INC.

Your ref				Interfon, Inc. 1677 Sea Harbor Drive Orlando, Florida 35509 USA
Our	ref	RW:	jd	
Eastern Bank P0 Box 3455 Bahrain				February 8, 1987

Gentlemen:

We are writing to inquire about agents for our products in Bahrain. Your branch in Orlando, Florida, has told us that you may be able to help us.

We are a large manufacturer of radio telephones. At present, we export to Europe and Latin America, but we would like to start exporting to the Arabian Gulf.

Could you please forward this letter to any companies in Bahrain that might be interested in representing us? We enclose some of our catalogs.

Sincerely yours,

Robert J. Winston
Export Division

enc

< **EASTERN BANK •**

PO Box 3455 Tlx 3467 ICB
Bahrain Tel. 254809

Your ref: BW: j d

Our ref: HD/mm

Mr Robert J Winston
Export Division
Interfon, Inc.
1677 Sea Harbor Drive
Orlando, Florida 35509
USA

20 February 1987

Dear Mr Winston

We have received your letter of 8 February, enquiring about agents for your products.

We have passed your letter on to the following companies who will contact you direct:

Arabian Electronics PO Box 26180 Bahrain
Gulf Communications PO Box 348 Bahrain

We hope that this will help you.

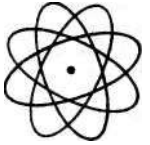
Yours sincerely

Husain Dhaif
Corporate Section

2.2 *Arabian Electronics replies*

Sometime later, Interfon received this letter from Arabian Electronics. They wrote back straight away.

- 1 What did Arabian Electronics want to know and what was Interfon's answer?
- 2 Did Mr Winston enclose the brochures with his letter?

Arabian Electronics

Your rei. RW: j d

Our ref. MAJ/yb

Mr Robert J Winston
Export Division
Interfon, Inc.
1677 Sea Harbor Drive
Orlando, Florida 35509
USA

3 March 1987

Dear Mr Winston

Agents in Bahrain

Eastern Bank has passed us your letter of 8 February.

We are interested in importing radio telephones and we would like to receive some more information. Please could you confirm that the prices in your catalogue are still correct.

We look forward to hearing from you.

Yours sincerely

M A Al Jalahma
Managing Director

PO Box 26180 . Manama. Bahrain, Tel 2564 73, Tlx 9452 AEEE

onfirm repeat, say that something is correct

: used after the opening in American English
Gentlemen: in American English, the opening sometimes used to a company instead of 'Dear Sirs'
catalogs British English: catalogues
Sincerely yours, British English: Yours sincerely / Yours faithfully
inquire ask
forward send further, pass on
enc short for 'enclosure'

INTERFON INC.

Your ref MAJ/yb

Our ref RW: jd

Mr. M A Al Jalahma
Managing Director
Arabian Electronics
P0 Box 26180 Manama
Bahrain

Dear Mr. Al Jalahma:

Agents in Bahrain

Thank you for your letter dated March 3.

I am pleased to send you some of our brochures under separate cover. I can confirm that the prices in our catalog are correct until the end of December.

I am visiting the Middle East soon and I will contact you again shortly to arrange a demonstration of our products.

Meanwhile, please do not hesitate to contact me if you have any further questions.

Best Regards,

Robert J. Winston
Export Division

under separate cover in another envelope
hesitate delay because you are not sure

2.3 Parts of a letter

Most letters have three parts.

Dear ...

An opening
This says why you are writing.

The main message
This gives the details.

The close
This usually talks about the future.

Yours faithfully/sincerely etc.

- 1 Look back at 2.1 and 2.2. Find the three parts in each letter. Each part is usually a separate paragraph but the main message can be more than one paragraph if you are writing about more than one subject.

- 2 Look at 2.1 and 2.2 again. Which letter has more than one paragraph in the main message? What is the subject of each paragraph?

2.4 Beginning a letter

Here are some ways to begin a letter.

We are writing to enquire about...
We are writing in connection with ...
We are interested in ... and we would like to know

- 1 How would you start these letters?
 - a) You want to know the prices of some air conditioners.
 - b) You saw an advertisement in the newspaper yesterday and you want further information.
 - c) You want to know if the company you are writing to organises holidays to Africa.

If you are answering a letter, you can start:

Thank you for your letter of (date), We have received your letter of (date),	asking if ... enquiring about... enclosing ... concerning ...
---	--

- 2 How would you start your reply in these situations?
 - a) A company wrote to you on 23 July. They wanted to know if you sell photocopiers.
 - b) A man wrote to you on 18 December. He wanted employment with your company. He also sent his curriculum vitae.
 - c) A company sent you a telex on 3 June. They wanted to know if you were going to the marketing conference in London.
 - d) A lady telephoned you this morning. She wanted to know if her order No. 599 had arrived.

2.5 Ending a letter

Here are some ways to end a letter.

I look forward to receiving your reply/order/products/etc.
Looking forward to hearing from you,

If you gave some information in the letter, you can close:

I hope that this information will help you.
Please do not hesitate to contact me if you need any further information.
Please feel free to contact me if you have any further questions.

2.6 Practice

Here are the main messages from four letters. Choose the correct beginning and ending from sentences (a)—(h) on page 19 and then add 'Yours faithfully/sincerely' or 'Best wishes'.

Dear Sir

1

We are happy to tell you that the above-mentioned company has always paid our bills on time. We have never had any problems with them.

2

.....

R. J. Smith

R J Smith
Manager

Dear Mr Hugo

3

We sell three kinds of water heaters. The prices are Dfl.450 (150 litres), Dfl.680 (200 litres) and Dfl.740 (250 litres). I enclose some brochures.

4

.....

Jan van Oos.

Jan van Oos
Sales Department

Dear Peter

5

I am sorry that I was not in the office when you rang, but here is the information that you wanted. The address of our branch in Singapore is 54 Liu Fang Rd, Jurong Town, Singapore 2262. The manager is Mr S Rushford.

Dear Ms Wilson

I would be very happy to meet you in my office on the day you suggested, 1 August, at 11 a.m.

8

F G Bending

Representative, South East Asia

- a) Thank you for your telephone call today, enquiring about our prices.
- b) Looking forward to seeing you,
- c) Thank you for your letter of 16 February, concerning Arabian Electronics.
- d) I look forward to receiving your order.
- e) Thank you for your telephone call today.
- f) Thank you for your telex of 18 July, concerning your forthcoming visit to Hong Kong.

I hope that this information will help you.

- h) Please feel free to contact me if you need any information about our other branches.

2.7 Letter practice

- 1 Write a letter to Data Services Ltd, 57 West Road, Paxton, PX3 7JA. You want a word processor and you would like to know if they rent them. You need a small machine with a very good quality printer. Follow this plan—
 - ~ Dear ...
 - Open the letter. Say what you are writing about.
 - Tell them exactly what you need.
 - Close the letter.
 - Yours ...
 - Sign it with your name and title (Office Manager).

You are the Personnel Manager at the Provincial Assurance Co. You have received this letter from Miriam Montilla. Write back to her and ask her to send you her curriculum vitae (CV) so that you can review her experience.

Calle Dia 2361
Jardines del Bosque
Sec. Juarez
Guadalajara
Mexico

8 September 1987

The Personnel Manager
Provincial Assurance Co
Ave. de la Reforma 456
Mexico D. F.

Dear Sir

I am writing to enquire if there are any vacancies in your office for a bilingual secretary (Spanish-English).

I have over ten years' experience in office work, including four years with the National Bank of Mexico. At present, I am working for Automoviles Mexicanos in Guadalajara but I will soon move to Mexico City to live.

I look forward to hearing from you.

Yours faithfully

Ms Miriam Montilla

Follow this plan:

- Dear ...
- Open the letter. Say what you are writing about.
- Ask her to send you her CV (Please could you ...). Tell her why you want it.
- Close the letter.
- Yours ...
- Sign it with your name and title (Personnel Manager).

2B Activity section: A business trip

- 1 Jun Mizuno is a representative of Nagakura Ltd, a manufacturer of electrical equipment. He is planning a trip to South East Asia to visit some customers there. He wants to visit Leefung Plastics Ltd, who have their head office in Hong Kong and a subsidiary in Singapore. Here are the letters that he wrote to make appointments.
- a) How exactly does he say that he wants to meet the addressees?
 - b) What information does he want from Leefung in Singapore?
 - c) How exactly does he ask for the information?

NAGAKURA

manufacturers

of

electrical

equipment

Yoshimori Heights

Kawasaki-shi

Japan

Tel 044-932-2628

Tlx 15556 NAG

Your ref

Our ref JM/st/43Z

The Production Supervisor

Leefung Plastics (Singapore) Ltd

Box 226

Brown Street PO

Singapore

12 January 1987

Dear Sir

I am now planning my forthcoming trip to South East Asia and I would be very pleased if we could meet to discuss the new range of Nagakura products.

I hope to be in Singapore on March 9 and 10. Would it be convenient to visit you on March 10 at 11.30am? I would also be grateful if, in your reply, you could tell me exactly where your offices are located.

I look forward to your reply.

Yours faithfully

JfAmiM)

Jun Mizuno

Technical Sales

Nagakura *manufacturers of electrical equipment*

Yoshimori Heights Kawasaki-shi Japan Tel 044-932-2628 Tlx 15556 NAG

Your ref

Our ref JM/st/43Z

International Relations Section
Leefung Plastics (International) Ltd
56 Hennessy Road
Hong Kong

12 January 1987

Dear Sirs

I am now planning my forthcoming trip to South East Asia and I would be very pleased if we could meet to discuss the new range of Nagakura products.

I hope to be in Hong Kong between March 12-13. Would it be convenient to visit you on March 12 at 11.00am?'

I look forward to your reply.

Yours faithfully

Jun Mizuno
Technical Sales

- d) What would Jun Mizuno write if he wanted to do the following?
- i) have dinner with the addressee
 - ii) invite the addressee to try out a new product
- e) What would he write if he wanted to know the following?
- i) the name of a good hotel
 - ii) the distance from the airport to the city centre

- 2 Just after he sent the letter to Leefung Plastics Ltd in Hong Kong he remembered that he needed some more information so he sent them the following letter.
- How does he mention the letter he has already sent?

Nagakura *manufacturers of electrical equipment*

Yoshimori Heights Kawasaki-shi Japan Tel 044-932-2628 Tlx 15556 NAG

Your ref

Our ref JM/st/43Z

International Relations Section
Leefung Plastics (International) Ltd
56 Hennessy Road
Hong Kong

. 13 January 1987

Dear Sirs

I hope you have now received my letter of January 12, concerning my forthcoming trip to Hong Kong.

I would be very grateful if, in your reply to that letter, you could give me the address of your office in Bangkok and the name of the manager.

Looking forward to seeing you,

Yours faithfully

Jun Mizuno
Technical Sales

Jun Mizuno is now waiting for replies from Leefung Plastics (International) Ltd in Hong Kong and Leefung Plastics (Singapore) Ltd. In three groups, you must write the correspondence between them. The role cards at the back of the book will give you some information but you must decide exactly what to write. Remember to write

appropriate, subject headings.

information:

- if you are Nagakura Ltd, see role card 60.
if you are Leefung Plastics (International) Ltd, see role card 27.
« you are Leefung Plastics (Singapore) Ltd, see role card 3.

UNIT 3

3A Study section: referring, giving good/bad news, saying what you can and cannot do, giving reasons

3.1 Two letters giving news

As you read these two letters, try to answer the questions on page 25.

Jakarta Furnishings

Telephone 948 73742

Mr Peter Long
Manager
Intercity Bank PLc
58 Jalan Thamrin
Jakarta

Your ref **PL/fh/246**

Our ref **SB/sl**

24 February 1987

Dear Mr Long

Order 2789

I am writing in connection with the above-mentioned order for office furniture.

We regret to inform you that we are unable to deliver the Linton filing cabinets on time. This is as a result of problems at our supplier's factory.

With regard to the lamps and desks, we will deliver the goods before 13 March, as agreed.

With apologies,

Yours sincerely

Mr S Basuki
Manager

6 Marldon Road
Birmingham
B12 7GH

D A T A S E R V I C E S
.....

Tel 021 472 3470

• **Tlx 297638**

Our ref. JH/ck

Jan> 24th 1987

Ms J Williams
Ace Secretarial Services
10 Camden Road
London EC1 6JJ

Dear Ms Williams

Further to our telephone conversation yesterday, I am delighted to advise you that we are now able to reduce the price of our Peach computers by 10%. This is due to the recent fall of the US dollar.

We look forward to receiving your order.

Yours sincerely

J Hutton
Sales Manager

- What do the writers say when they want to:
 - a) refer to the last time that they contacted each other?
 - b) give some good or bad news?
 - c) give a reason?

3.2 Referring

Here are some ways to introduce the subject of the letter.

With reference to ...,

Further to ...,

With regard to ...,

I am writing in connection with

- How would you start a letter about each of the following?
 - a) an invoice (No. 679) for a photocopier
 - b) a meeting you had with the addressee on Jan. 16th
 - c) an advertisement in *The Times* newspaper
 - d) an application for a post as secretary in your company
 - e) a telex order for six typewriters that you received today

3.3 Giving good/bad news

good news

I am pleased to tell you that
delighted
happy advise

bad news

I regret to tell you that
am sorry advise

We regret that...

- Complete these sentences using phrases for referring and giving good or bad news.
 - a).....your order for some cupboards,
.....we have had to increase the price.
 - b).....your application for a post as secretary
.....that we would like you to start work as soon
as possible.
 - c).....your application for a post as secretary
.....you were not successful.
 - d).....our telephone conversation this morning
.....that your car is now ready for you to collect

3.4 Saying what you can and cannot do

We are unable to ...
We are able to ...
We have been forced to ..

- A company has written to you to ask you to reduce your prices and to ask you if you will accept payment in Egyptian pounds. How will you give them the following information?
 - a) You cannot lower your prices.
 - b) You have had to raise your prices because the government has increased the sale tax.
 - c) However, you can give them a discount of 5% if their order is for more than \$2,000.
 - d) With regard to their second question, you cannot accept payment in Egyptian pounds but you can accept US dollars or German marks.

3.5 Giving reasons

This is owing to ...
due to ...
as a result of
because of...

Notes: - 'owing to' is normally only used for bad news.
- If you want to use a verb after these phrases, add *the fact that...*
e.g. This is due to *the fact that* the dollar has fallen.

- Using the information given and phrases from 3.4 and 3.5, write complete sentences as in the example. Be careful with (e) and (f). (See the second note above.)
 - a) increase prices — fall of the
 - b) delay the delivery of the goods - strike by airline pilots
 - c) increase all salaries by 10% — rise in sales
 - d) cut all salaries by 10% - fall in sales
 - e) cannot deliver your new order - we have not received your payment for the last order
 - f) cancel the meeting - a lot of staff have been ill

3.6 Letter practice

You are a sub-manager of a bank. There has been a change in government regulations. Interest rates have increased to 12% for deposits and 14% for loans. Write a short letter to:

- a) customers who have deposit accounts at your branch;
 - b) customers who have a loan from your branch.
- Follow this plan:

date

Dear Sir or Madam

- First, put a heading.
- Next, say what you are writing about.
- Then give the good or bad news. Say what you have had to do or can do.
- Give the reason.
- Close the letter.

Finally, sign it and give your name and title.

3B Activity section: Holiday time

- 1 Western Travel Agency has to arrange a trip for a group of 25 people. They haveave found two companies that organise tours to Mexico.
- a) Which company is the cheaper if the group is travelling in July and wants double rooms with private facilities?
 - b) Do both companies use the same airline?

Sun Express takes you to Mexico

14 nights

This year Sun Express is organising tne best Mexican holiday ever! YOU ll have a chance to see the Aztec Mexico, the Mayan Mexico and the Spanish Colonial Mexico as we take you from Mexico City right down to the south. For further details of the places you'll visit see pages 8-9.

Prices are per person and include accommodation in a superior class hotel and all meals. All rooms nave private facilities.

Departures every Saturday.
June: £1,200 July: £1,450 August: £1,575
Supplement for a single room: £200
Please qouote tour no. 5210 when booking.
All flights with Pekar Airways direct to Mexico.

Experience Mexico

No-one knows Mexi< Come with us on our tour of this fabulous country and you'll see sights you've never dreamt of. . . like the Mayan pyramids at Palenque, Chichen-Itza and Uxmal . . . like the sparkling blue water and white sand of the Caribbean . . like the exciting atmosphere of Acapulco . • and much much more!
Price: £1,300 including flights, dinner, bed and breakfast and all excursions for 15 days.
Supplement for a single room £175
Supplement for private facilities £75
Carrier: Stanley Air

Departures i very Tuesday in June, July and August.

.....with GOLDEN HOLIDAYS

carrier (here) airline
private facilities private bathroom and toilet

- 2 Western Travel contacted each company to ask about a discount for large groups. They received these replies.
- Which company is the cheaper now?

Sun Express

20 GLOUCESTER PLACE CROYDON CRO 2DH

TEL 241927 TLX 78806 SEH

Our ref. RW/ts 11 May 1987

Ms Charlotte McEvoy
Western Travel
12 The Crescent
Brinton BR3 5YT

Dear Ms McEvoy

Tour 5210

Thank you for your telephone call today, enquiring about discounts for groups on the above tour to Mexico.

We are pleased to advise you that we are able to offer a special discount of 10% for groups of more than 20.

We look forward to receiving your bookings.

Yours sincerely

Renate Weiss
Cales Manager

We take you to the sun!

Our ref IR/bm

Ms Charlotte McEvoy,
Western Travel,
12 The Crescent,
Brinton, BR3 5YT

•GOLDEN
HOLIDAYS

12, Cambridge Court,
London WC2H 8HF
Telephone 01-922 2234
Telex 2232 GHS

12 May 1987

Dear Ms McEvoy,

Further to your call today, we are writing to advise you of our special rates for groups on Tour 014A to Mexico.

We are able to offer a 12% discount on the basic price for groups of more than 30. Unfortunately, we are unable to offer discounts on any of the supplementary charges.

Hoping this information will help you.

Yours sincerely,

ZRodh

I. Ruth (Mrs)
Sales Supervisor

The group leader, Mr Daniel Thomas, decided to book the Sun Express holiday.
sent the following letter of confirmation to Western Travel.

- What special instruction did he give them?

4 Western Travel then made the booking with Sun Express.

Western Travel Ag 12, The Crescent, Brinton

39 Headland Road
Brinton BR6 6AW

M1V

22 May 1987

Your ref. RW/ts

Our ref. CM/ya/M3

Western Travel
12 The Crescent
Brinton
BR3 5YT

Renate Weiss
Sun Express
20 Gloucester Place
Croydon CR0 2DH

25 May 1987

Dear Sirs

Dear Ms Weiss

I am writing to confirm the details of our
conversation yesterday, concerning a group
travelling to Mexico.

Tour 5210

We would like to book 25 places on Sun Express
holiday No. 5210, departing 14th July. If it
is not possible to book with Sun Express, we
would accept the Golden Holidays tour. I will
be away from home until June 2nd, so please
take any necessary action to make sure that a
holiday is booked.

We are writing with reference to your letter of 11 May,
concerning discounts for groups on the above-mentioned
tour.

We are happy to accept your terms and request that you
reserve 25 places in the name of Mr D Thomas on the tour
departing July 14. Names of the group members will be sent
at a later date.

Please find enclosed a cheque for £2,500 as a
deposit.

We look forward to receiving your confirmation.

Yours sincerely

Yours faithfully

Charlotte McEvoy

Daniel Thomas

Western Travel is now waiting to receive confirmation from Sun Express. In three
groups, you will write the correspondence between Sun Express, Western Travel and
Golden Holidays.

If you are Sun Express, see role card 52.
If you are Golden Holidays, see role card 31.
If you are Western Travel, see role card 11.

UNIT 4

Haga Verktyg

Kaponjargatan 4c
Goteborg
Sweden
Tel: 543423
Tlx: 564 HGV

4A Study section: requesting action, apologising, requesting information, telexes

4.1 Construcciones Jimenez asks about delivery

Construcciones Jimenez SA, Spain, ordered some drills from Haga Verktyg AB, Sweden. They asked their bank for a letter of credit in Haga Verktyg's favour but after two months Haga Verktyg had still not sent the goods. As you read the letters between the two companies, try to find the answers to the questions on page 33.

Jose Munoz,
Manager,
Construccionnes Jimenez,
Ave. de Pueblo,
Granada, Spain

Your ref: JM/ps/20B

Our ~~ref~~: ES:ce:S3

18 May 1987

CONSTRUCCIONES JIMENEZ

Ave. del Pueblo. Granada. Espana ||||| Tel. 345545. Tlx 456 CJS

Haga Verktyg AB
Kaponjargatan 4c
Goteborg
Suecia

JM/ps/20B

13 May 1987

= Dear Sirs

SB We are writing in connection with our order no.
2886 for 5 Kraftborr drills.

== As it is now more than two months since we
== opened a letter of credit in your favour, we
== would be grateful if you could arrange shipment
TH of the goods as soon as possible. We would also
= appreciate it if you could let us know exactly
= when the goods will arrive.

We look forward to receiving the drills.

= Yours faithfully

S Jose Munoz
SB Manager

Dear Sr Munoz

Thank you for your letter dated 13 May concerning
your order for five of our drills.

We must apologise for the delay in shipping this
order. This was due to unforeseen circumstances.
However, your order is being dealt with and will be
sent without further delay.

With apologies once again,

Yours sincerely

Erik Stenlund
Export Manager

in your favour in your name, payable to you
a letter of credit (l/c) a bank paper that guarantees payment

unforeseen circumstances an unexpected situation (This phrase is often used when you do not
want to give the real reason.) 1 What does Construcciones Jimenez want Haga Verktyg to do?

2 How exactly does Haga Verktyg apologise?

3 Why hasn't Haga Verktyg sent the goods?

4.2 Requesting action

Here are some ways to ask people to do something for you.

Please could you ... We would be grateful if you could ... We would appreciate it if you could ...	<i>If it is urgent, add:</i> as soon as possible without delay immediately
--	---

Note: 'Please could you ...' is the most direct. You can use this when you are asking for something usual.

- 1 These requests are all mixed up. In each sentence put the words and phrases in the correct order.
 - a) please / arrange / for ten o'clock / could / an appointment / you
 - b) we / send us / as soon as possible / would / if you / the goods / be grateful I could
 - c) we / without delay / appreciate it / you could / pay our bill / would / if
 - d) confirm / please / you / are the same / could / your prices / that
 - e) we / exactly when / appreciate it / if you / would / could / tell us / you will arrive
- 2 What would you write in the following situations?
 - a) You have seen an advertisement in the newspaper for a post as office manager.; You want an application form.
 - b) The photocopier in your office has broken down. You want to have it repaired quickly.
 - c) You have moved your office and you want the post office to forward 'your letters to your new address.
 - d) You want the telephone company to put another telephone in your office. You need it urgently.
 - e) You have written to a company and you want them to reply quickly.

4.3 Apologising

We must apologise for ...
We apologise for ...
We are extremely sorry for .

Notes: — Use the '-ing' form after these phrases.
e.g. We are extremely sorry for losing your order.
- You can also say 'We are extremely sorry *that...*'
e.g. We are extremely sorry that we lost your order.

Usually, it is polite to give the reason for the problem (see page 27) and then apologise, again at the end of a letter. (See Erik Stenlund's letter, 4.1.)

Please accept our apologies once again.
We hope that this has not caused you any inconvenience.
With apologies once again.

You have been passed these letters. What would you write in reply? (Apologise and give a reason.)

18 North Avenue
Elmira

22-10-87

Dear Sir

I am writing in connection with your advertisement in the Daily Observer newspaper for a post as shop assistant.

Please could you send me the application forms.

Yours faithfully

WAINMAN (Printers) Ltd
Castle Street Kendal LA9 5YY

15-11-

Dear Sirs

Order 285

I am writing with reference to the above order for stationery.

It is now three months since we delivered the goods to you. We would be grateful if you could send us your payment without delay.

Yours faithfully

H Wainman

Owners: H Wainman and N Lollerwicz

4.4 Construcciones Jimenez writes to Haga Verktyg again

Construcciones Jimenez wanted some more information from Haga Verktyg so the wrote again.

- What exactly did Sr Murioz want to know?



CONSTRUCCIONES JIMENEZ

Ave. del Pueblo, Granada, Espana Tel. 345545, Tlx 456 CJS

E Stenlund Export Manager Haga Verktyg AB Kaponjargatan 4c Goteborg Suecia	ES:ce:53 JM/ps/20B 28 May 1987
---	--

Dear Mr Stenlund Order 2886

We have received your letter of "18 May 1986, concerning the above order for 5 Skraft Bore drills.

We were pleased to hear that you will ship the drills immediately. We would appreciate it, however, if you could give us some further details about the delivery of the goods. In particular, we would like to know the name of the ship that you are using, the departure date from Sweden and the expected arrival date in Spain.

We look forward to hearing from you.

Yours sincerely

Jose Munoz
Manager

give us some further details about
let us know (about/if) . • •
inform us (about/if) . • •

If you want specific information, say:
In particular, + one of the phrases from the box on page 36.

- What would you write in these situations?
- a) You wrote a letter to someone and they haven't replied. You want to know if they received the letter.
 - b) A businessman is going to your country. He wants you to get a visa for him. You need all the details about his passport (his nationality, date of birth, where his passport was issued, and when it expires).
 - c You want to know about the same businessman's flight (flight number, date and time of arrival).

4.6 Letter practice

Last month, you replied to an advertisement in the newspaper and you received this letter back.

date as postmark

Dear Sir/Madam

Thank you for your recent letter, concerning the post as Sales Supervisor at Excel Industries.

I am pleased to enclose the application forms that you requested. I would be grateful if you could complete them and return them to me as soon as possible.

If you have any further questions, please do not hesitate to contact me.

Yours faithfully

P Wang (Mr)
Personnel Dept.

have been ill so you could not reply immediately. You want some more information about the post (holidays, working hours and starting salary). Write a letter asking about these things. Follow this plan: thank Mr Wang for his letter

- apologise for not replying before now
- say why you did not reply
- ask for further details
- ask, in particular, about holidays, etc.
- close the letter

4.7 Telexes

Three weeks later, Construcciones Jimenez had still not received a reply from Hap Verktyg so they sent them a telex. They received the reply shown.

- 1 What do the abbreviated words mean?
- 2 Why can Haga Verktyg not supply the drills?

J UN 18

3 Below are some abbreviations used in telexes. Match each of them with the correct meaning, as in the example. Three meanings are missing. What do you think they are?

PLUS	for the attention of
ASAP	you
TLX	we request that ...
INFO	telex
PLS	letter
U	received, we have received
YR	immediately
RQST	information
DTD	could
THKS	your
RECD	thank you
ATTN	as well as, and
IMMED	
LTR	
CLD	

- 4 What telexes would you send in the following situations?
- a) You have seen an advertisement in the newspaper for some agricultural equipment. You would like a copy of the company's catalogue and a price list.
 - b) You are the manager of a company that makes engines. You have received an order by telex, dated 16th June, for a CH6 motor. Unfortunately, your company has stopped producing this motor.
 - c) You have ordered six Peach computers from a company but now you have to cancel the order. You will also send them a letter.

45b

JIMENEZ
K' BORR. COMPANY NO LONGER
LTR TO FOLLOW.

Because telex is quite expensive, the message is short. Notice how Munoz and Stenlund — give only the important information — use abbreviations where possible — leave out words such as 'is', 'are', 'the', 'a'. The message must be clear, however, so they only use abbreviations that they know the other person will understand.

4B Activity section: From quote to sale

1 Tavridis Ltd is an electrical contractor in Athens, Greece. They are working on some new houses and they now need 20,000 metres of 13 amp. cable. They need this cable quickly, so they sent the following letter to a manufacturer.

TAVRIDIS LTD
 Electrical Contractor
 PO Box 34767, Omonia,
 103-10 ATHENS
 Tel. 4565699 Tlx 4190 TVD

Sales Dept
 Midtec Cables Ltd
 Cotton Road
 Exeter
 England EX4 9DT

Our ref: HMA/mg

 16 October 1987

Dear Sirs

Please could you send us a quotation for 20,000 metres of 13 amp. cable, C & F to Athens, and the expected delivery time.

As we need this cable rather urgently, we would be grateful if you could send this information as soon as possible.

Looking forward to hearing from you,

Yours faithfully

H M Amatzidi
Manager

C & F cost and freight

2 A few days later, Mr Amatzidi saw an advertisement for the same type of cable made by another manufacturer. To save time, he sent a telex.
 - How could he have made the message shorter?

FOR THE ATTENTION OF: SALES DEPT TON
 ELECTRICS LTD
 PLEASE COULD YOU SEND US A QUOTE FOR
 METRES OF 13 AMP **CABLE** . C & F **ATHENS**
 TIME AS SOON AS

HANK YOU

Tavridis Ltd is now waiting for replies from the two manufacturers. In three groups you must write the correspondence between Tavridis Ltd, Midtec Cables Ltd and Hanston Electrics. The role cards at the back of the book will tell you what you must write but you can also send any other letters or telexes that you think are necessary since Tavridis wants the cable urgently and the manufacturers want the order you must write quickly.

If you are Tavridis Ltd, see card 13.
 If you are Midtec Cables Ltd, see card 10.
 If you are Hanston Electrics, see card 61.

UNIT 5

Jakarta Furnishings

7 Jalan Arjuna. Jakarta
Telephone 948 73742

5A Study section: making a mild complaint, making a point, warning, making a strong complaint

5.1 Intercity Bank writes to complain

Intercity Bank ordered some office furniture from Jakarta Furnishings (see pages 4 and 24). The filing cabinets did not arrive so Mr Long wrote to complain. He received reply from Mr Basuki. As you read the letters, try to find the answers to the questions on page 43.

INTERCITY BANK PLC

58 Jalan Thamrin • Jakarta • Indonesia

Telephone 376018 • Telex 6756

Mr S Basuki
Jakarta Furnishings
7 Jalan Arjuna
Jakarta

Your ref: SB/sl
Our ref: PL/fh/246

30 May 1987

Dear Mr Basuki

Order 2789

I am writing in connection with your letter of 24 February concerning the above order for some office furniture.

Unfortunately, we have not yet received the filing cabinets which were a part of this order. We would be grateful if you could deliver these as soon as possible or refund our money.

We look forward to hearing from you.

Yours sincerely



Mr Peter Long
Manager

Mr Peter Long
Manager
Intercity Bank
58 Jalan Thamrin
Jakarta

Your ref PL/fh/246

Our ref SB/sl

2 June 1987

Dear Mr Long

Order 2789

Thank you for your letter of 30 May, enquiring about the Linton filing cabinets.

We really must apologise for the delay in delivering these cabinets. As I said in my letter of 24 February, this is as a result of problems at our supplier's factory. As these problems are completely beyond our control, I should like to point out that we are not able to refund your payment. I enclose a copy of our Terms of Sale for your reference.

We expect to receive the goods next week so I hope that you will not have to wait much longer.

With apologies once again,

Yours sincerely

Mr S Basuki
Manager

refund give back
beyond outside

1 How does Mr Long complain?
2 What does Mr Basuki want Mr Long to look at?
3 Will Mr Basuki refund his money?

5.2 Making a mild complaint

- To make a mild complaint you can:
- say *that, unfortunately, something is wrong,*
e.g. 'Unfortunately, we have not yet received the filing cabinets.'
 - and then, using the phrases you learnt before (page 36):
— request some action.
e.g. 'Please could you
'We would be grateful if you could deliver them soon.'
'We would appreciate it if you could
- 1 Match sentences 'a)—(d) together with sentences (e)—(h) to make four separate complaints.
- a) Unfortunately, one of the machines you sent us was damaged.
 - b) Unfortunately, we have not yet received your payment.
 - c) Unfortunately, your driver took the goods to the wrong place.
 - d) Unfortunately, you forgot to mention the cost of your products
 - e) Please could you send us your cheque before 30 June.
 - f) We would be grateful if you could send us a replacement.
 - g) We would appreciate it if you could collect them and bring them to our offices!
 - h) Please could you send your price list as soon as possible.
- 2 What would you write in these situations? In each case, decide what action you want the company or organisation to take. Follow the example.
- a) A company has sent you a bill for the wrong goods.
 - b) Your new photocopier has broken down. You have to write to the company who sold it to you.
 - c) A temporary secretary does not speak English. You have to write to the agency who sent her to you.
 - d) You keep receiving letters for someone else. You have to write to the post office.

5.3 Letter practice

The accountant in your office has just passed you the invoice on page 45.

Write a full letter to Minachi, complaining about the typewriter. Remember to:

- say what you are writing about (use a heading)
- say what is wrong
- request some action (you decide!)

MINACHI OFFICE EQUIPMENT LTD

11-4-67 Nishiyami-dai Sayama-cho
Osaka-Fu 288 Japan

Invoice No: 5654 AH Contact: M Onaka

1 MX3 Electronic typewriter (including freight and insurance)	US\$	2,562
Total		2,562



5.4 Making a point

you want someone to take note of something you can use phrases such as:

I should like to draw your attention to (the fact that)
I should like to point out that...

If you are saying what you already know (and you are a little bit angry) you can say:

I should like to remind you that ...
that it is not necessary to remind you that ...

You have been passed these memos and letters. What will you write?

a)

MEMO

Terry Spencer keeps parking his car in front of the main door. I have told him before that this space is reserved for the Managing Director. Can you tell him again?

RJP

88 Hill Street
Brixham
TQ5 9ET

18 March 1987

b) Dear Sirs

I am interested in purchasing a large quantity of your Simplex cameras.

Please could you send me details of your prices and models available.

Yours faithfully

Paul Haskins

MEMO

Muriel McIver arrives half an hour late for work every day. (She should start at 9.30.) Please tell her.

R T F

d)

Dear Sirs

faithfully

^TQ3 Jjp
22^May 1987

5.5 Intercity Bank has to write again

Three months later, Intercity Bank had still not received the filing cabinets. Peter Long decided to write again.

- if 1 Is Mr Long still making a mild complaint? How do you know?
2 What will he do if he does not get a reply to his letter?

INTERCITY BANK PLC

58 Jalan Thamrin • Jakarta • Indonesia
Telephone 376018 • Telex 6756

Mr S Basuki
Jakarta Furnishings
7 Jalan Arjuna
Jakarta

Your ref: SB/si
Our ref: PL/fh/246

26 August 1987

Dear Mr Basuki

Order 2789

It is now over seven months since we placed the above order with you and we are still waiting for the Linton filing cabinets. I should like to remind you that we have already paid for these cabinets. We really must insist, therefore, that you deliver them immediately or refund our money.

Unless we hear from you within seven days, we will be forced to take legal action.

Yours sincerely

Mr Peter Long
Manager

5.6 Warning

One way to warn somebody is to say:

Un ess ...
If. (not) ... we will be forced to ,

- What warnings would you give these people?
- a) a company that has not paid your bill
 - b) another company that is using your company's car park
 - c) an employee who always arrives late for work
 - d) a builder who has left a lot of his tools in your office

5.7 Making a strong complaint

To make a strong complaint you can:

- *say exactly what is wrong*,
e.g. 'It is now over nine months since we placed this order and we are still waiting the cabinets.'
 - *make a point connected with this*,
e.g. 'I should like to point out that we have already paid for these cabinets.'
- and then:
- *demand immediate action*.
e.g. 'We really must insist, therefore, that you deliver them immediately.'
- If you think that it is necessary you can also:
- *give a warning*.
e.g. 'Unless we hear from you, we will take legal action.'

- Each of these letters is mixed up. Put the sentences in the correct order.

1

Dear Sir

C I really must insist, therefore, that you refund at least 10% of our money. _____

b) I would like to remind you that your advertisement said 'superior hotels'. _____

I am writing to complain about your Tour 5210 to Mexico.

d) If we do not receive adequate compensation I will be forced to write to the local newspaper.

The quality of the food in the hotels was terrible and everybody in our group was sick most of the time.

Yours faithfully

Mr Daniel Thomas

The Manager
Swindle Cleaning Co

Dear Sir

(I hope it is not necessary to remind you that this is the second time I have complained about your employees.

b) If you are unable to do this, we will be forced to cancel your contract. _____

I am writing in connection with your contract to clean our offices. _____

d) I really must insist, therefore, that you take immediate action to improve the quality of your services.

(Twice this week, I have found your workers asleep when they should be working.

Yours faithfully

H J Wilson
Administrator

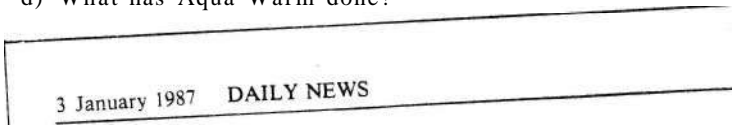
5.8 Letter practice

You work at Central Business Consultants, 16 Hyde Towers, Hong Kong. The people who rent the office next to you play very loud music all day and every day, even though the contract for the offices says 'no radios'. It is impossible for you to work. Write a full letter to them, making a strong complaint. Follow this plan:

- say what you are writing about (the noise from their office)
- say exactly what is wrong
- make a point connected with this (the contract)
- demand immediate action
- give them a warning (you will contact the landlord).

SB Activity section: Who's responsible?

- 1 Read this newspaper article about an explosion in a clothes factory.
- a) Perfecta Ltd's stock was valued at.....
 - b) What is Perfecta Ltd going to do now?
 - c) Who is Bauer AG?
 - d) What has Aqua Warm done?



EXPLOSION DESTROYS FACTORY

A huge explosion caused extensive damage last night in the new multi-million dollar factory of Perfecta Ltd, the well known ladies' fashion designers. There were no injuries. A spokesman for Perfecta said that the central heating system had exploded, blowing a large hole in the roof.

"Our complete spring stock has been destroyed. We have lost four hundred thousand pounds worth of clothes," he said. He claimed that they wrote to the company that installed the heating unit, Bauer AG of Switzerland, on 9th December last year because it was making

a strange noise. ~~They received no reply.~~ He said Perfecta would be claiming compensation from Bauer AG.

Meanwhile, Perfecta has been forced to close the factory because it is too cold to work in. This will cost them about £10,000 a day in lost production.

Amsterdam: Aqua Warm BV, the manufacturers of the heating unit, said last night that they have been making central heating systems for over 20 years and they had never had a complaint. However, they have asked a surveyor to find the cause of the explosion.

extensive a lot of
to claim (here) to ask for
compensation money given to make up for the loss of something
to install to put in

- 2 Perfecta Ltd now wants to get compensation from Bauer AG and also get the factor, working again. In three groups you must write the correspondence between the three companies involved.
- If you are Perfecta Ltd, see card 24.
If you are Aqua Warm BV, see card 45.
If you are Bauer AG, see card 29.

UNIT 6

6A Study section: personal business letters

6 1 Michael Kennedy sends out some brochures

Michael Kennedy, from EuroCom Ltd, went to dinner with Khalid Al Jalahma from Arabian Electronics in Bahrain. When he got back to England he sent Mr Al Jalahma details of a new product. He also sent the details to someone who had written to him. As you read the letters, try to complete the table on page 52 and answer the question.

EUROCOM
European Communications Company

16 Bedford Road London W4 1HV Tel: 01-783 9576 Tlx: 19678 ECOM

Mr K Al Jalahma
Arabian Electronics
P0 Box 26180
Manama
Bahrain

5 July 1987

Our ref. MK/ra/253

Dear Mr Al Jalahma

It was a pleasure to have dinner with you while I was in Bahrain. I think we had a very useful discussion and I am sure that we can come to some worthwhile agreements.

I thought you might be interested to hear about a new amplifier that we are producing - the ER26. I am enclosing a brochure that gives all the important details but if you would like any further information, please do not hesitate to contact me.

Thank you once again for a very pleasant evening. Please give my regards to Peter Smith. I look forward to seeing you the next time I am in Bahrain.

With best wishes

Michael Kennedy .
Export Sales Manager

b)

EUROCOM

European Communications Company

16 Bedford Road London W4 1HV Tel: 01-783 9576 Tlx: 19678 ECOM

Mr R Bugarini
Via Borsi 26
Milan
Italy

5 July 1987

Our ref. MK/ra/256

Dear Mr Bugarini

Thank you for your letter of 26 June, asking for details of our new ER26 amplifier.

I have pleasure in enclosing our brochure. This gives full details and prices of all our amplifiers.

If you require any further information, please do not hesitate to contact me.

Yours faithfully

Michael Kennedy
Export Sales Manager

This mentions your feelings about the last contact you had with each other.

The main message

This says why you are writing now and gives the details.

The close

This talks about the future and often mentions some personal information.

Yours sincerely / Best wishes

Note- If you have not recently had contact with each other, you can open by saying w
you are writing (see below).

6.3 *Personal business letters: the opening*

Here are some ways to open a less formal letter. You can use each phrase to talk about the last time you contacted - or could not contact - each other.

Thank you for your letter / telephone call / telex.

It was a pleasure to (meet you at/on ...)

It was good to (see you again at/on ...)
(hear from you again.)

It was a pity that (we did not have more time to talk at/on
I am sorry that (1 missed you when you visited my office.

After each phrase you can say something about what you said — or could not say — each other. Like this:

Thank you for your letter. *It was very interesting to hear about the new developments at Wentol Ltd.*

It was a pity that I missed you when you visited my office last week. / *would have liked to have* heard all your news.

It was a pleasure to have dinner with you last Thursday. / *think we had a very useful discussion.*

It was good to talk to you on the telephone today. / *was sorry to hear that you had not been well.*

Thank you for your telex. / *was pleased to hear that* you will be coming to visit us next month.

Fill in the gaps in these openings with a suitable phrase.

a).....to talk to you on the telephone this morning
.....to hear that you are enjoying your new job.

b) that you have had so many problems in your office.

- 1 Put a tick (V) in this table if the letter has the point listed. Put a cross (X) if it does not.

letter (a) \sqcap *letter (b)*,

opens with the main subject

mentions feelings about last time they had contact

mentions personal information

- 2 Which letter is the most friendly? Why?

6.2 Making a letter more personal

Normally, if you know the person that you are writing to and have met him/her socially you will want to make your letter less formal and more friendly. Less formal letters often have a different structure from formal business letters.

- c).....to see you at the conference last week.
.....that we did not have enough time to talk.
- d).....that you could not come to the meeting
Saturday. I am sure that you would have found it quite interesting.
- e).....to meet you yesterday. I found many of you
ideas very interesting.

- 2 What opening would you write in each of these situations?
- a) You met the addressee on Thursday. He told you that he had been ill.
 - b) You had dinner with the addressee last week at his house. He told you about his holiday in Iceland.
 - c) You visited the addressee in his office last week but he could only talk to you for five minutes.
 - d) You received a letter from the addressee this morning. He told you that he had been promoted.

6.4 Personal business letters: saying why you are writing

In earlier units you learnt how to start formal letters. For example:

Dear Sir

I am writing in reply to your advertisement in *The Times*.

or:

Dear Sir

We are interested in hiring a word processor and we would like to know if you rent them.

If you are writing to someone you know and you want to be more friendly, you should introduce your letter in a different way. Here are some examples.

Giving information:	I thought you might be interested to hear about...
Requesting information or action:	I was wondering if you could help me.
Complaining:	I am afraid we have a small problem.
Giving bad news:	I am afraid I have some bad news.

Fill in the missing parts of these letters. Also use the phrases from 6.3 where appropriate

Dear Mr Watson

we
if

b)

Yours,

Dear Ms Spencer

.....

Owing to increased costs, we have been forced to increase our prices to our customers as shown on the enclosed list. We are, however, still able to offer a 10% discount on any order that you make.

Hoping that we can continue to be of service to you,

Yours,

d)

Dear Mrs Poirot

..... the invitation to the exhibition last week. to see the range of products that you produce.

..... a new service that we have just introduced. This is the Golden Maintenance Agreement. For a fixed price we can offer 24 hour emergency repairs for

Dear Mr Sanchez

..... that I have not written before now to thank you for the invitation to the conference last month. to meet your colleagues and to exchange ideas.

..... need a new Marketing Manager for our Middle East office. I know that you

6.5 Personal business letters: the close

Less formal letters often close by mentioning something personal. For example:

I look forward to seeing you again next time I am in Bahrain.
If ever you are in London, please do not hesitate to call me.

Sometimes, you can mention somebody that you both know, like this:

Please give my regards to Peter Smith.
Please pass on my best wishes to Mr Lund. I hope that he has now recovered from the 'flu.

6.6 Practice

These two letters are all mixed up. Put the sentences in the right order. Each letter J three separate main parts.

1

Mrs S Weinburger
ABC Business Consultants
1911 N Formosa Avenue
Los Angeles
California USA

12 December 1987

Dear Mrs Weinburger

Please give my regards to Steven Hill

b) It was interesting to hear your views on our new products.^

I would be very grateful, therefore, if you could send me a list of agents - perhaps from the yellow pages.

d) As you know, our company is planning to open a branch in Los Angeles. _____

(I was wondering if you could help me.

It was a pleasure to meet you at the Trade fair last month.

We are now looking for office space in the town centre and we need to know the names and addresses of some property agents.

With best wishes,

Hans Seitz
Divisional Director

Ms F Soares
Rua J Falcao 20-7
4001 Porto
Portugal

15 October 1987

Dear Ms Soares

- a) I am afraid that I have some bad news.
 - b) (Thank you very much for your letter.
 - c) (I hope that this does not inconvenience you in any way.
 - d) I hope that you have completely recovered now. J
 - e) (Due to unforeseen problems, we are unable to deliver your order on time.
- Please give my regards to Mr Segall.

We expect to be back to normal by the end of this month, so I am sure that you will receive the goods within three weeks.

I was sorry to hear that you have been ill recently.

Kind regards

Ke Soon Lee
Overseas Sales Dept

6B Activity section: Repair or replace?

- 1 Jarritos is a small company in the south of Spain that makes bottled soft drinks. Recently, they have had problems with the machine that fills up the bottles. The manager, Raul Sanchez, wrote to the company that sold them the machine to ask them to come and look at it.
- a) Does Jarritos use the same bottles again and again?
 - b) What exactly is the problem with the machine?

Jarritos S.A.

our ref. RS/mi

Wesco Engineers
45 Bedford Road
Bristol
Inglaterra BS7 9PP

Dear Sirs

Ten years ago we bought an Anderson Disposable Bottle Filling System from you. We have had excellent service from this equipment but now we find that the machine that puts on the caps often breaks the bottles.

I would be grateful if you could visit our factory the next time you are in Spain and give us a quotation for the cost of repairing the machine.

Yours faithfully

Raul Sanchez
Manager

Plaza Domingo
Murcia
Espana
Tel. 54 289500
Tlx 24998 JAR

24 May 1987



THE RAPID BOTTLER

Our new system is completely computer controlled, offering you trouble-free bottling. The Alpha Rapid Bottler can handle up to 200 reusable bottles a minute and

- 0 washes the bottles in boiling water
- 0 checks for cracked and broken bottles
- 0 fills each bottle to the required level
- caps the bottles
- puts on the labels
- packs the bottles into crates

The system can run 24 hours a day with minimum maintenance.

Write to Alpha Food Machines, 54 Rue Barrault, Toulouse, France to arrange an appointment for your company.



Mr Sanchez decided to ask Alpha to visit his company. He sent the following letter.

Jarritos S.A.

our ref. RS/mi

Alpha Food Machines
54 Rue Barrault
Toulouse
France

Dear Sirs

I am writing in connection with your recent advertisement in Food and Drink News.

We are a small company, manufacturing soft drinks for sale in the south of Spain. At the moment, we bottle our drinks using an Anderson Disposable Bottle Filling System but we would be interested in hearing more about your computer controlled equipment.

We would be grateful if you could arrange to visit our factory in the near future.

Yours faithfully

Raul Sanchez
Manager

Plaza Domingo
Murcia
Espana
Tel. 54 289500
Tlx 24998 JAR

26 May 1987

- 2 Shortly afterwards Mr Sanchez saw this advertisement in a magazine.
- Can the Alpha Rapid Bottler use the same bottles again?

3 Within the next few days, representatives from both Wesco (Mr Tony Smith) and Alpha (Mr Francois Molet) made separate visits to Jarntos. Mr Sanchez showed them round the factory and introduced them to Jose Barrios, Deputy Manager. Late they had dinner at his home. The representatives told him that they would send him i quotation soon.

Jarritos is now waiting for letters from both Wesco and Alpha. In three groups, you must write the correspondence between these companies.

If you are Jarritos, see card 37.

If you are Alpha, see card 48.

If you are Wesco, see card 22.

UNIT 7

7A Study section: informal business letters

7.1 Michael Kennedy writes to some business friends

Michael Kennedy has worked for EuroCom for many years. Each time he goes on a business trip he meets the same people and now he is friends with many of them. Below are some of the letters he wrote to them about his company's new amplifier. As you read the letters, try to answer the questions and complete the table on page 63.

EUROCOM

European Communications Company

16 Bedford Road London W4 1HV Tel: 01-783 9576 Tlx: 19678 ECOM

15 July 1987

Dear Piero

It's a pity that we couldn't meet the last time I was in Milan. It would have been good to exchange news.

Do you remember I told you that we were developing a new amplifier? The ER26 is now on the market so I thought you might be interested to read about it. I'm enclosing some brochures but if you'd like any more details I'd be happy to provide them.

I hope you have now settled down in your new house. I'll be visiting Milan again in August so perhaps we can meet then.

Best wishes

Michael Kennedy

b)

EUROCOM

European Communications Company

16 Bedford Road London W4 1HV Tel: 01-783 9576 Tlx: 19678 ECOM

EUROCOM

European Communications Company

16 Bedford Road London W4 1HV Tel: 01-783 9576 Tlx: 19678 ECOM

15 July 1987

15 July 1987

Dear Jan

Thank you for your letter.

You asked if it was possible to use our new amplifier for music. I'm afraid that if you used the ER26 for music it wouldn't sound very good, since it is really intended for speech only. If you particularly need a good quality music amplifier I recommend that you contact Melitronics in Birmingham. I know they make several good quality music amplifiers. Unfortunately, they are all more expensive than the ER26.

If ever you are in London, please don't forget to give me a call. Perhaps we can meet for lunch.

Regards

Michael Kennedy

Dear Hameed

Thank you for your letter.

I was sorry to hear that you've had some problems with the ER26. We do all we can to make sure that our products leave our factory in perfect condition, but unfortunately sometimes a bad one does slip through. If you can arrange for it to be returned to me, I'll let you have a replacement by return.

Hoping that you are keeping well,

Regards

Michael Kennedy

- 1 Which letter is:

- answering a complaint?

- enclosing details about the ER26?

- referring the addressee to another company?
- 2 Put a tick (V) in this table if the letter has the point listed. Put a cross (X) if not.

	letter (a)	letter (b)	letter (c)
name and address of the addressee			
contractions (e.g. I'm)			
full signature			
full name and title of the writer			

7.2 Informal business letters

If you are a friend of the person that you are writing to, you will want to make your letter informal, like Michael Kennedy's letters in 7.1. Notice how he:

- does not put the name and address of the addressee
- starts with the addressee's first name
- uses contractions
- uses short, direct phrases
- signs with his first name
- puts only his name under his signature (i.e. not his title).

7.3 The language of informal business letters: short phrases and contractions

The language used in informal letters is much closer to spoken English than the language used in formal letters. For example, in spoken English we often use contractions like this:

'I'm going for a walk.'

'I'd like a cup of coffee.'

In the same way, contractions are often used in informal business letters.

'It's a pity that we couldn't meet.'

'I'm enclosing some brochures.'

- 1 Look back at Michael Kennedy's letters in 7.1. What contractions does he use

Here is a very simple rule that is usually (but not always!) true:

Longer phrases are more formal than shorter phrases.

For example:

'I would be grateful if you could tell me your prices.'

is more formal than:

'Please could you possibly tell me your prices?'

And that is more formal than:

'Please can you tell me your prices?'

- 2 Look at the following sentences and group together those which have a similar meaning. You should have four groups. Then put the sentences in each group in order according to how formal they are, with the most formal first.
 - a) If you need any more information, please feel free to ask me.
 - b) I am in receipt of your letter dated 16th March.
 - c) When do you think the goods will get here?
 - d) I am writing in connection with your advertisement in *The News*.
 - e) I have just seen your advert in *The News*.
 - f) Thanks for your letter of 16th March.
 - g) Please could you tell me when the goods will arrive?
 - h) If you'd like any more details, please ask me.
 - i) I would appreciate it if you could tell me when the goods will arrive.
 - j) Thank you for your letter dated 16th March.
 - k) If you require any further information, please do not hesitate to contact me
 - l) I am writing with reference to your advertisement in *The News*.

7 4 The language of informal business letters: vocabulary

Some words sound more formal than other words. For example:

'I regret to advise you that our prices have increased.'

sounds more formal than:

'I am sorry to say that our prices have gone up.'

In the same way:

'We have not yet received your invoice.'

sounds more formal than:

'We have not yet got your bill.'

- 1 Read these sentences, and match the words in italics with the words in the box.
 - a) I am writing to *enquire* about your prices.
 - b) This is *due to the fact that* our costs have risen.
 - c) If you *require* any *further* information, please contact me.
 - d) I *regret* to *advise* you that the delivery will be delayed.
 - e) Unfortunately, I have to *inform* you that I *will not be able to attend* the meeting.
 - f) I am sending the brochures *under separate cover*.
 - g) *Please find enclosed* some brochures describing our products.
 - h) We have *been forced* to increase our prices.
 - i) We have opened a letter of credit *in your favour*.

more	here are	tell	for you	because
need	tell	cannot come to	am sorry	
ask	had to	in another envelope		

- 2 Now rewrite these sentences so that they sound less formal.
 - a) I have pleasure in enclosing a cheque in your favour.
 - b) I am pleased to inform you that your application for a post as secretary was successful.
 - c) Due to the fact that postal charges are so high, I am sending the brochures under separate cover.
 - d) I regret to advise you that we will not be able to deliver the goods on time.
 - e) I would be grateful if you could advise me of your prices.
 - f) Please find enclosed our invoice.

7.5 Practice

Here is a formal business letter. Rewrite it so that it sounds more friendly and informal. Remember to look back at 7.2 and 7.3, and at 6.3, 6.4 and 6.5.

Cornfield Pesticides Co Ltd	
59, THE HILL, BURTON, SUSSEX BN5 9TJ	TEL 0947 2663
YOUR REF. OURREF. GW/pk	22 Jan 87
Mr Richard Scott Welsh Garden Suppliers 56 West Road Cardiff CF4 2FT	
Dear Mr Scott	
I am writing in connection with your letter of 16 January, in which you enquired about our KILL'EM fly spray.	
Unfortunately, we have stopped producing this fly spray due to the fact that sales were rather disappointing. However, we are able to supply you with a maximum of 20 boxes from our stocks. If you would like to order these, please could you inform us as soon as possible.	
I look forward to your reply.	
Yours sincerely	
George Wollen Sales Representative	

7.6 Letter practice

Last week, you met a business friend who you had not seen for years. You talked for a long time about a new bakery that he has started. Your friend invited you to the opening of his bakery next month. Unfortunately, you have just discovered that you have an important meeting on that day. You will telephone him after the opening and arrange a visit. Write and tell him this.

7B Activity section: A credit check

Wainman Ltd is a small printing business. Recently, some of their biggest customers went into liquidation and Wainman Ltd did not receive any money. This means that they cannot buy paper to continue printing. Harold Wainman, one of the owners, decided to see if he could buy some paper on credit from Peter Robinson, who works at Northern Paperworks. This is the letter he wrote.

- Does Harold Wainman know Peter Robinson? How do you know?



WAINMAN (Printers) Ltd
Castle Street Kendal LA9 5YY

13 November 1987

Dear Peter

I was wondering if you could help us. We need a rather large amount of paper so that we can continue printing. Since we won't receive any money until our customers have paid us, would it be possible for you to let us have some paper on credit?

If you need a credit reference for your files, you could write to Pelican Paper Ltd, College Court, College Road, London.

I hope that you are keeping well. Please say hello to David for me. I look forward to hearing from you.

Best wishes

Harold Wainman

Owners: H Wainman and N Lollerwicz

Northern Paperworks decided to write to Pelican Ltd for a reference. They received the reply shown.

- Does Pelican Ltd think Wainman Ltd is a good company?

Northern Paperworks

Old Mill, Horwich, Lancs BL6 5JA



Pelican Paper Ltd

College Court
College Road
London N21 3LL

Your ref:

Our ref: RW/jb

Pelican Paper Ltd
College Court
College Road
London N21 3LL

15 November 1987

Dear Sirs

Re: Wainman Ltd

The above-mentioned company has asked us to supply them on credit.

We would be very grateful for any comments that you may have from your experience with this company. Any information that you supply will be kept strictly confidential.

We thank you for your cooperation and look forward to hearing from you.

Yours faithfully

Northern Paperworks
Old Mill
Horwich
Lanes
BL6 5JA

17 November 1987

Your ref. RW/jb

Our ref. NL/rn

Dear Sirs

Re: Wainman Ltd

Thank you for your letter dated 15 November, enquiring about the above-mentioned company.

We have been dealing with this company for over six years. During this time, they have always settled their accounts with us promptly and we have never had any reason for complaint.

I hope that this information is of help to you.

Yours faithfully

N Lollerwicz

Wainman Ltd is now waiting for a reply from Northern Paperworks. Meanwhile, Northern Paperworks have decided to contact Richard Brown at Lumino Inks to ask his opinion of Wainman Ltd. In three groups, you must write the correspondence between Wainman Ltd, Northern Paperworks and Lumino Inks. For each letter that you write

If you are Wainman Ltd, see card 64.
If you are Northern Paperworks, see card 42.
You are Lumino Inks, see card 34.

UNIT 8

8A Study section: revision and consolidation

Universal Books Ltd have just published two new books. Nigel Westwood is a sale representative and he has written to Ms Russell, manager of Ashworth Bookshops Ltd to make an appointment to see her.

- 1 Put the paragraphs of his letter in the correct order.
- 2 If a shop had one copy of each of the new books, how many books would it have

UNIVERSAL BOOKS Ltd

PO Box 379
Jersey, Channel Islands
Telex 7001 UVB

Your ref

Our ref NW/lea

Ms M Russell
Ashworth Bookshops Ltd
234 Hogden Rd
Bristol BS7 9XS

23 July 1987

Dear Ms Russell

Both of the above books are very competitively priced and we offer attractive discounts to booksellers.

/After years of research, we have now produced THE WORLDWIDE ENCYCLOPAEDIA, an important new work for the home, containing information on thousands of subjects. It is available as a set of three volumes or as a one-volume shortened edition.

On August 18th-19th, I will be in your area and I would be very grateful if I could meet you and show you our new books. Would Tuesday, August 19th at 11.30am be convenient for you?

I am writing to introduce two important new books just published by Universal Books Ltd.

(I look forward to hearing from you)

Our second new book is THE COMPLETE COLLECTION OF BUSINESS LETTERS, containing 300 ready-to-use letters. All a businessman has to do is choose the letter that he wants, make a few small changes and then give it to a secretary to type. It is available in hardback and paperback.

Yours sincerely

Nigel Westwood
Sales Representative

8.2

Here is Margaret Russell's diary for August 18 and 19.

- 1 Can she meet Nigel Westwood on the day and at the time he suggested?

August 18
Monday

10
11
12
1pm
2pm
3pm
4pm
5pm

August 19
Tuesday

9
10
11
12
1pm
2pm
3pm
4pm
5pm

2 Write her reply to Nigel Westwood. Suggest some other days and times for them to meet.

8.3

After their meeting, Nigel Westwood wrote to Margaret Russell to confirm the details of their discussion and tell her that he was waiting for her order. Here is part of his letter. Write the beginning and ending of Nigel Westwood's letter. (Remember that he has met Margaret Russell so his letter will be more personal.)

2 what does Margaret Russell have to send with her order?

3 How will Universal Books Ltd help Ashworth Bookshops sell the books in their area?

UNIVERSAL BOOKS Ltd III/ SETS

Jersey, Channel Islands

Telex 7001 UVB

Your ref MR/ts Our ref NW/lea

Ms M Russell
Ashworth Bookshops Ltd
234 Hogden Rd
Bristol BS7 9XS

23 August 1987

Dear Ms Russell

It was

I thought it would be useful to confirm in writing the details of our discussion.

- 1 We are able to offer you 20% discount on the retail price of our books. If your sales are over 50 books a month, we will consider offering you a higher discount.
- 2 You will send a deposit of 50% of the total cost with your order. In return, we will deliver the books to you within one week of receiving your order.
- 3 You will also distribute by hand circular sales letters promoting both The Worldwide Encyclopaedia and The Complete Collection of Business Letters. We will contribute £50 towards the cost of doing this and provide you with a list of names and addresses.

Yours sincerely

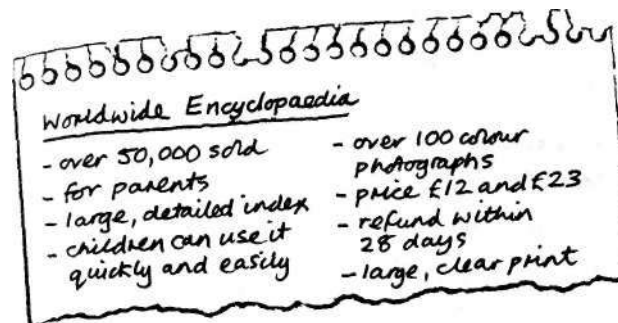
Nigel Westwood
Sales Representative

8.4

Some days later, Margaret Russell made out her first order for the books.

8.5

Margaret Russell's next task was to write the circular sales letters. First, she made notes about the encyclopaedia from the information that Nigel Westwood had given her.



This is the letter she wrote.

- 1 Is this a formal business letter?
- 2 Why did Margaret Russell write the letter like this?
- 3 Did she use all her notes?

ANNOUNCING AN IMPORTANT NEW BOOK FOR THE HOME . . .
. . . THE WORLDWIDE ENCYCLOPAEDIA



Dear Parent

Do you spend hours trying to find a small piece of information for your children?

Now, all your troubles are over! THE WORLDWIDE ENCYCLOPAEDIA has all the answers you'll ever need!

It's easy! Just look in the large detailed index for the information you want. THE WORLDWIDE ENCYCLOPAEDIA contains thousands of subjects. Your children can also use it quickly and easily. It has over 100 full colour photographs and at the back there are some useful tables covering all the countries of the world, their populations, capitals and sizes.

THE WORLDWIDE ENCYCLOPAEDIA is a must for every family. There are two editions - a full three volume set (£23) and a shorter edition in one volume (£12). Get one for your home and you'll wonder how you managed without it.

AVAILABLE NOW at Ashworth Bookshops Ltd. I guarantee that if you're not completely satisfied within 28 days I will give you a full refund.

Yours

M Russell Ashworth Bookshops

- Write Ms Russell's letter to Nigel Westwood, placing the order.

- 4
- Now write a circular sales letter for *The Complete Collection of Business Letters*. Look back at Nigel Westwood's letter in 8.1 and the letter about *The Worldwide: Encyclopaedia* for help. Here are Margaret Russell's notes.

8.7When Margaret Russell received Nigel Westwood's letter she was very angry. She decided to write a strong complaint. Here are her notes for the letter

8.6

Some days later, Margaret Russell received some bad news from Nigel Westwood.

- Fill in the missing words or phrases.

- Write her letter.

8.8

Some days later, Margaret Russell received this telex.

- What has happened to her deposit?

UNIVERSAL BOOKS Ltd

PO Box 379
Jersey, Channel Islands
Telex 7001 UVB

Your ref MR/ts Our ref NW/lea

Ms M Russell
Ashworth Bookshops Ltd
234 Hogden Rd
Bristol BS7 9XS

7 September 1987

ATTENTION: M RUSSELL, MANAGER, ASHWORTH B(HOPS

LOOKING FOR HIM. BELIEVED TO HAVE LEFT THE COUNTRY
£50,000 MISSING. LETTER TO FOLLOW.

TREVOR EMDON
MANAGING DIRECTOR
UNIVERSAL BOOKS LTD

7001 UVR
8722 WBS

Dear Ms Russell

I am afraid

Ito tell you that
to delay the delivery of your order for The Complete
Collection of Business Letters. This is
unforeseen circumstances at our printer's. We expect to
be able to deliver the books to you by the end of next
month.

I hope

Yours sincerely

Nigel Westwood
Sales Representative

8B Activity section: A trade fair

1 Paolo Fellini and Luigi Lombardo, from Massari Tractors Ltd, recently visited their agent in India, Sujit Singh of Agricultural Supplies Ltd. They talked briefly about the low sales of Massari tractors. Mr Singh said he would put his ideas on paper. Here is the letter he sent Paolo Fellini.

- a) Why does Mr Singh think a drop in price of 8% is enough to increase sales?
- b) Why does he want Massari Tractors to pay for advertising?



Agricultural Supplies

76 Sant Nagar
New Delhi

Telephone 789653
Telex 314420 AS

Mr P Fellini
Massari Tractors Ltd
Viale Romagna 23
20247 Milano
Italy

Your ref:

Our ref: SS/ru

26 January 1987

Dear Mr Fellini

It was good to meet you when you came here last month. I hope that you had a safe journey back to Italy. I am sorry that I have not written before now but I have been rather ill and I have only just returned to the office.

I have now had a chance to think about the problem of low sales of Massari tractors. I feel that the biggest problem is price. At present, most of the business in India goes to Japanese manufacturers, who not only produce a high quality product, but who are much cheaper than Massari. However, Massari has a very good name and I am sure that a drop in price of 8% would be enough to attract many new sales. Would Massari be prepared to lower its prices by this much?

A second problem is publicity. Many landowners and farmers here do not know about the new Massari tractors. Our competitors often put large advertisements in agricultural magazines. Unfortunately, our low sales mean that we are unable to pay for any publicity. If Massari could pay for advertising, we would be prepared to arrange it.

These are some of our ideas. I look forward to hearing your comments. Please give my regards to Luigi Lombardo.

Yours sincerely

Sujit Singh

- c) How does Mr Singh ask if Massari can lower their prices? What would he write if he wanted them to do the following?
 - i) give a greater discount
 - ii) increase the length of the guarantee
 - iii) give a free gift with every tractor
- d) How does he say he can arrange the advertising? What would he write if he wanted to say that he could do the following?
 - i) pay half the cost of the advertising
 - ii) visit customers personally
 - iii) give free maintenance for one year

2 Shortly after he sent the letter, both Massari Tractors and Agricultural Supplies Ltd received this circular letter about the forthcoming New Delhi Agricultural Equipment Fair.

- a) Why is it necessary to book early?
- b) How can the organisers help overseas companies to come?

INDIA TRADE FAIRS

Mahatma Gandhi Rd Tel 297-560
New Delhi 110016 Tlx 315486 ITF

Dear Sirs

THIRD NEW DELHI AGRICULTURAL EQUIPMENT FAIR

On 4th - 11th April, the highly successful New Delhi Agricultural Equipment Fair will again take place. This fair attracts manufacturers and buyers from all over the world. Last year alone, over half a million visitors attended.

We are now accepting provisional bookings of space. Each year we receive more bookings than we can accommodate, so we advise you to book early if you want to take part in the fair. For representatives from overseas, we are able to arrange visas. (Please supply full passport details.)

We are sure that your company would find it worthwhile to have a stand at the fair. Prices are US\$150 per sq.m. (min. 15 sq.m.) and payments should be made to a/c 456767, National Bank.

Should you require any further information, please do not hesitate to contact us.

Yours faithfully

India Trade Fairs Ltd

- say what you are writing about
- tell him if you can meet him or not (give the day and time)
- recommend the Hotel Bluebird to him (tell him where it is - see map)
- ask him to let you know where he will be staying in case you need to contact him

close the letter

BOWEN ROAD

KOWLOON BANK

HOTEL BLUEBIRD

You are Ms Hicks, the Purchasing Supervisor at the Court Hotel. You have just received this memo from your manager.

DATE 1 Feb SUBJECT Slembrouck BV. Order 256

FROM Manager TO Purchasing Supervisor

We have just received this order. Unfortunately we ordered 1,000 bottles of orange juice and they have sent us 1,000 bottles of shampoo. We need the juice for a wedding party in two weeks' time.

Please write to Slembrouck BV and ask them to deliver the juice that we ordered as soon as possible. They can collect the shampoo at the same time. Their address is Violetstraat 187, B-1000 Brussels, Belgium.

You are the Production Supervisor at Leefung Plastics (Singapore) Ltd. Here is your diary for March 10 and a map showing where your factory is.

March 10		Tuesday
Hotel Regina	V?	V? Leefung (Singapore) 'A Fackonj
	<	8 <u>report to HK</u>
	O	9.....
	X.	10.....
	a:	11.....
	<	12.....
	a.	13.....
		14 Telephone AKS.....
		15
		16 Ming with JT
		17 & HW.....
		18

Reply to Nagakura Ltd.

- Letter plan
- thank Mr Mizuno for his letter (say what it was about)
 - say if you can or cannot meet him (give the day and time)
 - give him the information that he wanted
 - close the letter

4

You are Sujit Singh, from Agricultural Supplies Ltd. Reply to the circular letter from India Trade Fairs Ltd.

- ask them to reserve 30 square metres
- tell them that your supplier, Massari Tractors, will probably come
- ask them to arrange a visa for Luigi Lombardo (give this information: full name, Luigi Piero Lombardo; nationality, Italian; passport number, 34768C)

— - 5 —

This memo has just come from the Stores Department.

MEMORANDUM			
To	Export Dept	From	Stores Dept
Date	7 Jun 87	Subject	Jarritos
<p>We have only one Alpha Rapid Bottler available at the moment.</p> <p>Our normal waiting time is 9-12 months.</p>			

- Write to Jarritos and tell them this.
- Letter plan
- say what you are writing about
 - say what the Stores Dept has told you
 - ask them to tell you as soon as possible if they want the bottling system

Your business is in serious financial difficulties. You owe £250,000 so you cannot settle your account with Lumino Inks. (The bank refused your last cheque.)

To stop legal action against you, your lawyers, Smith & Sons, have told you to go into liquidation. They will write to all the companies involved soon.

1 Write to Lumino Inks.

- put a heading
- refer to their letter
- tell them about your present situation
- give the bad news about their bill
- say what you have had to do
- tell them about your lawyers
- apologise and close the letter

2Write a short letter to Northern Paperworks telling them about your present situation and what you have had to do.

7

If you have *not* received a credit reference from Lumino Inks, send them a telex asking them to reply. (Telex No: 67677 LINK)

When you have received the reference from Lumino Inks, decide if you will let Wainman Ltd buy paper from you on credit.

Note: Look at the names of the owners on Wainman's letter (page 67) and the name of the person at Pelican Paper Ltd (page 69).

Write to Wainman Ltd and tell them what you have decided.

- say what you are writing about
- give the good/bad news
- if you give good news: ask them to tell you how much paper they want
- if you give bad news: say you can supply them if they pay in cash

8-

Reply to India Trade Fairs Ltd.

- thank them for their letter
- tell them who is responsible for all advertising and promotion in the New Delhi are (they should contact them)
- Luigi Lombardo will go to the fair (ask them to arrange a visa for him; give the information: full name, Luigi Piero Lombardo; nationality, Italian; passport number 34768C)
- you also need to know exactly where the fair will be

10

You have received a letter from Tavridis Ltd, asking for information. Send them a letter with the following details:

20,000 metres of 13 amp. cable at 21p a metre	£4200
less 8% for a large order	—£ 336
	£3864
packing and freight	£ 252
C&FTOTAL	£4116

You can deliver the cable ten weeks after you have received their letter of credit.

letter plan

- put a heading
- refer to their letter
- give the information
- close the letter

11

Mr Thomas has sent you this newspaper article. He wants to know what will happen if Pekar Airways collapses while his group is in Mexico or before they go on holiday. Write to Sun Express and ask them.

Pekar Airways collapse fear

The director of Pekar Airways said last night that the company is in serious financial difficulties. This follows a meeting with the representatives of Northern Bank. The bank has agreed to give Pekar one more month to make interest payments. This is the third time that the bank has agreed to delay Pekar's repayments.

Pekar's problems began when the airline bought four Concorde planes from British Airways just over a year ago. Pekar expected to find business in organising short flights at above the speed of sound.

Unfortu *letter plan*

- Put a heading (Tour ...)
- refer to the booking
- say that Mr Thomas has given you a newspaper article (say what it is about)
- ask them to tell you exactly what will happen if Pekar collapses
- close the letter



NEW LAW AGAINST DISPOSABLE BOTTLES

The government has passed a new law forbidding the use of disposable bottles for soft drinks from the end of next year. The new law aims to reduce the amount of pollution_caused by bottles thrown away

Decide what you are going to do now and then:

- send telexes to make sure you have a working bottling system;
- send any necessary letters to cancel an order you have made.

Letter plan

- say what you are writing about
- give the bad news
- give the reason
- say what you are going to do instead

12

The bank has just telephoned you. They cannot pay the cheque from Wainman Ltd because there is no money in the account.

Write to Wainman Ltd and tell them this. Demand payment in cash. Warn them about legal action.

13

If you are still waiting for the information about the cable from one or both of the manufacturers, send a telex asking them to reply. Keep sending telexes until they do reply. You need the information urgently.

When you have the information that you need (prices and delivery time) from both manufacturers, ask for a new role card number.

Telex numbers are: Hanston Electrics 934589 HEL; Midtec Cables Ltd 943628 MCL.

14**3**

Date: 14 Feb

3

Subject: Slembrouck BV.

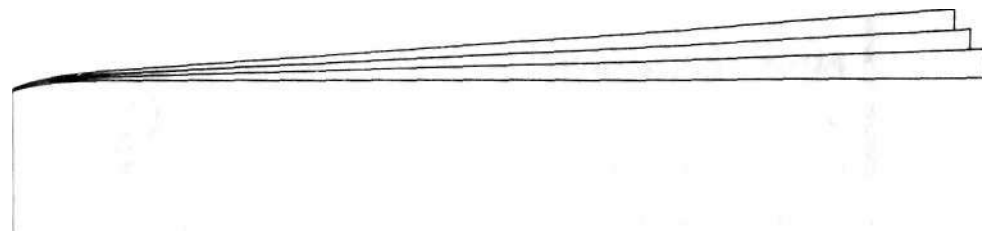
From: Manager

0

To: Purchasing & Sales Supervisor

I am very surprised that Slembrouck BV is not going to deliver the coffee and the rest of the tea until the end of the month. We have now found a new supplier so please cancel our order with them.

You can also tell them that we are sorry but we do not intend to do any more business with them.

15

SUMMARY OF THE REPORT ON THE EXPLOSION AT PERFECTA LTD

We have examined the heating system at Perfecta. In our opinion, the wrong oil was put in the heating unit. This made it get too hot and explode. We found nothing wrong with the heating system itself or the way it was installed.

This surveyor's report has just arrived in the post. Write to Bauer AG.

Letter plan

- apologise for blaming them
- ask them to fit a new heating system as soon as possible
- close the letter and apologise again

Remember to refer to any letter you have received from them.

16-

If you have not had a reply from Massari Tractors send them a telex asking them to reply (the final date for payment is soon).

If Massari Tractors agree to pay half the cost, write a letter to India Trade Fairs Ltd, confirming your booking.

confirm how much space you will need
tell them you will pay direct to their account (see their circular letter for details)
tell them when Luigi Lombardo will arrive
you will contact them again then

17-

Memorandum

DATE: 1-6-87

FROM Sales Manager

TO all branches



Tour 5210 - New Carrier

- 1. We have found a new carrier for Tour 5210. This is DIL Aviation Company.
- 2. All clients who still want to take this holiday must reconfirm their bookings as soon as possible.
- 3. They must also check in at Gatwick Airport by 0825 on the day of departure.
- 4. Please write to all agencies and tell them this.

Letter plan

— put a heading

— say exactly what you are writing about (refer to your last letter)

— give the good news

— tell them about reconfirming

— tell them about the check-in time

18-

MEMORANDUM	
To Export Dept	From Technical Dept
Date 8 Jun 87	Subject Jarritos
Re: Repair of capping machine at above factory	
Work will begin: end of next week	
Work will take: 1-2 weeks	
Deposit required: US\$800	
Our repair will be guaranteed for 6 months.	

letter plan

thank Mr Sanchez for his letter or telex

tell him the good news about when the repair will start

tell him how long the repair will take

ask him to pay the deposit before you begin the work' tell him about the guarantee

19

Your factory is closed due to the cold weather. This is costing you over £10,000 a day. It is extremely important that you get a new heating unit as soon as possible. Write to Aqua Warm BV (Beulingstraat 23, Amsterdam, Holland) to find out when they can deliver a new one and at what price. Remember, you need this heating unit urgently.

letter plan

- say what you are writing about
- tell them what has happened
- tell them about your factory now
- ask them for the information you need
- close the letter

20:

MEMORANDUM	
DATE 11 Feb	SUBJECT Slembrouck BV, Order 256
FROM Manager	TO Purchasing Supervisor
We still have not received the orange juice from Slembrouck BV.	
Please write to ABC (Drink Machines) Ltd (186 Park Lane, Bristol, BS2 8BE) and ask if they can help us. Tell them that we ordered the juice from Slembrouck but they sent us the wrong goods. We need 1,000 small bottles immediately. Ask them if they have these available, and if so, what their prices are.	

The following memo has come from head office.

Memorandum

DATE: 30-5-87

FROM: Sales Manager

TO: all branches



Collapse of Pekar Airways

1. Pekar Airways, our carrier for tours to Mexico, has collapsed. This means that Tour 5210 is now cancelled.
2. Please write to all agencies and tell them we will refund their deposits as soon as possible.

Letter plan

- put a heading
- say exactly what you are writing about
- give the bad news (say what you have had to do)
- tell them about their deposits
- close the letter

22-

You are Tony Smith, Export Sales Department, Wesco.
You have just received this memo from the Technical Department.

MEMORANDUM

To Export Dept

From Technical Dept

Date 6 Jun 87

Subject Jarritos

Cost of repairing the capping machine at the above-mentioned factory: US\$1,500. (We have to make many parts.)

Their capping machine is rather old and they will probably need a new one within two years. (Our present price: US\$5,000.)

Write to Mr Sanchez and tell him this.

letter plan

- _ mention the dinner you had with him and the visit to his factory
- _ give the quotation
- _ say why the price is high
- _ make the point about the age of the machine
- _ tell him the price of a new machine
- mention Jose Barrios

23

This memo has just come from your Senior Sales Manager.

memorandum

From: SSM

Date: Feb 2

To: Technical Sales Rep (SEA)

Subject: Leefung (Singapore) Ltd

Leefung in Singapore is a very important customer. When you are in Singapore it would be a good idea to take the Production Supervisor to lunch after your meeting.

Write to invite the Production Supervisor to lunch.

Letter plan

- open the letter (mention any letter you have received from him/her)
- invite him/her to lunch
- close the letter

24

You work in the Production Dept at Perfecta Ltd, 61 Bath Road, Worcester, England, WR5 3AB.

Write a letter to Bauer AG, (Altenberg, 5253 Effingen, Switzerland) making a strong complaint about the explosion. Demand compensation.

Letter plan

- say what has happened
- make the point that you wrote to them before
- demand that they replace the heating system and pay for your damaged stock (say how much it was valued at)

25

It is now two weeks before the holiday should begin. You must make sure that Mr Thomas has a confirmed booking. Write a short letter to confirm any booking you have made.

- Letter plan
- put a heading
 - refer to your last letter
 - give the good news (you would like to book/confirm ...)
 - close the letter
- 2 Write a short letter to the other company, telling them that you have already made a booking.

- Letter plan
- put a heading
 - refer to your last letter
 - give the bad news
 - close the letter

26-

You have just received this memo from the Production Manager.

To: Sales Dept

Ref: C/67

Date: 20/10/87

Subject: Delivery time for

From: Production Manager

13 amp. cable

A fire has destroyed part of the factory that supplies us with plastic covering for the 13 amp. cable.

This means that there will be a delay of at least 6 weeks in the delivery of any order for this cable.

Write to Tavridis Ltd and tell them this.

- Letter plan
- put a heading
 - refer to your last letter (say what you are writing about)
 - give the bad news
 - apologise
 - close the letter

27-

You work in the International Relations Section at Leefung Plastics (Int'l) Ltd in Hong Kong. Here is your diary for March 12 and 13 and the addresses of your other factories.

March 12	Thursday	March 13	Friday
		8	
		10	
11		11	
12		12	
13		13	Factory visit
14		14	
15	Appt with cheng	15	
16		16	
	Telephone K . L.	17	Appt with chen
18		18	

Factories in SE Asia:

Leefung Plastics (Indonesia) Ltd, 77 Jalan Rasuma Said, Jakarta, Indonesia.
Manager: S. Mardaung

Leefung Plastics (Singapore) Ltd, Box 226, Brown St PO, Singapore.
Manager: M. Chew

Leefung Plastics (Thailand) Ltd, 48 Ramkhamhang Road, Bangkok, Thailand.
Manager: P. Hemsuchi

Leefung Plastics (Malaysia) Ltd, PO Box 2454, Kuala Lumpur, Malaysia.
Manager: M. Razi

Reply to Nagakura's letters.

- Letter plan
- thank Mr Mizuno for his letters (say what they were about)
 - say if you can or cannot meet him (give the day and time)
 - give him the information he wanted
 - close the letter

-28-

- tell them you have reserved some space (say how much)
- you need this much space for a tractor
- say how much it costs
- say why you think it is important to have a stand at the fair
- ask if Massari Tractors can pay half the cost

29

You work in the Project Planning Dept at Bauer AG, Altenberg, 5253 Effingenl Switzerland. You have just received this memo from the General Manager.

MEMORANDUM

To: Project Planning Dept Date: Jan 4

From: GM Subject: Aqua Warm BV

I am sure that you have read about the recent explosion at Perfecta Ltd. We have decided not to install any more Aqua Warm central heating systems until we can be sure that they are absolutely safe.

Please write and inform Aqua Warm of this. Their address is Beulingstraat 23, Amsterdam, Holland.

Letter plan

- put a heading
- say what you are writing about
- give the bad news
- close the letter

-30

You are the Purchasing and Sales Supervisor at ABC Ltd. You have just received this memo from your manager.

Date: 1 Feb

Subject: Slembrouck BV.

From: Manager

To: Purchasing & Sales Supervisor

Slombrouck BV recently delivered our order No. 260. Unfortunately, we ordered 150 kilos of tea and coffee powder and they only sent us 75 kilos of tea.

We need the coffee and the rest of the tea at once. Please write and ask them to deliver this as soon as possible. Their address is Violetstraat 187, B-1000 Brussels, Belgium.

31

You are the Sales Supervisor at Golden Holidays. You recently sent some information to Western Travel. Write a follow-up letter to them, telling them that you can now offer a 10% reduction on the price of your holidays to Mexico. (There has been a change in the exchange rate.)

Letter plan

- put a heading
- say what you are writing about (refer to your last letter)
- give the good news
- give the reason
- close the letter

32-

This memo has just come.

MEMORANDUM ••

From: Office of the GM Date: Feb 1

To: Head, Int' l Rel. Sec. Subject: Trip by GM

Below are details of the factories that the General Manager will visit. In each one, the GM would like to speak to all members of the Production Dept. Please inform each factory and ask them to cancel all other appointments.

March 8

Kuala Lumpur

March 9

Singapore

March 10

Singapore

March 11

Jakarta

Write to Leefung Plastics in Singapore and tell them this.

- Letter plan*
- say what you are writing about (GM's forthcoming trip)
 - say when the GM will be in Singapore
 - say who he wants to talk to while he is there
 - ask them to cancel all appointments
 - close the letter

33

If you have not heard from Tavridis Ltd, send them a telex asking them if they now want I to make an order.

When they have told you that they want to order, write to confirm their order. Give them the payment details.

- Letter plan*
- put a heading
 - refer to their letter or telex (thank them)
 - ask them to open a letter of credit in your favour for £3,932
 - ask them to arrange for a bank in England to guarantee the l/c
 - close the letter

34

You are Richard Brown at Lumino Inks, Main Street, Kendal, LA9 6TW.



Main Street, Kendal, LA9 6TW,

Invoice No 2323 - A

ITEMS	TOTAL	
	£	
100 Litres, black ink		
@ pounds 7.50 utre	750	-
TOTAL	750	-

Terms of sale:
All accounts must be settled within ONE MONTH of delivery

You sent this invoice to Wainman Ltd six months ago and they have not paid. This is third time they have broken your terms of sale. Write and ask for payment now.

- put a heading
- say what you are writing about
- ask for payment
- make the point about the terms of sale

35

- 1 First send a *telex* to Agricultural Supplies Ltd, saying that you will pay for half cost of a stand at the fair and saying that Luigi Lombardo will arrive on April 2
Then send a letter confirming your telex. Also tell them that Luigi Lombardo stay at the Hilton Hotel and he will contact them when he arrives.

36-

MEMORANDUM

Date: 14 Feb

Subject: Order No. 260

From: Manager

To: Sales Supervisor

Please write and tell ABC (Drink Machines) Ltd that we are sorry that we did not send any coffee to them. Our delivery vans will be in their area at the end of this month. We can deliver the coffee and the rest of the tea then.

We can give them a special discount price of £15 per kilo for the coffee because of the problems we have caused.

37-

You are Mr Raul Sanchez, Manager, Jarritos SA.

Send telexes to both Alpha (89722 AFM) and Wesco (88950 WEE). Ask them:

- when they can begin the repairs / install the new system
- how long the work will take
- to reply as soon as possible.

Keep sending telexes until they reply.

When you have received letters from both companies, ask for a new role card number.

38

To: Sales Dept

Ref: C/67

Date: 22/10/87

Subject: Delivery time for
13 amp. cable

From: Production Manager

We have been able to find a new supplier for the plastic covering for the 13 amp. cable.

Delivery time is now back to normal. However, there is a small increase in price. The cable is now 20.5p a metre, less the normal discounts.

Write to Tavridis Ltd and tell them this. Ask them if they can tell you as soon as possible if they want to order.

Letter plan

- put a heading
- refer to your last letter
- give the good news
- give the bad news
- ask them to tell you if they want to order
- close the letter

39-

Write to your friend, Robert White, at Northern Paperworks. He wants a credit reference on Wainman Ltd. Tell him about your experience with them. You have also heard that they are in serious financial difficulties. Tell Robert White if you think he should give Wainman Ltd credit or not.

40-

The following telex has just arrived.

EASE MAKE SURE

fi

PRODUCT

Write to Nagakura and cancel your meeting with Jun Mizuno.

- Letter plan
- say you are sorry to tell him that you have to cancel the appointment (give the date and time)
 - say why
 - close the letter

41

If you *have not* received a booking, write and tell Western Travel that you only have 1 few places left.

- Letter plan
- put a heading
 - say exactly what you are writing about
 - tell them about the places
 - tell them that, if they want to book, they must do it as soon as possible
 - close the letter

If you *have* received a booking, write to Western Travel and give them the instructions for joining the holiday.

- Letter plan
- put a heading
 - say exactly what you are writing about
 - ask them to tell all clients to check in at Gatwick Airport by 0830 on the day of departure
 - close the letter

42

- You are Robert White at Northern Paperworks.
- Write to your friend Richard Brown, at Lumino Inks (Main Street, Kendal, LA9 6TW), to ask him for a credit reference on Wainman Ltd.
- introduce your letter (I was wondering ...)
 - tell him what Wainman Ltd wants
 - ask him if he knows anything about them
 - ask him to reply as soon as possible
 - close the letter

43

• MEMORANDUM

Date: 11 Feb

Subject: Order No. 256

From: Manager

To: Sales Supervisor

Please write and tell the Court Hotel that we are sorry that we made a mistake with their order. (Instead of 1,000 bottles of orange juice we sent 1,000 bottles of shampoo!) Their address is Chilcompton, Bath, UK, BA3 4SA.

Our delivery vans will be in their area at the beginning of next month. We will deliver the juice then and collect the shampoo.

44

- If you have not heard from the company that you want to order from, send a telex asking them for a reply.
- You should receive some new information from both companies. Send any necessary letters or telexes to cancel, confirm or place your order. You must be sure that you will get the cable that you need.

45:

You work in the Consumer Relations Dept at Aqua Warm BV, BeuHngstraat 23. Amsterdam, Holland. You have just received this memo from the General Manager.

Memorandum

ToConsumer Relations

DateJan. 4

FromGM

Subjectexplosion at Perfecta Ltd

We are very worried about the effect of the explosion at Perfecta on our sales.

We have been manufacturing central heating systems for over 25 years and we have never had a complaint before. We have therefore asked an independent surveyor to find the reason for the explosion.

Please write to Perfecta and tell them this. Ask them for the address of the company that installed their heating. (Perfecta's address: 61 Bath Road, Worcester, England, WR5 3AB.)

- Letter plan
- say what you are writing about
 - make the point about Aqua Warm's past history
 - tell them about the surveyor
 - ask them for the address of the company that installed the heating
 - close the letter

46-

You are Paolo Fellini. Reply to Sujit Singh.

- thank him for his letter and say something about his illness
- you cannot reduce your prices any more, as you already give 26% discount
- your sales agreement with Agricultural Supplies Ltd says they will pay for all advertising in the New Delhi area
- however, you can pay part of the cost of a stand at the forthcoming Agricultural Equipment Fair if they think it is a good idea

, 47-

if you have heard from Golden Holidays, write and tell them that you have booked with Sun Express.

letter plan

- put a heading
- refer to their letter
- give the bad news
- close the letter

If Sun Express have not replied to your last letter, write to them again and ask them for a reply.

- Letter plan
- put a heading
 - refer to your last letter
 - say your customer, Mr Thomas, is worried about what will happen if Pekar collapses
 - ask them for a reply as soon as possible

48-

You are Francois Molet, Export Sales Dept, Alpha Food Machines. You have just received this memo from the Technical Department.

MEMORANDUM

ToExport Dept

FromTechnical Dept

Date6 Jun 87

SubjectJarritos

- cost of installing Alpha Rapid Bottler in above-mentioned factory: US\$70,000
- includes one year guarantee covering parts and labour
- payment can be made over two years

Write to Mr Sanchez and tell him this.

- Letter plan
- mention the dinner you had with him and the visit to his factory
 - give the quotation
 - tell him about the guarantee and payment
 - mention Jose Barrios

49

You should now have received a quotation from both companies.
You have US\$3,000 for maintenance expenses. Your profits each year are US \$50,000. Decide if you want to:
a) repair the capping machine
or b) buy a new capping machine
or c) buy an Alpha Rapid Bottler.
Then write a letter to the right company, accepting their quotation.

Letter plan
— refer to their last letter
— say you are pleased to accept their quotation for ...
— ask them to start work as soon as possible
— ask them when that will be

50-

Date: 11 Feb

Subject: Court Hotel

From: Manager

To: Purchasing and Sales Supervisor

I have recently heard from Mr Wilson at Western Trading Co. that the Court Hotel needs a large quantity of orange juice at once.

We have a large supply of juice that we do not need. Our price is £25.00 per 100 bottles. Please write to the Court Hotel and tell them that we would be happy to supply them if they can tell us how many bottles they need. Their address is Chilcompton, Bath, BA3 4SA.

51

ILUMINO INKS

Main Street, Kendal, LA9 6TW.

Invoice No 2323 - A

ITEMS	TOTAL	
	£	
100 Litres, black ink		
@ £7.50 litre	750	-
TOTAL	750	-

Terms of sale:
All accounts must be settled within ONE MONTH of delivery

You received this invoice six months ago but you could not pay then because you were waiting for payment from your customers.
Write to Mr Richard Brown at Lumino Inks (you do not know him).
- put a heading
- say what you are writing about
- tell him that you are sending a cheque in another envelope
- apologise for the delay
- give the reason

52

You are the Bookings Supervisor at Sun Express.
You have received a booking from Western Travel for 25 people. Write a letter confirming the booking and giving further information.

Letter plan
- put a heading
- say that you have booked a holiday for 25 people (give the tour number and departure date)
- ask Western Travel to tell their clients that they must check in at Gatwick Airport at 0930
- close the letter

53

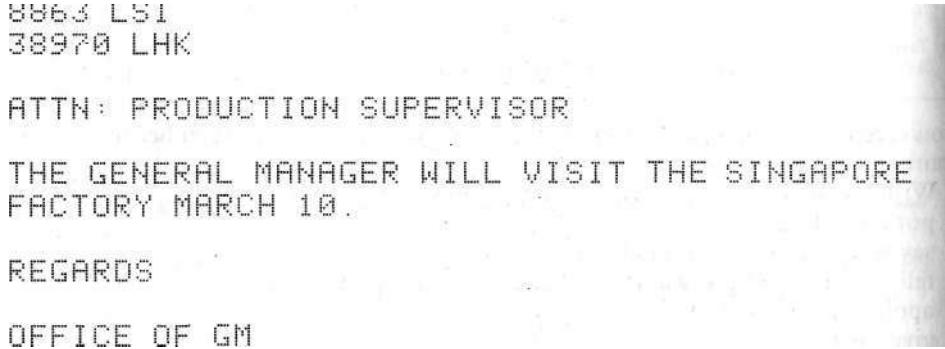
Write to Massari Tractors and confirm that you have reserved some space for their agent.

Also tell them that you have arranged a visa for Luigi Lombardo. He can collect it at the airport. Tell them where the fair will be.

		HOTEL ROYAL.	
AIRPORT IOKM	INDEPENDENCE	ROAD	
	FAIR	AUL INDIA MARKET	

54

The following telex has just arrived from Head Office in Hong Kong.



8863 LSI
38970 LHK

ATTN: PRODUCTION SUPERVISOR

THE GENERAL MANAGER WILL VISIT THE SINGAPORE
FACTORY MARCH 10.

REGARDS

OFFICE OF GM

Write to Nagakura. Tell Mr Mizuno that you cannot meet him on March 10. You assistant, Helen Cheng, can meet him.

Letter plan

- say what you are writing about (his forthcoming visit)
- say, unfortunately, you will not be available when he comes (say why)
- tell him about Ms Cheng
- ask him to confirm if he would like to meet her
- close the letter

If you have received a letter from Mr Mizuno, remember to include an answer in you letter to him.

55

You should now have all the information from both companies. Decide which company you are going to buy from and then quickly:

- 1 send a *telex* to one company ordering the cable (say that you will confirm the order by letter and ask for details of how to pay.)
- 2 send a *letter* to the other company, thanking them for the information and telling them that you will not order from them.

Letter plan

- put a heading
- say why you are writing
- give the bad news
- close the letter

56-

MEMORANDUM

DATE 14 Feb SUBJECT ABC (Drink Machines) Ltd

FROM Manager TO Purchasing Supervisor

If you have not heard from ABC (Drink Machines) Ltd, please write to them again and ask them if they have received your letter.

If ABC Ltd has the juice that we need, please:

1. write to, them and ask them to send us 1,000 small bottles as soon as possible;
2. write to Slembrouck BV and cancel our order with them. Tell them that we have found a new supplier for the orange juice and ask them to collect their shampoo as soon as possible. You can also tell them that we do not intend to do any further business with them.

MEMORANDUM

You work at India Trade Fairs Ltd. Write a follow-up letter to Massari Tractors, reminding them about the fair. Look at the circular for some ideas.

- say what you are writing about
- give some details of the fair
- tell them there is still some space available (over 150 companies have already booked)
- tell them the prices

MEMORANDUM

Telephone Message

- say what you are writing about (your forthcoming visit to their company)
- say, unfortunately, you will not be in Hong Kong until March 13 (say why)
- ask if you can meet them on March 13 (at the same time as before)
- ask them about the hotel
- close the letter

You have received a telex from Tavridis Ltd, asking for information. Send them a letter with the following details:

20,000 metres of 13 amp. cable at 20p a metre	£4000
less 10% for a large order	<u>-£ 400</u>
	£3600
packing and freight	£ 260
C & F TOTAL	£3860

You can deliver the cable eight weeks after you have received their letter of credit.

- put a heading
- refer to their telex
- give the information
- close the letter

62

This memo has just come from the Stores Dept.

MEMORANDUM

To	Export Dept	From	Stores Dept
Date	9 Jun 87	Subject	Jarritos

The last Alpha Rapid Bottler has been sold to another customer.

Write to Jarritos and tell them this.

- say what you are writing about
- introduce the bad news
- give the bad news
- tell them that you have put their name on the waiting list
- remind them about the waiting time

If you have *not* received a booking from Agricultural Supplies Ltd, send a follow-up letter, similar to the letter that you sent Massari Tractors.

If you *have* received a booking from Agricultural Supplies Ltd, write a letter confirming their booking.

- confirm how much space you have reserved
- tell them they must pay by March 3
- payments to A/C 456767, National Bank

64

You are Harold Wainman.

You are very low on stocks of paper. Write to your friend, Peter Robinson, at Northern Paperworks and ask him to tell you as soon as possible if he can help you. (Refer to your last letter.)

65-

MEMORANDUM

To:Project Planning Dept Date: Jan 5

From: GM Subject: Aqua Warm BV

I have looked through our records of the work that we did at Perfecta Ltd. The heating system was checked three times before it was turned on. We are absolutely sure that the explosion is not our responsibility.

I suggest, therefore, that Perfecta writes to Aqua Warm to claim compensation.

Please write to Perfecta (address: 61 Bath Road,
Worcester, England WR5 3AB) and explain our
position.

- say what you are writing about
- make the point that the system was checked
- suggest that they contact Aqua Warm
- close the letter

Remember to refer to any letter you have received from them.

66

The Sales Manager has just sent you this memo.

MEMORANDUM

Date: 30-5-87

From: Sales Manager

To: All branches

Collapse of Pekar Airways

- 1 Pekar Airways has collapsed. A lot of companies use this airline. We can therefore expect more customers for our tours.
- 2 We have arranged for our carrier to take 200 extra passengers each week on our tours to Mexico. We can give an immediate confirmed booking to any customer who had booked a holiday using Pekar.
- 3 Please write to all agencies and tell them this.

Letter plan

- put a heading
- say exactly what you are writing about
- give the good news
- tell them about the immediate confirmed booking
- close the letter

67

Write and tell Wainman Ltd why there is a delay in answering their letter.

- Peter Robinson left your company one month ago
- before you allow credit, you normally ask for two references
- you have written to another company and will contact them again soon

68-

MEMORANDUM

To: Project Planning Dept
From: GM

Date: Jan. 6
Subject: Aqua Warm BV

heating systems.

Please write and give them this good news.

i

J

i

SUMMARY OF THE REPORT ON THE EXPLOSION AT PERFECTA LTD

We have examined the heating system at Perfecta. In our opinion, the wrong oil was put in the heating unit. This made it get too hot and explode. We found nothing wrong with the heating system itself or the way it was installed.

69

MEMORANDUM

ToExport DeptFromSales Dept

Date7 Jun 87SubjectJarritos

New Service: Star Maintenance Agreement

For a fixed price of US\$3,000, the agreement includes

- emergency repairs of any bottling system
- all charges for parts and labour

All repairs will be started within one week of receipt of a letter or telex. Further details on request.

Write and tell Jarritos about this new service.

- Letter plan
- say what you are writing about (their bottling system)
 - introduce the new information
 - tell them about the new service

70-

You have received another telephone message.

Telephone Message

date:20/1time:9.15 a.m

call taken by:APS

Your travel agent rang again. You must reconfirm your flight to Hong Kong as soon as possible. She has booked you into the Hotel Bluebird.

If Leefung Plastics Int'l in Hong Kong have *not* yet told you if they can meet you on March 13, write and ask them for a reply.

- Letter plan
- say what you are writing about (your letter of...)
 - ask them if the new day is convenient
 - say why you need to know soon (your flight booking)
 - close the letter

If Leefung Int'l have told you that they can meet you, write a short letter to them, telling them where you will be staying if they need to contact you.

- Letter plan
- mention their last letter
 - tell them about the hotel
 - close the letter

71

Memorandum

To: Sales Dept	Ref: 267/FT
Date: 20/10/87	Subject: cable prices
From: Marketing Dept	

The price of the 13 amp. cable has been reduced.

The price is now 20p a metre, less any normal discounts.

Write to Tavridis Ltd and tell them this.

- Letter plan
- put a heading
 - refer to your last letter (say what you are writing about)
 - give the good news
 - ask them to tell you as soon as possible if they now want to order
 - close the letter

Memorandum

To Consumer Relations Date Jan. 5

From GM Subject explosion at
 Perfecta Ltd

We have now found the name of the company that installed the heating at Perfecta. It is Bauer AG, Altenberg, 5253 Effingen, Switzerland.

Please write to them. Make the point that we have never had a complaint before (see my last memo) and ask them to check that they followed our installation instructions. Tell them about the surveyor.

Remember to refer to any letter that you have received from the

Index of model letters

Advertisements

- replying to an advertisement 35, 59

Advising of a drop in price 25

Advising of an increase in price 55

Advising of discounts 29

Advising that goods are no longer produced 66

Agents

- asking about possible agents 13
- sending brochures to a possible agent 16

Agreements

- confirming details of an agreement 72

Apologising for a delay in shipping or delivering some goods 33, 43

Appointments

- confirming an appointment 19
- making an appointment 21,22,70

Bookings

- confirming a travel booking 30
- making a travel booking 31

Brochures

- enclosing a brochure 16,51,61

Catalogues

- requesting a catalogue 3, 4

Complaints

- complaining about an incomplete order 55
- complaining about non-delivery 42, 47
- complaining about the quality of service 49
- complaining and threatening legal action 47
- replying to a complaint 63

Confirming a booking 30

Confirming an appointment 19

Confirming details of an agreement 72

Credit references

- giving a credit reference 18, 69
- requesting a credit reference 68

Delays

- explaining a delay in delivery 24, 33, 57, 54

Delivery of goods

- complaining about an incomplete order 55
- complaining about non-delivery 42, 47
- explaining a delay in delivery 24, 33, 57, 74
- threatening legal action for non-delivery 4

Details

- an agreement confirming the details of an agreement 72
- enclosing details 8, 16, 37, 51, 61
- requesting further details 46, 59

- Dinner
 - thanking for a dinner 51
- Discounts
 - advising of discounts 29
- Employment
 - enquiring about employment 20
- Enclosing details or a brochure 8, 16, 37, 51, 61
- Enquiring about employment 20
- Explaining a delay 24, 33, 57, 74
- Finance
 - requesting finance from a supplier 76
- Following up the details of a meeting 72
- Giving a credit reference 18, 69
- Giving information 18
- Goods
 - advising that goods are no longer produced 66
 - complaining about an incomplete order 55
 - complaining about non-delivery 42, 47
 - explaining a delay in delivery 24, 33, 57, 74
 - threatening legal action for non-delivery 47
- Help
 - requesting help 56, 13, 67
- Information
 - asking for information 15, 21, 36, 59
- Introducing a company and requesting help 13
- Introducing a new publication 70, 73
- Introducing a new service 55, 77
- Invoices
 - requesting payment 7, 35
- Jobs
 - asking if there are vacancies 20
- Making a travel booking 31
- Making an appointment and asking for information
- Payment
 - requesting payment 7, 35
- Price
 - advising of a drop in price 25
 - advising of an increase in price 55
 - requesting a drop in price 76
- Quotations
 - accepting a quotation 31
 - asking for a quotation 40, 58
- Referring addressee to another company 14, 62
- Refund
 - asking for a refund 48
 - refusing a refund 43
- Refusing a request for a refund 43
- Replying to an advertisement 35, 59
- Replying to a complaint 63
- Requesting a catalogue 3, 4/details 46, 59
- Requesting a credit reference 68

- Requesting a drop in price 76
- Requesting a quotation 40
- Requesting a visit from a supplier 58, 59
- Requesting finance from a supplier 76
- Requesting help 56, 13, 67
- Requesting immediate shipment of goods 32
- Requesting information 15, 21, 23, 36, 59
- Requesting payment 7, 35
- Requesting the repair of some equipment 58
- Service
 - complaining about the quality of service 49
 - introducing a new service 55, 77
 - requesting a quotation for a repair 58
- Shipment
 - apologising for a delay in the shipment of goods 33
 - requesting immediate shipment of goods 32
- Suppliers
 - asking for further details from a supplier 15
 - requesting a visit from a supplier 58, 59
 - requesting finance from a supplier 76
- Thanking for a dinner and enclosing further information

Index of key words

In this index the first number after each key word is the page number. The number brackets refers to the subsection..For example: 'able 26 (3.4)' means that you will find the word 'able' on page 26 in subsection 3.4.

- able 26 (3.4), 65 (7.4)
- above-mentioned 7 (1.6)
- accept 31 (4)
- account 68 (2)
- addressee 4 (1.2)
- advertisement 58 (2), 35 (4.3)
- advertising 76 (1)
- advise 25 (3.1), 26 (3.3), 29 (2), 65 (7.4)
- afraid 54 (6.4)
- agents 13 (2.1)
- agreements 51 (6.1)
- answering a letter 17 (2.4)
- arrange 59 (2), 63 (7.1), 76, 77 (1)
- apologise 33 (4.1), 34 (4.3), 43 (5.1)
- apologising 34 (4.3)
- appointment 21 (1)
- appreciate 32 (4.1), 34 (4.2), 36 (4.5)
- as 32(4.1), 40(1)
- as a result of 24 (3.1), 27 (3.5), 43 (5.1)
- as soon as possible 32 (4.1), 34 (4.2)
- bad news 57 (6.6), 54 (6.4), 26 (3.3)
- because of 26 (3.5)
- beginning a letter 17 (2.4), 53 (6.3)
- Best wishes 5 (1.4)
- beyond our control 43 (5.1)
- block style 4 (1.2)
- book 30 (3), 77 (2)
- bookings 77 (2)
- brochure 51, 52 (6.1)
- c & f 40(1)
- call 62 (7.1)
- can and cannot 26 (3.4)
- catalogue 3, 4 (1.1), 13 (2.1)
- circular 73 (8.5), 77 (2)
- circumstances 33 (4.1), 74 (8.6)
- claim 50 (1)
- closing a letter 5 (1.4)
- compensation 48 (5.7), 50 (1, 2)
- competitively priced 70 (1)
- complaining 42 (5.1), 44 (5.2), 48 (5.7)
- concerning 17 (2.4)
- confidential 68 (2)
- confirm 30 (3), 71 (3), 72 (3)
- connection with 17 (2.4), 24 (3.1), 25 (3.2)
- continue 55 (6.4)
- contractions 63 (7.1), 64 (7.3)
- convenient 21 (1), 70 (8.1)
- cooperation 68 (2)
- credit, credit references 67 (1), 68 (2)
- date 5 (1.3)
- deal with 33 (4.1), 69 (2)
- Dear... 5 (1.4)
- delay 33 (4.1), 34 (4.2), 35 (4.3), 43 (5.1)
- delighted 25 (3.1), 26 (3.3)
- deliver 42 (5.1), 47 (5.5)
- deposit 72 (8.3)
- details 71, 72 (8.3)
- dinner 51 (6.1), 63 (6.3)
- disappointing 66 (7.5)
- discount 29 (2)
- discussion 51 (6.1), 53 (6.3), 71 (8.3)
- draw someone's attention 45 (5.4)
- due to 27 (3.5), 65 (7.4)
- employment—see vacancies
- enclose 13 (2.1), 51 (6.1), 65 (7.4)
- ending a letter 17 (2.5), 56 (6.5)
- enquire 69 (2), see also inquire
- evening 51 (6.1)
- ever 62 (7.1)
- expand 3 (1.1)
- experience 20 (2.7), 68 (2)
- export 13 (2.1)
- faithfully 5 (1.4)
- favour 32, 33 (4.1), 65 (7.4)
- feel free 17 (2.5), 64 (7.3)
- forced 26 (3.4), 47 (5.5), 65 (7.4)
- forthcoming 21 (1)
- forward 13 (2.1), 17 (2.5)
- further 25 (3.2)
- gentlemen 13 (2.1)

- giving bad news 26 (3.3), 54 (6.4)
giving good news 26 (3.3)
giving information 54 (6.4)
good news 26 (3.3)
grateful 34 (4.2), 36 (4.5)
happy 26 (3.3)
headings 7 (1.6)
hesitate 16 (2.2), 37 (4.6), 51 (6.1)
ill 57 (6.6), 76 (1), *see also* well *and*
 recover
I'm — *see* contractions
in connection with 24 (3.2)
in particular 37 (4.5)
inconvenience 34 (4.3), 57 (6.6)
inform 26 (3.3), 65 (7.4)
informal business letters 61 (7A)
informal vocabulary 65 (7.4)
information 36, 37 (4.5), 54 (6.4)
inquire 13, 14 (2.1), *see also* enquire
insist 48, 49 (5.7)
interested/interesting 51 (6.1), 53 (6.3),
 54 (6.4), 59 (2)
invoice 7 (1.7)
job — *see* vacancies
layout 3 (1.1), 4 (1.2)
legal action 47 (5.5), 48 (5.7)
look forward 15 (2.2), 17 (2.5), 31 (4),
 51 (6.1)
lunch 62 (7.1)
Madam 5 (1.4)
making a point 45 (5.4)
meet 19 (2.6), 21, 22 (1), 61, 62 (7.1)
Mrs/Miss/Ms/Mr 5 (1.4)
opening a letter 5 (1.4)
owing to 27 (3.5)
particular 36 (4.4), 37 (4.5)
parts of a letter 16 (2.3)
pass on 56 (6.5)
perhaps 62 (7.1)
personal business letters 51 (6A)
pity 53 (6.3)
pleased 21 (1), 26 (3.3), 29 (2)
pleasure 51, 52 (6.1), 53 (6.3), 56 (6.6)
point out 43 (5.1), 45 (5.4)
price 3, 4 (1.1), 28 (1), 29 (2)
promote 72 (3)
promptly 69 (2)
provisional 77 (2)
publicity 76 (1)
punctuation in addresses 4 (1.2)
quote 41 (2)
quotation 40 (1), 58 (1)
reasons 27 (3.5)
receipt 64 (7.3)
recovered 56 (6.5), 57 (6.6), *see also*
 ill *and* well
reduce 25 (3.1)
reference 25 (3.2), 31 (4)
referring 25 (3.2)
refund 42, 43 (5.1)
regard to 25 (3.2)
regards 51 (6.1), 57 (6.6)
regret 26 (3.3), 64, 65 (7.4)
remind 45 (5.4)
requesting action 34 (4.2), 54 (6.4)
requesting information 36 (4.5),
 54 (6.4)
return, by return 63 (7.1)
sales 66 (7.5), 76 (1)
separate cover 16 (2.2), 65 (7.4)
service 49 (5.7), 55 (6.4), 58 (1)
settle an account 69 (2)
shipment 32 (4.1)
short phrases 64 (7.3)
signature 4 (1.2)
sincerely 5 (1.4)
Sir 5 (1.4)
sorry 26 (3.3), 34 (4.3), 53 (6.3)
stocks 66 (7.5)
strictly confidential 68 (2)
subject headings 7 (1.6)
supplier 43 (5.1)
telephone 25 (3.1), 29 (2)
telex. 38, 39 (4.7)
tell 26 (3.3)
terms of sale 43 (5.1)
title 4 (1.2)
unable 26 (3.4)
unforeseen 33 (4.1)
unfortunately 42 (5.1), 44 (5.2)
unless 47 (5.6)
vacancies 20 (2.7)
visit 58 (1), 59 (2)
warning 47 (5.6), 48 (5.7), 49 (5.8)
well/not well 53 (6.3), 63 (7.1), *see also*
 ill *and* recover
with reference to 25 (3.2), 31 (4)
with regard to 25 (3.2)
wondering 54 (6.4), 56 (6.6), 67 (1)
worthwhile 51 (6.1), 77 (2)
would like 36 (4.5)
Yours... 5 (1.4)