

Business letters

Enquiries and orders

Layout of a memo

- Date
- Name of the person/ people the memo is addressed to
- Name of the person/ people sending the memo
- Information about the content of the memo
- Introduction to the subject matter
- Main points
- Conclusion, often recommending the action to be taken
- Closing, which can be the name or initials of the person sending the memo

Sample memo 1

Goleta motors, Inc.

Memo

TO : All Sales representatives

FROM: Peter Koulikourdis

DATE: April 27. 2008

SUBJECT: Rescheduling of Monthly Sales Meeting

The May Monthly Sales Meeting has been rescheduled.

Instead of Tuesday, May 3 we will meet on

Wednesday, May 4. at 10:30 a.m.

in the Conference Room. Please mark your calendar accordingly.

PK

Sample memo 2

AfflectroTechrika Inc.

MEMO

DATE 8th June
TO All Staff
FROM Alison Stanford, CIO
SUBJECT Use of information resources

I have recently been informed by the HR Department of various irregularities in the use of information resources by members of staff in some departments. I have therefore prepared the following memorandum in order to outline company policy regarding the proper use of information resources by all personnel. Please read these guidelines carefully and make sure that you apply them at all times when using information resources.

'Information resources' refers to all computers, peripherals and software and electronic mail services that are used as operational components for conducting the company's business.

Permissible use

Although information resources are designed to be used for *official* purposes, it is in the interests of all members of staff to have access to these resources for limited *personal* use. However, all *inappropriate* use will lead to disciplinary proceedings.

Official use

This includes the use of equipment for all activities relating to company business and covers all work-related activities that have been authorised by head office.

Non-official use

Personal use of IT equipment is permitted only on condition that it does not interfere either with a staff member's productivity or affect the productivity of any other member of staff. Short email messages may be sent to colleagues, and internet services may be consulted for limited periods of time in order to obtain news and information.

Inappropriate use

All staff are reminded that they are not permitted to: download software to their computers

- use company IT equipment to conduct business for personal gain
- post company information to persons outside the organisation
- make copies of any software installed on computers

I would also like to remind all staff that their use of information resources may be monitored. It is therefore recommended that you do not use the company's information resources to communicate information that you wish to keep private.

If you have any questions relating to these policy guidelines, you can consult the newly updated FAQ section on our intranet or contact Heidi Wasserrmann in Human Resources.

Alison Stanford

Useful phrases for memo

Giving information

- You will be happy to hear...
- I am/ We are delighted to inform you...
- I am delighted to be able to announce...
- I would like to remind you that ...
- I have recently been informed ...

Requesting information

- I would like to have ...
- Could you provide me with...?
- If you have any questions, please ...

Giving instructions

- Please read...
- We/ I kindly request...
- Make sure that ...
- ...is permitted only ...

Recommending options

- It is recommended that ...
- It is in the best interests of ...
- Having considered all the alternatives, I/ we suggest...

Press release

- WRITE NEWS RELEASE

on the wholesale redundancies due to the financial crisis

The structure of an inquiry

1. Reference to the source where the address of an inquired firm has been obtained.
2. The reason for inquiry.
3. The object of inquiry.
 - description of the merchandise in question
 - required quality
 - request to send printed matter (such as booklets, catalogs, price lists and reports), sample products, sketches, etc. As well as terms of delivery and payment.
4. References if available (or just indication to them).

ENQUIRY FROM A RETAILER

To: Satex S.p.A.
Subject: Sales enquiry

Dear Sir / Madam

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

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

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

We hope to hear from you soon.

Peter Crane
Chief Buyer
F. Lynch & Co. Ltd
Nesson House, Newell Street, Birmingham B3 3EL
Telephone: +44 (0)21 236 6571
Fax: +44 (0)21 236 8592
Email: pcrane@lynch.co.uk

The structure of a re-inquiry (a supplier).

1. Gratitude for the order.
2. Description of a unconformity.
3. A supplier offers a solution.

The structure of a re-inquiry (a buyer).

1. Reference to the order.
2. Description of a change or correction.
3. Gratitude for additional service.

The structure of an offer/ reply

1. The reason for an offer.
2. Answers to questions.
3. Additional suggestions.
4. Hope for order.

Model letter

Southern Exporters, Ltd.
Montreal, Canada

Dear Sirs,

We thank you very much for your inquiry and we are enclosing with this letter our current catalog which gives detailed information about our tires.

We have achieved impressive results in factory and track tests of our tires. The tires are very reliable. Please, also note the safety and fuel economy of our product. We regard to discounts, we are allowing 25 % off list prices for orders of over C\$ 300,000.

You will see that our prices are quoted c.i.f. Western European ports.

Our usual terms of payment are cash against documents. We would like once again to draw your attention to our competitive prices and the high quality of our goods. We will be pleased to supply any further information you require.

Yours faithfully,

Home task

Levi Straus & Co., P.O. Box 7215 San Francisco, California 94120-6928 is a well-known company in the garment industry, founded in 1850. It makes more than 5000 different products in more than seventy countries. Its original product is blue jeans, but it has developed a number of other products. The manager of the company, Richard Kilburn, replies to the inquiry of the representative of the Trafford Centre in Belfast, Massey Avenue, Belfast BT4 2JP, Tel: 01232 529900, and informs him of new Levi Straus products (sport coats, dressy slacks and Tailored Classic Suits). With a letter it is enclosed a colour catalog and a price list.

The structure of an order

1. Reference to the offer, price-list, advertisement in the newspaper or any other source.
2. The name of the item being ordered, its quality (description - size, weight, colour, material, finish, extra features), quantity desired and its price (unit price and total price).
3. Delivery date and method of shipment, delivery address.
4. Method of payment.
5. Particular notes: applicable discounts, the right to exchange a merchandise or to return it.

Accompanying letter to order

Gentlemen:

We are grateful for your letter of 23 May and enclose our order # 478/12 for your models AD-500 and DVD-RV31. We consider it as a trial order and hope if these DVD players prove satisfactory we'll send you regular orders.

Your price is accepted and payment will be made by Letter of Credit in Los Angeles against documents.

We refer you to the City Bank of USA, Los Angeles.

Please let us know when the goods are ready for shipment.

Yours faithfully,

The structure of a confirmation

1. Gratitude for an order.
2. An order and terms of the order are repeated or supplemented in case of necessity.
3. Discrepances are corrected.
4. Date of delivery is fixed.

The structure of a cancellation letter.

- 1.Reference to the order.
- 2.Justification of a cancellation.
- 3.Apologizing and taking into account when need occurs in the future.