

Svitlana Kochergina  
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# Professional Writing in English: Skills for Success in Business

Study Guide



ОЛДІ  
ПЛЮС

**Svitlana Kochergina**  
**Nadiia Ragulina**

**PROFESSIONAL WRITING IN ENGLISH:  
SKILLS FOR SUCCESS IN BUSINESS**

**Study Guide**

Independent Electronic Online Publication

Odesa • 2024 • Oldi+

UDC 811.111'276.6:[33+62](075.8)  
P93

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*Recommended by Scientific Council  
LLC "Technical University «METINVEST POLYTECHNIC»"  
(minutes № 3 on 21.11.2024)*

Published in the Author's Edition

**Professional Writing in English: Skills for Success in Business** : study guide / Compilers: S. Kochergina, N. Ragulina. – Odesa : Oldi+, 2024. – 202 c.

ISBN 978-966-289-939-9

This study guide is designed for students in economic and technical fields who are learning English for use in their future professional activities. The guide covers a wide range of business texts, such as emails, reports, resumes, and cover letters, allowing users to communicate effectively in various professional situations. It includes types of business documents and letters commonly used in business correspondence, such as inquiry letters, order letters, complaint letters, etc. Each section is accompanied by exercises to practice and consolidate the material. At the end of the guide, a glossary of words and expressions frequently found in business correspondence is provided.

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ISBN 978-966-289-939-9

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# INTRODUCTION.

## SPOKEN ENGLISH VS WRITTEN ENGLISH

This manual focuses on written English, so it's logical to start by distinguishing between written and spoken forms of English.

This distinction is quite basic. Discourse analysts highlight additional differences between the two. Guy Cook, in his book *Discourse*, points out: "Spoken language, as has often been pointed out, happens in time, and must therefore be produced and processed on line. There is no going back and changing or restructuring of our words as there is in writing; there is often no time to pause and think, and while we are talking or listening, we cannot stand back and view the discourse in spatial or diagrammatic terms..." [5, p. 8].

This suggests that spoken and written English have distinct organizational features. What determines these differences? In general, the structure of speech depends on the speaker's or writer's purpose, which connects directly to speech genres and writing styles. Writing can be broadly categorized as formal or informal. Formal writing is used for official purposes, such as job applications (e. g., CVs or resumes), conference applications, academic writing (papers, articles, books), and business correspondence.

Informal writing, on the other hand, includes personal letters and creative works like compositions. Business letters can also have a personal tone, depending on the relationship with the recipient. This tone varies based on how well the writer knows the addressee. Informal writing also includes *précis*, summaries, and critiques, which fall between formal and informal styles. While they have formal elements, they also allow for a personal and creative touch.

These theoretical perspectives guide the structure of this manual but do not fully address the key question: how should writing be done? The upcoming sections will delve into each writing type mentioned, offering examples and practical exercises to help the reader develop their skills.

# CHAPTER 1. FORMAL WRITING

We begin with formal style as the most systematized and codified one. There are strict rules as far as practically every piece of writing in this field is concerned.

## CV AND RESUME

These documents contain very much the same information which can be described as a short description of your history in work and at school. The only difference is that CV (curriculum vitae) is sometimes believed to be used mainly for academic purposes. Alongside with Personal Details and Professional Experience you include such sections as Dissertation (if any), Academic/Teaching Interests, Papers and Lectures, Publications. Do not forget to mention your grade (e. g. M.A. in Linguistics). As one of the writer's guides states "Many white-collar jobs require a resume from any prospective employee. At times, your resume will be mailed to a prospective employer. What the resume reveals about you may determine whether or not you are actually interviewed for a job." What has just been said shows the importance of this document and its role in your career.

Resume is not a fill-in blank but a paper which you produce yourself and it should be arranged properly and composed in an appropriate style. The first requirement is that it should be neatly typed. Needless to say that spelling and grammar mistakes are absolutely out of question. But you should not forget even such a "minor" detail that copies should be made on good quality paper because it demonstrates your accuracy, position to the would-be employer and the fact that you really care for this job.

Few words should be said about résumé's format. It is fairly standard. At the very top, give your name, address, and telephone number. People tend to include their age and marital status although it is not necessary to give this information. Thus, you must judge whether your age and marital status will assist you in your job search or work against you.

The next paragraph of the resume may be labeled "Objectives". Here you indicate what job you are looking for and your major qualifications for such jobs. Or you may simply use this paragraph to state your basic strengths and the nature of your past work.

Next comes the record of your work experience. This is the main part of your resume. It is listed with your most recent job first. The job before that is listed next, and so on with your first job listed last:

2019 to present

2013 to 2019

2010 to 2013

As a rule you give your title for each job and the name of the company (and division when relevant).

After the record of your work experience, list your schooling, any degrees, hobbies, honors and affiliations that you consider worth including. Do list any awards or honors you have received whether or not they are job-related. Such honors indicate that you are esteemed by others.

If you are looking for your first full-time job, you must review your work history somewhat differently. If you have held some sort of part-time or summer job or worked at volunteer jobs, these should be indicated. If you have participated in school extracurricular activities, these are worth mentioning. Your school record is also an indication of your ability and seriousness of purpose.

In seeking the first job, you must state your field of knowledge, that you are reliable, and that you can work well with others.

A resume that will be mailed to a prospective employer should be accompanied by a cover letter which should be straightforward and brief. Do not repeat all the information contained in the resume. The idea is to state the specific position you are interested in, to discuss briefly your experience, and to refer the reader to the enclosed resume. At the end of the letter you may wish to indicate that you will telephone the prospective employer for an interview.

Of course, the cover letter, like the resume, should be neatly typed and quality paper should be used. As it serves as your introduction to a prospective employer the first impressions are very important. Be sure that the spelling and grammar are correct and that you have spelled all names and addresses properly.

### **Examples and Practical Assignments**

1. There are two sample resumes. The first is for a person looking for a first job. The second resume is for a person who

has held several jobs and indicates that each job has involved more responsibility and skills than the previous one. Next comes an example of cover letter.

I

Melanie Henderson  
99 New lands Park  
London  
SE30 8UJ  
0171-25-650

Objective

To find an entry-level job in sales with a large international company. Would like to utilize my knowledge of French.

Work experience

Summers 2023, 2022

Group leader in a European teen-travel summer trip. We traveled on bicycles and by boat. Many of the arrangements had been made in advance, but I often had to make substitute arrangements because of unforeseen events.

Summer 2021

Spent three months in France working as a volunteer on a farm. Did so to improve my spoken French.

Part-time employment 2021, 2020, 2019

Salesperson, college bookstore during school year.

School record

2019

B.A. magna cum laude with honors in French Literature and Language. Minor in History. Princeton University.

2015

Elmwood High School, class salutatorian. Honors in language and science.

Extracurricular activities

Member of soccer team in high school and college.

Contributor to school magazine in college.

President of French Club in high school.

Speak and write French fluently. Have working knowledge of Spanish.

II

Courtney Black  
123 Lincoln Street  
Deerfield, Illinois 60015  
789-3456

Objectives

To find a job that would utilize a broad range of my managerial and business skills and offer the potential for advancement in a large company.

Record of work experience

2022 to present

Public Relations Director for a small manufacturing company

Am responsible for creating and maintaining a favourable public image by preparing and disseminating news releases, arranging press conferences, contests, conferences, and other activities that keep the company in the public eye. Supervise a staff of six and work with various other departments: art, advertising, production, etc. Maintain close working relations with various people in the media and local government.

2018 to 2022

Publicity Writer for the Widget Company

Wrote copy for publicity releases and other public-relations material. Know paper, printing, art styles. Many of my releases appeared in trade journals and local newspapers. Two-person office made for more responsibility than a publicity writer normally encounters.

2015 to 2018

Copy editor for Deerfield Gazette

Corrected copy and did proofreading for the local paper. Did some rewrite and occasional reporting.

Educational background

M.B.A. University of Illinois, 2014. Took night courses for master's degree.

B.A. University of Illinois, 2010. Major in Journalism. Received award for Most Promising Student.

Extracurricular: Worked on college newspaper; member of swim team.

Affiliations and hobbies

Member of Illinois Society of Publicity Writers

Vice president of Alumni Association, University of Illinois

Hobbies include swimming, tennis, and directing amateur theatre productions.

**Cover letter**

Dear Sirs

I am applying for the position of assistant sales manager, advertised in Sunday's Boston Globe. I have held a number of selling jobs and am currently working in the sales department of a large manufacturing company.

The enclosed resume will furnish additional information on my background. I will telephone you next week for an interview. Thank you for your consideration.

Faithfully yours,

*Ellen Kovalcik*

Ms Ellen Kovalcik

2. Write your own resume and cover letter having in mind a particular position in a particular institution you would like to apply to.

## CHAPTER 2. BUSINESS CORRESPONDENCE

Letter-writing is an essential part of business. In spite of telephone, telex and telegraphic communication the writing of letters continues; in fact most telephoned and telegraphed communications have to be confirmed in writing.

The letter is often evidence of an arrangement or a contract, and must therefore be written with care; even the shortest and most usual of letters may have this importance. The need for thought in writing is clear when you realize that in speaking – either face-to-face or by telephone – the reaction to the spoken word can be seen or heard immediately, but reaction to a letter is not known until the answer is received.

When you have written a letter, read it through carefully; see that you have put in everything you intended, and have expressed it well; read it again, trying to put yourself in the place of the receiver, to find out what impression your letter will make.

It is obvious that what has been said in the previous paragraph becomes even more important when you write a letter in a foreign language. Unless you know that particular language very well you are certain to translate some phrases from your own language literally; these phrases may then convey quite a different meaning from that intended. It is in any case impossible to translate all business phrases literally as each language has its own characteristic idiom. Keeping this in mind we have given as large a selection of English phrases in general use as possible.

A question frequently asked is: 'How long should a good letter be?' The answer is: 'As long as is necessary to say what has to be said'. The manner of interpreting this varies, of course, with the writer, and also very greatly with the nationality of the writer.

Because the aim of the letter is to secure the interest of the reader, and his co-operation, the letter should begin with sentences that will introduce the matter without undue delay, and polite forms to help the introduction not be too long. The letter should continue with the subject itself and all the necessary information or arguments connected with it, but the wording must carry the reader along smoothly; jerky, over-short or disjointed sentences spoil the impression. The letter should have a suitable ending – one that is not long but makes the reader feel that

his point of view is being considered. This is especially necessary when sellers are writing to buyers.

Waste of time in subsequent letters should be avoided by giving all the information likely to be required, unless the writer purposely refrains from going into too much detail until he knows the reaction of his correspondent.

A good vocabulary is necessary, both in your own and foreign languages; repetition should be avoided as much as possible, except where the exact meaning does not allow any change of word.

Everyone has a characteristic way of writing, but it must be remembered that the subject of the routine business letter lacks variety and certain accepted phrases are in general use. This is of great help to the foreigner, who can rely on them to compose a letter that will be understood. Let us say, perhaps, that a routine business letter is like a train, running on a railway track, whereas other letters are like cars that must, of course, keep to the road but are otherwise given greater freedom of movement than a train.

This greater 'freedom of movement' applies also to business correspondence dealing with matters of policy, special offers, negotiations, reports and customers' complaints, all of which are matters that demand individual treatment. Here the correspondent must not only make his meaning clear but also try to create in the reader's imagination a true impression of his attitude. This is by no means as difficult as it may seem if the writer will remember that simplicity of word and phrase usually gives the impression of sincerity. Also a style of writing which is natural to the writer carries his personality to the reader.

In foreign trade, with its numerous problems and complications, the use of forms is a necessity; it facilitates the handling of goods at the various stages, indicates that regulations have been complied with, and saves unnecessary correspondence. It is the repetitive nature of many business transactions that makes it possible for the form to do the work of the letter. A study of the wording on forms is therefore advisable, and one or two specimens relating to certain transactions will be found in later chapters.

The growing use of the telephone and telegraph is also reducing correspondence in this age when, as never before, 'time is money'. Another factor is the increasing personal contact in international trade.

With one part of the world only a few hours' flying time from another it is not surprising that many businessmen prefer to make personal visits in order to discuss important matters on the spot.

Other modern conditions and tendencies that have their effect on the nature of correspondence are the establishment of foreign companies by large international organizations, business tie-ups between pairs of firms in different countries, export and import controls and restrictions, currency controls and the financial policies of governments.

The really competent correspondent therefore needs to understand something of the principles and practice of modern commerce. There is no room in this book for even an outline of these principles, but some brief explanations of certain procedures are given in order to help the less experienced student to understand the letters that follow.

## **THE LETTER HEADING AND THE LAYOUT**

Business letters are usually typed on notepaper bearing a specially designed heading which provides the reader of the letter with essential information about the organization sending it. Normally the heading will include the company's name and address, its telephone numbers and telegraphic addresses, the type of business it is engaged in, its telex code, and in many cases the names of the directors. It is becoming increasingly common for firms to print an emblem or trademark on their stationary.

Note the layout in the example. Currently there are several ways of setting out a business letter in Britain, and policy in this respect differs from company to company. The form in which a business letter appears has not been standardized in the United Kingdom to the extent it has in the USA. and most European countries, and many British firms still indent the first line of each paragraph, and use more punctuation in the inside name and address and in the date than is the case in our example. Nevertheless, there is a growing tendency in Britain, due largely to foreign influences and the widespread use of the electric typewriter, to use block paragraphing – in other words, to begin every line at the left-hand margin – and to dispense with unnecessary punctuation in the date and the name and address of the person or organization written to. It is still considered necessary to put

a full stop after abbreviations, as we have done in the case of Co. (Company), *Ltd.* (Limited) and *St.* (Street) in our example. However, it is becoming more and more common to type *Mr.* and *Mrs.* – i.e., without a stop – and this practice may well be extended to other abbreviations in the near future

Telegrams Telephone  
(a) GRAJO LEEDS **GRADEN AND JONES** Leeds 978653

**LIMITED**

Home & Overseas Merchants

Upper Bridge Street  
Leeds 2

(b) JAS / DS

(c) 13 July 2024

(d) Oliver Green and Co. Ltd.  
25 King Edward VII St.  
Manchester M245BD

(e) Dear Sirs

We understand from several of our trade connections in Bolton that you are the British agents for Petrou and Galitopoulos AE of Athens.

Will you please send us price-lists and catalogues for all products manufactured by this company, together with details of trade discounts and terms of payment.

We look forward to hearing from you.

(f) Yours faithfully  
GRADEN AND JONES LTD.

(g)

J.A. Stevens  
Chief Buyer

### **The parts of the letter**

(a) *The heading.* This has already been mentioned. Note that this example contains all the information mentioned in the first paragraph of this chapter.

(b) *The reference.* This is typed on the same line as the date, but on the left, and consists of the initials of the person who signs the letter (in this case JAS) and those of the typist (DS). Sometimes other initials or figures are added, according to whatever may suit the filing system of the firm in question. It is usual to quote the reference initials of the addressee company in a reply.

(c) *The date.* The form in which the date is written in this letter – 13 July 2024 – is probably the simplest and clearest of all the current forms used in the English-speaking world, but there are alternative ways of writing the date, for example:

July 13 2024 (Americans put the name of the month first),  
13th July 2024, and  
July 13th 2024.

Some firms still insist on a comma before the year, but others consider this unnecessary. It is important to note that the name of the town or city where the letter originates is not repeated before the date, although this is normally done on the Continent. Another practice widely used in Europe is to write the date in a highly abbreviated form – 12.7.24, for example – but this should not be done in letters written in English, since in Britain 12.7.24 means 12 July 2024, whereas in the USA it means December 7 2024. It is obvious that the use of such forms could result in confusion.

(d) *The inside address.* A few points concerning the name and address of the firm written need to be made. Firstly, they are typed on the left, normally against the margin. The diagonal grading of the name and address is rare nowadays, and the style shown in the example is neater, as well as being quicker for the typist.

Secondly, the use of *Messrs*, (an abbreviated form of *Messieurs*, the French word for *Gentlemen*) should not be used in front of the name of a limited company, nor should it appear with the names of firms

which indicate their line of business and do not consist of family names. It follows, therefore, that Messrs will be used mostly when a partnership is being addressed, as in this example:

Messrs. Hamilton and Jacobs  
265 High Holborn  
London WC17G

Note also that the number of the street in the address always precedes the name of the street, and that in the case of large towns and cities in the United Kingdom the name of the county is not required. However, when the firm addressed is situated in a smaller town, the county name is necessary.

(e) The salutation. Below the address a double space at least is left and the words 'Dear Sirs' are typed. This is the usual salutation in British business letters addressed to a company rather than to an individual within the company. Very often a comma is typed after the salutation, but an increasing number of firms are eliminating this, considering the spacing to fulfill the function of traditional punctuation. In the USA the most common salutation is 'Gentlemen.' Note that the salutation is typed against the left-hand margin.

When writing to an individual within the firm addressed, the salutation is 'Dear Sir' ('Dear Madam' if the recipient is known to be a woman), or "Dear Mr.\_\_\_\_", "Dear Mrs\_\_\_\_", "Dear Miss\_\_\_\_" or "Dear Ms\_\_\_\_", if the addressee is addressed by name rather than by position.

In recent years the use of the form *Ms* has become quite common. It originated in the USA and, like its 'male' equivalent *Mr*, it does not indicate whether the person addressed is married or unmarried.

(f) The complimentary close. This is typed above the name of the firm sending the letter, and then a space is left for the signature. If the salutation is "Dear Sirs" or "Dear Sir", the complimentary close will read "*Yours faithfully*" or, less commonly, "*Yours truly*". If the correspondent is addressed by his or her name – "Dear Mr. Brown", "Dear Miss James", etc. – the complimentary close will take the form "*Yours sincerely*". Avoid closing with old-fashioned phrases such as *We remain yours faithfully*, *Respectfully yours*, etc.

(g) The signature. The name of the person signing the letter is typed below the space left for the signature, and is followed on the next

line by his position in the company or by the name of the department he represents. It is, to some extent, a matter of a choice whether you sign with your initial(s) (D. Jenkins) or your given name (David Jenkins), and whether you include a courtesy title (Mr, Mrs, Miss, Ms) in your signature block. But if you give neither your given name nor your title, your correspondent will not be able to identify your sex and may give you the wrong title when he or she replies. It is safer therefore to sign with your given name, and safest of all to include your title.

The term *per pro* (*p.p.*) is sometimes used in signatures and means *for* and *on behalf of*. Secretaries sometimes use *p.p.* when signing letters on behalf of their bosses.

Traditionally the complimentary close and signature have been typed in the middle of the page, but it is becoming more and more common for firms to place them against the left-hand margin.

If an enclosure accompanies the letter (e. g. leaflets, prospectuses, bills, certificates, etc.), this fact is indicated both in the text itself and by the word *Enclosure* (often reduced to *Enc.* or *End.*) typed against the left-hand margin some distance below the signature. There are other ways of referring to enclosures – the use of adhesive labels, for instance, or the typing of lines in the left-hand margin beside the reference in the text to the document or documents enclosed – but typing the word *Enclosure* at the bottom of the letter is by far the most common.

*Copies: c.c.* (=carbon copies) is written, usually at the end of the letter, when copies are sent to people other than the named recipient.

The subject matter of a letter is often indicated in a *subject line* which appears below the salutation:

Dear Sirs

Your Order No. 6544 of 15 March 2024

Subject lines are not always required, and the date of a letter referred to in the first line of the answer is often sufficient to indicate what the subject is.

*Private and confidential*

This term may be written at the head of the letter, and more importantly on the envelope, in cases where the letter is intended only for the eyes of the named recipient.

## PRACTICAL ASSIGNMENTS

**1. Design a letter heading for a company, manufacturing washing machines, refrigerators and other household equipment. Include all the information about your company which is normally shown in a modern letter heading.**

**2. Write out the following date in three or four different ways in which it might appear at the top of a business letter: the fourteenth of April nineteen-seventy-eight.**

**3. Below are names and addresses which might appear – suitably set out, of course – in the top left-hand corner of a business letter. Give the correct salutation and complimentary close in each case:**

- (a) Burke and Sons Ltd., 55 Inkerman Road, London SE5 8BZ.
- (b) The Sales Manager, BGW Electrics Ltd., Liverpool 4.
- (c) Mr A. L. Moon, British Rail (Southern Region), London W1M 2BT.
- (d) Ms Angela Box, Gorton and Sons, 344 Oxford St., London W1A 3BA.

**4. Which of the organizations mentioned in Exercise 3 should be addressed as Messrs.? Give your reasons for including or omitting Messrs. in all four cases.**

**5. Read the following statements and decide which are true (T) and which are false (F).**

1. If a letter begins with the receiver's name, e. g. *Dear Mr. Ross*, it will close with *Yours faithfully*.

2. The abbreviation c.c. stands for 'correct carbons'.

3. If you were writing a letter to Mr. Peter Smith, you would open with *Dear Mr. Peter Smith*.

4. The head of a company in the UK is known as 'The President'.

5. In the USA, it is correct to open a letter with the salutation *Gentlemen*.

6. The abbreviation *enc* or *end* means there are enclosures with the letter.

7. If you "were writing to a Knight whose name was Sir Roger Dumont, you would open the letter *Dear Sir Dumont*.

8. In the UK, the abbreviated date 2.6.95 on a letter means 6 February 2008.

9. If a secretary signs her name on a letter and her signature is followed by *p.p.* (per pro) *Daniel Harris*, it means she is signing on behalf of Daniel Harris.

10. A Managing Director in the UK is known as Chief Executive in the USA.

11. The term *PLC* after a company's name, e. g. *Hathaway PLC*, stands for 'Public Limited Corporation

12. The abbreviation for the term 'limited liability' in the UK is *ltd.*

13. If you did not know whether a female correspondent was married or not, it would be correct to use the term *Ms*, e. g. *Ms Tessa Groves*, instead of *Miss* or *Mrs.*

14. The following is an example of a blocked style:

Peter Voss  
Oberlweinfeldweg 33  
5207Therwil  
Switzerland

15. The above address is an example of 'open' punctuation.

16. The abbreviation in addressing a doctor, e. g. *Doctor James Spock*, would be *J. Spock*.

17. Rather than use the UK close of *Yours sincerely/faithfully*, Americans often choose *Yours truly*.

18. The abbreviation for 'company' is *Co.*

**6. Put the verbs in brackets into either the present simple, (e. g. he works), or the present continuous, (e. g. he is working).**

1. ICI (be) a large multinational company that (export) to countries all over the world.

2. The Managing Director (have) a meeting at the moment, but I will ask him to call you back.

3. Although the economic climate (improve) slowly, a lot of smaller companies (find) trading conditions difficult at the moment.

4. Office workers in the UK normally (start) at 9 a.m. and (go) home at 5 p.m.

5. At the moment the Sales Director is on a two-week tour of Europe, where he (meet) suppliers and (do) some market research.

6. We now (need) to expand, so we (negotiate) the lease of larger offices outside London.

7. I (write) to you to enquire about the possibility of setting up an agency in Spain for your products.

8. I (try) to get in touch with Mr. Peters, but I (not/have) much luck. He still (have) the same phone number?

**7. Put the following names and addresses in order.**

Example

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

*Mr L Scott*

*Search Studios Ltd.*

*150 Royal Avenue*

*Leeds LS48QM*

1. Warwick House/SoundsonicLtd./LondorVWarwickStreet/SE231JF
2. Piazza Leonardo da Vinci 254/The Chief Accountant/1-20133/D. Fregoni/Fregoni S.p.A./Milano
3. Bente Spedition GmbH/Mr Heinz Bente/D-6000 Frankfurt 1/ Feldbergstr. 30/The Chairman
4. Sportique et cie./201 rue Sambin/The Sales Manager/F-21000 Dijon
5. Intercom/E-41006 Sevilla/351 Avda. Luis de Morales/The Accountant/Mrs S. Moreno
6. Miss Maria Nikolakaki/85100 Rhodes, Nikitara 541/Greece
7. Excel Heights 501/Edogawa-ku 139/7-3-8 Nakakasai/Japan/ Tokyo/Mrs Junko Shiratori
8. Leighton Road/VHF Vehicles Ltd./London NW5 2QE/The Transport Director/ Kentish Town

**8. Using either the present simple or present continuous tenses, complete the letter with the appropriate verb from the list below.**

- |       |      |        |         |       |
|-------|------|--------|---------|-------|
| build | look | offer  | start   | write |
| know  | note | supply | provide |       |

*HALL & CO. LTD  
Builders' Merchants*

Dear Sir/Madam.

We (1)\_\_\_\_\_ that you have made a planning application and (2)\_\_\_\_\_ an extension to your property soon, and I (3)\_\_\_\_\_

to inform you of the services which we, as your local Builders' Merchant, (4)\_\_\_\_\_ for our customers.

Our range of products (5)\_\_\_\_\_ at the foundations with sand, cement, and bricks, and we also (6)\_\_\_\_\_ a full range of timber and plasterboard products.

In addition to this, but only for the next two weeks, we (7)\_\_\_\_\_ a free estimating service, so that you (8)\_\_\_\_\_ exactly how much the materials will cost.

We (9)\_\_\_\_\_ forward to hearing from you

Yours faithfully

*HALL & CO. LTD*

**9. Complete the following letter of enquiry with the correct prepositions.**

**Veto Sport AG**

Karlstr. 45

0-5230 Somerdale

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

15 February 2024

Dear Sir

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

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

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

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

Yours faithfully



Karl Janssen  
Managing Director

**10. Read this letter from a computer company to a company trainer, and fill in the blanks with the correct verb taken from the list below.**

leave	will travel	will be staying	will have had
suit	will be met	will be visiting	will have returned
arrive	will need	will not be able	

Dear Mr Jackson,  
Re: Nicosia Computer Training Course

Thank you for your letter of 18 May giving us the dates of your visit. I am writing to inform you of the arrangements we have made on your behalf.

You (1) \_\_\_\_\_ at Larnaca airport by the company driver, and (2) \_\_\_\_\_ at tne Amathus Beach Hotel for the first night. When you (3) \_\_\_\_\_ Larnaca, you (4)\_\_\_\_\_ up to Nicosia and spend four days at the training centre. Most of the trainee operators (5)\_\_\_\_\_ some experience of the new program by the time you (6)\_\_\_\_\_ , but they

(7)\_\_\_\_\_ some instruction on the more complex areas of the system.

Unfortunately, Mr Charalambides (8)\_\_\_\_\_ to meet you on Thursday 15 June, as you requested, because he (9)\_\_\_\_\_ our subsidiary in Spain. However, he (10)\_\_\_\_\_ by the following Monday, 19 June, so I have arranged for him to see you at 2.30 p.m.

Please let me know if these arrangements (11)\_\_\_\_\_ you. I look forward to hearing from you

Yours sincerely,

Elena Theodorou  
Training Manager

**11. Put the phrases below in the correct order to form a letter requesting information.**

Dear Sir/Madam,

which was held last June,  
and may be interested in retailing them through our outlets in Germany.  
We saw a large selection of your products at the Frankfurt Fair,  
Could you send us your latest catalogue and price-list,  
We are particularly interested in your industrial ware,  
quoting c.i.f. terms to Hamburg.

including overalls, boots, helmets, gloves, and fire-proof jackets.

We look forward to hearing from you soon.

We can assure you that if your prices and discounts are competitive,

Yours faithfully,

Chief Buyer

we will place regular large orders.

T. Hamacher

**12. Rewrite the following request for payment in polite form.**

Dear Sir,

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

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

Yours, etc

R. Lancaster

# CHAPTER 3. BUSINESS LETTER WRITING

## ENQUIRY

Most letters of enquiry are short and simple, so much that many firms have adopted the practice of sending printed enquiry forms, thereby eliminating the need for a letter. As a prospective buyer, the writer of an enquiry states briefly and clearly what he is interested in, and this is all the receiver of the letter needs to know.

It is rather different when the object of your enquiry is to obtain a special price for regular orders, or to sell rights in your area. In cases like these you are asking for concessions, and you have to 'sell' your proposal to the supplier. This requires much more skill than does the writing of a routine enquiry, and we will be returning to letters of this type shortly.

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

1. A brief mention of how you obtained your potential supplier's name. Your source may be an embassy, consulate, or chamber of commerce; you may have seen the goods in question at an exhibition or trade fair; you may be writing as the result of a recommendation from a business associate, or on the basis of an advertisement in the daily, weekly or trade press.
2. Some indication of the demand in your area for the goods which the supplier deals in.
3. Details of what you would like your prospective supplier to send you. Normally you will be interested in a catalogue, a price list, discounts, methods of payment, delivery times, and, where appropriate, samples.
4. A closing sentence to round off the enquiry.

Enquiries for information about goods or services are sent and received in business all the time. In a routine letter of enquiry follow these guidelines:

1. State clearly and concisely what you want – general information, a catalogue, price-list, sample, quotation etc.
2. If there is a limit to the price at which you are prepared to buy, do not mention this, otherwise the supplier may raise the quotation to the limit you state.
3. Most suppliers state their terms of payment when replying so there is no need for you to ask for them unless you are hoping for special rates.
4. Keep your enquiry brief and concise.

Enquiries mean potential business, so they must be acknowledged promptly. If it is from an established customer, say how much you appreciate it; if it is from a prospective customer, say you are glad to receive it and express the hope of a lasting and friendly business relationship.

### **Requests for catalogues and price-lists**

#### **Routine requests where formal reply is unnecessary**

Suppliers receive many *routine requests* for catalogues and price-lists. Unless the writer requests information not already included written reply is often not necessary, and a “*with compliments*” slip may be sent instead. In the following enquiries written replies are not necessary. The items requested may be sent under cover of a “*with compliments*” slip.

##### Example 1

Dear Sir/Madam

Please send me a copy of your catalogue and price-list of portable disc players, together with copies of any descriptive leaflets that I could pass to prospective customers.

Yours faithfully

##### Example 2

Dear Sir/Madam

I have seen one of your safes in the office of a local firm, which passed on your address to me.

Please send me a copy of your current catalogue. I am particularly interested in safes suitable for a small office.

Yours faithfully

#### **Potentially large business**

When an enquiry suggests that large or regular orders are possible a “*with compliments*” slip is not enough. Instead write a letter and take the opportunity to promote your products.

##### (a) Enquiry

Dear Sir/Madam

I have a large hardware store in Southampton and am interested in the electric heaters you are advertising in the West Country Gazette.

Please send me your illustrated catalogue and a price-list.

Yours faithfully

##### (b) Reply

Dear Mrs. Johnson

Thank you for your letter enquiring about electric heaters. I am pleased to enclose a copy of our latest illustrated catalogue.

You may be particularly interested in our Model FX21 heater, our newest model. Without any increase in fuel consumption, it gives out 15 % more heat than earlier models. You will find details of our terms in the price-list printed on the inside front cover of the catalogue.

Perhaps you would consider placing a trial order to provide you with an opportunity to test its efficiency. At the same time this would enable you to see the high quality of material and finish put into this model.

Yours sincerely

**Enquiries through recommendations**

When writing to a supplier who has been recommended, it may be to your advantage to mention the fact.

(a) Enquiry

Dear Sir/Madam

My neighbor, Mr. W. Stevens of 29 High Street, Derby, recently bought an electric lawnmower from you. He is delighted with the machine and has recommended that I contact you.

I need a similar machine, but smaller, and would be glad if you sent me a copy of your catalogue and any other information that will help me to make the best choice for the purpose.

Yours faithfully

(b) Reply

Dear Mr. Garson

I enclose a catalogue and price-list of our lawnmowers, as requested in your letter of 18 May.

The machine bought by your friend was a 38 cm RANSOME which is an excellent machine. You will find details of the smaller size of 30 cm shown on page 15 of the catalogue. Alternatively, smaller than this is the PANTHER JUNIOR shown on page 17.

We have both these models in stock and would be glad to show them to you if you cared to call at our showroom.

Please contact me if I can provide any further help.

Yours sincerely

**Requests for samples**

A request for a sample of goods provides the supplier with an excellent opportunity to present products to advantage. A reply should be convincing, giving confidence in the products.

(a) Enquiry

Dear Sirs

We have received a number of enquiries for floor coverings suitable for use on the rough floors which seem to be a feature of much of the new building taking place in this region.

It would be helpful if you could send us samples showing your range of suitable coverings. A pattern-card of the design in which they are supplied would also be very useful.

Yours faithfully

(b) Reply

Dear Mr. King

Thank you for your enquiry for samples and a pattern-card of our floor coverings.

We have today sent to you separately a range of samples specially selected for their hard-wearing qualities. A pattern-card is enclosed for the purpose you mention we recommend sample number which is suitable for rough and uneven surfaces.

We encourage you to test the samples provided. If you feel it would help to discuss the matter we will arrange for our technical representative to arrange to come and see you.

Meanwhile, our price-list is enclosed which also shows details of our conditions and terms of trading.

Please contact me if I can be of further help.

Yours sincerely

### **General enquiries and replies**

When writing a general letter of enquiry, be sure to be specific in the details required e. g. prices, delivery details, terms of payment. When replying to an enquiry, be sure you have answered every query in the letter of enquiry.

#### **An enquiry for office equipment**

(a) Enquiry

Dear Sir/Madam

We would be pleased to receive details of fax machines which you supply, together with prices.

We need a model suitable for sending complex diagrams and printed messages mostly within the UK.

Yours faithfully

(b) Reply

Dear Mr. Rawson

In reply to your enquiry I have pleasure in enclosing a leaflet showing our latest fax machines.

All our models illustrated can be supplied from stock at competitive prices as shown on the price-list inside the catalogue.

May I suggest a visit to our showrooms where you could see demonstrations of the various machines and at the same time view our wide range of office equipment.

Yours sincerely

(c) Requests for demonstrations

Dear Mr. Jenkinson

I have studied with interest the literature you sent me with your letter of 28 April.

Our Administration Manager, Mr. Gordon Tan, would like to visit your showrooms to see a demonstration and report on which machine would be most suitable for our purposes. Can we arrange this for next Friday 6 May at 3.30 pm? If this is inconvenient please contact Mr. Tan direct.

Yours sincerely

**An enquiry with numbered points**

When you have many points on which information is required, it may be useful; to number the various points.

(a) Enquiry

Dear Sir/Madam

During a recent visit to the ideal Home Exhibition I saw a sample of your plastic tile flooring. I think this type of flooring would be suitable for the ground floor of my house, but I have not been able to find anyone who is familiar with such tiling.

Would you please give me the following information:

1. What special preparation would be necessary for the underscoring?
2. In what colors and designs can the tiles be supplied?
3. Are the tiles likely to be affected by rising damp?
4. Would it be necessary to employ a specialist to lay the floor?  
If so, can you recommend one in my area?

I shall appreciate your advice on these matters.

Yours faithfully

(b) Reply

Dear Mr. Wilson

Thank you for your enquiry of 18 August regarding our plastic tile flooring. A copy of our brochure is enclosed showing the designs and range of colors in which the tiles are supplied.

Bottomline, 22 The Square, Rugby, is a very reliable firm who carry out all our work in your area. I have asked the company to get in touch with you to inspect you floors. Their consultant will be able to advise you on what preparation is necessary and whether dampness is likely to cause a problem.

Our plastic tile flooring is hard-wearing and if the tiles are professionally laid, I am sure the work will give you lasting satisfaction.

Yours sincerely

**First enquiries**

When your enquiry is to supplier who you haven't dealt with previously, mention how you obtained their name and give some details about your own business.

A reply to a first enquiry should be given special attention in order to create goodwill.

(a) Enquiry

Dear Sir/Madam

Dekkers of Sheffield inform us that you are manufacturers of polyester cotton bed sheets and pillow cases.

We are dealers in textiles and believe there is a promising market in our area for moderately priced goods of this kind.

Please let me have details of your various ranges including sizes, colors and prices, together with samples of the different qualities of material used.

Please state your terms of payment and discounts allowed on purchases of quantities of not less than 500 of specific items. Prices quoted should include delivery to our address shown above.

Your prompt answer would be appreciated.

Yours faithfully

(b) Reply

Dear Mr. Harrison

I was very pleased to receive your enquiry of 15 January and enclose our illustrated catalogue and price-list giving the details requested.

A full range of samples has also been sent by separate post. When you have an opportunity to examine them, I feel confident you will agree that the goods are excellent in quality and very reasonably priced.

On regular purchases of quantities of not less than 500 individual items, we would allow a trade discount of 33 %. For payment within 10 days from receipt of invoice, an extra discount of 5 % of net price would be allowed.

Polyester cotton products are rapidly becoming popular because they are strong, warm and light. After studying our prices you will not be surprised to learn that we are finding difficult to meet the demand. However, if you place your order not later than the end of this month, we guarantee delivery within 14 days of receipt.

I am sure you will also be interested to see information on our other products which are shown in our catalogue. If further details are required on any of these please contact me.

I look forward to hearing from you.

Yours sincerely

## CLICHÉS

### Opening

We are...(organization) in...(town/country) and we are interested in...

Our company is... and we specialize in...

We are distributors (importers, retailers, etc.) of...

As distributors we have a large network of...

There is a large market here for your products.

We would like to represent your products in the Ukrainian market.

We are interested in buying (importing, etc.)...

### References

We read your advertisement in...

With regard to your advertisement in...of..., we would ask you...

We have heard of your products from...

We have seen your current catalogue showing...

We were given your name by...

You were recommended to us by...

We were advised by... that you were interested in supplying...

Our associates in the... industry speak highly of your ... and we would like to have more information about them/it. Could you send us...

**Asking for catalogues, price-lists, prospectuses**

Could you please send your current catalogue and price-list for...?

We are particularly interested in...

Would you let us have your summer brochure for...and supply details of any low fares and tariffs for the month of...?

I would appreciate your sending me an up-to-day price-list for your...

**Asking for details**

I am replying to your advertisement in... I would like to know more about...Which you offered at cost price.

Could you please give me more information about...which appears in your...catalogue?

I would appreciate more details about...which you advertised in...

**Asking for samples, patterns**

When replying, could you please enclose a pattern card?

We would also appreciate it if you could send some samples of the material so that we can examine the texture and quality.

Please send us samples of...

**Suggesting terms, methods of payment, discounts**

We usually deal on a...% trade discount basis with an additional quantity discounts for orders over...units.

As a rule our suppliers allow us to settle by monthly statement and we can offer the usual references if necessary.

Could you let us know if you allow cash or trade discounts?

We intend to place a substantial order, and would therefore like to know what quantity discounts you allow.

**Asking for goods on approval or on sale or return**

We would only consider placing an order provided it was on the usual basis of sale or return. If this is acceptable we will send you our official order.

Would it be possible for you to supply us with a range on an approval basis to see if we can encourage a demand for...? ...months/weeks would probably be enough to establish a market if there is one.

**Closing**

Thank you for your attention. We hope to hear from you in the near future.

We would be grateful for an early reply.

Your prompt answer will be (would be) appreciated.

Finally, we would like to point out that delivery before...(date) is essential and hope that you can offer us that guarantee.

If the concessions we have asked for could be met, we would place a substantial order.

Prompt delivery would be necessary as we have a fast turnover. We would therefore need your assurance that you could meet all delivery dates.

If the product is satisfactory, we will place further orders with you in the future. If the prices quoted are competitive, and the quality up to standard, we will order on regular basis.

Provided you can offer favourable quotations, and guarantee delivery within... weeks from receipt of order, we will place regular orders with you.

## **REPLIES TO ENQUIRIES CLICHES**

### **Opening**

Thank you for your enquiry of...(date) in which you asked about...

I would like to thank you for your enquiry of...(date) and am pleased to tell you that we would be able to supply you with the ...

We were pleased to hear from your letter of...(date) that you were impressed with our selection of...

### **Confirming that you can help**

We have a wide selection of..., and in particular ... which you specified. Our factory would have no problem in turning out the ... units you asked for in your enquiry.

We can supply from stock and will have no trouble in meeting your delivery date.

I am pleased to say that we will be able to deliver ... you require.

We can offer door-to-door delivery services.

### **"Selling" your product**

We think you have made an excellent choice in selecting this line, and once you have seen the samples we are sure you will agree that this is unique both in texture and color.

Once you have seen the...(machine) in operation we know you will be impressed by its trouble-free performance.

### **Referring the customer elsewhere**

I regret to say that we no longer produce the type of... you refer to, since we find there is no longer sufficient demand for it. I am sorry we cannot be of help to you.

The goods you mention is not produced by us, but by ... If you would care to write to them, their address is ...

We no longer manufacture ... as ... However, if you are still set on ..., we advise you to contact...(name of company, address).

I confirm you that the product you require is one of ours, but since we are only able to deal with wholesalers, not retailers, may I refer you to ...(name of company, address).

### **Catalogues, price-lists, prospectuses, samples**

Please find enclosed our catalogue and price-list quoting c.i.f. prices. The units you referred to in your letter are featured on pp. ... under catalogue numbers ... When ordering could you please quote these numbers? The samples you asked for will follow by separate post.

We have enclosed our booklet on the ...(machine) and are sure you will agree that it is one of the finest machines of its kind. The details about it are on page ... under the heading...

### **Demonstrations, representatives, showroom visits**

We have enclosed all the details about the ...(machine), but feel that a demonstration will give you more of an idea of its capabilities. We would therefore like to invite you to our centre in...(place) where the equipment is set up so that you can see the machine in action.

As the enclosed illustrated booklet cannot really show the efficiency of the...(machine), can we send our representative to you with a model of the machine, and he can give you a demonstration?

The enclosed catalogue will give you an idea of the type of... we produce, but may we suggest that you visit our agent's showrooms in...where you can see a wide range of units? The address is...

### **Closing**

Once again we would like to thank you for writing to us and would welcome any further points you would like us to answer.

Please write to us again if you have any questions, or call us at the above telephone number.

I am sorry we do not have the model you asked for, but can promise you that the alternative I have suggested will certainly meet your expectations, and remember we offer a full guarantee for ... years.

We hope to hear from you again, soon, and can assure you that your order will be dealt with promptly.

### Practical Assignments

**1.** You are J. du Pont, Managing Director of Fournier & Cie SA of Paris. Write to the Western Shoe Co. Ltd., Yeovil, Somerset S19 3AF, England, telling them where you have obtained their name and what you know about them.

Indicate that there is a good market in France for their products, and then ask them to send you their catalogue and anything else you think you should have. Round off your letter with an encouraging sentence before signing it. Remember to include the date and inside address, and make sure you use the correct salutation and complimentary close.

**2. Use the following notes to compose a letter of enquiry for a firm of importers:**

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

**3. Fill in the missing words:**

We have been given your name \_\_\_\_\_ our associates \_\_\_\_\_ Howard & Co. \_\_\_\_\_ Carlisle, who \_\_\_\_\_ us that you have been \_\_\_\_\_ them with stationery \_\_\_\_\_ a number of years.

There is a \_\_\_\_\_ demand here \_\_\_\_\_ Edinburgh \_\_\_\_\_ the qualities you \_\_\_\_\_, and we believe we could \_\_\_\_\_ large orders \_\_\_\_\_ you if your \_\_\_\_\_ are competitive.

\_\_\_\_\_ you please send us your illustrated \_\_\_\_\_, together with your \_\_\_\_\_ list and details of your \_\_\_\_\_ of business.

We look forward to \_\_\_\_\_ you.

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

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

(3)\_\_\_\_ main item we are interested in is (4)\_\_\_\_ kitchen unit listed in (5)\_\_\_\_ catalogue under (6)\_\_\_\_ heading CM214. As we are building (7)\_\_\_\_ large block of apartments, we think (8)\_\_\_\_ unit like (9)\_\_\_\_ one listed, might be (10)\_\_\_\_ best installation for our purposes.

Please let us know what your terms of (11)\_\_\_\_ trade are. Could you also tell us if you are able to offer (12)\_\_\_\_ trade and (13)\_\_\_\_ quantity discounts on (14)\_\_\_\_ price for (15)\_\_\_\_ large order? We would

also be grateful for (16)\_\_\_ samples of all materials used in (17)\_\_\_ manufacture of your units.

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

**5. Match these words with their definitions**

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

**6. Rewrite the following questions in a less direct form, beginning with the words given.**

**Examples**

What are your terms of trade?

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

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

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

1. Could you send me a copy of your latest brochure?

I would be grateful \_\_\_\_\_

2. How much discount will you give on orders of 5.000 units?

Could you please tell us \_\_\_\_\_

3. When can we expect to receive the cheque?

I am writing to enquire \_\_\_\_\_

4. Would you like us to arrange an appointment with one of our representatives?

Please let us know \_\_\_\_\_

5. Has Mr Crane returned from the Menswear Exhibition yet?

Do you happen to know \_\_\_\_\_

6. Does your company export to South Korea?

Could you tell us \_\_\_\_\_

**7. John Phillips is telling his secretary what to write when she types out the day's letters. Change his instructions into an acceptable form for business correspondence.**

Example

**J.P.** Ask them for a cash discount.

**Sec** *Could you offer us a cash discount?*

1. Ask for more information about prices.

---

2. We're out of stock at the moment. Ask them to try again in two weeks.

---

3. Say that we want these items delivered in three months.

---

4. Ask them to send us a catalogue and price-list.

---

5. Find out what their terms of trade are.

---

6. Tell them to get in touch with us if they can't deliver the goods before Friday.

---

7. Say that we'd like them to send someone here to give an estimate.

---

8. Find out if we can get twenty units on approval

---

**8. Complete the following letter of enquiry with the correct prepositions.**

Avda.

San Antonio 501

80260 Bellatena

Barcelona

Admissions Dept.  
The International College  
145-8 Regents Road  
Palmer  
Brighton BN1 9QN

12 October 2024

Dear Sir/Madam,

I am a Spanish student (1) \_\_\_\_\_ the University (2) \_\_\_\_\_  
Barcelona doing a Master's Course (3) \_\_\_\_\_ Business  
Studies, and I intend to spend six months (4) \_\_\_\_\_ England,  
(5) \_\_\_\_\_ January next year, preparing (6) \_\_\_\_\_ the  
Cambridge First Certificate.

Your college was recommended (7) \_\_\_\_\_ me (8) \_\_\_\_\_  
a fellow student and I would like details (9) \_\_\_\_\_ the First  
Certificate course, including fees and dates. Could you also let  
me know if you can provide accommodation (10) \_\_\_\_\_  
me (11) \_\_\_\_\_ Brighton (12) \_\_\_\_\_ an English family.

Thank you for your attention, and I look forward to hearing from you soon.

Yours faithfully

Maria Ortega

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

selling through shops	set up	be sorry	range
reply	conditions	up-to-date	extremely

### **GLASTON POTTERIES Ltd**

Clayfield. Burnley BB 10 IRQ

Tel: 0315 461.25

Telex: 880177

Fax: 0115 MIS2

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

2 July 2024

Dear Mr Moneau,

Thank you for your enquiry of 28 June in which you expressed an interest in retailing a selection of our products in your shops in France. Please find enclosed our current brochure and price list.

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

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

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

Yours sincerely

Merton Sales Manager  
Enc.

***Write the letter of enquiry which preceded the reply in Exercise 9. You are J. F. Morreau, and you have just seen an advertisement for Glaston Potteries Willow Pattern dinner sets in the May edition of International Homes.***

## REPLY TO ENQUIRIES (OFFERS)

### Practical Assignments

#### 1. Fill in the missing words:

Thank you \_\_\_\_ your \_\_\_\_\_ 16 November, \_\_\_\_ which you enquire \_\_\_\_\_ toys imported \_\_\_\_\_ Hong Kong. We are \_\_\_\_\_ to hear that there is a

\_\_\_\_\_ for goods \_\_\_\_\_ this type \_\_\_\_\_ Northern Ireland.

We are \_\_\_\_\_ our price list and terms of \_\_\_\_\_, and our catalogue has already been \_\_\_\_\_ separate post.

As you will notice, our prices are extremely \_\_\_\_\_, and since we hold large \_\_\_\_\_ of all models \_\_\_\_\_ all times, we can promise delivery \_\_\_\_\_ a week receipt \_\_\_\_\_ orders.

We hope to \_\_\_\_\_ from you soon, and \_\_\_\_\_ forward \_\_\_\_\_ business \_\_\_\_\_ you.

2. An enquiry has come to your company, a firm of watchmakers, from a British retailer. Write a reply to send with your price-list. Quote your terms, and add any information you consider might induce your correspondent to place orders with you.

**3. Compose a letter for your firm, who are producers of tinned food products, to an importer overseas. Offer your standard lines and one new product.**

**4. Read the following reply to a letter of enquiry. Mr Fest refers to specific questions asked by Mr Whang. Which of the items below did he request information about?**

1. how soon the goods can be delivered
2. details of prices
3. where the goods can be purchased
4. after-sales service
5. how the goods will be transported
6. terms of payment
7. which bank will handle the transaction
8. guarantees
9. quality discounts
10. cash discounts
11. details of the range of goods available

Dear Mr Whang,

Thank you for your enquiry of 16 August concerning our equipment, which you saw at the International Farm Machinery Fair in Bonn.

In answer to the specific questions in your letter, first let me say we are willing to consider substantial discount on orders over € 200,00.

All our machinery is guaranteed for three years against normal use, and we have several agencies in your country with home-trained mechanics to service all our products.

With regard to the terms of payment, which you mentioned, we would consider payment by 30-day bill of exchange, documents against acceptance, provided you could offer two referees.

We can fulfill orders within three months, unless there are special specifications, which may take a little longer, and you can buy equipment from us, or through our agents in your country.

We are enclosing our current catalogue and price-list quoting c. if. Bangkok prices, which you requested, and we think you will find the earth-moving equipment on pp. 101–115 particularly interesting for the work you have in mind. If you require any further information, please contact us and we will be pleased to supply it.

Yours sincerely,

Gustav Fest  
Sales Director

## ORDERS

### **Placing orders**

#### **Printed order forms**

Most companies have official printed order forms. The advantages are:

- a) such forms are pre-numbered and therefore reference is easy;
- b) printed headings ensure that no information will be omitted;

Printed on the back of some forms are general conditions under which orders are placed. Reference to these conditions must be made on the front; otherwise the supplier is not legally bound by them.

J B SIMPSON & CO LTD  
18 Deansgate, Sheffield S11 2BR  
Telephone 0114234236  
Fax: 0114234365  
Date 7 July 2024

Order no 237

Nylon Fabrics Ltd  
18 Brazenose Street  
MANCHESTER  
M60 8As

Please supply:

Quantity	Item(s)	Catalogue Number	Price
25	Bed Sheets (106 cm) blue	75	€5.50 each
25	Bed Sheets (120 cm) primrose	82	€5.00 each
50	Pillow Cases blue	117	€2.90 each
50	Pillow Cases primrose	121	€2.90 each

(signed)

\_\_\_\_\_  
for J B Simpson & Co Ltd

### **Letter orders**

Smaller companies may not have printed forms but instead place orders in the form of a letter. When sending an order by letter, accuracy and clarity must be ensured by including:

- a) an accurate and full description of goods required
- b) catalogue numbers
- c) quantities
- d) prices
- e) delivery requirements (place, date, mode of transport, whether the order will be carriage paid or carriage forward etc.) and
- f) terms of payment agreed in preliminary negotiations

### **Legal position of the parties**

According to English law the buyer's order is only an offer to buy. The arrangement is not legally binding until the supplier has accepted the offer. After that both parties are legally bound to honour their agreement.

#### **(a) The buyer's obligations**

When a binding agreement comes into force, the buyer is required by law to:

- Accept the goods supplied as long as they comply with the terms of the order
- Pay for the goods at the time of delivery or within the period specified by the supplier
- Check the goods as soon as possible (failure to give prompt notice of faults to the supplier will be taken as acceptance of the goods)

#### **(b) The supplier's obligations**

The supplier is required by law to:

- Deliver the goods exactly as ordered at the agreed time
- Guarantee the goods to be free from faults of which the buyer could not be aware at the time of purchase

If faulty goods are delivered, the buyer can demand either a reduction in price, a replacement of the goods or cancellation of the order. Damages may possibly be claimed.

### **Routine orders**

Routine orders may be short and formal but they must include essential details describing the goods, as well as delivery and terms of payment. Where two or more items are included on an order, they should be listed separately for ease of reference.

**Confirmation of telephone order**

Dear

We confirm the order which was placed with you by telephone this morning for the following:

3 "Excelda Studio" electronic typewriters-each with 12 pitch daisy wheel

Price: €595 each, less 40 % trade discount

carriage forward

These machines are urgently required. We understand that you are arranging for immediate delivery from stock.

Yours sincerely

**Tabulated order**

Dear Sirs

Please accept our order for the following books on our usual discount terms of 25 % off published prices:

NUMBER OF COPIES	TITLE	AUTHOR	PUBLISHED PRICE
50	Communication for Business	Sh.Taylor	8.99
40	The Secretary in Training	Sh.Taylor	7.99

We look forward to prompt delivery.

Yours faithfully

**Order based on quotation**

Dear

Thank you for your quotation of 4 June. Please supply:

100 reams of A2 quality Printing Paper, white, at €2.16 per kg, including delivery.

Delivery is required not later than the end of this month.

Yours sincerely

**Covering letter with order form**

When a covering letter is sent with an order form, all essential details will be shown on the form and any additional explanations in the covering letter.

Dear

Thank you for your quotation of 5 July. Our order number 237 for 4 of the items is enclosed.

All these items are urgently required by our customer so we hope you will send them immediately.

Yours sincerely

**Acknowledging orders**

An order should be acknowledged immediately if it cannot be fulfilled straight away. For small routine orders a printed acknowledgement or a postcard may be enough, but a short letter stating when delivery may be expected also helps to create good will. If the goods cannot be supplied at all, you should write explaining why and offer suitable substitutes if they are available.

**Formal acknowledgement of routine order (by fax)**

Thank you for your order number 237 for bed coverings.

As all items were in stock, they will be delivered to you tomorrow by our own transport.

We hope you will find these goods satisfactory and that we may have the pleasure of further orders from you.

**Acknowledgment of a first order**

First orders, i.e. orders from new customers, should most certainly be acknowledged by letter.

Dear

We were very pleased to receive your order of 18 June for cotton prints, and welcome you as one of our customers.

We confirm supply of the prints at the prices stated in your letter. Delivery should be made by our own vehicles early next week. We feel confident that you will be completely satisfied with these goods and that you will find them of exceptional value for money.

As you may not be aware of the wide range of goods we have available, we are enclosing a copy of our catalogue.

We hope that our handling of your first order with us will lead to further business between us and mark the beginning of a happy working relationship.

Yours sincerely

**Acknowledgement of order pointing out delayed delivery**

When goods ordered cannot be delivered immediately, a letter should apologize for the delay and give an explanation. A delivery date should also be given, if possible, and express the hope that the customer is not inconvenienced unduly.

**(a) Reason for delay: breakdown in production**

Dear

Thank you for your order of 15 March for electric shavers. We regret that we cannot supply them immediately owing to a fire in our factory.

Every effort is being made to resume production and we fully expect to be able to deliver the shavers by the end of this month.

We apologize for the delay and trust it will not cause you serious inconvenience.

Yours sincerely

**(b) Reason for delay: stocks not available**

Dear

We were pleased to receive your order of 20 January.

Unfortunately we regret that we are at present out of stock of the model you ordered. This is due to the prolonged cold weather which has increased demand considerably. The manufacturers have, however, promised us a further supply by the end of this month and if you could wait until then we would fulfill your order promptly.

We are sorry not to be able to meet your present order immediately, but hope to hear from you soon that delivery at the beginning of next month will not inconvenience you unduly.

Yours sincerely

**(c) Reason for delay: a transport strike**

Dear

YOUR ORDER NUMBER 531

Much to our regret a strike of transport workers in Liverpool is causing some delay in the dispatch of a number of our consignments. The goods in your order dated 25 June are among those held up.

To ensure the goods reached you on time we sent them by rail to Liverpool 3 days ahead of schedule. However, we now learn that they are still at the station awaiting transport to the docks.

We are making private arrangements to greet them to the docks in time for shipment by SS Arabian Prince, which is due to sail for Alexandria on 2 August.

Please accept our apologies for this delay. We hope you will understand that it is due entirely to circumstances outside our control.

Yours sincerely

**Declining orders**

There may be times when a supplier will not accept a buyer's order:

- He is not satisfied with the buyer's terms and conditions
- The buyer's credit is suspect
- The goods are not available

Utmost care should be taken when writing to reject an order so that goodwill and future business are not affected.

### **Supplier refuses price reduction**

When a supplier cannot grant a request for a lower price.

Dear

We have carefully considered your counter-proposal of 15 August to our offer of woolen underwear, but regret that we cannot accept it.

The prices quoted in our letter of 13 August leave us with only the smallest of margins. They are in fact lower than those of our competitors for goods of similar quality.

The wool used in the manufacture of our THEMARLINE range undergoes a special patented process which prevents shrinkage and increase durability. The fact that we are the largest suppliers of woolen underwear in this country is in itself evidence of the good value of our products.

We hope you will give further thought to this matter, but if you then still feel you cannot accept our offer we hope it will not prevent you from contacting us on some future occasion.

We will always be happy to consider carefully any proposals likely to lead to business between us.

Yours sincerely

### **Supplier rejects buyer's delivery terms**

When delivery terms cannot be met, the supplier should show a genuine desire to help customers in difficulty.

Dear

We were pleased to receive your order of 3 November for 24 Atlantis television sets. However, since you state the firm condition of delivery before Christmas, we deeply regret that we cannot supply you on this occasion.

The manufacturers of these goods are finding it impossible to meet current demand for this popular television set. We placed an order for 100 sets one month ago but were informed that all orders were being met in strict rotation. Our own order will not be met before the end of January.

I understand from our telephone conversation this morning that your customers are unwilling to consider other models. In the circumstances I hope you will be able to meet your requirements from some other source. May I suggest that you try Television Services Ltd of Leicester? They usually carry large stocks and may be able to help you.

Yours sincerely

### **Supplier refuses to extend credit**

If a previous account remains unpaid, the utmost tact is necessary when rejecting an order. Nothing is more likely to offend a customer than the suggestion that they may not be trustworthy. In this letter, the writer tactfully avoids suggestion of mistrust and instead gives internal difficulties as the reason for refusing further credit.

Dear

We were pleased to receive your order of 15 April for a further supply of CD players.

However, owing to current difficult conditions we have had to try and ensure that our many customers keep their accounts within reasonable limits. Only in this way we can meet our own commitments.

At present the balance of your account stands at over €1800. We hope you will be able to reduce it before we grant credit for further supplies.

In the circumstances we should be grateful if you would send us your cheque for, say, half the amount owed. We could then arrange to supply the goods now requested and charge them to your account.

Yours sincerely

### **Counter-offers from suppliers**

When a supplier receives an order which cannot be met for some reason, any of the following options are available:

1. Send a *substitute*. Careful judgment will be required, however, since there is the risk that the customer may be annoyed to receive something different from what was ordered. It is advisable to send a substitute only if a customer is well-known or if there is a clear need for urgency. Such substitutes should be sent 'on approval', with the supplier accepting responsibility for carriage charges both ways.
2. Make a counter-offer.
3. Decline the order.

### **Supplier sends a substitute article**

Dear

We were pleased to receive your letter of 10 April together with your order for a number of items included in our quotation reference RS985. All the items ordered are in stock except for the 25 cushion covers in strawberry pink. Stocks of these have been sold out since our quotation, and the manufacturers inform us that it will be another 4 weeks before they can send replacements.

As you state that delivery of all items is a matter of urgency, we have substituted cushion covers in a fuchsia pink, identical in design and quality with those ordered. They are attractive and rich-looking, and very popular with our customers. We hope you will find them satisfactory. If not, please return them at our expense. We shall be glad either to exchange them or to arrange credit.

All items will be on our delivery schedule tomorrow. We hope you will be pleased with them.

Yours sincerely

### **Supplier makes a counter-offer**

In making a counter-offer the supplier must exercise a great deal of skill to bring about a sale. The buyer is, after all, being offered something that has not been asked for. Therefore it is important that the suggested substitute is at least as good as the one ordered.

Dear

Thank you for your letter of 12 May ordering 800 metres of 100 cm wide watered silk.

We regret to say that we can no longer supply this silk. Fashions constantly change and in recent years the demand for watered silks has fallen to such an extent that we no longer produce them.

In their place we can offer our new GOSSAMER brand of rayon. This is a finely woven, hard-wearing, non-creasable material with a most attractive luster. The large number of repeat orders we regularly receive from leading distributors and dress manufacturers is clear evidence of the widespread popularity of this brand. At the low price of only €3.20 per metre, this rayon is much cheaper than silk and its appearance is just as attractive.

We also manufacture other cloths in which you may be interested and are sending a complete range of patterns by separate post. All these cloths are sold very well in many countries and can be supplied from stock. If you decide to place an order we can meet it within one week.

Please contact me if you have any queries.

Yours sincerely

### **Packing and dispatch**

When goods are dispatched, the buyer should be notified either by an advice note or by letter stating what has been sent, when it was sent, and the means of transport used. The customer then knows that the goods are on the way and can make the necessary arrangements to receive them.

**Request for forwarding instructions**

Dear

We are pleased to confirm that the 12 Olivetti KX R193 word processors which you ordered on 15 October are now ready for dispatch.

When placing your order you stressed the importance of prompt delivery, and I am glad to say that by making a special effort we have been able to improve by a few days on the delivery date agreed.

We await your shipping instructions, and immediately we hear from you we will send you our advice of dispatch.

Yours sincerely

**Advice of goods ready for dispatch**

Dear

We are pleased to confirm that all the books which you ordered on 3 April are packed and ready for dispatch.

The consignment awaits collection at our warehouse and consists of two cases, each weighing about 100 kg.

Arrangements for shipment, c.i.f. Singapore, have already been made with Watson & Co Ltd, our forwarding agents. As soon as we receive their statement of charges, we will arrange for shipping documents to be sent to you through Barclays Bank against our draft for acceptance, as agreed.

We look forward to further business with you.

Yours sincerely

**Notification of goods dispatched**

Dear

ORDER NUMBERS 524

The mohair rugs you ordered on 5 January have been packed in four special waterproof-lined cases. They will be collected tomorrow by British Rail for consignment by passenger train and should reach you by Friday.

We feel sure you will find the consignment supports our claim to sell the best rugs of their kind and hope we may look forward to further orders from you.

Yours sincerely

**Report of damage in transit**

It is the legal duty of the buyer to collect any purchases from the supplier. Unless the terms of the sale include delivery, the railway

or other carrier is considered the agent of the buyer. The buyer is, therefore, responsible for any loss, damage or delay which may affect the goods after the carrier has taken over.

Dear

ORDER NUMBER S 524

We regret to inform you that of the four cases of mohair rugs which were dispatched on 28 January, one was delivered damaged. The waterproof lining was badly torn and it will be necessary to send seven of the rugs for cleaning before we can offer them for sale.

Will you therefore please arrange to send replacements immediately and charge them to our account.

We realize that the responsibility for damage is ours and have already taken up the matter of compensation with the railway authorities.

Yours sincerely

### **Report of non-delivery of goods**

When goods do not arrive as promised, avoid the tendency to blame the supplier as it may not be their fault. Your letter should be restricted to a statement of the facts and a request for information.

Dear

ORDER NUMBER S 524

You wrote to us on 28 January informing us that the mohair rugs supplied to the above order were being dispatched.

We expected these goods a week ago and on the faith of your notification of dispatch promised immediate delivery to a number of our customers. As the goods have not yet reached us, we naturally feel our customers have been let down.

Delivery of the rugs is now a matter of urgency. Please find out from British Rail what has happened to the consignment and let us know when we may expect delivery.

We are of course making our enquiries at this end.

Yours sincerely

### **Complaint to carrier concerning non-delivery**

Upon receiving the report of non-delivery the supplier should at once take up the matter with the carriers, by telephone, letter or fax. If a fax is sent it must contain no suggestion of the annoyance that is naturally felt, but should be confined to the facts and ask for an immediate enquiry into the circumstances.

Dear

We regret to report that a consignment of mohair rugs addressed to W Hart & Co, 25–27 Gordon Avenue, Warrington, has not yet reached them.

These cases were collected by your carrier on 28 January for consignment by passenger train and should have been delivered by 1 February. We hold your carrier's receipt number 3542.

As our customer is urgently in need of these goods, we must ask you to make enquiries and let us know the cause of the delay and when delivery will be made.

Please treat this matter as one of extreme urgency.

Yours sincerely

### CLICHÉS

#### **Opening**

In reply (response) to your letter (fax) of (dated)...., we thank you for...

Please find enclosed our Order No...for...

The enclosed order (No...) is for...

We are pleased to enclose our Order No...for...

We accept your offer and have pleasure in placing an order with you for...

Thank you for your reply of... (date) regarding... we wrote to you about.

Enclosed you will find our official order...for...

Your letter of... (date) convinced me to place an order for... you spoke about. Therefore, please find enclosed...

#### **Payment**

As agreed you will draw on us at... days, documents against acceptance, with the documents being sent to our bank at...

We would like to confirm that payment is to be made by irrevocable letter of credit which we have already applied to the bank for.

Once we have received your advice, we will send a banker's draft to...

#### **Discounts**

We would like to thank you for the ...% trade discount and ...% quantity discounts you allowed us.

Finally, we would like to say that the ...% trade discount is quite satisfactory.

We will certainly take advantage of the cash discounts you offered for prompt settlement.

Although the rather low discount of ...% disappointed us, we will place an order and hope that this allowance can be reviewed at some time in the near future.

**Delivery**

It is essential that the goods are delivered before...

Delivery before ...is a firm condition of this order, and we reserve the right to refuse goods delivered after that time.

Please confirm that you can complete the work before...

**Methods of delivery**

Please remember that only air freight will ensure prompt delivery.

Please send the goods by... as we need them urgently.

We advise delivery by road to avoid constant handling of this fragile consignment.

Could you please ship by scheduled freighter to avoid any necessary delays?

**Closing**

Please send the copy of this order to us, duly signed, as an acknowledgement.

We hope that this will be the first of many orders we will be placing with you.

We will submit further orders, if if this one is completed to our satisfaction.

If the goods sell as well as we hope, we shall send further orders in the near future.

I look forward to receiving your advice / acknowledgement / confirmation.

**Acknowledging an order**

Thank you for your order No... which we received today. We are now dealing with it and you may expect delivery within the next ... weeks.

We are pleased to say that your order No ... is now being processed and should be ready for despatch by next week.

We are pleased to say that we have already made up your order No... for ..., and are now making arrangements for shipment to...

As requested we enclose the copy of your order, duly signed, as an acknowledgement.

We confirm that delivery will be made by... (date).

Delivery will be made in conformity (accordance) with your instructions.

We hope that you will have a good turnover, and that we will be dealing with your company in the future.

## **Refusing an order**

### **1. Out of stock**

We are sorry (we regret) to let you know (to inform you) that we cannot execute your order because of...

The goods you ordered are no longer available. We can offer you a substitute.

We are sorry to say that we are completely out of stock of this item and it will be at least... weeks before we get our next delivery, but please contact us then.

We no longer manufacture this product as demand over the past few years has declined.

Thank you for your order for... Unfortunately, we have run out of the ... you asked for. As you have particularly requested only this..., we will not offer a substitute, but hope we will get delivery of a new consignment within... (period of time). We hope you will contact us then.

### **2. Bad reputation**

I am sorry to say that we must turn down your order as we have full order books at present and cannot give a definite date for delivery.

As there is heavy demand, we have very few of these products in stock, and are serving on a rota basis. It seems unlikely that we could deliver within the next... (period of time).

We would not be able to process your order for the date you have given, as... (reason). Therefore, regretfully we have to decline it.

### **3. Unfavourable terms**

Delivery could not possibly be promised within the time given in your letter.

It would be uneconomical for us to offer our products at the discounts you suggest as we work on a fast turnover and low profit margins.

The usual trade discount is ...% in this country, which is ...% lower than the figure mentioned in your letter.

The discount you asked for is far more than we offer any of our customers.

We only accept payment by letter of credit.

Our company relies on quick sales, low profits, and a fast turnover, and therefore we cannot offer long-term credit facilities.

### **4. Size of order**

We are a small firm and couldn't possibly handle an order for ... (quantity) units.

Our factory does not have facilities to turn out ... (quantity) units in a week.

We only supply orders for ... by gross, but suggest you try a wholesaler rather than manufacturer.

### Practical Assignments

**1. Use the words below to complete this extract from a covering letter that has been sent with an order.**

depot	wrapped	consignment	crates
settle	hand over	transaction	packed
delivery	alternative		

Would you please make sure that the (1)..... of fabrics is (2)..... (2)..... carefully in tissue paper, and (3).....securely in (4)..... and sent to our main goods (5)..... at the above address in Milan.

If the items listed are not available, please do not send (6).....materials or colours. If there are any problems with (7)....., could you let us know immediately.

We will (8).....your draft for € 25,000, at our bank as soon as they (9).....the shipping documents.

If this (10).....is successful, we will place larger orders in the future.

**2. Match up the phrases in A with the phrases in B to make complete sentences, and put the verbs into the first conditional.**

Example

If there (be) any delay... we (inform) you at once.

*If there is any delay, we will inform you at once.*

**A**

- 1 Unless the consignment (arrive) by the end of next week
- 2 We (be able) to give you a discount
- 3 Unless the items (be/wrap) with extreme care
- 4 If the colours we specified (be) not in stock
- 5 We (send) the consignment by road
- 6 If this transaction (be) successful

**B**

- a if you (order) more than 20,000 units
- b we (place) further orders with you
- c we (accept) an alternative
- d we (have to) cancel the order
- e many of them (get) broken
- f if the railways (be) still on strike

**3. Complete each unfinished sentence in the exercise below, so that it means the same as the one before it.**

- 1 If we don't hear from you, we'll assume there are no problems.  
Unless we.....
- 2 We can't give you a fifteen per cent discount because your order isn't large enough.  
If your order .....
- 3 On receipt of your order, we'll dispatch the goods immediately.  
As soon as we .....
- 4 We can only process your order if we receive the necessary documents within fourteen days.  
Provided that we.....
- 5 The colour you require may be out of stock. Would you accept an alternative?  
If we.....
- 6 We cannot accept your order without a letter of credit.  
Unless you.....

**4. The following verbs can all be used with the noun order. Choose the best verb to complete the sentences, using each one only once, in the correct form.**

confirm    refuse    deliver    ship  
place    make up    cancel    dispatch

- 1 We should like to ..... an order with you for 5,000 units.
- 2 As we are unable to supply the quantity you requested, it would be quite understandable for you to ..... your order.
- 3 We are confident that we will be able to ..... the order to you next week.
- 4 You will be pleased to know that your order K451 has already been ..... from our depot.
- 5 Please ..... your order in writing, so we can inform our distribution depot.
- 6 Your order was..... yesterday on the SS Oxford.
- 7 Unfortunately, we'll have to..... your order unless payment is settled in cash.
- 8 I would like to reassure you that your order will be.....in our depot by staff who have experience in handling these delicate materials.

**5. Read this extract from a letter apologizing for a delayed delivery, and choose the best words from the options in brackets.**

Further to our telephone conversation, I am writing to you (affecting, concerning, changing) your order, No. SX1940, which was (sold, made, placed) with us on 10 January.

Once again, I must (regret, apologize, speak) to you for our delay in processing the order. This was due to a (shortage, fault, problem) of office staff. However, since I spoke to you last week, we have (dismissed, promoted, taken on) four new employees at our depot, and I am pleased to be able to tell you that your order is now ready for dispatch. It will (arrive, delivery, reach) you in approximately fourteen days' time.

As always, special (care, attention, caution) has been taken to ensure that your (load, crates, consignment) of goods has been packed (meeting, according, serving) to your requirements. Each item will be individually wrapped to (prevent, cause, stop) damage.

**6. Read the following memo from a buying manager to a secretary.**

MEMORANDUM

To: Sabine Muss

From: D. Faust (Buying Manager)

Date: 5 May 202-

Please place an order with D. Causio of Satex for the items I've indicated on the catalogue attached. Remind him in the accompanying letter that the terms we agreed on were payment by banker's draft, and delivery within six weeks.

Thank you.

**Now look at the sales catalogue Mr Faust mentioned in his memo.**

**SATEX S.p.A.**

**Spring catalogue**

<b>Item</b>		<b>Catalogue No.</b>	<b>Price (€ per item)</b>	
<b>Shirts</b>	Plain			
	white	S298	30	50
	blue	S288	30	50
Striped	white/blue	S301	35	
	white/grey	S302	35	
	white/green	S303	35	

**Pullovers (V-neck)**

Plain	red	P112	40	20
	blue	P155	40	20
	black	P196	40	
Patterned	blue	P305	52	
	black	P306	52	

**Now, use the information from the memo and the catalogue to complete the order form.**

**SATEX S.p.A**  
**Via di Pietra Papa 00146 Roma**  
**ORDER FORM**

**Date:** 5 May 202-

**Name of company:** Reiner GmbH

**Order No.** W6164

**Telephone:** 05 41/7/982521

**Fax:** 0541/38221

**Telex:** 2918176

**Address for delivery:** Wessumerstrasse 215-18, D-4500 Osnabrück

**Authorized:** (D. Faust)

**Quantity      Item description      Cat No.      Price c.i.f.      Total**  
**Amount due:**

**Terms of payment:**

**Requested delivery date:**

**7. Write a covering letter with this order from Sabine Muss on behalf of D.Faust.**

- Thank Satex for their letter of 1 May, catalogue, and price-list.
- Tell them you have enclosed the above order, and that you expect delivery within six weeks. You will pay by banker's draft when you receive the shipping documents.
- Explain that if items are not available they should not send substitutes.
- Tell them that if there are any problems with delivery, they must let you know at once.
- Close by saying you look forward to receiving acknowledgement of your order.

## LETTERS REQUESTING PAYMENT

When a customer fails to pay promptly it is always annoying to the supplier, but no suggestion of annoyance must be allowed to creep into the correspondence. It may be better not to write at all and instead call on the customer if possible, or telephone tactfully to persuade at least part payment to be made on account. In difficult cases it may even be good policy to accept a part payment rather than resort to legal action which would be both expensive and time-consuming.

There may be several good reasons why a customer fails to pay on time, some of them deserving sympathy. There is, however, always the customer who is only too ready to invent excuses and who needs to be watched. Each case must be treated on its merits.

The style and tone of any letters should depend on such factors as the age of the debt, whether later payment is habitual and how important the customer is. However, no letter must ever be less than polite and even the final letter threatening legal action must be written 'with regret'.

### **Late Payments**

When there is a need to write explaining difficulties in paying an account by the due date and to ask to defer payment, the following plan is useful:

1. Refer to the account which cannot be paid immediately.
2. Regret inability to pay and give reasons.
3. Suggest an extension of period for payment.
4. Hope that the suggestion will be accepted.

### **Customer explains late payment**

Dear

Further to your letter of 4 July I enclose a cheque for £1182.57 in full settlement of your invoice number W 563, with my apologies for late payment.

This is due to my absence from the office through illness and my failure to leave instructions for your account to be paid. I did not discover the oversight until I returned to the office yesterday.

I would not like you to think that failure to settle your account on time was in any way intentional. My apologies once again for this delay.

Yours sincerely

### **Customer explains inability to pay**

This letter is from a regular and reliable customer. It makes a reasonable request and a supplier refusing it would run the risk of driving away that customer. If the supplier refuses, the customer might pay the outstanding amount, but could then start buying from a competitor. In the process the supplier could lose many valuable future orders.

Dear Sirs

Your invoice number 527 dated 20 July for £1516 is due for payment at the end of this month.

Most unfortunately a fire broke out in our Dispatch Department last week and destroyed a large part of a valuable consignment due for delivery to a cash customer. Our claim is now with the insurance company but it is unlikely to be met for another 3 or 4 weeks. Until then we are faced with a difficult financial problem.

I am therefore writing for permission to defer payment of your invoice until the end of September.

As you are aware my accounts with you have always been settled promptly, and it is with regret that I am now forced to make this request. I hope that you will find it possible to grant it.

Yours faithfully

### **COLLECTION LETTERS**

The preliminary steps in debt collection are as follows:

- 1. A first end-of-month statement of account.**
- 2. A second end-of-month statement of account with added comment.**
- 3. A first letter worded formally.**
- 4. Second and third letters.**
- 5. A final letter notifying that legal action will be taken unless the amount is paid within a stipulated period of time**

A customer whose account is only slightly overdue would understandably be offended to receive a personal letter concerning this. This is why the first 2 reminders usually take the form of end-of-the-month statements of account. Even where the second of these statements is marked with such comments as 'Second application', 'Account overdue – please pay' or 'Immediate attention is requested', this is unlikely to give offence.

### **First Applications for Payment**

It is not wise to write a letter until a customer has been given the opportunity to pay on these impersonal statements. Letters requesting

payment of overdue accounts are termed 'collection letters'. They aim to:

- (a) persuade the customer to settle the account;
- (b) retain custom and goodwill.

It would be easy to give offence so any letter must be written with tact and restraint. It may also be the case that the supplier is at fault, as in the case where a payment received has not been recorded, or goods sent or service given is not satisfactory.

### **A printed collection letter**

A first collection letter may be printed as a 'form letter' as in this example where the individual details are keyed in appropriately. Alternatively the details may be stored on a word processor so that the letter may be personalized.

Dear Sir / Madam

ACCOUNT NUMBER ...

According to our records the above account dated ... has not been settled.

The enclosed statement shows the amount owing to be £...

We hope to receive an early settlement of this account.

Yours faithfully

### **Personalized collection letters**

There may be circumstances when an individual letter rather than a form letter is more appropriate. It should then be addressed to a named senior official and marked 'Confidential'.

#### **(a) To a regular payee**

Dear

ACCOUNT NUMBER 6251

As you are usually very prompt in settling your accounts, we wonder whether there is any special reason why we have not received payment of this account which is already a month overdue.

In case you may not have received the statement of account sent on 31 May showing a balance owing of €105.67, a copy is enclosed.

We hope this will receive your early attention.

Yours sincerely

#### **(b) To a new customer**

Dear Sir/Madam

ACCOUNT NUMBER 5768

We regret having to remind you that we have not received payment of the balance of €105.67 due on our statement for December. This was sent to you on 2 January and a copy is enclosed.

We must remind you that unusually low prices were quoted to you on the understanding of an early settlement.

It may well be that non-payment is due to an oversight, and so we ask you to be good enough to send us your cheque within the next few days.

Yours faithfully

**(c) To a customer who has sent a part-payment**

Dear

Thank you for your letter of 8 March enclosing a cheque for €500 in part-payment of the balance due on our February statement.

Your payment leaves an unpaid balance of €825.62. As our policy is to work on small profit margins, we regret that we cannot grant long term credit facilities.

We are sure that you will not think it is unreasonable for us to ask for immediate payment of this balance.

Yours sincerely

**Reminder to customer who has already paid**

The need for a cautious approach is always necessary since the customer may not be at fault, as where the payment has gone astray, or where the supplier has received it but failed to record it

**Request for payment**

Dear Sir/Madam

ACCOUNT NUMBER SS42

According to our records our account for cutlery supplied to you on 21 October has not been paid.

We enclose a detailed statement showing the amount owing to be €310.62 and hope you will make an early settlement

Yours faithfully

**Customer's reply**

Dear

YOUR ACCOUNT NUMBER S542

I was surprised to receive your letter of 8 December stating that you had not received payment of the above account.

In fact our cheque (number 065821, drawn on Barclays Bank, Blackpool) for €310.62 was posted to you on 3 November. As this

cheque appears to have gone astray, I have instructed the bank not to pay on it. A replacement cheque for the same amount is enclosed.

Yours sincerely

**The Second Application Letter**

If a reply to the first application is not received a second application should be sent after about 10 days. This should be firmer in tone but still polite. Nothing must be said to cause annoyance or ill will. Co-operation is required and this will not be achieved by annoying the customer.

Such letters should be addressed to a senior official under 'Confidential' cover and planned as follows:

1. refer to previous application
2. assume that something unusual accounts for the delay in payment
3. suggest tactfully that an explanation would be welcome
4. ask for payment 10 be sent

**Second letter, following (a)**

Dear Sir/Madam

ACCOUNT NUMBER 6251

As we have not received a reply to our letter of 5 July requesting settlement of the above account, we are writing again to remind you that the amount still owing is €105.67.

No doubt there is some special reason for the delay in payment, and we should welcome an explanation together with your remittance.

Yours faithfully

**Second letter, following (b)**

Dear Sir/Madam

On 18 February we wrote to remind you that our December statement sent on 2 January showed a balance of €105.67 outstanding and due for payment by 31 January.

Settlement of this account is now more than a month overdue. Therefore we must ask you either to send us your remittance within the next few days or at least to offer an explanation of the delay in payment.

Your prompt reply will be appreciated.

Yours faithfully

**Second letter, following (c)**

Dear Sir/Madam

We have not heard from you since we wrote on 10 March about the unpaid balance of €825.62 on your account. In view of your past good record we have-not previously pressed for a settlement.

To regular customers such as yourself our terms of payment are 3 % one month and we hope you will not withhold payment any longer; otherwise it will be necessary for us to revise these terms.

In the circumstances we look forward to receiving your cheque for the outstanding amount within the next few days.

Yours faithfully

The Third Application Letters

If payment is still not made and if no explanation has been received, a third letter becomes necessary. Such a letter should show that steps will be taken to enforce payment if necessary, such steps depending on individual circumstances. Third letters should follow this plan:

1. Review earlier efforts to collect payment.
2. Give a final opportunity to pay by stating a reasonable deadline date.
3. State that you wish to be fair and reasonable.
4. State action to be taken if this third request is ignored.
5. Regret the necessity for the letter.

**Third letter, following (a)**

Dear Sir/Madam

ACCOUNT NUMBER 6251

We do not appear to have received replies to our two previous requests of 5 and 16 July for payment of the sum of €105.67 still owing on this account.

It is with the utmost regret that we have reached the stage when we must press for immediate payment. We have no wish to be unreasonable, but failing payment by 7 August you will leave us no choice but to place the matter in other hands.

We sincerely hope this will not become necessary.

Yours faithfully

**Third letter, following (b)**

Dear Sir/Madam

It is very difficult to understand why we have not heard from you in reply to our two letters of 18 February and 2 March about the sum of €105.67 due on our December statement. We had hoped that you would at least explain why the account continues to remain unpaid.

I am sure you will agree that we have shown every consideration in the circumstances. Failing any reply to our earlier requests for payment,

I am afraid we shall have no choice but to take other steps to recover the amount due.

We are most anxious to avoid doing anything through which your credit and reputation might suffer. Therefore even at this late stage we are prepared to give you a further opportunity to put matters right.

In the circumstances, we propose to give you until the end of this month to clear your account.

Yours faithfully

**Third letter, following (c)**

Dear Sir/Madam

We are surprised and disappointed not to have heard from you in response to our two letters of 10 and 23 March reminding you of the balance of €825.62 still owing on our February statement.

This failure either to clear your account or even to offer an explanation is all the more disappointing because of our past satisfactory dealings over many years.

In the circumstances we must say that unless we hear from you within 10 days we shall have to consider seriously the further steps we should take to obtain payment.

Yours faithfully

**Final Collection Letters**

If all three applications are ignored, it is reasonable to assume that the customer either cannot, or will not, settle the account. A brief notification of the action that is to be taken must then be sent as a final warning.

**Final letter, following (a)**

Dear Sir / Madam

We are surprised and very much regret that we have received no reply to the further letter we sent to you on 28 July regarding the long overdue payment of €105.67 on your account.

Our relations in the past have always been good. Even so we cannot allow the amount to remain unpaid indefinitely. Unless the amount due is paid or a satisfactory explanation received by the end of this month, we shall be reluctantly compelled to put this matter in the hands of our solicitors.

Yours faithfully

### **Final letter, following (b)**

Dear Sir/Madam

We are disappointed not to have received any response from you in answer to our letter of 16 March concerning non-payment of the balance of €105.67 outstanding on our December statement.

As our business relations in the past have always been pleasant and friendly, we are now making a final request for payment in the hope that it will not be necessary to hand the matter over to an agent for collection.

We have decided to defer this step for 7 days to give you the opportunity either to pay or at least to send us an explanation.

Yours faithfully

Final letter, following (c)

Dear Sir/Madam

We are quite unable to understand why we have received no reply to our letter of 7 April, our third attempt to secure payment of the balance of €826.62 still owing on your account with us.

We feel that we have shown reasonable patience and treated you with every consideration. However we must now regretfully take steps to recover payment at law, and the matter will be placed in the hands of our solicitors.

Yours faithfully

### **CHECKLIST**

1. Use a tone which is firm but understanding
2. Mention when the payment was originally due
3. State the amount owed
4. State the penalties if any
5. Mention the grace period
6. Give a new deadline
7. Indicate the consequences

### **CLICHES**

#### **First applications**

##### **Openings**

1. We notice that your account which was due for payment on ..., is still out standing.
2. We wish to draw your attention to our invoice number ... for €... which remains unpaid.
3. We most remind you that we have not yet received the balance of our ... statement amounting to £..., payment of which is now more than a month overdue.

**Closes**

1. We hope to receive your cheque by return.
2. We look forward to your payment within the next few days.
3. As our statement may have gone astray, we enclose a copy and shall be glad if you will pass it for payment immediately.

**Second applications****Openings**

1. We do not appear to have had any reply to our request of... for settlement of €... due on our invoice ... dated ...
2. We regret not having received a reply to our letter of...
3. We are at a loss to understand why we have received no reply to our letter of requesting settlement of our ... statement in the sum of €...

**Closes**

1. We trust you will attend to this matter without further delay.
2. We must ask you to settle this account by return.
3. We regret that we must ask for immediate payment of the amount outstanding.

**Third applications****Openings**

1. We wrote to you on... and again on ... concerning the amount owing on our invoice number...
2. We have had no reply to our previous requests for payment of our... statement...
3. We note with surprise and disappointment that we have had no replies to our two previous applications for payment of your outstanding account.

**Closes**

1. Unless we receive your cheque in full statement by... we shall have no alternative but to instruct our solicitors to recover the amount due.
2. Unless we receive your cheque in full settlement by the end of this month, we shall be compelled to take further steps to enforce payment.
3. We still hope we will settle this account without further delay and thus save you the inconvenience and considerable costs of legal action.

**Practical Assignments****1. Put who, that, which or preposition + which in the following sentences, where necessary.**

1. Thank you for your letter ..... you enquired about our products.
2. Your statement of account, ..... we received yesterday, appears to have a number of errors ..... refer to items we did not order.

3. I would like to speak to Mr Newland, ..... phoned me earlier, concerning our account, ..... he says has not been cleared.
4. The cheque ..... you sent us has now been cleared.
5. Would you please clear your balance ..... has been outstanding since February.
6. You need to contact the person ..... deals with foreign transactions.

**2. Look at these two sentences:**

*We received your Giro slip today informing us that you had paid € 126.00 into your account.*

*I rang the manager to inform him that I had paid off the outstanding balance.*

In which sentence does the verb mean "which informed"?

In which sentence does the verb mean "in order to inform"?

**Now complete the following sentences using the verbs either as participles (e. g. working), or infinitives (e. g. to work).**

1. Mrs Jackson has gone to the Post office (cash) ..... a postal order.
2. They sent us an invoice (give) ..... details of all the goods that had been ordered.
3. Their letter (explain) why they had not paid promptly, arrived a few days later.
4. I am writing to you (ask) ..... why the outstanding balance on your account has still not been paid.
5. I have written to the insurers (find out) ..... when they expect to settle the claim.
6. Although I am reluctant to take legal action (recover) ..... the amount, you leave me no alternative.
7. In our company we normally use letters of credit (settle) ..... transactions overseas.

**3. Match each sentence written in formal English (i.e. the appropriate language for letter-writing), to its nearest informal equivalent.**

1. We expect to receive a remittance from you in seven days.
  - a. We want you to get in touch with us in a week.
  - b. We would like you to pay your debt in the next week.
  - c. We want you to send our account details next week.

2. We should like another month to settle.
  - a. We can't pay until next month.
  - b. We need more time to get used to our new office.
  - c. We will send you the bill in a month's time.
3. Please find enclosed your statement for the month of March.
  - a. We are sending details of all the transactions we made in March.
  - b. We are informing you about what you owe us for March.
  - c. We are sending the money we owe you for March.
4. The sum of €215.60 has been credited to your account.
  - a. You will be expected to pay €215.60 from your account.
  - b. We believe that you now have a total of €215.60 in your account.
  - c. A payment of €215.60 has gone into your account.
5. I apologize for not clearing the balance earlier.
  - a. Sorry I didn't pay you earlier.
  - b. Sorry for not closing my account earlier.
  - c. Sorry for the delay in replying to you.
6. Settlement of your February account is overdue.
  - a. You paid us too much in February.
  - b. We can't offer you a loan to pay your February account.
  - c. You haven't paid us yet for February.
7. We ask you to bear with us.
  - a. Please be patient.
  - b. We need your custom.
  - c. We would like you to pay us.

**4. Make changes to the following letter so that it sounds more formal.**

Thanks for sending us €550 the other week, but don't forget you still owe us €2,000, which we want you to pay before the end of April. If you're having problems finding the money, why don't you give us a ring? We could arrange a different way for you to pay us.

**5. Read the following letter requesting payment and choose the best words from the options in brackets.**

**UK CYCLES Ltd**  
Borough House  
Borough Road  
Cleveland TS1 3BA

Our Ref: HS 351

The Managing Director  
Velo Sport AG  
Karlstr. 45  
O-5230 Sömerda

Account No. VS 301632

28 April 2024

Dear Mr Janssen

We wrote to you on 25 March concerning the above (account, bill) for €2,700.00 which has now been outstanding (for, since, about) three months. When we agreed to offer you credit facilities we pointed out that it was essential to (pay up, clear, handle) accounts (in, at, on) the exact date, particularly as we generally do not (allow, give, offer) credit terms.

As you realize, delayed payments can create problems for us (by, to, with) our own suppliers, therefore we would appreciate it if you could either let us know why the (account, credit, payment) has not been cleared, or let us have a remittance (within, for, during) the next ten days.

We hope this receives your immediate attention.

Yours sincerely

Helen Stuart

Helen Stuart (Mrs)

Accountant

**6. Write a letter from Karl Janseen, Managing Director of Velo Sport, to Mrs Stuart.**

- Thank her for the letters and quote the dates.
- Explain that a fire at your Head Office has destroyed a lot of your computer data and has disrupted all correspondence with suppliers and customers. You need some time to get back to your normal routine.
- Request a further thirty days to settle.

## **LETTERS OF COMPLAINTS**

No matter how good our intentions and efforts are, there are occasions when it is necessary to deal with a complaint, or even to make one. Complaints may be necessary for many reasons such as:

- wrong goods received
- poor service
- unsatisfactory quality of goods
- late delivery
- damaged goods
- prices not as agreed

### **Making a complaint**

When you have a genuine complaint you will feel angry, but you must show restraint in your letter, if only because the supplier may not be to blame. The following points need to be considered:

- (a) Do not delay as this will weaken your position and the supplier may have difficulty in investigating the cause.
- (b) Do not assume that the supplier is automatically to blame; they may have a perfectly good defense.
- (c) Confine your complaint to a statement of the facts, followed by either an enquiry as to what the supplier proposes to do about it, or a suggestion of how the matter can be rectified.
- (d) Avoid rudeness; this would create ill-feeling and cause the supplier to be unwilling to resolve matters.

### **Dealing with a complaint**

Most suppliers naturally wish to hear if customers have cause to complain. This is better than custom being lost and trade taken elsewhere. It also provides an opportunity to investigate, to explain, and to put things right. In this way goodwill may be preserved. Receiving such complaints may also suggest ways in which the supplier's products or services could be improved. When dealing with dissatisfied customers remember the following rules:

- (a) It is often said that the customer is always right. This may not always be the case but it is sound practice to assume that the customer may be right.
- (b) Acknowledge a complaint promptly. If you are unable to reply fully, explain that it is being investigated and a full reply will be sent later.

(c) If the complaint is unreasonable, point this out politely and in a way that will not offend.

(d) If you are to blame, admit it readily, express regret and promise to put matters right.

(e) Never blame any of your staff; in the end you are responsible for their actions.

(f) Thank the customer for informing you about the matter.

Complaints concerning goods

### **Complaint concerning wrong goods**

If goods are received which are not of the kind or quality ordered then you are entitled to return them at the supplier's expense.

<b>Order number and date</b>	Dear Sirs On 12 August I ordered 12 copies of <u>Background Music by H Lowery</u> under my order number FT567.
<b>Reasons for dissatisfaction</b>	On opening the parcel received this morning I found that it contained 12 copies of <u>History of Music</u> by the same author. I regret that I cannot keep these books as I have an adequate stock already. I am therefore returning the books by parcel post for immediate replacement, as I have several customers waiting for them.
<b>Action requested</b>	I trust you will credit my account with the invoiced value of the returned copies including <u>reimbursement</u> for the postage cost of €17.90. Yours faithfully

### **Reply**

<b>Express regret</b>	Dear Mr Ramsay I was sorry to learn from your letter of 18 August that a mistake occurred in dealing with your order.
<b>Explain how mistake occurred</b>	This mistake is entirely our own and we apologize for the <b>d</b> inconvenience it is causing you. This occurred because of staff shortage during this unusually busy season and also the fact that these 2 books by Lowery have identical bindings.
<b>Action taken to rectify the matter</b>	12 copies of the correct title have been dispatched by post today. Your account will be credited with the invoiced value of the books and cost of return postage. Our credit note is enclosed.
<b>A closing apology</b>	We apologize again for this mistake.  Yours sincerely

### Complaint concerning quality

A buyer is entitled to reject goods which are not of the quality or description ordered. However, later deliveries may also not be accepted, even if the goods are correct.

<p><b>Reasons for complaint</b></p>	<p>Dear Sirs We have recently received several complaints from customers about your fountain pens. The pens are clearly not giving satisfaction and in some cases we have had to refund the purchase price.</p>
<p><b>Further details</b></p>	<p>The pens are part of the batch of 500 supplied against our order number 8562 dated 28 March. This order was placed on the basis of a sample pen left by your representative. We have ourselves compared the performance of this sample with that of a number of the pens from this batch, and there is little doubt that many of them are faulty – some of them leak and others blot when writing. The complaints we have received relate only to pens from the batch mentioned. Pens supplied before these have always been satisfactory.</p>
<p><b>Action required</b></p>	<p>We therefore wish to return the unsold balance, amounting to 377 pens. Please replace them with pens of the quality which our earlier dealings with you have led us to expect.</p>
<p><b>Close</b></p>	<p>Please let us know what arrangements you wish us to make for the return of these unsuitable pens. Yours faithfully</p>

### Reply (accepting complaint)

Dear

Thank you for your letter dated 10 May pointing out faults in the pens supplied to your order number 8562. This has caused us a good deal of concern and we are glad that you brought this matter to our notice.

We have tested a number of pens from the production batch you mention, and agree that they are not perfect. The defects have been traced to a fault in one of the machines which has now been rectified.

Please arrange to return to us your unsold balance of 377 pens; the cost of postage will be reimbursed in due course. We have already arranged for 400 pens to be sent to replace this unsold balance. The extra 23 pens are sent without charge, and will enable you to provide free replacement of any further pens about which you may receive complaints.

We apologize for the inconvenience this has caused you.

Yours sincerely

**Alternative reply (rejecting complaint)**

If circumstances show that a complaint must be rejected, you must show an understanding of the customer's position and carefully explain why a rejection is necessary

Dear

We are sorry to learn from your letter of 10 May of the difficulties you are having with the pens supplied to your order number 8562.

All our pens are manufactured to be identical in design and performance and we cannot understand why some of them should have given trouble to your customers. It is normal practice for each pen to be individually examined by our Inspection Department before being passed into store. However, from what you say, it would seem that a number of the pens included in the latest batch escaped the usual examination.

We sympathize with your problem but regret that we cannot accept your suggestion to take back all the unsold stock from the batch concerned. Indeed there should be no need for this since it is unlikely that the number of faulty pens can be very large. We will gladly replace any pen found to be unsatisfactory, and on this particular batch are prepared to allow you a special discount of 5 % to compensate for your inconvenience.

We trust you will accept this as being a fair and reasonable solution of this matter.

Yours sincerely

**Complaint concerning quantity**

**Surplus goods delivered**

When a supplier delivers more than the quantity ordered, the buyer is legally entitled to reject either all the goods or only the excess quantity. Alternatively, all the goods may be accepted and the excess paid for at the same rate. In this letter the buyer rejects the surplus goods but is not obliged to return them; it is the supplier's responsibility to arrange for their collection.

Dear Sirs

Thank you for your promptness in delivering the coffee we ordered on 30 July. However, 160 bags were delivered this morning instead of 120 as stated on our order.

Our present needs are completely covered and we cannot make use of the 40 bags sent in excess of our order. These bags will therefore be held in our warehouse until we receive your instructions.

Yours faithfully

### **Shortage in delivery**

When a supplier delivers less than the quantity ordered the customer cannot be compelled to accept delivery by installments. Immediate delivery of the balance may be requested.

Dear Sir/Madam

OUR ORDER NUMBER 861

We thank you for so promptly delivering the gas coke ordered on 20 March. Although we ordered 5 tons in 50-kg bags, only 80 bags were delivered. Your carrier was unable to explain the shortage and we have not received any explanation from you.

We still need the full quantity ordered and shall be glad if you will arrange to deliver the remaining 20 bags as soon as possible.

Yours faithfully

### **Complaint to manufacturer**

#### **Customer's complaint**

In this letter the buyer was informed by the supplier to write directly to the manufacturer regarding faulty goods.

Dear Sirs

On 15 September I bought one of your 'Big Ben' alarm clocks (mains operated) from Stansfield Jewelers in Leeds. Unfortunately I have been unable to get the alarm system to work and am very disappointed with my purchase.

The manager of Stansfield's has advised me to return the clock to you for correction of the fault. This is enclosed.

Please arrange for the clock to be put in full working order and return it to me as soon as possible.

Yours faithfully

#### **Manufacturer's reply**

In this reply the manufacturer shows genuine interest in the complaint and does everything possible to ensure customer satisfaction.

The considerate manner which the complaint is treated helps to build a reputation for reliability and fair dealing.

Dear Mrs. Wood

Thank you for your letter of 20 September enclosing the defective 'Big Ben' alarm clock.

Your comments on the performance of the clock are very interesting and I have passed it to our engineers for inspection.

Meanwhile we are arranging to replace your clock with a new one which has been tested thoroughly to ensure that it is in perfect working order. This will be sent to you within the next few days.

I am sorry for the trouble and inconvenience this matter has caused you, but am confident that the replacement clock will prove satisfactory and give you the service you are entitled to expect from our products.

Yours sincerely

Complaints concerning delivery

No supplier likes to be accused of negligence or carelessness which is often what a complaint about packaging amounts to. Such complaints must be carefully worded so as not to give offence. Nothing is to be gained by being sarcastic or insulting – you are much more likely to get what you want by being courteous. Show that you regret having to complain, but explain that the trouble is too serious not to be reported.

### **Complaint concerning damaged goods**

The writer of this letter points out damage which was discovered after checking the consignment. Any suggestion that the damage to the goods is due to faulty packing is tactfully avoided.

<p><b><i>Introduction and background details</i></b></p> <p><b><i>Explain details which evolved after receiving goods</i></b></p> <p><b><i>Enclose full list of damaged goods and request replacement</i></b></p>	<p>Dear Sirs</p> <p>OUR ORDER NUMBER R569</p> <p>We ordered 160 compact discs on 3 January and they were delivered yesterday. I regret that 18 of them were badly scratched.</p> <p>The package containing these goods appeared to be in perfect condition and I accepted and signed for it <u>without</u> question. It was on unpacking the compact discs when the damage was discovered; I can only assume that this was due to careless handling at some stage prior to packing. I am enclosing a list of the damaged goods and shall be glad if you will replace them. They have been kept aside in case you need them to support a claim on your suppliers for compensation.</p> <p>Yours faithfully</p>
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**Reply**

The supplier's reply promptly complies with the customer's request and shows a desire to improve the service to customers.

<p><b><i>Acknowledge letter and show regret about damages</i></b> <b><i>Give details about replacements</i></b></p> <p><b><i>Give further information about follow-up action</i></b></p> <p><b><i>Assurance about future orders</i></b></p>	<p>Dear YOUR ORDER NUMBER R569</p> <p>I was sorry to learn from your letter of 10 January that some of the compact discs supplied to this order were damaged when they reached you. Replacements for the damaged goods have been sent by parcel post this morning. It will not be necessary for you to return the damaged goods; they may be destroyed.</p> <p>Despite the care we take in packing goods there have recently been several reports of damage. To avoid further inconvenience and annoyance to customers, as well as expense to ourselves, we are now seeking the advice of a packaging consultant in the hope of improving our methods of handling.</p> <p>We regret the need for you to write to us and hope the steps we are taking will ensure the safe arrival of all your orders in future.</p> <p>Yours sincerely</p>
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**Reply**

The supplier's reply promptly complies with the customer's request and shows a desire to improve the service to customers.

<p><b><i>Acknowledge letter and show regret about damages</i></b> <b><i>Give details about replacements</i></b></p> <p><b><i>Give further information about follow-up action</i></b></p>	<p>Dear YOUR ORDER NUMBER R569</p> <p>I was sorry to learn from your letter of 10 January that some of the compact discs supplied to this order were damaged when they reached you.</p> <p>Replacements for the damaged goods have been sent by parcel post this morning. It will not be necessary for you to return the damaged goods; they may be destroyed.</p> <p>Despite the care we take in packing goods there have recently been several reports of damage. To avoid further inconvenience and annoyance to customers, as well as expense to ourselves, we are now seeking the advice of a packaging consultant in the hope of improving our methods of handling.</p>
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<b>Assurance about future orders</b>	We regret the need for you to write to us and hope the steps we are taking will ensure the safe arrival of all your orders in future. Yours sincerely
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### Complaint regarding bad packing

<b>Introduction about reason for writing</b>	Dear Sirs The carpet supplied to our order number C395 of 3 July was delivered by your carriers this morning.
<b>Details about complaint</b>	We noticed that one of the outer edges of the wrapping has been worn through, presumably as a result of friction in transit. When we took off the wrapping it was not surprising to find that the carpet itself was soiled and slightly frayed at the edge.
<b>Further details and questions about precautions</b>	This is the second time in 3 weeks that we have had cause to write to you about the same matter. We find it hard to understand why precautions could not be taken to prevent a repetition of the earlier damage.
<b>Suggestions about future handling of orders</b>	Although other carpets have been delivered in good condition, this second experience within such a short time suggests the need for special precautions against friction when carpets are packed onto your delivery vehicles. We hope that you will bear this in mind in handling our future orders.
<b>Requests for special concession</b>	In view of the condition of the present carpet we cannot offer it for sale at the normal price and propose to reduce our selling price by 10 %. We suggest that you make us an allowance of 10 % on the invoice cost. If you cannot do this, we shall have to return the carpet for replacement. Yours faithfully

### Reply

<b>Express regret at customer's dissatisfaction</b>	Dear I was very sorry to learn from your letter of 15 August that the carpet supplied to your order number C395 was damaged on delivery.
---	---

<b>Explain circumstances surrounding the complaint</b>	Our head packer informs us that the carpet was first wrapped in heavy oiled waterproof paper and then in a double thickness of jute canvas. Under normal conditions this should have been enough protection. However, on this occasion our delivery van contained a full load of carpets for delivery to other customers on the same day, and it is obvious that special packing precautions are necessary in such cases.
<b>Follow-up action taken</b>	In all future consignments, we are arranging for specially reinforced end-packings which should prevent any future damage.
<b>Confirm special discount to customer</b>	We realize the need to reduce your selling price for the damaged carpet and readily agree to the special allowance of 10 % which you suggest. Yours sincerely

### **Complaint regarding non-delivery**

Dear Sirs

On 25 September we placed our order number RT56 for printed headed notepaper and invoice forms. You acknowledged the order on 30 September. As that is some 3 weeks ago and we have not yet received advice of delivery, we are wondering whether the order has since been overlooked.

Your representative promised an early delivery and this was an important factor in persuading us to place this order with you.

The delay in delivery is causing considerable inconvenience. We must ask you to complete the order immediately, otherwise we shall have no option but to cancel it and obtain the stationery elsewhere.

Yours faithfully

### **Reply**

Only a very *diplomatic* reply can keep the goodwill of this customer, who is obviously feeling very let down. With an understanding and helpful reply from the printer as shown here, the customer cannot continue to feel annoyed.

### **Complaint regarding poor service**

This correspondence relates to circumstances where a customer does not receive proper attention. In answer to their telephone enquiry regarding a damaged tape recorder the supplier suggests that the



On 5 July your form number WE69376 acknowledged receipt of the recorder and my letter, but to date I have not received a quotation.

If a quotation has not already been sent I should be grateful if you would send it immediately to enable work on the recorder to be put in hand without further delay.

A prompt reply will be appreciated.

Yours sincerely

### **Quotation is received and customer sends remittance**

On 25 July a service card headed 'Job Reference WE69376' was received by the customer requesting payment of £60.85 before the service could be carried out. On 28 July the customer sends a cheque for this amount with a covering letter.

Dear Mr Jackson

STEREO CASSETTE RECORDER, MODEL NUMBER 660

I am returning your service card WE69376 with a cheque for £60.86 to cover the cost of servicing the above recorder.

This recorder has been with you for over 4 weeks and I am greatly inconvenienced without it. I hope you can arrange for its immediate repair and that it can be returned within the next few days.

Yours sincerely

### **Customer receives a further payment request**

No acknowledgement of receipt of the customer's cheque was received. On 14 August the customer received a printed note stating that work on the recorder had been completed and requesting payment of the amount due.

### **Customer writes to the Manager**

Delay in returning the recorder and a request for payment of an amount already paid understandably angered the customer. The immediate reaction was writing a strong letter to the Manager. Instead the result was in terms more like to gain co-operation in rectifying what was probably quite an innocent mistake.

Dear Mrs. Stansfield

STEREO CASSETTE RECORDER, MODEL NUMBER 660

I am sorry to have to write to you personally regarding delay in the return of the above recorder sent in for repair on 28 June. The facts are as follows:

1. On 28 June I spoke to your Mr Keith Jackson regarding my faulty tape recorder. As a result, I sent my letter dated 28 June with the recorder requesting a quotation.

2. On 5 July your Service Department acknowledged receipt of the recorder and my letter.
3. Not having received the quotation I sent a reminder on 18 July, and on 25 July I received a service card (reference WE69376) quoting a charge of €60.85 for servicing.
4. This card was returned on 28 July with my cheque for that amount and my letter asking for the service to be carried out and the recorder returned as a matter of urgency

I heard nothing more until this morning when I was surprised to receive a printed form stating that the work had been completed and asking for payment of the amount due.

I am sure you will appreciate my concern at the length of time involved in this matter. As it is 2 full months since I sent the recorder to you, I hope you will arrange to return it immediately.

Yours faithfully

**Manager's apology**

In the reply the Manager admits fault. Sincerity in this matter will help to restore customer confidence and goodwill.

Dear Mr Richards

STEREO CASSETTE RECORDER. MODEL NUMBER 660

I was very sorry to learn from your letter of 14 August of the problems experienced in the repair and return of your tape recorder.

I have investigated this matter personally, and regret that the delay is due to the absence through illness of the assistant who was dealing with your order initially.

Please accept my apologies for the inconvenience which has been caused. The recorder has been sent to you today by express parcel post and I hope it will reach you quickly and in good condition.

Please do not hesitate to contact me if I can be of further assistance.

Yours sincerely

**Customer thanks Manager**

The correspondence could have ended with the Manager's letter, but the customer rightly felt that it would be a matter of courtesy to thank the manager for such prompt intervention.

Dear Mrs. Stansfield

STEREO CASSETTE RECORDER, MODEL NUMBER 660

Thank you for your letter of 3 September and for dealing so promptly with this matter. I can appreciate the circumstances which led to the delay which was experienced.

My tape recorder has been delivered and appears to be in good working order.

Yours sincerely

### **CHECKLIST**

Making a complaint

- Act promptly
- Show restraint in your wording – the supplier may have a good defense
- State the facts briefly, exactly and clearly
- Avoid rudeness
- Suggest desired results/action

### **Dealing with a complaint**

- Investigate the complaint promptly
- If unreasonable: be firm but polite and try not to offend
- If you are at fault: express regret and admit it
- Explain how the matter will be put right
- Never blame staff
- Reassure the customer of future good service

### **CLICHES**

**Letters of complaint**

#### **Openings**

1. The goods we ordered from you on ... have not yet been delivered.
2. Delivery of the goods ordered on ... is now considerably overdue.
3. We regret having to report that we have not yet received the goods ordered on ...
4. We regret to report that one of the cases of your consignment was badly damaged when delivered on ...
5. When we examined the goods dispatched by you on ... we found that...
6. We have received a number of complaints from several customers regarding the ... supplied by you on ...

Closes

1. Please look into this matter at once and let us know the reason for this delay.
2. We hope to hear from you soon that the goods will be sent immediately.
3. We feel there must be some explanation for this delay and await your prompt reply.
4. We hope to learn that you are prepared to make some allowance in these circumstances.

## Replies to complaints

### Openings

1. We are concerned to learn from your letter of ... that the goods sent under your order number ... did not reach you until ...
2. We are sorry that you have experienced delays in the delivery of...
3. We note with regret that you are not satisfied with the goods supplied to your order of...
4. Thank you for your letter of ... which has given us the opportunity to rectify a most unfortunate mistake.
5. We wish to apologize for the unfortunate mistake pointed out in your letter of...

### Closes

1. We assure you that we are doing all we can to speed delivery and offer our apologies for the inconvenience this delay is causing you.
2. We hope you will be satisfied with the arrangement we have made.
3. We trust these arrangements will be satisfactory and look forward to receiving your future orders.
4. We regret the inconvenience which has been caused in this matter.
5. We apologize once again for the unfortunate mistake and can assure you that a similar incident will not occur again.

### Practical Assignments

#### **1. Read this letter of complaint, and fill in the blanks with the correct verb taken from the list below**

have not arrived	found	was torn
have contacted	received	were damaged
have not had	showed	have informed
unpacked		

The Sales Manager  
Seymore Furniture Ltd.  
Tib Street  
Maidenhead  
Berks. SL6 SDS

15 October 2008

Dear Mr Harrison.

I am writing to complain about a shipment of tubular steel garden furniture we (1) \_\_\_\_\_ yesterday against our invoice no. G 3190/1.

The crates (2) \_\_\_\_\_ on the outside, and looked as if they had been roughly handled. When we (3) \_\_\_\_\_ them, we (4) \_\_\_\_\_ that some of the chair legs were bent and rusty, and the fabric on the seating (5) \_\_\_\_\_, or (6) \_\_\_\_\_ signs of wear.

Two further crates from the consignment (7) \_\_\_\_\_ yet, so we (8) \_\_\_\_\_ the opportunity of inspecting them. I (9) \_\_\_\_\_ the shipping company that we cannot accept this consignment from you, and they (10) \_\_\_\_\_ your insurers.

As we will be unable to retail this consignment in our stores, we are returning the shipment to you carriage forward, and we shall expect a full refund

Yours sincerely,

C R. Mendez

Managing Director

**2. Read the following extracts from letters of complaint. Write out the verbs in either the simple past, (e. g. he worked) or the present perfect, (e. g. he has worked)**

1. Last year we (not/have) \_\_\_\_\_ any serious complaints from our clients, but this year we (already/received) \_\_\_\_\_ over twenty.

2. This is not the first time that we (have) \_\_\_\_\_ problem with the shipping company. Three months ago they (lose) \_\_\_\_\_ a consignment completely and they still (not/find) \_\_\_\_\_ out happened to it.

3. I (look) \_\_\_\_\_ into the problem, and it appears that the catalogue (be) \_\_\_\_\_ out of date.

4. I (receive) \_\_\_\_\_ a consignment of furniture from you last week which we (order) \_\_\_\_\_ on May 12.

5. The error (be) \_\_\_\_\_ due to a fault in the computer system which we now (put) \_\_\_\_\_ right.

6. Our engineers (recently/find) \_\_\_\_\_ a fault with the batch of hard disk drives that we (manufacture) \_\_\_\_\_ in June and July last year.

7. I am writing to apologize for the defective items you (receive) \_\_\_\_\_ last month, and to inform you that we (credit) \_\_\_\_\_ the sum of €342.67 to your account

8. Our accounts department (inform) \_\_\_\_\_ me that we (not / yet / receive) \_\_\_\_\_ payment for the items we (send) \_\_\_\_\_
9. We (not have) \_\_\_\_\_ any business from Winford & Co. since we (make) \_\_\_\_\_ an error with an invoice.
10. We (lose) \_\_\_\_\_ a number of orders since we (start) \_\_\_\_\_ having problems with the switchboard

**3. Compare the two lists of expressions commonly used in complaints. Match the informal phrases in the first list with their formal equivalents in the second.**

1. it's not our fault
2. you should make it right
3. we want our money back
4. you have to pay when the goods are returned to you
5. we will sue you
6. you made a mistake
7. we won't buy anything from you again
8. the goods are rubbish
9. we're complaining about
10. why don't you pay attention?

- (a) we are sending the consignment to you carriage forward
- (b) we are not responsible for the error
- (c) we would like to complain about
- (d) we will have to take legal action
- (e) you seem to have made an error
- (f) the products are not satisfactory
- (g) we will not re-order
- (h) you have not followed our instructions
- (i) please correct the error
- (j) we would like a refund

**4. Write a reply from Mr. Harrison to Mr. Mendez.**

- Thank him for his letter, and apologize for the damage.
- Explain that the goods were not old stock, but the damage appears to have happened while the goods were being transported. Assure him that you will deal with the transport company.
- Say that you will accept the goods carriage forward, and that you will send the refund by banker's draft as soon as you receive them.
- Close the letter in an appropriate manner.

**5. In the following sentences, the word in italics is not very appropriate for formal correspondence. Choose a more suitable alternative from the list.**

inform	overdue	request
promptly	sufficient	elapsed
confidential	acceptable	competitive
settle		

1. Thank you for forwarding the documents so *quickly*.
2. We feel that *enough* time has *passed* for you to *pay*.
3. I am writing to *ask for* open account facilities.
4. We remind you that this information is highly *secret*.
5. Your quarterly settlement is three weeks *late*.
6. We are pleased to tell you that the credit facilities you asked for are *fine*.
7. Our prices are very *tow*.

**6. Use the words below to complete this letter from a referee.**

information	statements	limit	customer
balances	credit-worthiness	confidence	due

**British Suppliers PLC**

Hoxteth House

Wrights Way Glasgow G12 800

27 May 20 –

The Sales Manager Antonio Media S.L. C/Sagasta 1156 Barcelona  
08317

Dear Mrs. Gomez,

I refer to your letter of May 18 concerning the (1) \_\_\_\_ of D. L. Cromer Ltd. The company has been a (2) \_\_\_\_\_ of ours for a number of years, and although their credit (3) \_\_\_\_\_ has not reached the level you mentioned, we have found that they always cleared their (4) \_\_\_\_\_ on the (5)\_\_\_\_ dates, settling them on quarterly (6)\_\_\_\_\_ .

We trust you will treat this (7) \_\_\_\_\_ the strictest (8) \_\_\_\_\_ .

Yours sincerely,

G. MacFee Credit Controller

**7. Write the letter from Patricia Gomez to Mr. Arnold, informing him that the references favourable and offering him the credit facilities he requested.**

## LETTERS OF CREDIT

The main reason for buying on credit is for convenience. Basically it allows us to 'buy now, pay later'.

1. Credit enables a retailer to hold stocks and to pay for them out of the proceeds of later sales. This increases the working capital and thus helps to finance the business.
2. Credit enables the buying public to enjoy the use of goods before they have saved the money needed to buy them.
3. Credit avoids the inconvenience of separate payments each time a purchase is made.

The main reason for selling on credit is to increase profits. Credit sales not only attract new customers but also keep old customers, since people who run accounts tend to shop at the place where the account is kept, whereas cash customers are free to shop anywhere.

### **Disadvantages of Credit**

There are a number of disadvantages in dealing on credit both for the supplier and for the customer:

1. It increases the cost of doing business since it involves extra work in keeping records and collecting payments.
2. It exposes the supplier to the risk of bad debts.

The buyer pays more for the goods since the supplier must raise prices to cover the higher costs.

### **Requests for Credit**

A buyer who makes regular purchases from the same supplier will usually wish to avoid the inconvenience of paying for each transaction separately, and will ask for '*open account*' terms under which purchases will be paid for monthly or quarterly or at some other agreed period. In other words, the goods are to be supplied on credit.

### **Customer requests open-account terms (a)**

#### **Request**

Dear

We have been well satisfied with your handling of our past orders and as our business is growing expect to place even larger orders with you in the future.

As our dealings have extended over a period of nearly 2 years, we should be glad if you would grant us open-account facilities with,

say, quarterly settlements. This arrangement would save us the inconvenience of making separate payments on invoice.

Banker's and trade references can be provided on request. We hope to receive your favourable reply soon.

Yours sincerely

**Reply**

Dear

Thank you for your letter of 18 November requesting the transfer of your business from payment on invoice to open-account terms.

As our business relations with you over the past 2 years have been entirely satisfactory, we are quite willing to make the transfer, based on a 90-day settlement period. In your case it will not be necessary to supply references.

We are pleased that you have been satisfied with our past service and that expansion of your business is likely to lead to increased orders. You may rely upon our continued efforts to give you the same high standard of service as in the past.

Yours sincerely

**Customer requests extension of credit**

Cash flow problem

Dear

We regret you have had to remind us that we have not settled your account due for payment on 30 October.

We had intended to settle this account before now, but because of the present depressed state of business our own customers have not been meeting their obligations as promptly as usual. This has adversely affected our cash flow.

Investment income due in less than a month's time will enable us to clear your account by the end of next month. We should therefore be grateful if you would accept the enclosed cheque for €200 as a payment on account. The balance will be cleared as soon as possible.

Yours sincerely

**Lending restrictions and bad trade**

Dear

STATEMENT OF ACCOUNT FOR AUGUST 20–

We have just received your letter of 8 October requesting settlement of our outstanding balance of €1686.00.

We are sorry not to have been able to clear this balance with our usual promptness but the present depressed state of business and the current restrictions on bank lending have created difficulties for us. These difficulties are purely temporary as payments from customers are due to us early in the New Year on a number of recently completed contracts.

Our resources are quite sufficient to meet all our obligations, but as you will appreciate we have no wish to realize on our assets at the moment. We should therefore be grateful if you would grant us a 3 month extension of credit, when we will be able to settle your account in full.

Yours sincerely

### **Customer requests credit extension due to bankruptcy**

#### **Letter to supplier**

<p><b><i>Introduction gives background details</i></b></p> <p><b><i>History of prompt payment is explained and details of current situation mentioned</i></b></p> <p><b><i>Tactful request to defer payment</i></b></p> <p><b><i>Final assurance of early settlement</i></b></p>	<p>Dear</p> <p>We have received and checked your statement for the quarter ended 30 September and agree with the balance of 785.72 shown to be due.</p> <p>Until now we have had no difficulty in meeting our commitments and have always settled our accounts with you promptly. We could have done so at this time but for the <u>bankruptcy</u> of an important customer whose affairs are not likely to be settled for some time.</p> <p>We should be most grateful if you would allow us to defer payment of your present account to the end of next month.</p> <p>This would enable us to meet a temporarily difficult situation forced upon us by events that could not be foreseen.</p> <p>During the next few weeks we will be receiving payments under a number of large contracts. If you grant our request we shall have no difficulty in settling with you in full in due course.</p> <p>If you wish to discuss this please do not hesitate to contact me.</p> <p>Yours sincerely</p>
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### Request granted

<p><b>Refer to customer's letter and request</b></p> <p><b>State reason for agreeing to extension</b></p> <p><b>Give a final date for full settlement</b></p>	<p>Dear</p> <p>Thank you for your letter of 10 October requesting an extension of time for payment of the amount due on our 30 September statement.</p> <p>In view of the promptness with which you have always settled with us in the past, we are willing to grant this extension in these special circumstances.</p> <p>Please let us have your cheque in full settlement by 30 November.</p> <p>Yours sincerely</p>
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### Request refused

<p><b>Refer to customer's letter and request</b></p> <p><b>Tactful wording is necessary when a request is refused</b></p> <p><b>Explain regret at requesting immediate payment</b></p>	<p>Dear</p> <p>I am sorry to learn from your letter of 10 October of the difficulty in which the bankruptcy of an important customer has placed you.</p> <p>I should like to say at once that we fully understand your wish for an extension of time and would like to be able to help you. Unfortunately, this is impossible because of commitments which we must meet by the end of this month.</p> <p>Your request is not at all unreasonable and if it had been possible, we would have been pleased to grant it. In the circumstances, however, we must ask you to settle with us on the terms of payment originally agreed.</p> <p>Yours sincerely</p>
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### Business references

When goods are sold for cash there is no need for the supplier to enquire into the financial standing of the buyer. Where they are sold on credit, however, the ability to pay will be important.

For credit to be allowed the supplier will want to know what the buyer's reputation is like, the extent of their business, and in particular whether accounts are paid promptly: It is on this information that the supplier will decide whether to allow credit and, if so, how much.

This information can be obtained from:

- trade references supplied by the customer
- the customer's banker
- various trade associations
- credit enquiry agencies

When a customer places an order with a new supplier it is customary to supply trade references, that is the names of persons or firms to whom the supplier may refer for information. Alternatively or additionally the customer may give the name and address of the banker. References of this kind, supplied as they are by customers themselves, must be accepted with caution since naturally only those who are likely to report favorably will be named as referees. Even a bank reference can be misleading – a customer may have a satisfactory banking account and yet have business dealings which would not bear looking into.

#### **Supplier requests references**

When a new customer places an order but fails to provide references the supplier will naturally want some evidence of the customer's creditworthiness, especially if the order is a large one. The supplier's letter asking for references must avoid any suggestion that the customer is not to be trusted.

Dear

We were pleased to receive your first order with us dated 19 May.

When opening new accounts it is our practice to ask customers for trade references. Please be good enough to send us the names and addresses of two other suppliers with whom you have dealings.

We hope to receive this information by return, and meanwhile your order has been put in hand for dispatch immediately we hear further from you.

Yours sincerely

#### **Supplier asks for completion of credit application form**

##### **Letter from supplier**

Dear

Thank you for your order number 526 of 15 June for polyester bedspreads and pillow cases.

As your name does not appear on our books and as we should like you to take advantage of our usual credit terms, we enclose our usual credit application form for your completion and return as soon as possible.

We should be able to deliver your present order in about 2 weeks, and look forward to receiving your further orders.

We hope that this first transaction will mark the beginning of a pleasant business connection.

Yours sincerely

**Customer returns completed credit application form**

Dear

Thank you for your letter of 18 June. As we fully expect to place further orders, we should obviously like to take advantage of your offer of credit facilities.

We quite understand the need for references and have completed your credit application form giving the relevant information. This is enclosed.

We look forward to receiving delivery of our first order by the end of this month and to our future business dealings with you.

Yours sincerely

**Customer supplies trade references**

Dear Sirs

Thank you for the catalogue and price list received earlier this month.

We have pleasure in sending you our first order, number ST6868, for 6 Olivetti portable electronic typewriters, elite type, at your list price of €255 less 25 % on your usual monthly terms.

These machines are needed for early delivery to customers and as we understand you have the machines in stock we should be glad if you would arrange for them to reach us by the end of next week.

We hope this will leave enough time for you to take up references with the following firms with which we have had dealings over many years:

B Kisby & Co Ltd, 28–30 Lythan Square, Liverpool

The Atlas Manufacturing Co Ltd, Century House, Bristol

We look forward to doing further business with you in the future.

Yours faithfully

**Customer supplies a banker's reference**

Dear Sirs

Our cheque for €2513 is enclosed in full settlement of your invoice number 826 for the stereo tape recorders supplied earlier this month.

My directors have good reason to believe that these particular products will be a popular selling line in this part of the country. As we expect to place further orders with you from time to time, we should be glad

if you would arrange to provide open-account facilities on a quarterly basis.

For information concerning our credit standing we refer you to Barclays Bank Ltd, 2S-27 The Arcade, Southampton.

Yours faithfully

### **Status enquiries**

Letters taking up trade references are written in formal polite terms. They usually conform to the following 4-point plan:

- Give background information about the customer's situation
- Request information about the prospective customer's standing and an opinion on the wisdom of granting credit within a stated limit
- Give an assurance that the information will be treated confidentially
- Enclose a stamped addressed envelope or an international postal reply coupon if the correspondent lives abroad

Some large firms make their enquiries on a specially printed form containing the questions they would like answering. Use of such forms makes it easier for the companies approached, and helps to ensure prompt replies.

When the supplier receives the information requested, it is courteous to send a suitable letter of acknowledgement and thanks.

Letters taking up references should be addressed to a senior official and marked 'Confidential'

### **Supplier takes up trade references**

#### *Example 1*

Dear Sirs

Watson & Jones of Newcastle wish to open an account with us and have given your name as a reference.

We should be grateful for your view about the firm's general standing and your opinion on whether they are likely to be reliable for credit up to €1,000 and to settle their accounts promptly.

Any information provided will of course be treated in strict confidence.

We enclose a stamped, addressed envelope for your reply.

Yours faithfully

#### *Example 2*

Dear Sirs

We have received a request from Shamlan & Shamlan & Co of Bahrain for supplies of our products on open-account terms. They state that they have regularly traded with you over the past 2 years and have given your name as a reference.

We should be obliged if you would tell us in confidence whether you have found this company to be thoroughly reliable in their dealings with you and prompt in settling their accounts.

We understand their requirements with us may amount to approximately €2,000 a quarter, and should be glad to know if you feel they will be able to meet commitments of this size. Any other information you can provide would be very welcome.

Your reply, for which we enclose an international postal reply coupon, will of course be treated in strict confidence.

Yours faithfully

### **Supplier requests his banker to take up bank reference**

In view of the highly confidential relationship between bankers and their customers, a banker will not normally reply direct to private enquiries about the standing of a client. This information is usually given willingly to fellow bankers. When taking up a bank reference, the supplier must do so through their own banker.

Dear Sir/Madam

The Colston Engineering Co Ltd in Oyo have asked for a standing credit of 5,000 but as our knowledge of this company is limited to a few months trading on a cash-on-invoice basis, we should like some information about their financial standing before dealing with their request

The only reference they give us is that of their bankers – the National Bank of Nigeria, Ibadan. We shall be most grateful for any information you can let us have.

Yours faithfully

### **Supplier refers to credit enquiry agency**

A supplier who wants an independent reference concerning a customer's business standing may refer either to a trade association or to one of the numerous credit enquiry agencies. These agencies make it their business to supply information on the financial standing of both trading firms and professional and private individuals. They have a remarkable store of information which is kept up-to-date from a variety of sources including their own local agents. If the information requested is not immediately available from their records, they will set up enquiries and can usually supply it within a few days.

Dear Sirs

We have been asked by A Griffiths & Co, Cardiff to supply goods to the value of €1,750 on open-account terms against their first order.

We have no information about this company but as there are prospects of further large orders from them, we should like to meet the present order on the terms requested if it is safe to do so.

Please let us have a report on the reputation and financial standing of the company and in particular your advice on whether it would be advisable to grant credit for this first order. Your advice on the maximum amount for which it would be safe to grant credit on a quarterly account would also be appreciated.

Yours faithfully

### **Replies to Status Enquiries**

Where a company's credit has been found to be satisfactory, the reply to the enquiry presents no problem. However, if the firm's credit is uncertain, the reply calls for the utmost care. It is usual to phrase such replies in a manner that leaves the enquirer to 'read between the lines', i.e. to gather for themselves the true meaning, rather than bluntly state disparaging facts.

Replies to letters taking up references should be marked 'Confidential' and follow the following 4 point plan:

- Acknowledge the request and give background information.
- Statement of the facts and an honest expression of opinion.
- Hope that the information supplied will be useful.
- Tactfully remind that the information is confidential and that no responsibility for it can be accepted

### **Trader's replies to credit information enquiry**

#### **Favourable reply**

Dear

Thank you for your letter of 25 May.

We are pleased to inform you that this company is a small but well-known and highly respectable firm which has been established in this town for more than 25 years.

We have been doing business with this company for over 7 years on quarterly-account terms. Although they have not usually taken advantage of cash discounts they have always paid their account promptly on the net dates. The credit we have allowed this company has at times been well over the €5,000 you mention.

We hope this information will be helpful and that it will be treated as confidential.

Yours

**Discouraging reply**

Dear

The company mentioned in your letter of 25 May has placed regular orders with us for several years. We believe the company to be trustworthy and reliable, but we have to say that they have not always settled their accounts by the due date.

Their account with us is on quarterly settlement terms but we have never allowed it to reach the sum mentioned in your letter. This to us seems to be a case in which caution is necessary.

We are glad to be of help but ask you to ensure that the information provided is treated as strictly confidential.

Yours sincerely

**Banker's replies to credit information enquiry**

**Favourable reply**

Dear

We have received from the National Bank of Nigeria the information requested in your letter of 18 September.

The company you mention is a private company which was founded 15 years ago and is run as a family concern by three brothers. It enjoys a good reputation. Our information shows that the company punctually meets its commitments and a credit in the sum you mention would seem to be safe.

This information is strictly confidential and is given without any responsibility on our part.

Yours sincerely

**Unfavourable reply**

Dear

We have received information from the National Bank of Nigeria concerning the company mentioned in your letter of 18 September.

This is a private company run as a family concern and operating on a small scale.

More detailed information we have received suggests that this is a case in which we would advise caution. You will of course treat this advice as strictly confidential.

Yours sincerely

## Agency's replies to credit information enquiry

### Favourable reply

<p><b><i>Introduction acknowledges letter and gives initial details</i></b></p> <p><b><i>Details regarding the firm's standing are given with a personal opinion</i></b></p> <p><b><i>Recommendation about credit which could be allowed</i></b></p>	<p>Dear</p> <p>Thank you for your letter of 10 February.</p> <p>We have completed our enquiries relating to A Griffiths &amp; Co and are pleased to report favorably.</p> <p>This is a well-founded and highly reputable firm. There are four partners and their capital is estimated to be at least £100,000. They do an excellent trade and are regarded as one of the safest accounts in Cardiff.</p> <p>From the information we have obtained we believe that you need not hesitate to allow the initial credit of £1,750 requested. On a quarterly account you could safely allow at least £5,000.</p> <p>Yours sincerely</p>
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### Unfavourable reply

<p><b><i>Introduction acknowledges letter and advises caution</i></b></p> <p><b><i>Details are given regarding knowledge of the firm in question</i></b></p> <p><b><i>The facts as known are stated</i></b></p> <p><b><i>A reminder that the information should be kept confidential</i></b></p>	<p>Dear</p> <p>We have completed our enquiries concerning A Griffiths &amp; Co following your letter of 10 February. We regret that we must advise caution in their request for credit.</p> <p>About a year ago an action was brought against this company by one of its suppliers for recovery of sums due, though payment was later recovered in full.</p> <p>Our enquiries reveal nothing to suggest that the firm is not straightforward. On the contrary the firm's difficulties would seem to be due to bad management and in particular to overtrading. Consequently, most of the firm's suppliers either give only very short credit for limited sums or make deliveries on a cash basis.</p> <p>This information is of course supplied in the strictest confidence.</p> <p>Yours sincerely</p>
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## CLICHES

### **Suppliers' requests for references**

#### **Openings**

Thank you for your letter of ... Subject to satisfactory references we shall be glad to provide the open account facilities requested.

We were pleased to receive your order dated ... If you will kindly supply the usual trade references, we will be glad to consider open-account terms.

#### **Closes**

We will be in touch with you as soon as references are received.

It is our usual practice to request references from new customers, and we hope to receive these soon.

### **Customers supply references**

#### **Openings**

Thank you for your letter of ... in reply to our request for open-account terms.

We have completed and return your credit application form.

#### **Closes**

The following firms will be pleased to answer your enquiries ...

For the information required please refer to our bankers, who are ...

### **Suppliers take up references**

#### **Openings**

... of... has supplied your name as a reference in connection with his (her, their) application for open-account terms.

We have received a large order from ... and should be grateful for any information you can provide regarding their reliability.

We should be grateful if you would obtain reliable information for us concerning ...

#### **Closes**

Any information you can provide will be appreciated.

Any information provided will be treated in strictest confidence.

Please accept our thanks in advance for any help you can give us.

### **Replies to references taken up**

#### **Openings**

We welcome the opportunity to report favorably on ...

In reply to your letter of ... we can thoroughly recommend the firm you mention.

The firm mentioned in your letter of... is not well known to us.

**Closes**

This information is given on the clear understanding that it will be treated confidentially.

We would not hesitate granting this company credit up to £...

This information is given to you in confidence and without any responsibility on our part.

Practical Assignments

**1. Read this letter requesting credit and fill in the blanks with the correct verb taken from the list below.**

place began may be approached have been cleared have been trading  
has passed would be settled had been established

D.L, Cromer Ltd  
Central Trading Estate  
Staines  
Middlesex TW19 4UP

The Sales Manager  
Antonio Medina S.L.  
C/ Sagasta 1156  
Barcelona 08317

12 May 202-

Dear Mr Medina

We (1)..... with you for the past year and during that time our accounts (2)..... by letter of credit. However, when we (3)..... our association with you, you mentioned that once a business relationship (4)....., our accounts (5)..... by 60-day bill of exchange, documents against acceptance. We feel that sufficient time (6)..... to allow this arrangement to be effected.

Please let us know before we (7)..... our next order, if these new payment terms are acceptable.

I enclose details of two referees, who (8)..... should you require trade references, and look forward to hearing from you.

Yours sincerely

David Arnold

Accountant

Encs.

**2. Complete each unfinished sentence, using the passive voice, so that it means the same as the one before it.**

Example

We have settled our accounts up to now by letter of credit.

Our accounts *have been settled up to now by letter of credit.*

1. A supplier only grants credit facilities if a customer can satisfy a number of requirements.

Credit facilities \_\_\_\_\_

2. We would like to confirm that you will make settlement against monthly statements.

We would like to confirm that settlement \_\_\_\_\_

3. We cannot offer open account terms, as we price our products very competitively.

We cannot offer open account terms, as our \_\_\_\_\_

4. We will include the enclosed invoice on your next statement.

The enclosed \_\_\_\_\_

5. Our bank has advised us that they have credited the proceeds of our letter of credit to your account.

Our bank has advised us that the proceeds \_\_\_\_\_

6. We have had to remind this firm several times to settle their accounts.

This firm \_\_\_\_\_

7. Would you please tell us if anyone has ever taken court action against this firm?

Would you please tell us if court \_\_\_\_\_

8. We have now completed our investigation into Falcon Retailers.

Our \_\_\_\_\_

9. LDM Ltd brought an action against the firm in 1999.

An \_\_\_\_\_

10. Could you tell us whether we can rely on them to settle their accounts promptly?

Could you tell us whether they \_\_\_\_\_

**3. In the following sentences, the word in italics is not very appropriate for formal correspondence. Choose a more suitable alternative from the list.**

inform    overdue    request    promptly    sufficient  
 elapsed    confidential    acceptable    competitive    settle

1. Thank you for forwarding the documents so quickly.
2. We fell that enough time has passed for you to pay.
3. I am writing to ask for open account facilities.
4. We remind you that this information is highly secret.

5. Your quarterly settlement is three weeks late.
6. We are pleased to tell you that the credit facilities you asked for are fine.
7. Our prices are very low.

**4. Complete the following request for a reference with the correct prepositions.**

**ANTONIO MEDINA S.L.**  
**C/ Sagasta 1156**  
**Barcelona 08317**

The Credit Controller  
British suppliers PLC  
Hoxteth House  
Wrights Way  
Glasgow G12 8QQ

18 May 2024

Dear Mr MacFee

We are writing (1)\_\_\_\_\_you (2)\_\_\_\_\_ the recommendation (3)\_\_\_\_\_ Mr David Arnold, the accountant (4)\_\_\_\_\_ D.L. Cromer Ltd. (5)\_\_\_\_\_ Staines, Middlesex. He advised us to contact you as a referee, concerning credit facilities, which his company has asked us (6)\_\_\_\_\_.

Could you confirm that the company settles (7)\_\_\_\_\_ due dates, and is sound enough to meet credits of (8)\_\_\_\_\_ to €5,000 in transactions.

We would be grateful (9)\_\_\_\_\_ a reply (10)\_\_\_\_\_ your earliest possible convenience.

Yours ssincerely

P.Gomez (Mrs)

Sales Manageress

**5. Use the words below to complete this letter from a referee.**

information	credit-worthiness	statements
customer	confidence	limit
balances	due	

British Suppliers PLC  
Hoxteth House  
Wrights Way  
Glasgow G12 8QQ  
27 May 2024

The Sales Manager  
Antonio Media S.L.  
C/ Sagasta 1156  
Barcelona 08317

Dear Mrs Gomez

I refer to your letter of May 18 concerning the (1)\_\_\_\_\_ of D.L. Cromer Ltd.

The company has been a (2)\_\_\_\_\_ of ours for a number of years, and although their credit (3)\_\_\_\_\_ has not reached the level you mentioned, we have found that they always cleared their (4)\_\_\_\_\_ on the (5)\_\_\_\_\_ dates, settling them on quarterly (6)\_\_\_\_\_.

We trust you will treat this (7)\_\_\_\_\_ in the strictest (8)\_\_\_\_\_.

Yours sincerely

G. MacFee  
Credit Controller

***6. Write the letter from Patricia Gomez to Mr Arnold, informing him that the references are favourable and offering him the credit facilities he requested.***

## A TYPICAL BUSINESS TRANSACTION

Letters of the kind considered in this book are handled in business every day. This chapter illustrates their use in a typical transaction in the home trade.

G Wood & Sons have recently opened an electrical goods store in Bristol and place an order with Electrical Supplies Ltd, Birmingham, for the supply of goods on credit. The transaction opens with a request by G Wood & Sons for information regarding prices and terms for credit.

**Request for quotation**

G WOOD & SONS  
36 Castle Street  
Bristol BS1 2BQ  
Telephone 0117 9354967  
GW/ST

15 November 20–  
Mr Henry Thomas  
Electrical Supplies Ltd  
29–31 Broad Street  
Birmingham BI 2HF

Dear Mr. Thomas

We have recently opened an electrical goods store at the above address and have received a number of enquiries for the following domestic appliances of which at present we do not hold stocks:

Swanson Electric Kettles, 2 litre Cosiwarm Electric Blankets, single-bed size Regency Electric Toasters Marlborough Kitchen Wall Clocks

When I phoned you this morning you informed me that all these items are available in stock for immediate delivery.

Please let me have your prices and terms for payment 2 months from date of invoicing. If prices and terms are satisfactory, we would place with you a first order for 10 of each of these items.

The matter is of some urgency and I would appreciate an early reply.

Yours faithfully

GORDON WOOD  
Manager

**Supplier's quotation**

ELECTRICAL SUPPLIES LTD  
29-31 Broad Street  
Birmingham B1 2HE  
Tel: 0121-5426614

HT/JH

17 November 20-  
Mr Gordon Wood  
Messrs G Wood & Sons  
36 Castle Street  
Bristol  
BS1 2BQ

Dear Mr Wood

QUOTATION NUMBER E542

Thank you for your enquiry of 15 November. I am pleased to quote as follows:

	€
Swanson Electric Kettles, 2 litre	25.00 each
Cosiwarm Electric Blankets, single-bed size	24.50 each
Regency Electric Toasters	25.50 each
Marlborough Kitchen Wall Clocks	27.50 each

The above are current catalogue prices from which we would allow you a trade discount of 33 %. Prices include packing and delivery to your premises.

It is our usual practice to ask all new customers for trade references. Please let us have the names and addresses of two suppliers with whom you have had regular dealings. Subject to satisfactory replies, we shall be glad to supply the goods and to allow you the 2 months credit requested.

As there may be other items in which you are interested. I enclose copies of our current catalogue and price list.

I look forward to the opportunity of doing business with you.

Yours sincerely

HENRY THOMAS

Sales Manager

Enc.

Request for permission to quote company as reference

A buyer should obtain permission from the suppliers whose names are to be submitted as references. Consent may be obtained verbally if there is urgency, but otherwise the buyer should make this request in writing. In this case, a letter was sent to J Williamson & Co, Southey House, Coventry, CV15RU, as well as the addressee of the following letter.

**G WOOD & SONS**

36 Castle Street

Bristol BS1 2BQ

Telephone 0117 954967

GW/ST

19 November 20–

Mr Robert Johnson

Johnson Traders Ltd

The Hayes

Cardiff

CF1 1JW

Dear Robert

I wish to place an order with Electrical Supplies Ltd, Birmingham, with facilities on credit. As this will be is a first order they have asked me to supply trade references.

I have been a regular customer of yours for the past 4 years and should be grateful if you would allow me to submit your company's name as one of my references.

I shall very much appreciate your consent to stand as referee and hope to hear from you soon.

GORDON WOOD  
Manager

**Permission granted**

JOHNSON TRADERS LTD  
The Hayes  
Cardiff CFI IJW  
Telephone 01222 572382  
RH / KI  
22 November 20—

Mr Gordon Wood  
G Wood & Sons  
36 Castle Street  
Bristol BS1 2BQ

Dear Mr Wood

Thank you for your letter of 19 November requesting permission to use our name as a reference in your transaction with Electrical Supplies Ltd.

During the time we have done business together you have been a very reliable customer. If your suppliers decide to approach us for a reference we shall be very happy to support your request for credit facilities.

Yours sincerely

ROBERT JOHNSON  
Financial Controller

**Supplier's acknowledgement**

It is good business practice to acknowledge and thank buyers particularly for a first order and trade reference information. The supplier will then take up the references and put the order in hand when favourable replies are received.

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ELECTRICAL SUPPLIES LTD  
29–31 Broad Street  
Birmingham B1 2HE  
Telephone 0121-542-6614  
HT/JH

1 December 20–  
Mr G Wood  
G Wood & Sons  
36 Castle Street Bristol  
BS1 2BQ

Dear Mr Wood

YOUR ORDER NUMBER 3241

Thank you for your letter of 24 November. We were very pleased to receive your order and confirm that the goods will be supplied at the prices and on the terms stated.

Your order has been passed to our warehouse for immediate despatch of the goods from stock. We hope you will be pleased with them.

Please do not hesitate to contact me if I can be of any further help.

Yours sincerely

HENRY THOMAS  
Sales Manager

**Advice note**

Documents dealing with the despatch and delivery of goods include pa notes, advice of despatch notes, consignment notes and delivery notes, documents are really copies of the invoice and are often prepared in sets the use of NCR (no carbon required) paper, at the same time as the invoice copy which acts as the advice note will not contain information regarding pricing.

The advice or despatch note informs the buyer that the goods are on the way and enables a check to be made when they arrive. Very often, however advice note is replaced either by an invoice sent on or before the day the goods are despatched or sometimes by a letter notifying despatch.

For small items sent by post a packing note, which is simply a copy of the advice note, would be the only document used. Some suppliers, especially using their own transport, dispense with the advice note and instead use either a packing note or a delivery note.

### **Consignment note**

When goods are sent by rail the supplier is required to complete a consign note which represents the contract of carriage with the railway. It gives particulars of the quantity, weight, type and destination of the goods and whether they are being sent carriage paid (i. e. paid by the sender) or carriage ward (i.e. paid by the buyer). In most cases the printed forms supplied by the way are used but a trader will sometimes prefer to use their own.

The completed consignment note is handed to the carrier when the goods are collected and it travels with them. When the goods are delivered to the buyer note must be signed as proof of delivery.

### **Delivery note**

Sometimes two copies of the delivery note are prepared, one to be retain the buyer, the other to be given back to the carrier signed as evidence that goods have been delivered. Alternatively the carrier may ask the buyer to sign a Delivery Book or a Delivery Sheet recording the calls a carrier has made.

Where it is not possible for the buyer to inspect the goods before signing for them, the signature should be qualified with some such comment as 'not examined' or 'goods unexamined' as a precaution.

### **Invoice**

Invoice practice varies. Sometimes the invoice is enclosed with the good sometimes it is sent separately, either in advance of the goods (in which case it also serves as an advice note) or after the goods. The invoice will be sent separately where the goods are baled or supplied loose or in bulk.

### **Covering letter**

It is not always necessary to send a covering letter with an invoice, but if a letter is sent it need only be very short and formal

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ELECTRICAL SUPPLIES LTD  
29–31 Broad Street  
Birmingham B1 2HE  
Telephone 0121-542-6614

HT/JH

3 December 20–  
G Wood & Sons  
36 Castle Street  
Bristol  
BS1 2BQ

Dear Sirs

YOUR ORDER NUMBER 3241

We enclose our invoice number 6740 for the domestic electrical appliances supplied to your order dated 24 November.

The goods have been packed in three cases, numbers 78, 79 and 80, and sent to you today by rail, carriage paid. We hope they will reach you promptly and in good condition.

If you settle the account within 2 months we will allow you to deduct from the amount due a special cash discount of 1 %

Yours faithfully

MICHELLE SMITH (Mrs)  
Credit Control Manager

Enc

### **Payment**

Invoices and statements usually indicate the terms of payment. For example:

*Prompt Cash:* A somewhat elastic term but generally taken to mean payment within 15 days from date of invoice or statement.

*2 % 30 days*: This means that the debtor is entitled to deduct 2 % from the amount due if payment is made within 30 days of the invoice or statement, otherwise the full amount becomes payable.

*Net 30 days*: This means that the debtor must pay in full within 30 days. Payments in business are usually made by cheque or, if they are numerous, by credit transfer (bank giro). In this transaction the buyer settles the account by sending a cheque to the supplier.

G WOOD & SONS  
36 Castle Street Bristol B51 2BQ  
Telephone 0117 954967  
GVWST  
4 February 20–  
Mrs Michelle Smith  
Credit Control Manager  
Electrical Supplies Ltd  
29–31 Broad Street  
Birmingham  
B1 2HE

Dear Mrs Smith

We are in receipt of your statement of account dated 31 January 20–.

From the total amount due on the statement I have deducted the allowable cash discount of 2 % and enclose a cheque for €810.89 in full settlement.

Yours sincerely

GORDON WOOD  
Manager

Enc

### **Receipt**

A cheque usually supplies all the evidence of payment necessary. Consequently, it is not usual practice for formal receipts to be issued. This does not affect payer's legal right to request a receipt if one is required.

In this transaction evidence of payment could be obtained by the supplier's formal receipt or the buyer's cheque after being paid by the bank.

## CHAPTER 4. GOODWILL LETTERS

One of the most important functions of communications is to create good business relations. Many managers and executives take the opportunity to send goodwill letters on many different occasions such as:

apologies	unwelcome news	sympathy	welcome
promotion	congratulations	death	special award
thanks	condolence	appreciation	wedding

Every opportunity should be taken to write goodwill letters. They are appreciated by customers and colleagues and are very good for business. For very little cost and effort they not only strengthen existing relationships but they may also create new business opportunities.

Goodwill letters should be written and sent promptly. They should be brief and to the point, always sincere and informal. Handwritten notes will give an added touch of sincerity and intimacy where appropriate.

### GENERAL GOODWILL LETTERS

The following letters are examples of ways in which goodwill can be built into the everyday business letter. The tone of the letters is courteous and friendly, and the added touches of personal interest are certain to make a good impression

#### **Letter with short personal greeting**

A personal touch may sometimes take the form of a short final paragraph conveying a personal greeting.

Dear Mr. Ellis

I am sorry not to have replied sooner to your letter of 25 October regarding the book English and Commercial Correspondence. My Export Director is in Lebanon and Syria on business; as I am dealing with his work as well as my own I am afraid my correspondence has fallen behind. Whether this book should be published in hardback or paperback is a decision I must leave to my Editorial Director, Tracie James, to whom I have passed on your letter. No doubt she will be writing to you very soon.

I hope you are keeping well. With best wishes

Yours sincerely

**Letter with extended personal greeting**

An even more personal note may be introduced in the final paragraph.

Dear Mrs. Kenner

Importing Made Easy

I have had an opportunity to review the book you sent to me recently.

This book presents a concise and clear account of the new import regulations with good examples of how they are likely to be applied.

More detailed comments are made on my written review which is attached.

I remember you mentioned that you will be spending your summer holiday in the south of France. I hope you have good weather and an enjoyable time.

Yours sincerely

**Letter explaining delayed reply**

A favourable impression is created when a letter is answered on the day it received. If this is not possible the letter should be acknowledged as soon as possible with an explanation of the delay.

Dear Mrs. Jones

I am sorry we cannot send you immediately the catalogue and price list requested in your letter of 13 March as we are presently out of stock.

Supplies are expected from our printers in 2 weeks time; as soon as they are received, we will send a copy to you.

Yours sincerely

**Supplier's letter with friendly tone**

Customers always look for a spirit of friendliness in those with whom they seek to do business. In this letter the writer is both helpful and friendly. The aim is to interest the prospective customer, to create a feeling of confidence and to win their consideration, friendship – and ultimately their custom.

Dear Mr. Jackson:

I am pleased to enclose our catalogue and price list as requested in your letter of 12 October.

In this latest catalogue we have taken trouble to ensure it is both attractive and informative; particulars of our trade discounts are shown inside the front cover.

May I suggest that next time you are in Bristol you should allow us to show you our factory where you could see for yourself the high

quality of materials and workmanship put into our products. This would also enable you to see at first hand the latest fancy leather goods, and to return home with interesting and useful information for your customers.

If I can be of service in any way please do not hesitate to let me know.

Yours sincerely

**Letter welcoming a visitor from abroad**

When customers from overseas visit your country it is sound business practice to extend hospitality and to give any help and advice you can. The tone of such letters must sound sincere and friendly, giving the impression that the writer is genuinely anxious to be of service.

Dear Mrs. Brandon

I was pleased to receive your letter of 24 April and to learn that your colleague, Mr John Gelling, is making plans to visit England in July. We shall be very pleased to welcome him and to do all we can to make his visit enjoyable and successful.

I understand this will be Mr Ceiling's first visit to England, and am sure he will wish to see some of our principal places of interest. A suitable programme is something we can discuss when he arrives. I would be pleased to introduce him to several firms with whom he may like to do business.

When the date of Mr Ceiling's visit is settled please let me know his arrival details. I will arrange to meet him at the airport and drive him to his hotel. He may be assured of a warm welcome.

Yours sincerely

## LETTERS OF APOLOGY

When it is necessary to apologize for something, it is important to get the tone right. Sometimes you may have to swallow your pride and say you are sorry even if you're not. Legal pressure may mean an apology is necessary if you have caused injury or offence to someone.

### **Apology for poor service**

<b>Background details regarding complaint</b>	Dear Mrs. Taylor Thank you for your letter of 12 June regarding the poor service you received when you visited our store recently.
<b>State action taken</b>	The incident was most unlike our usual high standards of <i>and express regret</i> service and courtesy. The member of staff who was rude to you has been reprimanded; he also expresses his regret.
<b>Follow-up action</b>	I am enclosing a gift voucher for £20 which you may use at any Omega store. If I can be of any further assistance to you please do not hesitate to contact me.
<b>Apologize again</b>	With my apologies once again. Yours sincerely

### **Apology for cancelling an appointment**

Dear Mr James

I am so sorry that I had to cancel our meeting yesterday at such short notice. As my secretary explained to you I am afraid an urgent matter came up which I had to deal with immediately.

I understand our appointment has been rearranged for next Tuesday 12 May at 11.30.

Perhaps we can extend our meeting over lunch.

Yours sincerely

## LETTERS IN WHICH TONE IS PARTICULARLY IMPORTANT

In business it is sometimes necessary to refuse requests, to increase prices, explain an unfortunate oversight, apologize for mistakes, etc. In such letters tone has to be the writer's main concern.

Without due consideration, offence could be caused, bad feeling created and business may be lost.

**Letter conveying unwelcome news**

It is sometimes necessary to refuse a request or to convey unwelcome news. When this is necessary think of the reader – prepare the way for their disappointment by a suitable opening paragraph, and use an appropriate tone

Dear Mr Foster

It was good of you to let me see your manuscript on English for Business Studies. I read have treated the subject. I particularly like the clear and concise style of writing.

Had we not recently published Practical English by Freda Leonard, a book that covers very similar ground, I would have been happy to accept your manuscript for publication. In the circumstances, I am unable to do so and am returning your manuscript with this letter.

I am sorry to have to disappoint you.

Yours sincerely

**Letter disclaiming liability for loss**

Here is another letter in which the opening paragraph is used to prepare the recipient for the rejection of his insurance claim.

Dear Mr Burn

When we received your letter of 23 November we sent a representative to inspect and report on the damage caused by the recent fire in your warehouse.

This report has now been submitted and it confirms your claim that the damage is extensive. However, it states that a large proportion of the stock damaged or destroyed was very old and some of it obsolete. Unfortunately, therefore, we cannot accept your figure of £45,000 as a fair estimate of the loss as it appears to be based on the original cost of the goods.

Yours sincerely

**Letter refusing a request for credit**

A letter refusing a request for credit without causing offence is one of the most difficult to write. Refusal will be prompted by doubts about the would-be creditor's standing but the letter must contain no suggestion of this. Other reasons for the refusal must be given and tactfully explained.

This letter is a wholesaler's reply to a trader who has started a new business which appears to be doing well. However, the business has not been established long enough to inspire confidence in the owner's financial standing.

Dear Miss Wardle

We were glad you approached us with a view to placing an order, and to learn of the good start of your new business.

The question of granting credit for newly-established businesses is never an easy one. Many owners get into difficulties because they over commit themselves before they are thoroughly established. Although we believe that your own business promises very well, we feel it would be better for you to make your purchases on a cash basis at present. If this is not possible for the full amount, we suggest that you cut the size of your order, say by half.

If you are willing to do this we will allow you a special cash discount of 4 % in addition to our usual trade terms. If this suggestion is acceptable to you the goods could be delivered to you within 3 days.

We hope that you will look upon this letter as a mark of our genuine wish to enter into business with you on terms that will bring lasting satisfaction to us both. When your business is firmly established we will be very happy to welcome you as one of our credit customers.

Yours sincerely

### **Letter regretting an oversight**

If you have made a mistake or are in any way at fault, it should be admitted freely and without excuses. A letter written in an apologetic tone is likely to create goodwill, and it will be difficult for the recipient to continue to feel, grudge against you.

Dear Mrs Wright

I was very concerned when I received your letter of yesterday stating that the central heating system in your home has not been completed by the date promised.

On referring to our earlier correspondence I find that I had mistaken the date for completion. The fault is entirely mine and I deeply regret that it should have occurred.

I realize the inconvenience which my oversight must be causing you and will do everything possible to avoid any further delay.

I have already given instructions for this work to take first priority; our engineers will be placed on overtime to complete the work. These

arrangements should ensure that the work is completed by next weekend.

My apologies once again for the inconvenience caused.

Yours sincerely

### **Letter regretting price increase**

Customers will naturally resent increases in prices of goods especially if they feel the increases are not justified. Goodwill can be preserved by explaining clearly and convincingly the reasons for the increases.

Dear

Many businesses have been experiencing steadily rising prices over the past few years and it will come as no surprise to you that our own costs have continued to rise with this general trend.

Increasing world demand has been an important factor in raising the prices of our imported raw materials. A recent national wage award has added to our labour costs which have been increased still further by constantly increasing overheads.

Until now we have been able to absorb rising costs by economies in other areas. We find that we can no longer do so and therefore increases in our prices are unavoidable. The new prices will take effect from 1 October, and revised price lists are being prepared. These should be ready within the next 2 weeks and copies will be sent to you.

We are sorry that these increases have been necessary but can assure you that they will not amount to an average of more than about 5 %. As general prices have risen by nearly 10 % since our previous price list, we hope you will not feel that our own increases are unreasonable.

Yours sincerely

## **LETTERS OF THANKS**

Business executives have many opportunities for writing letters expressing appreciation and creating goodwill. Such letters of thanks can be as brief and as simple as you like, but they must express your appreciation with warmth and sincerity, making the reader feel that you really mean what you say – and that you enjoy saying it.

In letters of appreciation do not include specific sales matters or it may be thought that your thanks are merely an excuse for promoting business

**Letter of thanks for a first order**

Dear Mr Martin

You will have already received our formal acknowledgement of your order number 456 dated 12 July. However as this is your first order with us I must write to say how pleased we were to receive it and to thank you for opportunity given to us to supply the goods you need.

I hope our handling of your order will lead to further business between us and to a happy and mutually beneficial association.

Yours sincerely

**Letter of thanks for a large order**

Dear Mrs Usher

I understand that you placed an unusually large order with us yesterday, and want to say how very much your continued confidence in us is appreciated.

The happy working relationship between us for many years has always been valued and we shall do our best to maintain it.

Yours sincerely

**Letter of thanks for prompt settlement of accounts**

Dear Mr Watts

I am writing to say how much we appreciate the promptness with which you have settled your accounts with us during the past year, especially as a number of them have been for very large amounts.

This has been of great help to us at a time when we have been faced with heavy commitments connected with the expansion of our business. I hope our business relationship will continue in the future.

Yours sincerely

**Letter of thanks for a service performed**

Dear Miss Armstrong

Thank you for your letter of 30 March returning the draft of the catalogue we propose to send to our customers.

I am very grateful for the trouble you have taken to examine the draft and comment on it in such detail. Your suggestions will be very helpful.

I realize the value of time to a busy person like you and this makes me all the more appreciative of the time you have so generously given.

Yours sincerely

**Letter of thanks for information received**

Dear Mrs Webster

Thank you for your letter enclosing an article explaining the organisation and work of your local trade association.

I am very grateful for the interest you have shown in our proposal to include details of your association in the next issue of the Trade Association Year Book, and for your trouble in providing such an interesting account of your activities. This feature is sure to inspire and encourage associations in other areas.

Yours sincerely

## LETTERS OF CONGRATULATION

One of the best ways to promote goodwill is to write a letter of congratulation. The occasion may be a promotion, a new appointment, the award of an honour, the establishment of a new business, success in an examination, even a marriage or a birthday. Your letter may be short and formal, or conversational and informal, depending on the circumstances and the relationship between you and the recipient.

### **Formal letter of congratulation on the award of a public honour**

Letters of congratulation sent to mark the award of a public honour need only be short and formal. To show a sign of personal interest the salutation and complimentary close should be handwritten.

Dear

I was delighted to learn that your work at the South Down College of Commerce has been recognised in the New Year Honours List.

At a time when commercial education is so much in the public eye, it gives us all at the Ministry great pleasure to learn of your OBE.

### **Informal letter of congratulation on the award of a public honour**

On looking through the Camford Times this morning I came across your name in the New Years Honours List. I would like to add my congratulations to many you will be receiving.

The award will give much pleasure to a wide circle of people who know you and your work. Your services to local industry and commerce over many years have been quite outstanding and it is very gratifying to know that they have been so suitably rewarded.

With very best wishes

### **Formal letter of congratulation on a promotion**

Dear Dr Roberts

I would like to convey my warm congratulations on your appointment to Board of Electrical Industries Ltd.

My fellow directors and I are delighted that the many years of service you have given to your company should at last have been rewarded in this way. We all join in sending you our very best wishes for the future.

Yours sincerely

### **Letter acknowledging congratulations**

Courtesy requires that letters of congratulation should be acknowledged. In most cases a short formal acknowledgement is all that is necessary.

This letter would be a suitable reply to the letter of congratulation. The writer very properly takes the opportunity to acknowledge her debt to leagues that have supported her in her work.

Dear Mrs Fleming

Thank you for your letter conveying congratulations on the award of my OBE. I am very happy that anything I may have been able to do for commercial education in my limited field should have been rewarded by a public honour. At the same time I regard the award as being less of a tribute to me personally than to the work of my college as a whole – work in which I have always enjoyed the willing help and support of many colleagues.

Thank you again for your good wishes.

Yours sincerely

## **LETTERS OF CONDOLENCE AND SYMPATHY**

Letters of condolence are not easy to write. There can be no set pattern to such letters since a lot depends on what kind of relationship the writer has with the recipient. As a general rule such letters should usually be short and written with sincerity. To show special consideration letters of this kind should be hand-written.

Your letter should be written as soon as you learn the news. Express your sympathy in simple words which are warm and convincing and say what you feel sincerely

### **Letter of condolence to a neighbour**

Dear Mrs. McDermott

It was not until late last night that my wife and I learned of your husband's tragic death. Coming as it did without warning; it must have been a great shock to you. I want you to know how very sorry we both are, and to send our sincere sympathy.

If there is any way in which we can be of any help, either now or later, do please let us know. We shall be only too glad to do anything we can.

Yours sincerely

*Peter Brand*

**Letter of condolence to a customer**

Dear Mr. Kerr

I have just learned with deep regret of the death of your wife.

There is not much one can say at a time like this, but all of us at Simpsons who have dealt with you would like to extend our sincere sympathy in loss.

Please include us among those who share your sorrow at this sad time.

Yours sincerely

**Letter of condolence to a business associate**

Dear Mrs Anderson

We were distressed to read in The Times this morning that your Chairman had died and I am writing at once to express our deep sympathy.

I had the privilege of knowing Sir James for many years and always regarded him as a personal friend. By his untimely passing our industry has lost o its best leaders. He will be greatly missed by all who knew him.

Please convey our sympathy to Lady Langley and her family.

Yours sincerely

**Letter of condolence to an employee**

Dear Maxine

I was very sorry to learn of your father's death. I remember your father well from the years he served in our Company's Accounts Department until his retirement 2 years ago. I well recall his love for his family and the great sense of pride with which he always spoke of his daughters. He has bee greatly missed at Wilson's since his retirement. We all join in expressing sympathy to you and your family at this very sad time.

Yours sincerely

**Letter of condolence to a friend**

Dear Henry

I felt I must write to say bow deeply sorry we were at the news of Margaret's passing.

She was a very dear friend and we shall greatly miss her cheerful outlook on life, her generous nature and her warmth of feeling for

anyone In need of help. Above all we will miss her for her wonderful sense of fun.

Tom and I send you our love and our assurance of continued friendship, now and always. If there is any help we can provide at any time, just let us know.

Yours

Alice

### **Letter of sympathy to a business associate**

Dear Bill

When I called at your office yesterday I was very sorry to learn that you had been in a car accident on your way home from work recently. However I was equally relieved to learn that you are making good progress and are likely to be back at work again in a few weeks.

I had a long talk with Susan Carson and was glad to learn of your rising export orders. I expect to be in Leicester again at the end of next month and shall take the opportunity to call on you.

Meanwhile I wish you a speedy recovery.

Yours sincerely

### **Acknowledgements of sympathy or condolence**

You will naturally wish to acknowledge letters of the kind illustrated in this section. Such acknowledgements need only be short but they show that you are genuinely moved by the warm expressions of sympathy you have received

#### **Personal acknowledgement**

Individual personalized acknowledgements should be made to relatives and close friends.

Dear M

My mother and family join me in thanking you for your very kind letter on the occasion of my father's death.

We have ail been greatly comforted by the kindness and sympathy of our relatives and friends. Both at home and in the hospital, where my father spent 2 weeks prior to his passing, the kindness and sympathy shown to everyone has been almost overwhelming.

Yours sincerely

Laura Darabi

# CHAPTER 5. PERSONNELL

## LETTERS OF APPLICATION

A letter of application for a job is essentially a sales letter. In such a letter you are trying to sell yourself. The general principles of writing sale letters will therefore apply: Your letter must

- arouse *interest* in your qualifications
- carry *conviction* by your past record and testimonials
- bring about the *action* you want the prospective employer to take to grant an interview and eventually give you the job.

### **Style of application**

Unless an advertisement specifies that you must apply in your own handwriting, or the post is purely clerical or bookkeeping, your application should be typed. A well-displayed, easy-to-read letter will attract attention at once and create a favourable first impression.

Some applicants write a long letter containing lots of information about education, qualifications and experience – this is not advisable as the information is not easy to locate and it can sound rather boastful.

<i>Your curriculum vitae should give full details of your personal background, education, qualifications and experience</i>	It is preferable to write a short letter applying for the post and stating that your curriculum vitae (or resume) is enclosed. Do not duplicate such information in your covering letter.
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### **Points of guidance**

- Remember the purpose of your application is not to get the job, but to get an interview.
- Ensure your application looks attractive and neatly presented; make it stand out from the rest.
  - Be brief; give all the relevant information in as few words as possible.
  - Write sincerely, in a friendly tone, but without being familiar.
  - Do not make exaggerated claims or sound boastful; simply show a proper appreciation of your abilities.

- Do not imply that you are applying for the job because you are bored with your present one.
- If your main interest is the salary, do not state the figure you expect. Instead mention what you are earning now.
- Do not enclose originals of your testimonials; send copies with your application but take your originals along to the interview.

### **CHECKLIST**

A busy employer has little time for long rambling correspondence. Avoid the temptation to include details in which the recipient is unlikely to be interested, no matter how important they may be to you. You should also avoid generalising, and instead be quite specific in the information provided. For example instead of saying 'I have had several years of relevant experience in a well-known firm of engineers', state the number of years, state the experience and give the name of the firm.

When you have written your letter, read it carefully and ask yourself these questions:

- (a) Does it read like a good business letter?
- (b) Will the opening paragraph interest the employer enough to prompt the rest to be read?
- (c) Does it suggest that you are genuinely interested in the post and the kind of work to be done?
- (d) Is your letter neatly presented and logically structured?

If your answer to these questions is 'Yes', then you may safely send your letter.

### **Application for an advertised post**

#### **Application letter**

When your application is a response to an advertisement in a newspaper or a journal, this should always be mentioned in the opening paragraph or in the subject heading.

#### **Curriculum vitae (see chapter 1)**

Your CV (sometimes called a resume) should set out all your personal details together with your education, qualifications and working experience. It should be displayed attractively so that all the information can be seen at a glance. It should not extend to more than 2 pages. Wherever possible, the information should be categorized under headings columns.

**INTERESTS**

<b><i>Hobbies, interests or other relevant information</i></b>	Music; Languages; Hockey; Golf; Swimming
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**REFEREES**

*Give at least 2 referees  
a former employer*

1. Dr R G Davies  
Principal  
Bedford Secretarial College

Righton Road  
Bedford MK2 2BS  
*a teacher*

2. Ms W Harris

Partner Bains, Hoyle & Co  
60 Kingsway  
London WC2B 6AB

*Date your CV with  
month/year*

June 20...

**Application using an introduction**

Sometimes your application will result from an introduction by a friend or colleague. In this case such an introduction should be mentioned in the opening paragraph as a useful way of attracting attention

Dear Mr Barker

Mrs Phyllis Naish, your Personnel Officer, has told me that you have a vacancy for a Marketing Assistant. I should like to be considered for this post.

As you will see from my enclosed Curriculum Vitae I have several A levels as well as secretarial qualifications gained during an intensive one-year course at Walthamstow College of Commerce.

I have been Shorthand Typist in the Marketing Department of Enterprise Cables Ltd for 2 years and have been very happy there gaining a lot of valuable experience. However, the office is quite small and I now wish to widen my experience and hopefully improve my prospects.

My former headmistress has written the enclosed testimonial and has kindly agreed to give further details should they be needed. If you are interested in my application my present employer has agreed to provide further information.

I am able to attend an interview at any time and hope to hear from you soon.

Yours sincerely

### **Application for post of Sales Manager**

<p><b><i>Mention the post and advertisement</i></b></p>	<p>Dear Sir I was very interested to see your advertisement for a Sales Manager in yesterday's <u>Daily Telegraph</u> and would like to be considered for this post</p>
<p><b><i>Enclose CV and briefly discuss working experience</i></b></p>	<p>My full particulars are shown on my enclosed curriculum vitae, from which you will see that I have had 10 years' experience in the sales departments two well-known companies. My special duties at Oral Plastics Ltd include training of sales personnel, dealing with the company's foreign correspondence and organising market research and sales promotion programmes.</p>
<p><b><i>Mention why you are applying</i></b></p>	<p>I thoroughly enjoy my work and am very happy here but feel that the time has come when my experience in marketing has prepared me for the responsibility of full sales management.</p>
<p><b><i>Refer to referees</i></b></p>	<p>Mr James Watkinson, my Managing Director, and Ms Harriet Webb, Sales Manager of my former company, have both consented to provide references for me: their details can be found on my curriculum vitae.</p>
<p><b><i>Suitable close</i></b></p>	<p>I shall be pleased to provide any further information you may need and I may be given the opportunity of an interview. Yours faithfully</p>

### **Application for a teaching post**

This letter of application is sent by a trainee teacher to the Chief EC Officer of one's local authority enquiring about suitable teaching posts

Dear Sir

At the end of the present term I shall complete my one-year teacher training course at Garnett College of Education. For domestic reasons, I would like to obtain a post at a school or college in the area administered by your authority.

From my curriculum vitae which is attached you will see that I have 6 O level and 2 A level passes, as well as advanced qualifications in many secretarial subjects. I have held secretarial positions in the London area for a total of 8 years, during which time I studied for my RSA Shorthand and Typewriting Teachers' Diplomas. Having enjoyed the opportunity to teach these subjects in evening classes at the Chingford Evening Institute for 2 years, I was prompted to take up a full-time Certificate in Education at Garnett.

I like young people and get on well with them, and I am looking forward helping them in the very practical way which teaching makes possible. If there is a suitable vacancy in your area, I hope you will consider me for it.  
Yours faithfully

### **Application for post of Data Processing Trainee**

In this letter the writer gives details of his or her education and qualifications in his or her letter instead of a separate curriculum vitae. This style is useful when the applicant does not have a lot of previous working experience to warrant a CV.

Dear Sir

I would like to apply for the post of Management Trainee in your Data Processing Department advertised today in The Guardian.

I obtained A level passes in Mathematics, Physics and German at Marlborough College, Wiltshire. The College awarded me an open scholarship to Queens College, Cambridge, where I obtained a first in Mathematics and a second in Physics. After leaving University last year I accepted a temporary post with Firma Hollander & Schmidt in order to improve my German and gain some practical experience in their laboratories at Bremen. This work comes to an end in 6 weeks time.

My special interest for many years has been computer work and I should like to make it my career. I believe my qualifications in Mathematics and Physics would enable me to do so successfully.

I am unmarried and would be willing to undertake the training courses away from home to which you refer in your advertisement.

My former Housemaster at Marlborough, Mr T Gartside, has consented to act as my referee (telephone 0117 234575) as has Dr W White, Dean of Queens College, Cambridge (telephone 01246 453453). I hope that you will take up these references and grant me the opportunity of an interview.

Yours faithfully

### **An unsolicited application**

An *unsolicited* application is the most difficult to write since there is no advertisement or introduction to tell you anything about the work or indeed whether there is a vacancy. In such a situation you must try to find out something about the company's activities and then show how your qualifications and experience could be used.

Dear Sir

For the past 8 years I have been a Statistician in the Research Unit of Baron & Smallwood Ltd, Glasgow. I am now looking for a change of employment which would widen my experience and at the same time improve my prospects. It has occurred to me that a large and well known organisation such as yours might be able to use my services.

I am 31 years of age and in excellent health. At the University of London specialised in merchandising and advertising, and was awarded a PhD degree for my thesis on 'Statistical Investigation in Research'. I thoroughly enjoy working on investigations particularly where the work involves statistic.

Although I have had no experience in consumer research, I am familiar with the methods employed and fully understand their importance in the recording of buying habits and trends. I should like to feel that there is opportunity to use my services in this type of research and that you will me to attend an interview. I could then give you further information and bring testimonials.

I hope to hear from you soon.

Yours faithfully

### **TESTIMONIALS**

As well as sending a copy of your curriculum vitae with an application is useful to send copies of any testimonials you may have from employers. The originals of such open testimonials are addressed TO WHOM IT MAY CONCERN. They are generally given by your previous employers if requested; you should always retain the originals and send photocopies prospective employers.

There is no legal obligation for anyone to give a testimonial, but if one is written it must state only what is true otherwise the writer may become legally liable, either to the applicant for *libel* (a statement

damaging a person’s reputation), or to the employer if the test at all misleading.

Any testimonial should follow the following 4-Point Plan:

- 1. state duration of employment and post(s) held**
- 2. give details of the duties carried out**
- 3. mention work attitude and personal qualities**
- 4. finish with a recommendation**

**Formal testimonial for Secretary:**

This testimonial was requested by an employee who worked at a company for a period of 8 years until she took up teacher training

<b><i>Duration of employment/ Position</i></b>	TO WHOM IT MAY CONCERN Miss Sharon Tan was employed as Shorthand Typist in this Company’s Sales Department when she left secretarial college in July 20 –. She was promoted to my Personal Secretary in 20 –.
<b><i>Duties</i></b>	Her responsibilities included the usual secretarial duties involved in such a post as well as attending meetings, transcribing minutes and supervising and advising junior secretaries.
<b><i>Working attitude</i></b>	Sharon used her best endeavours at all times to perform her work conscientiously and expeditiously. She was an excellent secretary, an extremely quick and accurate shorthand typist and meticulous in the layout presentation and accuracy of her work. I cannot overstate her exceptional work rate which did not in any way detract from the very high standards she set for herself.
<b><i>Personal qualities</i></b>	Sharon enjoyed good health and was a good time-keeper. She was very personable, friendly, sociable and quick to share in a joke. It was a great loss to both me and the Company when Sharon took up teacher-training.
<b><i>Recommendation</i></b>	In my opinion, Sharon has the necessary character, dedication and approach to be suitable for the position of personal secretary or to enter the teaching profession. I can recommend her highly and may be contacted for further information. IAN HENLEY Deputy Chairman

### **Testimonial for Head of Department**

Here is another very favourable testimonial which was issued to someone who left a private college after completing a 2-year contract as Head of Department.

TO WHOM IT MAY CONCERN

Norman Tyler has been employed by this College as Head of Business Studies from August 20 – to 9 March 20–.

As well as capably handling the responsibilities for the overall administration of his department Norman ably taught Economics, Commerce and Management Appreciation to students of a wide range of ability and groups on courses leading to Advanced LCCI examinations.

Norman is a highly competent and professional teacher whose class preparation is always thorough and meticulous. His committed approach teaching is matched by his administrative abilities. He has made a substantial contribution to course planning, student counselling, curriculum development and program marketing.

Norman possesses an outgoing personality and he mixes well. He makes full contribution to a team and is popular with his students and colleagues alike.

In view of his dedication and ability I am confident that Norman will prove to be a valuable asset to any organization fortunate enough to employ him. It is with pleasure that I recommend him highly and without hesitation.

FAISAL SHAMLAN  
Principal

### **FAVOURABLE REFERENCES**

Even if testimonials are provided at the time of sending an application letter it is usual to state (either on your CV or covering letter) the names of one or two people who have consented to act as referees. Prospective employers may contact such referees either

by telephone or letter to obtain further information about an applicant's work performance and character.

### **Letter taking up a reference**

<p><b><i>Mention applicant's name and post applied for</i></b></p> <p><b><i>Ask for information about his work</i></b></p> <p><b><i>Include specific details regarding ability</i></b></p> <p><b><i>Give an assurance of confidentiality</i></b></p>	<p>Dear Mrs. Lambert</p> <p>Mr. James Harvey, at present employed by you as Foreign Correspondent has applied to us for a similar post and has given your name as a reference.</p> <p>I should be grateful if you would state whether his services with you have been entirely satisfactory and whether you consider he would be able to accept full responsibility for the French and German correspondence in a large and busy department.</p> <p>I am aware that Mr. Harvey speaks fluent French and German but I am particularly interested in his ability to produce accurate translations into these languages of letters that may be dictated to him in English.</p> <p>Any other information you can provide would be appreciated, and of course will be treated as strictly confidential.</p> <p>Yours sincerely</p>
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### **Favourable reply**

In this reply, the writer recommends the employee very highly and without hesitation, feeling confident that he can carry out the duties required in the post stated.

Dear Mr Brodie

I am pleased to be able to reply favourably to your enquiry of 6 April concerning Mr James Harvey.

Mr Harvey is an excellent linguist and for the past 5 years has been in sole charge of our foreign correspondence, most of which is with European companies especially in France and Germany.

We have been extremely pleased with the services provided by Mr Harvey. Should you engage him you may rely upon him to produce well-written and accurate transcripts of letters into French and German. He is a very reliable and steady worker and has an excellent character.

We wish him success, but at the same time shall be very sorry to lose him.

Yours sincerely

**Cautious reply**

In this reply the writer is very cautious, implying that the applicant lacks the experience needed for control of a department. However the writer is very careful not to come straight out and say this in so many words

Dear Mr Brodie

Thank you for your letter of 6 April concerning Mr James Harvey.

Mr Harvey is a competent linguist and for the past 5 years has been employ senior assistant in our foreign correspondence section. He has always been conscientious and hard-working. Whether he would be capable of taking responsibility for a large and busy department is difficult to say; his work has always been carried out under supervision.

Should you require any further information please do not hesitate to contact me

Yours sincerely

**Enquiry letter requesting a reference**

In this letter another prospective employer requests information about work and character of an applicant

Dear Mr Jones

Mr Lioel Picton has applied to us for an appointment as Manager of our faculty in Nairobi. We are leading manufacturers of engineered components used in petrochemical industry and are looking for a qualified engineer with works manager's experience in medium or large batch production.

Mr Picton informs us that he is employed by you as Assistant Manager of your factory in Sheffield. We should be grateful for any information you can give about his competence, reliability and general character.

Any information provided will be treated in strictest confidence.

Yours sincerely

**Favourable reply**

<p><b><i>Acknowledge letter give background information Give details about the applicant's work qualification and attitude</i></b></p>	<p>Dear Mr. Gandah Thank you for your letter of 6 August regarding Mr Lionel Picton, who has been employed by this Company for the past 10 years. Mr Picton served his apprenticeship with Vickers Tools Ltd in Manchester, followed by a three-year course for the Engineering and Work Study Diploma of the Institute Production Engineers.</p>
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<p><b><i>Finish with a recommendation and personal word about the applicant</i></b></p>	<p>He is technically well-qualified and for the past five year been our Assistant Works Manager responsible for production and associated activities in, our Sheffield factory. In all aspects of his work he has shown himself to be hard-working, conscientious and in every way a very dependable employee.</p> <p>I can recommend Mr Picton without the slightest hesitation. I feel sure that if he was appointed to manage your factory in Nairobi he would bring to his work a genuine spirit of service, which would be found stimulating and helpful by all who worked with him.</p> <p>Yours sincerely</p>
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### **Applicant's thank you letter**

Those who have provided references will naturally be pleased to know how the applicant has fared and whether successful or not. Applicants should therefore always inform and thank those who supported them.

Dear Mr. Freeman

I would like to thank you for supporting my application for the post as Manager of the Barker Petrochemical Company in Nairobi.

I know that the generous terms in which you wrote about me had much to do with my being offered the post and I am very grateful to you for the reference you provided for me.

Your help and encouragement has always been much appreciated and this will always be remembered.

Yours sincerely

### **Enquiry using numbered points**

In this enquiry the writer is looking for certain qualities. To make sure that each one is covered in a reply, numbered points are used.

<p><b><i>Introduction states name of applicant and post applied for</i></b></p>	<p>Dear Miss French</p> <p>Miss Jean Parker has applied for a post as Administrator in our Sales Department. She states that she is presently employed by you and has given your name as a referee.</p>
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In all other respects Miss Bradley's work and attitude were entirely satisfactory, and I can recommend her to you with every confidence. I feel sure that if she was appointed she would perform her duties diligently reliably.

Yours sincerely

**Favourable reference – Department Manager**

Dear Mr Lee

In reply to your letter of yesterday Mr Leonard Burns is both capable and reliable. He came to us 5 years ago to take charge of our Hardware Department.

Leonard knows the trade thoroughly and does all the buying for his department with notable success. I know that for some time he has been looking for a similar post with a larger store. While we would be sorry his services, we would not wish to stand in the way of the advancement which could be offered by a store such as yours.

Yours sincerely

**UNFAVOURABLE REFERENCES**

If an employer is asked for a testimonial by an employee whose services have not been entirely satisfactory, the safest course of action is to tell the employee that their name may be given as a referee.

There is always a danger that unfavourable reports may be seen by unauthorised people so it is safer to make such comments either over the telephone or in person instead of in writing. If an unfavourable reference is put in writing, it should be worded with caution and restraint and with as little detail as possible.

**Unfavourable reference**

<p><b><i>A reference such as this would almost certainly prevent this prospective employee from getting good post anywhere, but if the writer sincerely believes in what is said then they should not fear to send it</i></b></p>	<p>Dear Ms Samson I am replying to your letter of 18 January in which you enquire about Mr Ian Bell Mr Bell was employed as Clerk in this Company from February to October last year. We released him because his work fell below the standards we normally require. His punctuality also left a lot to be desired and he had a disturbing influence on other members of our staff. Mr Bell is an intelligent young man and with the exercise of a little self-discipline he could do well. However, from my personal experience I am afraid that I cannot conscientiously recommend him. Yours sincerely</p>
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### Alternative unfavourable reference

<p><b><i>The letter in 16.19 is specific about the applicant's unsuitability. Perhaps a safer and wiser course would be to write in more general terms and to be less specific in criticism, as in this letter</i></b></p>	<p>Dear Ms Samson I am replying to your letter of 18 January in which you enquire about Mr Ian Bell. This young man was a member of our clerical staff from February to October last year but I am sorry to say that we did not find him suitable. It is quite possible that he may do better in another office. Yours sincerely</p>
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## INTERVIEW LETTERS

If a lot of applications are received for a post it is unlikely that all applicants be interviewed. In such cases a shortlist will be drawn up of those thought to be most suitable for interview. Letters should also be sent to the unsuccessful applicants.

### **Invitation to attend for interview**

A letter inviting an applicant for interview should first acknowledge the application, and then go on to give a day, date and time for the interview. The name of the person the applicant should ask for should also be stated. Confirmation is often requested,

Dear Miss Wildman

SENIOR SECRETARY TO TRAINING MANAGER

Thank you for your application for this post.

You are invited to attend for an interview with me and Mrs Angela Howard, Training Manager, on Friday 29 May at 3.30 pm.

Please let me know either by letter or telephone whether this appointment will be convenient for you.

Yours sincerely

### **Confirmation of attendance**

Dear Mrs Graham

SENIOR SECRETARY TO TRAINING MANAGER

Thank you for your letter inviting me to attend for interview on Friday 29 May at 3.30 pm.

I shall be pleased to attend and look forward to meeting you and Mrs Howard

Yours sincerely

### **Letter of rejection before interview**

It is courteous to write to the applicants who have not been included on the shortlist. It can be worded in such a way so that it does not cause offence or negative feelings.

Dear

Thank you for your application for the post of Senior Secretary to the Training Manager.

We have received many applications for this post. I am afraid that your experience and qualifications do not match all our requirements closely enough so we cannot include you on our shortlist for this post.

I realise you will be disappointed but would like to thank you for the considerable time and effort you put into preparing your application. You have a lot of useful experience and I am sure that you will soon find suitable employment.

Yours sincerely

## **OFFERS OF APPOINTMENT**

Letters appointing staff should state clearly the salary and any other conditions of appointment. If the duties of the post are described in detail on a Job Description and enclosed with the letter, it will not be necessary to duplicate such details in the letter itself.

### **Letter confirming offer of employment**

If an appointment is made verbally at the interview, it should be confirmed by letter immediately afterwards.

<p><b><i>Offer the job and include a commencement date</i></b> <b><i>Specify the duties or enclose Job Description</i></b> <b><i>Include details of salary and holidays</i></b></p>	<p>Dear Miss Wildman</p> <p>I am pleased to confirm the offer we made to you yesterday of the post of Senior Secretary to the Training Manager, commencing on 1 August 20—.</p> <p>Your duties will be as outlined at the interview and as described on the attached Job Description.</p> <p>This appointment carries a commencing salary of €15,000 per annum, rising to €16,500 after one year's service and thereafter by annual review. You will be entitled to 4 weeks annual holiday.</p>
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<b><i>Mention termination information</i></b>	The appointment may be terminated at any time by either side giving 2 months notice in writing.
<b><i>Ask for confirmation</i></b>	Please confirm that you accept this appointment on terms stated and that you will be able to commence your duties on 1 August. Yours sincerely

## **JOB DESCRIPTION**

A job description gives details of the duties and responsibilities involved in post, including any supervisory duties, specific authority and any special features of the post.

<p><b><i>If plain paper is used include the company's name. Sometimes letterheaded paper is used</i></b></p> <p><b><i>Use appropriate headings relevant to the post</i></b></p>	<p><b>Turner Communications</b></p> <p><b>JOB DESCRIPTION</b></p> <p>JOB TITLE Senior Secretary          REPORTS TO Training Manager          LOCATION Head Office, Sheffield          MAIN PURPOSE To provide a confidential secretarial and support service to the Training Manager</p> <p>REQUIREMENTS</p> <ol style="list-style-type: none"> <li>1. Previous experience at senior level</li> <li>2. Skills: Microsoft Office, notetaking skills, minute taking skills, good organizer, good interpersonal skills</li> <li>3. High standard of education with appropriate secretarial/administration qualifications.</li> <li>4. Abilities: use initiative, decide priorities, work</li> </ol> <p>MAIN DUTIES AND RESPONSIBILITIES</p> <ol style="list-style-type: none"> <li>1. To provide secretarial support to the Training Manager.</li> <li>2. To deal with mail, answer telephone enquiries, take messages and compose correspondence.</li> </ol>
<p><b><i>Sometimes specific requirements of the post holder are included</i></b></p>	
<p><b><i>List the main duties and responsibilities</i></b></p>	

<p><b><i>Make sure all points are expressed in a consistent style (eg "To")</i></b></p>	<ol style="list-style-type: none"><li>3. To take shorthand dictation and deal with instructions from manuscript, audio or disk and to transcribe documents accurately and consistently.</li><li>4. To maintain the diary of the Training Manager.</li><li>5. To arrange meetings and produce accurate minutes.</li><li>6. To arrange training courses and seminars.</li><li>7. To make travel and accommodation arrangements as may be required.</li><li>8. To ensure the security of the office and confidential documents.</li><li>9. To carry out any other duties as may be expected in a post of this level.</li></ol>
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## CHAPTER 6. TRAVEL AND HOTELS

In dealing with business travel it may be necessary to arrange for passports to be supplied or renewed, obtain visas when necessary, book travel by air or sea, and make accommodation reservations. Itineraries will also be necessary for business people who travel. Enquiries about such matters are usually made in the first instance by telephone to a travel agent who will deal with most travel requirements on your behalf. Such arrangements need then only be confirmed in writing. This chapter looks at a variety of letters in connection with travel arrangements, including the essential document for business travellers, the itinerary.

### PASSPORTS

A passport is a document of identification issued by the government of a country to ensure protection of its subjects who travel overseas. British subjects of the United Kingdom should obtain a passport application form from any main post office or large travel agent. The completed application form, together with relevant documentary evidence and fee, should be sent to any of the regional offices of the Passport Division of the Foreign Office: London, Liverpool, Peterborough, Glasgow, Newport or Belfast. Postal applications are normally processed within 3–5 weeks of receipt. If a passport is required urgently, a personal visit to a passport office can ensure processing within about 5 days. Standard passports are *valid* for 10 years. New regulations mean that husband and wife passports are no longer issued; any children should be included on the passports of both parties. Full particulars regarding passports are issued with application forms.

#### **Request for passport application form**

Dear Sir

Early next year I intend to visit a number of countries in the Far East and Australasia. Please send me a passport application form and a list of the addresses to which applications for visas for the various countries should be sent.

I have not previously held or applied for a passport of any description.

Yours faithfully

**Formal application for passport**

Dear Sir

I have completed and enclose my application form for issue of a United Kingdom passport. Also enclosed are two passport photographs (one certified at the back), my birth certificate and a cheque for the passport fee.

I propose to leave England on 15 January. Please ensure that my passport is prepared and sent to me in good time to enable me to obtain the necessary visas.

Yours faithfully

**VISAS**

Visas are required for travel to many countries. Travel arrangements may be made through a travel agent, who will usually obtain any visa which is necessary. Alternatively, visas may be obtained upon application to the visa department of the high commissioners (for British Commonwealth countries) or consuls (in foreign countries) of the countries concerned. A list of their addresses can be obtained from any passport office.

Applications for visas must be returned with the appropriate fee and any documents requested. These may include the applicant's passport, photograph, vaccination or other health certificate, travel ticket and perhaps a statement from an employer or other sponsor guaranteeing the applicant's financial security during overseas visits.

**Request for visa application form**

Dear Sir

Our Sales Director, Mr Robert Dickson, proposes to visit Australia in 2 months time on Company business.

As I understand a visa is necessary, please send me the appropriate application form, together with details of your visa requirements.

Yours faithfully

**Formal application for visa**

Dear Sir/Madam

I enclose the completed application form for an entry visa to enable Mr Robert Dickson, Sales Director of this Company, to visit Australia.

Mr Dickson will be leaving London on 5 August for a business tour of Singapore and Hong Kong. Subject to issue of the necessary visa,

he proposes to fly to Perth, Western Australia, on 7 August. Thereafter he will be visiting Melbourne, Sydney and Cairns.

The purpose of Mr Dickson's visit to Australia is to gain information about recent developments in education there, with special reference to the use of our publications. He intends to visit departments of education, universities, commercial and technical colleges and other educational organisations as well as leading booksellers. This Company guarantees Mr Dickson's financial security during his stay as well as payment of all expenses incurred.

The following supporting documents are enclosed:

1. Mr Dickson's passport.
2. A cheque for the visa fee.
3. A registered stamped addressed envelope for return of the passport.
4. A copy of the Company's publications catalogue for your reference.

If you require any further information please do not hesitate to let me know. Yours faithfully

### TRAVEL BY AIR/SEA

There are two main types of airline customer – the business traveller and the holidaymaker. Business travellers usually make their arrangements at very short notice and as a rule make their *reservations* direct with the airline, often by telephone. Holidaymakers usually employ travel agents to make their arrangements well in advance.

#### **Enquiry concerning flights**

##### **Request**

In this fax the writer enquires with the Reservations Officer of British Airways regarding flights between London and New York.

My Company will be arranging a number of business trips to New York during the next 3 months.

Please send me information concerning flights (outward and return) including departure times and cost of single and return fares.

We are particularly interested in information relating to reduced fares

##### **Reply**

This reply is both courteous and helpful, giving confidence.

Many thanks for your enquiry of 5 September.

I enclose a timetable giving details of outward and return flights between London and New York together with a price list in which you will find details of both ordinary and discounted fares. As you will see from this list discounted fares can be as little as one-third of the normal fare.

A visa is necessary for all visitors to the United States.

If I can be of any further assistance please do not hesitate to contact me

### **Enquiry concerning car ferry**

Car ferries are an alternative to flying to Europe. In this letter the writer requests details of car ferries from a well-known operator.

### **Enquiry**

Dear Sir/Madam

Later this year I propose to tour Western Europe with friends and I wish to take a car with me.

Please send me details of your car ferry service including your terms and conditions for transporting a Mercedes-Benz and three passengers from Dover to Calais.

As this would be my first use of the car ferry service I am not familiar with Customs and other formalities involved. I should be grateful for any information you can provide.

Yours faithfully

### **Reply**

Dear Mr Hanley

Thank you for your letter of 4 August requesting details, of our car ferry service.

A brochure is enclosed giving all the information you require together with prices and a timetable.

Formalities for touring Europe by car are now simpler than ever before. All that is necessary is for you to check in at our Dover office one hour before departure time and to produce the following documents:

1. Your travel ticket
2. Your passport
3. Your car registration papers
4. A valid British driving licence
5. An international insurance 'green card'
6. Your car must carry a GB nationality plate.

If you require further details please contact me. Meanwhile I hope you enjoy travelling with British Car Ferries Ltd.

Yours sincerely

### **Enquiry concerning sea journey**

In this letter the writer makes enquiries about travel on ocean liners.

#### **Enquiry**

Dear Sir/Madam

I am interested in your sailings to New York during August or September this year. Please let me have any available literature giving information about the ships scheduled to sail during this period. Please also let me have details of fares (single and return) for both first and second-class travel.

I look forward to hearing from you soon.

Yours faithfully

#### **Reply**

Dear Mrs Morrison

Thank you for your letter of 11 June enquiring about sailings to New York. In the enclosed copy of our Queen Elizabeth 2 sailing list you will find details of sailings and of first-class and tourist fares including excursion fares in both classes.

A valid passport is necessary for all passengers, but an international certificate of vaccination is no longer necessary. All passengers other than United States citizens and holders of re-entry permits will also require a visa issued by a United States consul.

As the Company's liability for baggage is limited under the terms of the passenger ticket, we strongly urge passengers to insure against all risks for the full period of their journey. I shall be glad to supply details on request.

Please let me know if I can be of further assistance.

Yours sincerely

#### **Reservation of berths**

Dear Sir

Thank you for sending me information about the sailings of Queen Elizabeth 2.

Please make a reservation in my name for a first-class single cabin on 3 August sailing to New York. Full payment is enclosed.

I look forward to receiving confirmation of my reservation, together with travel ticket.

Yours faithfully

### **Enquiry concerning holiday cruises**

In this letter the writer enquires about holiday cruises.

Enquiry

Dear Sir

I am interested in learning more about 10–14 day holiday cruises offered by your organisation for this summer.

Please let me have the relevant brochure as well as costs for tourist class travel.

Yours faithfully

### **Reply**

Dear Mrs Tonks

Thank you for your enquiry of 10 February.

I have pleasure in enclosing our illustrated brochure which contains full details of our summer cruises, as well as tourist-class fares. Also enclosed is a leaflet showing the accommodation available for the coming summer; as the booking position is constantly changing this leaflet can serve only as a broad guide to what we can offer.

Please let me know if you require further information or assistance.

Yours sincerely

## **HOTEL ACCOMMODATION**

Most large hotels are organised as companies and enquiries should be addressed to The Manager. Private hotels are much smaller and enquiries should be addressed to The Proprietor, by whom they are usually owned and managed.

When requesting information about a prospective booking be sure to observe the following rules:

- Keep your letter short and to the point.
- State your requirements clearly and concisely. To avoid misunderstanding mention days as well as dates for which accommodation is required, as well as the exact period of your stay if it is known (eg 'from Monday 6 to Friday 10 July inclusive').
- State times of arrival and departure if known.
- Request confirmation of the booking if there is time.

### **Booking company accommodation at a hotel**

In this enquiry a company writes to the Manager of a London hotel requesting information about accommodation.

**Enquiry**

Dear Sir/Madam

My company will be displaying products at the forthcoming British Industrial Fair at Earls Court and we shall require hotel accommodation for several members of staff. Please send me a copy of your current brochure and details of terms for half board. Please also indicate if you have one double and three single rooms available from Monday 13 to Friday 17 May inclusive.

I hope to hear from you soon.

Yours faithfully

**Reply**

<p><b><i>Thank you Enclose brochure</i></b></p> <p><b><i>Repeat details of rooms and dates to avoid misunderstanding</i></b></p> <p><b><i>Refer to advantages offered by the hotel – this will build up a cordial relationship and could lead to further business</i></b></p>	<p>Dear Miss Johnson</p> <p>Thank you for your letter of 15 March.</p> <p>As requested I enclose a copy of our brochure in which you will find all the necessary details required.</p> <p>We presently have one double and three single rooms available from Monday 13 to Friday 17 May inclusive. However as we are now entering the busy season and bookings for this period are likely to be heavy, we recommend that you make your reservation without delay.</p> <p>You will see from our brochure that this is a modern hotel and I am sure your staff would be very comfortable here. We are well served by public transport to Earls Court, and it should be possible to reach there within 15 minutes.</p> <p>I hope to receive confirmation of your reservation soon.</p>
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**Confirmation of reservation**

In the first instance you would normally telephone the hotel to make your reservation. This would be confirmed in writing immediately.

Dear Mr Nelson

Thank you for your letter of 17 March and our telephone conversation today. I confirm reservation of one double and three single rooms from 13–17 May inclusive, with half-board. Names of guests are:

Mr & Mrs Philip Andersen

Mr Geoffrey Richardson

Miss Lesley Nunn

Mr Jonathan Denby

The account will be settled by Mr Philip Andersen, our Company's General Manager.

Yours sincerely

**Booking private accommodation**

**Enquiry**

Dear Sir/Madam

I shall be passing through London next week and would like to reserve a single room for Wednesday and Thursday 18 and 19 October.

My previous stays at the Norfolk Hotel have always been very enjoyable; I particularly like the rooms overlooking the gardens. If one of these rooms is available I hope you will reserve it for me.

I expect to arrive at the hotel in time for lunch on the 18th and shall be leaving immediately after breakfast on the 20th.

Yours faithfully

**Reply**

Dear Mr Robinson

Thank you for your letter of 10 October.

I was glad to learn that you have enjoyed your previous visits to the Norfolk Hotel. Unfortunately, a room overlooking the garden is not available for the dates you requested. However, I have several pleasant rooms on the south side of the hotel, away from traffic noise and with an open view of the nearby park and lake.

The charge for these rooms is £85 per night. You will find all details in the enclosed brochure.

I have provisionally reserved for you one of the rooms mentioned for the two nights of Wednesday and Thursday 18 and 19 October.

Please let me have your confirmation as soon as possible.

Yours sincerely

**Booking private accommodation overseas**

The writer here writes to a hotel overseas mentioning that the hotel has been recommended by a friend.

**Enquiry**

Dear Sir/Madam

Your hotel has been highly recommended by a friend who stayed there last year.

I will be arriving in Singapore at 1730 hours on Monday 15 April on flight SQ24, accompanied by three friends. We wish to stay in Singapore for 4 nights, i.e. 15–18 April inclusive before arranging independent travel by land in Malaysia.

Please let me know if 2 twin-bedded rooms are available for this period, and what the charges would be. I also understand that your hotel arranges local tours; full details would be appreciated.

I hope to hear from you soon.

Yours faithfully

**Reply**

In this reply, the Reservations Officer takes the trouble to point out the benefit in the hotel's position and additions since the enquirer's friend visited.

Dear Mr Hill

I am pleased to learn from your letter of 2 February that The Lion Hotel was recommended to you.

A copy of our illustrated brochure is enclosed showing the hotel's many facilities. You will note the recent improvements made to our pool area, with adjoining gym and leisure facilities.

Our hotel's tour operator is Century Tours and a brochure is attached giving details of their half and full-day tours. There would be no problem in reserving places on any of these tours when you arrive in Singapore.

I have taken the liberty of making a provisional reservation of 2 twin bedded rooms from 15–18 April at a cost of 120 per night. This reservation will be held until 1 March and your confirmation would be appreciated before that date.

Arrangements can be made for our courtesy pick-up service to meet your flight SQ24 at 1730 on 15 April if you mention this at the time of confirming your reservation.

You will find The Lion Hotel very convenient for transport both by MRT (Mass Rapid Transport) and bus. It is also within 5 minutes walking distance of Orchard Road.

I look forward to extending the hospitality of The Lion Hotel to your party and hope to receive confirmation of your reservation before 1 March.

Yours sincerely

## **HOLIDAY ACCOMMODATION AND ITINERARIES**

Information about hotels, guest houses and holiday flats may be obtained from the annual holiday guides prepared by the publicity departments of the holiday resorts. These guides contain details of the resort's attractions – places of interest, entertainments, sport, museums, art galleries and cultural activities. Copies are sent on request usually free of charge.

### **Request for holiday guide**

Requests for guides need only be very short and formal and unless a payment is required may be made on a postcard. Copies of the guide are usually sent out with a compliments slip instead of a formal letter

Dear Sirs

Please send me a copy of your official holiday guide and a list of hotels and guest houses.

I enclose a large stamped addressed envelope.

Yours faithfully

### **Enquiry for hotel accommodation**

#### **Enquiry**

<p><b><i>Introduction mentions background details Mention rooms and mention dates, and specific requirements</i></b></p> <p><b><i>Ask for confirmation and further details</i></b></p>	<p>Dear Sir/Madam</p> <p>I found the name of your private hotel in the holiday guide received from the Bridlington Information Centre.</p> <p>Please let me know if you have accommodation for a family of 5 for 2 weeks commencing Saturday 10 August. We shall require 2 twin-bedded rooms and 1 single room – the single room should be on the ground floor or near to the lift as it is for my elderly mother.</p> <p>If you can provide this accommodation please send me a copy of your brochure and also your terms for full board.</p> <p>Yours faithfully</p>
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#### **Reply**

<p><b><i>Thank you Confirm rooms are available and repeat dates. Respond to special request</i></b></p>	<p>Dear Mr Leeson</p> <p>Thank you for your enquiry dated 15 April.</p> <p>I am pleased to say that the accommodation you require is available for the weeks commencing Saturday 10 August. We can offer you two adjacent twin-bedded rooms on the first floor, with a single room on the same floor conveniently located about 10 metres from the lift.</p>
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<p><b><i>State why early confirmation is necessary</i></b></p> <p><b><i>Enclose brochure and dose with a personal touch</i></b></p>	<p>Should this distance present a problem we can place a wheelchair at your disposal.</p> <p>Early confirmation of this accommodation is necessary as bookings for August are always heavy and I should not wish you to be disappointed.</p> <p>A brochure containing details of our charges is enclosed. We hope you will give us the opportunity to welcome your family to the Northcliffe.</p> <p>Yours sincerely</p>
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### **Enquiry to a small private hotel**

#### **Enquiry**

Dear Sir/Madam

Your hotel has been recommended to me by Mr & Mrs John Windsor who tell me they spent a very happy fortnight with you last summer.

I am planning to bring my family to St Annes for 2 weeks between mid-July and the end of August, and hope you will be able to accommodate us. We need one double and one twin-bedded room for my wife and myself and our two young children.

Our holiday arrangements are fairly flexible and any 2 consecutive weeks within the period mentioned would be suitable.

An early reply would be appreciated so that our holiday arrangements can be completed as soon as possible.

Yours faithfully

#### **Reply**

Dear Mr Wilkinson

Thank you for your letter of 10 April. I remember Mr & Mrs Windsor very well; please pass on my thanks for their recommendation.

We are already fully booked for the month of August but the flexibility of your arrangements enables us to offer you one double and one twin bedded room for 2 full weeks from Saturday 18 July.

We are provisionally reserving this accommodation for you, but would appreciate your written confirmation within one week.

Our current brochure is enclosed for your information.

We look forward to welcoming you to St Annes and assure you that everything possible will be done to make your stay here a very happy one.

Yours sincerely

## **Enquiry to the proprietor of holiday flats**

### **Enquiry**

Dear Sir/Madam

We wish to arrange a family holiday for 2 weeks from Saturday 14 August. Please let me know whether you have accommodation available which would be suitable for my husband and me, as well as our two teenage children. We also wish to bring our dog, a clean and well-trained Irish setter.

If you are able to accommodate us during this period, please let me know the facilities available in your holiday flats, together with your charges.

Yours faithfully

### **Reply**

Dear Mrs Turner

Thank you for your recent enquiry regarding holiday accommodation for your family for 2 weeks from Saturday 14 August.

I am pleased to say that we have a holiday flat available which would be suitable for your family. This flat is on the first floor and comprises one double and two bunk beds, as well as cooker, fridge, sink, wardrobes and bedside drawers.

We do allow dogs in our holiday flats and refer you to the rules contained in our enclosed brochure. Schedules of prices are also shown on the separate leaflet.

We hope to welcome you to Thornton Holiday Flats and advise you to make an early reservation.

Yours sincerely

### **Itineraries**

An itinerary gives full details of a journey in order of date. It shows all travel arrangements, accommodation and appointments. It is usual to use subheadings and columns so that the information is displayed attractively and is easy to refer to.

# VOCABULARY

## A

**accountant** бухгалтер

**accounting** бухгалтерський облік, звітність

**acid:-with care!** Обережно – кислота! (*надпис на тарі*), **~proof** кислотостійкий

**acknowledging of orders** підтвердження замовлень

**act:** ~ **for the firm** захищати інтереси фірми, діяти заради фірми; ~ **on behalf of third party** діяти від імені третьої особи; ~ **on somebody's behalf** діяти від особи

**acting as a trustee** той, хто виступає в якості розпорядника майна на засадах довірчої власності

**add** складати, додавати

**address: inside** ~ адреса отримувача листа; **printed return** ~ вже надрукована зворотна адреса (*напр., на конверті*); **we are not certain to what** ~ ми не впевнені, за якою адресою

**addressee** адресат

**adhesive labels** ярлики, що приклеюються

**adjust:** коректувати, уточнювати (*під час розрахунків*); розраховувати суму страхових виплат; ~ **an account** уточнити, скоректувати рахунок

**adjuster** (*тж. average adjuster*) диспашер (*приймає участь в оцінці страхових вимог страхувальників*)

**adjustment:** уточнення, коректування; виправлення (*записів у книгах*); ~ **of charges** узгодження нарахувань

**adopt:** ~ **the practice** взяти за правило

**advance:** авансувати; ~ **against payments** аванс у рахунок платежів; ~ **to the supplier** аванс постачальнику; ~ **up to a sum of** аванс у розмірі

**advice:** повідомлення, сповіщення; ~ **of dispatch** сповіщення про відправлення вантажа; ~ **of payment** повідомлення про отримання грошей, повідомлення про платежі; ~ **of receipt** сповіщення про отримання вантажа; **under** ~ згідно авізо (*тобто інформування про стан взаємних розрахунків*)

**advise:** ~ **by airmail** сповіщати авіапоштою; ~ **somebody** інформувати кого-небудь; ~ **somebody of charges** повідомити кого-небудь про взаємну платню; **please ~us of** будь ласка, повідомте нам; **we are glad to ~ you** нам приємно мати можливість рекомендувати Вам; **we ~ against** ми не рекомендуємо

**after sight** після пред'явлення (*напр., векселя*)

**against settlement within 30 days** з оплатою рахунка-фактури протягом 30 днів

**agency** представництво (*чийхось інтересів під час продажів*)

**agent:** представник принципала (*на підставі договору*), комісіонер; довірена особа; агент; ~ **bank** банк-агент; **forwarding** ~ експедитор; ~**s for and on behalf** агенти для кого-небудь і від імені; ~**'s reference** зв'язок з агентом; **we are ~s for this project** відносно даного товару ми виступаємо тут в якості комісіонера; **we have asked our shipping ~s** ми попросили наших транспортних брокерів

**agree:** погоджувати; погоджуватися (*Syn. correspond, concur, be in agreement*); ~ **on** домовитися; ~ **to** погоджуватися; ~ **to the account terms of** погодитися з умовами сплати рахунку; ~ **with much of what has been discussed** погоджуватися багато з чим з того, що обговорювалося; **as ~d** згідно домовленості, що є в наявності

**air:** ~ **carrier** повітряний перевізник; ~ **freight** вантаж, який перевозять авіатранспортом; ~ **freight agent** експедитор (*авіавантажного терміналу*); ~ **freight collect** сплата авіаперевезень отримувачем (*після прибуття*); ~ **transport** повітряний транспорт; – **waybill (AWB)** авіавантажна накладна (*оформлюється повітряним перевізником*)

**airline** авіалінія, авіакомпанія; авіатраса; авіаційне комерційне підприємство

**airliner** авіалайнер, повітряний лайнер

**air:** ~**mail** авіапошта; ~**tight** повітренепроникний

**alteration:** змінювання; ~ **in design** змінювання у дизайні

**alternative routes** альтернативні маршрути перевезень

**ambiguities in the order** нечіткість у замовленні

**ambiguity (of the text)** неясність (*тексту*)

**amount:** ~ **of your charges** сума Ваших нарахувань; **we are drawing on you for this** ~ виставляємо Вам рахунок на цю суму

**ampersand** знак & замість слова and

**annual**: ~ **audit will be made on** щорічний аудит проводиться;  
~ **subscription** річна передплата (*напр, на газети*)

**any**: ~ **delay** будь-яка затримка; ~ **merchandise shipped** будь-який товар, що було відправлено; ~ **possible extra cost** будь-яке можливе збільшення ціни

**apologise**: ~ **for the inconvenience** принести свої вибачення за незручності; **please accept our ~s for** приміть наші вибачення у зв'язку

**application**: **we have had many ~s for this post** на цю посаду претендувало багато хто; **favourable consideration of ~** сприятливий розгляд прохання

**apply**: відносити, використовувати; ~ **these funds** використовувати ці засоби (*задля мети*); **I wish to ~to a position** хотілося б отримати посаду

**appoint a main agent** призначити головного комісіонера

**appreciate**: бути вдячним; ~ **any comments and suggestions** з вдячністю приймемо будь-які зауваження і пропозиції; ~ **early settlement** будемо вдячні за благодарні за найскоріший розрахунок

**arrange**: ~ **an appointment** організувати зустріч з будь-ким; ~ **for the consignment to be inspected** домовитися про те, щоб партія товарів була перевірена; ~ **the time for an appointment** визначити час ділової зустрічі; ~ **transport** організувати транспортування

**arrangements** домовленість, плани (**Syn. contract**)

**art of packing** мистецтво пакування

**article**: виріб (**Syn. item, product**); **assembled ~** изделие в собранном виде; ~ **in question** річ, про яку згадували; ~s предмети; статті; **broken ~s** розбиті/пошкоджені вироби; ~s of this quality предмети такої якості

**ask**: ~ **for a reference** попросити навести рекомендації; ~ **for concessions** вимагати поступок; ~ **for open account terms** висловити побажання працювати на умовах відкритого рахунка (*форма розрахунку, за якого покупець періодично сплачує заборгованість*); ~ **for particulars of freight** вимагати детальних відомостей про вантаж

**assessor** оцінник збитків (*за страховими подіями*)

**assorted colours and sizes** товар, який було дібрано за кольором і розміром

**assurance**: страхування (*життя*); ~ **company** страхова компанія

**attach a sight draft** представити вексель на пред'явника

**attached**: **-sheet** прикладений лист; ~ **statement** звіт, що прикладається (*до листа*)

**attention**: ~ **line** увага (*строчка у листі, на яку вказує прізвище отримувача*); **early** ~ негайна увага; **for the** ~ of увазі

**audit the accounts** перевірити звітність

**auditor** аудитор

**authenticate a copy** засвідчити копію

**authorize**: уповноважувати, дозволяти; надавати правочинність; ~ **the opening of the credit** схвалити відкриття кредиту; ~ **the payment** дозволяти виплати; ~ **the payment by a letter of credit** дозволити виплату за акредитивом; ~ **d dealers** уповноважені дилери

**available** наявний; що мається в наявності; доступний (*матеріал, ресурси*)

**average**: (*страх.*) аварія; сума збитків після аварії; збитки, що надані судну і вантажу; **general** ~ загальна аварія (*про витрати і збитки у результаті пошкодження судна, вантажа за загального ризику*); **with** ~ з відповідальністю за аварію (*про формулювання у полісі морського страхування*)

**awaiting collection** на інкассо

## B

**back**: ~ (**efforts**) підтримати (зусілля); ~ **side** зворотня сторона (*напр., конверта*); ~ **the expansion** підтримати розширення

**bag** мішок (*про тару навалочного вантажу*)

**balance (bal)**: баланс, сальдо; ~ **an account** сальдувати рахунок; ~ **left uncleared** сальдо залишилось несплаченим

**bale** тюк; купа

**Baltic Exchange** Балтійська біржа

**bank**: ~ **commission on the draft** комісійні, що стягує банк у зв'язку з виплатою тратти; ~ **manager** керівник банку; ~ **s see to it that** банки зазвичай стежать за тим, щоб

**banker's:** ~ **draft** тратта, що було виставлено на інший банк;  
-**transfer within ... days** банківський переказ протягом ... днів

**bargain** угода; домовлятися (*про що-небудь*)

**barge** баржа

**barrel** бочка (*як тара*); барель (*нафти*)

**batten** брусок, планка

**battery-operated sets** прилади, що працюють на батареях

**become due for payment** (*about a bond, bill of exchange or insurance policy*) час платежу вже настав

**be:** ~ **entitled to** мати право на (*Syn. have the right to*);  
~ **equipped with** мати оснащення (*про підприємство*); ~ **essential**  
бути важливим для; ~ **good for...** мати достатньо добрий  
фінансовий стан; ~ **heavily supplied by** з масовими поставками  
з боку; ~ **in charge of** очолювати (*Syn. head*); ~ **in good supply**  
в умовах достатніх поставок; ~ **over** закінчитися; ~ **reputed** мати  
репутацію (*Syn. have a reputation*); ~ **rolled, not tipped!** котити,  
не перевертати! (*надпис на тарі*); ~ **sealed** той, що опечатано;  
~ **slow to settle one's accounts** не поспішати зі сплатою рахунків;  
~ **warranted** з гарантією

**bear:** ~ **in view** мати на увазі; ~ **part of the costs** взяти на себе  
частину витрат

**become effective** набрати чинності (*про закон, контракт*)

**behalf: for and on ~of** за і від імені

**bell-wire** сигнальний дріт

**beneficiary:** бенефіціар (*на користь якого здійснюється платіж*);  
~'s **draft** вексель бенефіціара

**berth:** причал (*як частина порту*); спальне місце (*на кораблі*);  
якірне місце; ~ **cargo** причальний вантаж; ~ **clause** причальне  
застереження

**best-selling model** модель, що розкуповується найкраще

**bill:** білль; опис товарів (*під час перевезення*); ~ **of exchange**  
перевідний вексель; ~**of lading** коносамент; ~ **stays with the bank**  
**till** вексель залишається у банку до (*певного часу*); ~s **drawn**  
**in Swiss banks** векселі, що були виписані у банках Швейцарії;  
~s **payable** векселі до сплати; **unable to meet the** ~ не мати

спроможності сплатити вексель; **you will be ~ed** Вам буде висунуто рахунок; **you ~ed us according** Ви висунули нам рахунок

**block** графа (напр., у статистиці)

**board meeting** засідання керівництва

**body of a letter** зміст листа

**bodywork** кузовна робота

**bonded:** ~ **goods** товари на митному складі, які не пройшли митну очистку; ~**warehouse** митний склад для зберігання вантажу до сплати мита

**book** бронювати (напр., квитки); ~ **a seat for somebody on a plane** забронювати для кого-небудь місце на літаку; **as we wish to close our ~s** оскільки ми хотіли б закінчити/ закрити нашу звітність

**booking:** ~ **fee** плата за бронювання (номеру в готелі і ін.); ~ **office** каса для продажу квитків; **prior ~ required** потреба у попередньому бронюванні

**book-keeper** бухгалтер, рахівник **book-keeping** бухгалтерська справа, облік (*мж accounting*)

**bound:** **we no longer consider ourselves by** ми більше не вважаємо себе зв'язаними

**box** ящик (напр., як тара)

**branch:** відділення фірми, філіал; ~ **manager** керівник відділення фірми

**brand:** бренд; ~**s well known to you** добре відомі Вам марки виробів

**break bulk cargo** розбити великий вантаж на більш дрібний

**bring:** ~ **a dispute to a speedy end** досить швидко розв'язати суперечку; ~ **forward** переносити сальдо на інший рахунок

**bristle:** щетина; ~ **goods** вироби зі щетини

**brochure** брошура (*фірми*)

**broker:** брокер; ~**'s offer** пропозиція брокера; **through ~s** за допомогою брокерів

**bulk:** ~ **cargo** насипний/навалочний вантаж (*тобто в неупакованому вигляді*) (**Syn. bulk freight**); ~**of the goods delivered** велика нерозсортована партія товару; ~**purchase** масова закупівля; **bulky product** об'ємний виріб

**bundle** пакет; набір

**bunkers** паливні відсіки (судна)

**burglary** крадіжка зі зломом

**bushel** бушель

**business:** ~ **associate** компаньйон по бізнесу; ~ **has been slack recently** останнім часом справи йшли мляво; ~ **name** назва компанії; ~ **offer** комерційна пропозиція; ~ **consignment** консигнаційна угода; ~ **procedure** існуюча бізнес-практика; ~ **reference** рекомендована особа або фірма; ~ **tie-ups (between)** ділові зв'язки (**Syn.~ connections**); ~ **visit** діловий візит; **it is true that we did ~ with them but...** так, ми з ним мали ділові взаємовідносини

**buy on own account** придбати за свій рахунок

**buyer:** ~'s **bank** банк покупця; ~s' **conditions of purchase** умови придбання товарів покупцями

## C

**c & f. (cost and freight)** вартість і фрахт

**C.O.D. (cash on delivery)** за накладним платежом

**cable:** телеграма (**Syn. wire, telegram**); ~ **address** адреса фірми (для надсилання телеграми) (**Syn. telegraphic address**)

**calculate** підраховувати, обчислювати (**Syn. estimate, figure, work out**)

**call:** ~ **a meeting** скликати нараду; ~ **for urgent treatment of the order** закликати до негайного розгляду стану замовлення

**camera:** фотокамера, фотоапарат; ~ **user** фотограф

**can** банка

**cancel:** анулювати; ~ **cancel an order** анулювати замовлення

**cancellation** анулювання

**capacity:** місткість, ємність, здатність; **as our production is presently up to ~** оскільки у теперішній час наші виробничі потужності вже повністю завантажені; **working to ~** той, що працює на повну потужність

**car lashing** стяжка для кріплення легкових автомобілів

**carbon copy (cc):** копія листа; ~ **notation** зазначення відправлення копії/копій листа (*інші адреси*)

**carboy** бутель, що обплетена (*як вид тари для перевезення небезпечних рідких вантажів*)

**card board** (*амер.*) щит (*для чого-небудь*)

**career: your education and professional** ~ Ваша освіта (підготовка) і просування по службі

**cargo:** ~ **capacity** вантажомісткість; ~ **is to be insured** вантаж має бути застраховано; ~-**carrying capacity** вантажопідйомність (*транспортного засобу*); **drummed** ~ вантаж у залізних бочках

**carriage:** перевезення; ~ **charges** провізна плата (*Syn. transportation charges*); ~ **forward** перевезення сплачує покупець; ~ **paid home** перевезення сплачено, провіз сплачено; ~ **paid to (CPT)** вартість сплачено (*до певного місця призначення*)

**carrier:** перевізник; ~'s **liability** зобов'язання, відповідальність перевізника; ~'s **statement** комерційний акт; **we suggest you claim on ~s** ми вважаємо, що претензії треба висунути перевізникам

**carry:** ~ **out changes** впроваджувати зміни; ~ **through a transaction** здійснювати операцію

**carton:** коробка з картону (*як вид тари*); ~'s **appear to have been roughly handled** створюється враження, що поводження з коробками (тарою) грубе; ~'s **are not returnable** коробки поверненню не підлягають

**case:** ящик; справа (*у суді*); **strudy wooden** ~ міцний дерев'яний ящик; ~'s **must be battened** укріпити ящики

**cash:** ~ **before delivery** оплата до складання товару; **movement of** ~ рух готівки, грошовий потік; ~ **with order (c.w.o)** готівковий розрахунок під час видачі замовлення; **we will pay ~ on delivery** оплата буде готівкою під час видачі товару; **please inform us if you always require a ~ payment** повідомте нам, чи завжди Вам потрібна оплата готівкою

**cashier** касир

**cask** барило

**catch up with the schedule** увійти до графіку, наздогнати

**Caution!** увага (*попередження, напр., на упаковці, бути обережним*)

**certificate:** ~ **of inspection** сертифікат перевірки; ~ **of insurance** страхове свідоцтво; ~ **of origin** свідоцтво про походження товару; ~ **of quality** сертифікат якості (*засвідчує відповідність якості стандартам*); ~ **of receipt** квитанція експедитора (*Syn. forwarder's receipt*)

**certify** свідчити; засвідчити (*факти*)

**charge:** ~ **is made because** плата стягується тому, що; ~ **this item to us** зарахуйте суму за цей виріб на наш рахунок; ~ **this to the account** зарахувати це (*ці витрати*) на рахунок; ~**s** збори, взимаемые средства (*за что-либо.*; ~**s for costs incurred** збори на покриття витрат; ~**s forward** витрати сплачує вантажоодержувач; **at no** ~ безкоштовно (*Syn. for free*); **no** ~ (*N/C*) безкоштовно, без нарахувань; **our** ~ **for this service is** за цю послугу ми беремо плату; **there is no** ~ **for** плата не береться за; **higher freight** ~**s** більш висока вартість транспортування вантажа

**chargeable to** оплата здійснюється (*певною особою*)

**charter** фрахтувати

**chartering of ships** фрахтування судів

**check:** перевіряти (*Syn. examine, check up*); ~ **on the bank** влаштувати перевірку банку

**checking account** поточний рахунок (*у банкі*)

**cheque:** ~ **drawn on an Egyptian bank** чек, що виставлено на єгипетський банк; ~ **for the amount of** чек на суму

**chief:** ~ **Accountant** головний бухгалтер; ~ **Buyer** головний покупець

**Christmas season** час різдвяних свят

**c.i.f. (cost, insurance, freight)** вартість, страхування, фрахт (сіф)

**claim** страхова вимога; позов; рекламація

**classification line** рядок, у якому повідомляється про гриф секретного листа

**clause:** пункт (*договору*)

**clear:** ~ **an account** сплатити рахунок; ~ **this amount at once** відразу здійснити розрахунок за цією сумою

**clerical error** канцелярська помилка

**closing:** ~ **sentence** заключна фраза (*ділового листа*); ~ **statement** підсумковий звіт

**coaster** каботажне судно

**code:** кодекс; код (*документації*); ~ **of conduct** кодекс поведінки

**coffee beans** кава в зернах

**collect:** стягувати заборгованість, інкасувати; ~ **the consignment** забрати партію товарів

**collection:** інкасо, збір (*грошей*); ~ **of overdue accounts** стягування коштів на погашення прострочених платежів; ~ **of payments** інкасо

**collier** судно для перевезення вугілля

**column** графа

**combined transport:** комбіновані перевезення (*тобто за участю різних перевізників*); ~ **operator (CTO)** оператор комбінованих перевезень

**commercial:** ~ **institution** торговельний заклад; ~ **invoice** торговий рахунок

**commercialese** комерційна мова (*що склалася на теперішній час*)

**commission:** комісійний збор; ~ **agent** комісіонер, агент; ~ **business** підприємництво на комісійній основі

**commodity** товар (**Syn. goods**)

**common adventure** спільний ризиковий захід (адвенчер)

**communications: wording of** ~ формулювання (відправлених) повідомлень

**compensate** відшкодувати шкоду; **compensation:** відшкодування збитків; **put in a claim for** ~ висунути вимогу щодо компенсації

**compensatory purchases** компенсаційні покупки

**competitive:** ~ **activity forbidden** заборона на роботу у конкурентів; ~ **business** сфера бізнеса, де має місце конкуренція; ~ **price** конкурентоспроможна ціна

**complain of short payment** скаржитися на неповний платіж

**complaint** скарга, рекламація

**complete a block/column** заповнити графу

**complimentary closes** прикінцеві формули ввічливості у діловому листі

- comprehensive range** широкий вибір виробів
- concern oneself with** конкретно займатися (*чим-небудь*)
- concession** концесія, поступка
- conditions of carriage** умови перевезення
- condolence** співчуття
- conduct an import trade** вести торгівлю імпортними товарами
- confer honour/honor on** нагородити почесним титулом (*грамотою і ін.*)
- confidence: this is in strict** ~ це – суворо конфіденційно
- confident** впевнений
- confidential matters** секретні питання, матеріали
- confirm the credit** підтвердити надання кредиту
- confirmation of receipt** підтвердження отримання
- connections** зв'язки
- consequential: ~ loss** непрямі збитки; ~ **loss insurance** страхування від непрямих збитків
- consider smth carefully** ретельно розглядати що-небудь
- consideration: for** ~ на розгляд
- considered worthy of credit** вважати таким, що заслуговує надання кредиту
- consign** відправляти вантаж
- consigned to somebody** той, що передано (*напр., про документи*)
- consignee** вантажоодержувач, адресат вантажа
- consignment:** вантаж, консигнація, партія товарів; відправлення (*вантажів*); ~ **note** накладна на вантаж; транспортна накладна; ~ **of chemicals** партія хімікаліїв; ~ **of goods** партія товарів; **on a ~ basis** на основі консигнації; **all the ~s are insured** страхуються всі вантажі
- consignor:** вантажовідправник; ~'s **factory** підприємство вантажовідправника
- consolidation:** збільшення вантажів (*формування більш великої партії*); ~ **and deconsolidation coverage** страхування проміжних вантажів

**container:** контейнер, тара; ~ **bulk loading** контейнер для насипних вантажів; ~ **car** (амер.) платформа для контейнерів; ~ **load (CL)** повністю завантажений контейнер; ~ **traffic** контейнерні перевезення, контейнерооборот; ~ **transport** контейнерні перевезення; ~ **-truck** автомобіль-контейнеровоз

**contents** зміст

**contract: long-term** – довгостроковий контракт; ~ **note** коротке повідомлення про виконання контракта; ~ **of carriage** договір перевізки; ~ **of carriage by sea** договір морської перевізки (*напр., вантажа в контейнерах*); ~ **of insurance** договір страхування (**Syn. insurance contract**); ~ **supplies** постачання за контрактом

**contracting out** субпідрядна діяльність, видача контрактів у приватний сектор

**cope with** упоратися (*з проблемою*)

**copies line** рядок, в якому повідомляється про кількість копій листа

**copy (c; cc):** копія, екземпляр, ксерокопія, відбиток; текст рекламного оголошення; ~ **of the form** копія бланка

**correspondence: as you know from our private** ~ як Вам відомо з нашої особистого листування

**correspondent** (*eg. about a bank*) банк-кореспондент

**corrosive goods** вироби, які піддаються корозії

**cost: at** ~ за собівартістю; **at less than** ~ за ціною нижче собівартості; **incidental ~s** другорядні витрати на дрібниці (**Syn. incidentals**); **increased labour/labor ~s** вартість робочої сили, що зростає

**country: code** код країни; ~ **of origin** країна походження

**crate:** дерев'яний ящик (*з отворами*), решетування; ~ **a vehicle** пакувати транспортний засіб у дерев'яний ящик; ~ **s are charged to you** вартість ящиків нараховується на Вас

**crating** решетування (*у вигляді дерев'яного ящика*)

**credit (Cr.):** кредит; записати на кредит; заслуга; ~ **account** кредитний рахунок; рахунок пасива (*баланса*); ~ **an account** кредитувати рахунок, робити запис у кредит рахунка; ~ **an amount (to)** записати (*певну суму*) на рахунок (*кого-небудь*); ~ **entry** кредитова проводка (*тобто запис у кредит рахунка*); ~ **entry for**

**an amount of** запис про отримання кредиту у розмірі; ~ **facilities** можливість отримання кредиту, джерело кредитування; ~ **gap** втрата платіжного часу між замовленням і поставкою; ~ **in favour of** кредит для; ~ **is to expire on ...** строк кредиту минає...; ~ **item** кредитова проводка; ~ **limit** крайня сума кредиту (*напр., що встановлюється банком*); ~ **note** кредитове авізо; ~ **note date** дата кредитового авізо; ~ **of ... is a fair risk** надання кредиту у розмірі ... цілком припустимий ризик; ~ **smb with the sum of** записати у кредит рахунка кого-небудь; ~ **the proceeds to our account** записати виторг на наш рахунок; ~ **buying** покупки у кредит; **high** ~ **status** висока кредитоспроможність; **on** ~ у кредит; **one's ability to meet a** ~ можливість погасити отриманий кредит

**current:** ~ **account** поточний рахунок; ~ **freight rate** поточний тариф за перевезення вантажа; ~ **industrial dispute** поточна суперечка між промисловими робітниками і підприємцями; ~ **liabilities** короткострокові зобов'язання

**Curriculum Vitae** біографія (*напр., для влаштування на роботу*)

**customer:** ~ **order** замовлення клієнта; ~ **order number** номер замовлення клієнта; **wise** ~ проникливий замовник

**customization** індивідуалізація у виготовленні продукції (*вироби «на замовлення»*)

**Customs and Excise** митні збори і акцизи

**customs:** ~ **area** митна територія; ~ **examination** митний догляд; ~ **of port** звичаї порту; **thorough** ~ **examination** ретельний митний догляд

## D

**daily:** ~ **loading report** щоденний звіт про хід вантаження; ~ **report** щоденне зведення

**damage:** ~ **in transit** пошкодження вантажа в процесі перевезення; ~ **-free car** (*амер.*) вагон з підвищеним захистом вантажа

**damaged:** ~ **goods** пошкоджені товари; **we cannot use** ~ **pieces** ми не можемо використовувати пошкоджені вироби

**damp-resisting** із захистом від проникання вологи

**date:** ~ дата; датувати (*лист і ін.*); ~ **of dispatch** дата відвантаження товарів; ~ **of postal stamp** дата поштового штемпеля; **to** ~ на дане число; **loading ~s** дати навантаження

**days:** ~ **of grace** пільгові дні; **at 60** ~ з платежом через 60 днів (*напр., про вексель*); **you may draw on us at 60 ~ from** Ви можете виписати нам тратту з платежом через 60 днів

**deadline: your failure to meet the deadline** Ваше порушення узгодженої дати

**deal:** ~ **with** мати справу (*з кимось*); ~ **with customers** мати справу з клієнтами

**dealing:** ведення справ; ділінг (*про валютні операції*); ~ **direct with a broker** безпосередньо підтримувати зв'язок з брокером; ~**s with banks** операції з банками

**debit (deb; Dt):** дебет; ~ **an account** дебетувати рахунок, проводити по дебету; ~ **balance** дебетове сальдо; **to the ~ of my account** на дебет рахунка (*про записи*); **there is a ~ -balance of** зараз маємо дебетове сальдо

**debt: non-payment of** ~ відмова від сплати боргу, несплата боргу

**debtor** дебітор, боржник

**declaration form** декларація (*про бланк*)

**default** припиняти платежі

**defaulter** той, хто не виконує фінансові зобов'язання; банкрут

**defect may be due to** дефект, можливо, викликано

**defendant** обвинувачений (*у судовому процесі*)

**delay:** ~ **in execution** затримка у виконанні; ~ **in payment** затримка платежу; ~ **time** час затримки

**delivery:** поставка; ~ **against payment** доставка за плату; ~ **as specified above** доставка відповідно до умов, про які йшла мова вище; ~ **contract** контракт на поставку; ~ **dates** строки поставки; **general** ~ звичайна доставка; ~ **of goods** доставка товарів; ~ **point** місце поставки/доставки вантажа; **prompt** ~ термінова доставка; ~ **times** графік поставок (*тж* ~ **schedule**); **at time of** ~ під час доставки; **your delay in ~ of** Ваша затримка з постачанням; **effect** ~ здійснювати постачання; **early ~ date** найшвидший строк доставки; **missing from** ~ предмети, яких

бракує (в партії товару); **our earliest ~ date** наш найранніший строк доставки; **we confirm with thanks your ~** з вдячністю благодарністю підтверджуємо Вашу поставку; **will you make ~ if** Ви згодні поставити нам товар, якщо

**demand: ~ charge** платіж за вимогою; **exceptional ~ for** винятково високий попит на; **lively ~** добрий попит

**demurrage** демередж, плата за простій

**deposit: ~ account** депозитний рахунок; **as a ~ against** в якості завдатку

**depot** склад

**derrick** дерик-кран

**deserve: ~ a reward** заслужити нагороду; **~ close attention** заслуговувати серйозної уваги; **~ some further explanation** потребує подальшого роз'яснення

**dispatch a message** відправити повідомлення

**dispatching instructions** інструктаж по відправленню

**details of... are enclosed** про деталі повідомляється

**die-stamping** тиснення (на папері для особистих листів)

**different: dramatically ~ from** той, що виразно відрізняється від

**directions** вказівки

**disagreement: ~ in accounts** розбіжності у рахунка; **~ over** розбіжності з приводу

**disbursement** виплата

**discharge:** виконання обов'язків; виконувати (обов'язки); **~ of debt** погашення боргу

**disclaim any responsibility** відмовлятися від будь-якої відповідальності

**discount:** знижувати обліковий відсоток за дострокової оплати векселя; **~ a bill** враховувати, дисконтувати вексель; **~ the bill for ready cash** дисконтувати вексель за виплати готівки

**discrepancy: ~es in the entries** неточності у записах (в бухгалтерських книгах); **there is a ~ between** наявне певна невідповідність

**discussion:** обговорення: **~ is confined to** обговорення обмежується

**dishonour (about a bill):** відмова від акцепту векселя; ~ **a bill** відмовити в акцепті векселя

**dispute: industrial** ~ суперечка між робочими та керівництвом фірми/ підприємства

**dock:** док; ~ **charges** мито на навантаження-розвантаження; ~ **dues** докове мито; ~ **warrant** складський варіант (*Syn. warehouse warrant*)

**document:** документ; документально фіксувати (*факти і ін.*); ~**s against acceptance** документи проти акцепту

**documentary credit** документарний акредитив

**domiciliation** позначення місця платежу за векселем

**door-to-door service** перевезення за типом «від дверей до дверей»

**double hooping** подвійне скріплення обручами

**doubt:** сумнів; сумніватися; ~ **smb's creditworthiness** сумніватися у кредитоспроможності *кого-небудь*

**draft:** тратта; ~ **agreement** проект угоди; ~ **on a bank** тратта, що висунуто на банк (*тобто прохання до банку виплатити гроші*); ~ **will be honoured on presentation** вексель буде сплачено; **by banker's** ~ шляхом сплати банківським чеком; **your ~ was duly met** за Вашим чеком гроші сплачено

**drain tanks of fuel** зливати паливо з баків

**draw:** ~ **a bill (on)** виписувати вексель (*на*); ~ **a check on a bank** виставляти/виписувати чек на банк; ~ **on smb** виставляти рахунок на *кого-небудь*, ~ **up a code** складати кодекс

**drawback:** повернення митного збору; ~ (*in a product*) дефект (*у виробі*); **major ~ in a product** істотний дефект (*у виробі*)

**drawee:** ~ **bank** банк, на який виписано чек; ~ **drawee** особа, на яку висунуто тратту (трасат)

**drawer** особа, яка висунула тратту (трасант)

**Do not drop!** Не кидати! (*надпис на упаковці*)

**drum** барабан, барило, металеве барило

**due:** ~ **bill** вексель зі строком платежу, що вже прийшов; ~ **to sail** має відпливти (*про корабель*); ~ **to us** належить нам; ~**s** внески, мито, збори

**duplicate: in** ~ у двох екземплярах

**duty** ввізне мито

**dyes** барвник

## E

**effect**: ~ **delivery** здійснювати постачання; **detrimental** ~ **on** згубний вплив на; **with** ~ **from 1 January** зі вступом в силу з 1 січня

**effective**: ~ **as from 1 January** зі вступом в силу від 1 січня;  
~ **as of** що вступив в силу від

**effort**: **all-out** ~ усілякі зусилля

**electronic data processing** електронна обробка даних

**emblem** символ; емблема фірми (*напр., на фірмовому бланкі*)

**empower smb to do smth** надати кому-небудь повноваження здійснити *що-небудь*

**empties**: порожня тара; ~ **to be returned** порожня тара підлягає поверненню

**Enc. /Encl. enclosure**: додаток; ~ **s line** рядок, у якому повідомляється про документацію, що додається (*до листа*)

**enclose herewith** прикладати до цього

**enclosed list** список, що додається (*до листа*)

**endorse**: індосувати (*напр., чек, вексель*); ~ **a bill** поставити передатний надпис на зворотньому боці векселя; **duly** ~ **ed** належним чином підписаний (*фінансовий документ*)

**endorsement** передатний надпис на звороті документа

**endorser** індосант (*особа, що зробила передатний надпис*)

**engineering firm** машинобудівна компанія

**enquirer** особа, що довідується; особа, що запитує інформацію

**enquiry**: запит; ~ **agency** довідкове бюро (*тж desk*); **happy to receive your** ~ раді отримати від Вас запит; **round off the** ~ завершити запит (*певною фразою*); **please direct your** ~ **to** просимо направити Ваш запит у; **we will come back to your** ~ ми повернемося до Вашого запита; **on** ~ **we found that** з'ясувавши обставини, ми побачили

**enter**: занотувати, внести; ~ **an item in** зробити запис

**entirely prepared** повністю готовий (*Syn. all ready*)

**entrance fee** вступний внесок

**entry**: запис (*напр., у рахунок*); ~ **on the left hand side** проводка по рахунку зліва

**error**: ~ **in accounts** похибка у рахунках; ~**s occur** похибки трапляються

**estimate**: **have an** ~ зробити попередній розрахунок

**event** страховий випадок (*передбачено у договорі страхування*)

**eventuality** випадок, подія

**evidence** підтверджувати, наводити факти; **we can send you** ~ **of** ми можемо надіслати Вам дані

**ex works** франко-завод (*тобто товар пред'являється постачальником на своєму підприємстві*)

**examining**: **upon** ~ **the products** за перевірки якості виробів

**exceeding a credit** перевищення кредиту

**excellent record** значний послужний список; добра робота (*фірми*)

**excepted perils** ризики, що виключено

**excess** понад обсяг замовлення

**execute**: ~ **determined policies** реалізувати встановлений курс; ~ **the buyer's order** виконувати замовлення покупця

**executive** адміністратор, особа, що керує

**executor** виконувач заповіту

**expandable materials** витратні матеріали

**expectation**: **it does not meet our** ~**s** це не відповідає нашим сподіванням

**expences**: **all** ~ **are to paid by you** покриття усіх витрат покладено на Вас; **all** ~ **will be refunded to you** ми відшкодуємо всі Ваші витрати

**expert**: фахівець (*Syn. specialist*); ~**s in this field** фахівці у даній галузі (*Syn. the community*); ~**s of our firm** фахівці нашої фірми (*Syn. men in the field; those skilled in the art of; the knowledgeable*)

**expire** минати (*про строки*)

**export**: ~ **and import traffic** експортні та імпорتنі вантажі; ~ **department** відділ експорту; ~ **firms** фірми, що експортують; ~ **trade** експортні операції; ~ **version** експортне виконання обладнання

**ex-ship (import port named)** франко-судно, із судна

**extend:** розширювати (*межі, допомогу*); ~ **a credit** надавати кредит (*Syn. grant a credit*); ~ **the validity of a document** продовжити термін дії документа

**extension:** ~ **of an item** продовження терміну дії пункту (*контракта*); ~ **of credit** надання кредиту

**exterior: high-gloss** ~ зовнішня частина виробу вирізняється блиском

**extract** витяг (*із документа*)

## F

**f.a.s. (port named)** франке вздовж борта судна (ФАС)

**f.o.b. (export port named)** франко-борт (ФОБ)

**f.o.b. (import port named)** франко-борт (ФОБ)

**face:** ~ **competition** стояти перед обличчям конкуренції; ~ **of the bill** лицевий бік документа; ~ **value** номінальна вартість

**facilitate** полегшувати, сприяти

**factor (as an agent)** агент, комісіонер, довірена особа

**factorage** комісійні, гонорар

**factory: from** ~ франко- завод

**facts:** ~ **are set out** факти викладено; ~ **regarding** факти стосовно

**fail to pay** не сплатити (*про дії особи, фірми*)

**failing the fulfilment of** в зв'язку з невиконанням

**failure occurred through** відмова сталася з причини

**fair:** справедливий, чесний; ~ **risk** припустимий ризик

**fare** плата за проїзд

**fashion-conscious** той, хто звертає увагу на моду

**fault: at** ~ з вини *кого-небудь*

**fear of overstocking** занепокоєність надмірно великими запасами

**feel disposed to do smth** бути схильним здійснити *що-небудь*

**fifty-litre carboy** бутель ємністю у 50 літрів, що обплетена

**filer** діловод

**filing** подача заявки; реєстрація документів

**filing system** система реєстрації документів

**finance house** фінансова компанія; компанія з фінансування покупок на виплат

**financial:** ~ **institution** фінансовий інститут; ~ **standing (for an organization)** фінансове становище

**financially sound business** міцне фінансове становище підприємства

**financing** фінансування

**find one's goods damaged** отримати пошкоджений товар

**fire** вогонь; пожежа

**firm:** **large** ~ велика фірма (**Syn. major** ~), **haulage** ~s транспортні фірми (*що перевозять вантажі у потягах, вантажівках і ін.*); **as a leading** ~ як провідна фірма

**firmly battened** міцно скріплений рейками (*про вантаж*)

**first:** ~ **enquiry** перший запит (*про що-небудь*); ~ **reminder**, перше нагадування; ~ **class article** першокласний виріб

**fit: as you think** ~ як Вам здається зручним

**fixture (eg about a port of loading)** попередній документ між судовласником і фрахтовщиком

**fleet of ships** флотилія судів

**flight** політ; рейс

**floor load** навантаження на підлогу

**follow directions** виконувати вказівки

**force majeure** форс-мажор

**foreign:** ~ **currency:** іноземна валюта; ~ **currency transactions** угоди в іноземній валюті; ~ **drawer** іноземний векселедавець; ~ **trade** зовнішня торгівля

**form:** бланк; формувати; ~ **a common adventure** створювати спільне ризиковане підприємство

**formal phraseology** загальноприйнята фразеологія в галузі комерції

**forward a check to smb** надіслати чек (*кому-небудь*)

**forwarding:** відправлення листів (*і ін.*); експедиторський; ~ **agent** експедитор

**Fragile:** Обережно! Крихкий вантаж!; ~ **articles** крихкий вантаж/що б'ється

**franco:** франко (*тобто ціна товару містить транспортні витрати до складу покупця*); ~ **quay** франко-причал; з причала

**free:** ~ **circulation** вільне розповсюдження (*документації*); ~ **delivered** з безкоштовною доставкою; ~ **negotiability of the bill** вільний обіг векселя; ~ **of particular average** вільно від випадкової аварії (*застереження, що обмежує відповідальність страхової компанії*); ~ **on rail** (f.o.r.) франко-вагон

**freight:** фрахт; вантаж; ~ **container** вантажний контейнер; ~ **paid** зі сплатою фрахта (*вантажовідправником*); ~ **paid to border** фрахт сплачується до кордону; ~ **payable at destination** плата за фрахт – у пункті призначення; ~ **plane** вантажний літак; ~ **prepaid** з попередньою сплатою перевезення; ~ **rate** вантажний тариф; ~ **tax** податок з фрахта

**frustration** зрив, припинення зобов'язань

**fulfill one's production schedule** виконувати свій виробничий графік

**full:** ~ **cooperation and attention** повна готовність до співпраці і першочергова увага; ~ **details of our terms of business** повне викладення умов ділових взаємовідносин; ~ **range of samples** повний набір зразків виробів; ~ **selection** повний вибір

**funds:** кошти, фінансові кошти, гроші; ~ **collected from individuals** кошти, що збираються у населення; ~ **for investments** кошти на інвестування; ~ **for payments** кошти для платежів

**funnel** труба судна

**furnish particulars** надати деталі

**further:** ~ **copy** додатковий екземпляр; ~ **orders made** додаткові замовлення

## G

**gain foothold in** закріпитися, завоювати позиції (*у певному секторі бізнеса*)

**gantry crane** порталний кран

**garment** одяг, вбрання

**gear** прилад

**general consensus on** спільна згода (*Syn. general agreement*)

**get in touch with smb** зв'язатися з ким-небудь

**give:** ~ **a credit** надати кредит (*у розмірі*) (*Syn. extend a credit/ grant a credit; provide credits to*); ~ **early attention (to the order)** відразу ж взятися за замовлення; ~ **it a trial** давайте подивимось; ~ **original instructions** дати початкові вказівки

**Glass! handle with care!** Обережно! Скло! (*надпис на тарі*)

**goods:** товар; ~ **are carried at your risk** доставка – на Ваш ризик; **are in transit** товари в дорозі; **are out of stock** товар вже розпродано; ~ **are to be collected at our works** товар необхідно забрати на території нашого підприємства; ~ **by rail** товар, який перевозять залізницею; **explosive** ~ вибухові речовини; **fast** ~ товар, що потребує швидкого перевезення; **flammable** ~ легкозаймисті вантажі; **high quality** ~ високоякісні товари; ~ **happen to be mishandled** з товарами може бути грубе поводження; ~ **have been dispatched** товар (вже) відвантажено; ~ **in your line** товари Вашого асортименту; ~ **missing from the consignment** товари, що відсутні в партії; **if the ~ have not been shipped** якщо товар ще не було відправлено; **please cover for us the ~** будь ласка, забезпечте нам страховку товарів; ~ **supplied in the home trade** товар, що пропонують на внутрішньому ринку; **we offer these** ~ ми пропонуємо ці товари; ~ **will reach you** товари надійдуть до Вас

**government:** ~ **bonds** державні облігації; ~-**owned** у власності уряду

**granaries** зерносховища

**grant:** дар, дарування; дарувати, давати дотацію; ~ **a guarantee** надавати гарантію; ~ **a license** видавати ліцензію (*Syn. issue a license*); ~ **a policy** видавати страховий поліс; ~ **smb a discount** надавати кому-небудь знижку; ~ **smb an overdraft** надавати кому-небудь овердрафт; ~ **smb open account terms** надати кому-небудь умови відкритого рахунка; ~ **special terms for** надати особливі умови; **we are pleased to ~ this facility** нам приємно надати Вам таку можливість (*напр., отримання кредиту*)

**grease paper** жиронепроникний папір

**gross:** ~ **prices** ціни брутто; ~ **proceeds** валовий виторг;  
 ~ **registered tonnage** валова місткість судна; ~ **services** служба  
 комплектації вантажів; ~ **weight** вага брутто

## H

**handle:** ~ **a bulky product** поводитися з виробом великогообсягу;  
 ~ **with care!** Обережно! (*надпис на тарі*)

**handling:** поводження (з *кимось* або *чимось*), вирішення (*якихось*  
*питань*); навантажувально-розвантажувальні роботи; ~ **of shipping**  
**documents** працювати з перевізними документами

**hand-made lines** групи товарів ручної роботи

**hardware** готові вироби; апаратне забезпечення (*про комп'ютери*)

**hard-wearing** зносостійкий

**haul:** перевозити, здійснювати перевезення; ~ **export and import**  
**traffic** здійснювати перевезення експортних і імпортних вантажів

**haulage** транспортування вантажів

**have one's own fleet of ships** розпоряджатися власною флотилією  
 судів

**honour/honor:** ~ **a bill** прийняти вексель до сплати, акцептувати;  
 ~ **a cheque** сплатити чек; ~ **claims if** задовольнити вимоги, якщо  
 (*Syn. satisfy claims if*); ~ **one's obligations** виконувати взяті  
 на себе зобов'язання; ~ **smth in time** сплатити вчасно

**hope, we ~ to hear from you** ми сподіваємося отримати від Вас  
 відповідь

**hospitality** гостинність

**household appliances** предмети домашнього побуту

## I

**illustrated catalogue** ілюстрований каталог (*Syn illustrated folder*)

**imperfect:** ~ **competition** недосконала конкуренція; ~ **goods** вироби  
 з деякими дефектами

**implementation: ease of ~ of** простота здійснення (*напр., проекта*)

**import:** ~ **agent** посередник з питань імпорту; ~ **regulations**  
 регулювання імпорту; ~ **volume** обсяг імпорту

**impose a fine** накладати штраф

**impregnated:** з просоченням

**impression: burned** ~ маркування за допомогою випалення

**indelible paint** незмивна фарба (*напр., про маркування*)

**indemnify** відшкодувати збиток

**indemnity** страхове відшкодування (*виплачується страховиком*)

**indent** замовлення на товар; заявка

**information:** ~ **will be treated in strict confidence** до цієї інформації ми поставимося виключно як до секретної

**injured** той, хто отримав травми; пошкоджений (*товар*)

**inland** внутрішній, розташований всередині країни; відалений від моря; ~ **navigation** внутрішнє судноплавство; ~ **revenue tax** державний податок; ~ **transport** внутрішній транспорт; ~ **transport and freight** внутрішній транспорт і фрахт

**Inland Revenue** податкове управління

**inner:** ~ **lining** з внутрішньою прокладкою; ~ **waterproof lining** водонепроникна тканина (всередині)

**inspection:** ~ **certificate** приймальний акт; ~ **of documents** перевірка документів; ~ **of ships** огляд судів; ~ **report** акт про прийняття; ~ **was conducted** перевірку було здійснено

**instructions:** ~ **as to** вказівки щодо; **as per** ~ згідно з вказівками; ~ **for forwarding** вказівки для відправлення (*кореспонденції і т.п.*); ~ **regarding payment (to)** вказівки щодо платежів

**insurance:** страхування; страхова справа; ~ **against risk** страхування від ризиків; ~ **agent** страховий агент; ~ **claims** вимоги компенсації за страховим договором; ~ **policy** страховий поліс (*тип контракту*)

**insured:** страхувальник (*про особу або організацію, що страхують своє майно за договором страхування*); ~ **for the amount of value** застрахований на сумму; ~ **letter** рекомендований лист; ~ **value** страхова оцінка

**insurer** страховик (*про страхову компанію*), страхове товариство

**International Chamber of Commerce** Міжнародна торгова палата

**international:** ~ **monetary system** міжнародна валютна система; ~ **money order** міжнародне платіжне доручення

**interview** співбесіда

**invalid** недійсний

**investigation: detailed** ~ детальне розслідування

**investment of funds** інвестування коштів

**invitation** запрошення

**invoice** рахунок-фактура; **provisional** ~ попередній рахунок-фактура; ~ **dated 3 January** Ваш рахунок-фактура від 3 січня; **~ed to you** з рахунком, що було виписано на Вас; **for the amount of your** ~ на суму, що виставлено у Вашому рахунку-фактурі; **in settlement of your** ~ на сплату Вашого інвойса; **please find enclosed the** ~ у додатках Ви знайдете рахунок; **when making out our** ~ при виставленні рахунка; **your ~ dated ... was filed incorrectly** Ваш рахунок від ... було заповнено невірно

**invoicing** виписування рахунка-фактури

**involve:** ~ **a loss** викликати збитки; **~ed in transactions** той, що приймає участь в угодах

**issuing bank** банк-емітент

**item:** предмет; пункт (*на порядку денному*); ~ **made to order** виріб, що було зроблення на замовлення; ~s **listed in your enquiry** вироби, що були зазначені у Вашому запиті; ~s **supplied against the above indent** вироби, що були доставлені за вищезгаданим замовленням; **our firm manufactures such ~s as** наша фірма виробляє такі вироби як

## J

**job:** робота; посада; професія, фах; справа; місце роботи; ~ **applicant** претендент на робоче місце; ~ **application** направлення листа у зв'язку з влаштуванням на роботу; ~ **appointment** призначення на посаду; ~ **centre** біржа праці

**joint:** ~ **and several obligation** зобов'язання з відповідальністю спільно і окремо; ~ **-stock company** акціонерне товариство

## K

**keen:** ~ **competition** потужна конкуренція; ~ **interest in** щирий інтерес (*до чого-небудь*); ~ **price** достатньо низька ціна;

~ **to advance a career** той, хто намагається досягти успіху на службі; ~ **to assist** готовий надати допомогу

**keep**: ~ **a line of goods** мати асортимент товарів, мати свою «лінію»; ~ **accounts in order** тримати рахунки в порядку; ~ **an offer open** держати комерційну пропозицію відкритою; ~ **books** вести бухгалтерські книги; ~ **cool** тримати у прохолодному стані; *перен.* реагувати спокійно; ~ **dry** берегти від вологи; боїться вогкості (*надпис*); ~ **pace with the demand** задовольняти зрслий/існуючий попит; ~ **smb informed** тримати когось в курсі справ; ~ **the catalogue for further reference** користуватися каталогом и в подальшому; ~ **up the pace** не відставати

**keeping customers' accounts** ведення рахунків клієнтів

## L

**labour/labor costs** тарифні ставки за працю, вартість робочої сили

**launch**: спускати на воду (*корабель*); ~ **a new enterprise** відкрити нове підприємство; ~ **an export drive** розгорнути кампанію з розвитку експорту; ~ **ultra-lightweight models** перейти на надлегкі моделі

**layout of a letter** розташування тексту у листі

**leading**: провідний, головний; керівний; ~ **bank** провідний банк; ~ **counsel** головний адвокат; ~ **dealer** провідний дилер; ~ **edge in** головна перевага в; ~ **position** стан фірми, що лідирує (*фірми*); провідна посада

**legal**: ~ **channels** легальні канали, легальний шлях; законно, законним шляхом; ~ **title** правовий титул (*на основі спільного права*)

**legally**: ~ **binding** юридично обов'язковий (*документ, контракт*); ~ **competent to transact business** правочинний укладати угоди

**lengths must be cut to exact dimensions** нарізати у відповідності з вкзаною довжиною

**less interest** мінус відсотки (*за*)

**letter**: ~ **heading** шапка (*на бланку*); **model** ~ лист-зразок; ~ **of acknowledgement** лист-підтвердження; ~ **of appreciation** лист з висловленням подяки; ~ **of cancellation** повідомлення про

анулювання; ~ **of credit** акредитив; ~ **of explanation** роз'яснення; ~ **of hypothecation** заставний лист; ~ **of indemnity** гарантійний лист; ~ **of invitation** письмове запрошення; ~ **of recommendation** рекомендаційний лист; ~ **of reference** характеристика; ~ **of sympathy** лист для висловлення співчуття; ~ **writing** техніка написання ділових листів; **as we informed you in our** ~ **of** як ми повідомили Вам у нашому листі від; **following-up** ~ лист-нагадування; **in our letter dated ...** у нашому листі від; **irrevocable** ~ **of credit** безвідкличний акредитив; **main body of** ~ основна частина листа

**liability** відповідальність, обов'язок, зобов'язання

**license: manufacturing** ~ ліцензія на виробництво

**lid:** кришка; ~s **are secured by nailing крышки** зафіксовані цвяхами

**lift:** ~ **here!** Підйом (*вантажа*) тут!; ~ **the embargo** скасувати ембарго

**lifting:** ~ **gear** механізм/важіль для підйому; **ears to facilitate** ~ спеціальні зашморги для зручного захвату вантажа (*під час підйому*)

**lighterage** навантаження/розвантаження за допомогою ліхтерів

**limitations** обмеження

**limited:** ~ **company** компанія з обмеженою відповідальністю; ~ **order** обмежена пропозиція; ~ **partnership** товариство з обмеженою відповідальністю

**line:** ~ **of our samples** лінія наших зразків; **attention** ~ рядок у листі, на якому вказують прізвище отримувача; ~s товарні групи

**list of contents** опись предметів у ящику

**Lloyd's** Ллойд (*страхова компанія*)

**lorry:** (*брит.*) вантажівка; **loaded** ~ вантажівка з вантажем

**loan:** позика, кредит; ~s **to exporters** кредити з метою експорту

**local business circles** місцеві ділові кола (**Syn. local business community**)

**lock** шлюз

**looking forward to** з нетерпінням очікуючи (*Вашої відповіді*)

**loss** втрата; збиток; шкода; **it will cause us a ~ of business** на цьому ми втратимо замовлення

**Ltd = limited** з обмеженою відповідальністю

**lump sum** велика сума грошей, що виплачується одночасно, «кругленька сума»

## M

**mail: ~ service** поштова служба;

**make: ~ a claim** пред'являти вимогу (*напр., відповідно до страхового договору*); **~ an appointment to visit smb** домовитися про зустріч з *кимось*; **~ arrangements** здійснити домовленість; **~ entries (in your books)** зробити записи (*у Ваших книгах*); **~ marks by paint** робити маркування олійною фарбою; **~ payment arrangements** домовитися про платежі; **~ policy decisions** приймати директивні рішення; **~ up a loss** компенсувати збитки; **~ up an order** зробити замовлення

**Managing Director** директор-розпорядник

**manufacturer** виготовлювач, завод-виготовлювач, фірма-виготовлювач, фабрика; **manufacture's departments** відділи, пов'язані з виготовлювачем

**mark: ~ all cases as ...** промаркуйте всі ящики як; **~ on every package** маркування на кожному місці

**market: ~ is limited for such goods** на ринку – обмежений попит на товар такого роду; **on world ~s** на світових ринках; **there is ~ for** існує попит на; **there is no ~ for** попиту немає

**marking:** маркування, надписи і умовні зображення (*на тарі*); **good clear ~** чітке маркування на тарі (*для швидкої ідентифікації характеру вантажа*)

**maturity: ~ date** термін сплати, що наступив; **at ~** коли наступає строк платежу

**meet: ~ a bill** сплачувати вексель/рахунок; **~ a loan** погашати позику/кредит; **~ debts** сплачувати борги; **~ one's commitments** виконувати взяті на себе обов'язки; **~ one's liabilities promptly** швидко виконувати свої обов'язки; **~ partially** задовільнити (*прохання*) частково; **~ smb to discuss smth further** зустрітися з *кимось*, щоб більш детально обговорити *що-небудь*; **~ smb's requirements** виконати *чийсь* вимоги; **~ the (assumed) financial obligations** виконати (*взяті на себе*) фінансові

зобов'язання; ~ **the claims** готувати свої докази (за позовом);  
 ~ **the due date** сплатити у вказаний термін; ~ **the expense** покрити витрати; ~ **the liability** погасити грошове зобов'язання

**member: bracing** ~s кріпильні елементи

**mercantile agents** торгові агенти, посередники

**merchandise:** товари (*Syn. goods for sale*); ~ **inventory** товарні запаси (*готової продукції*)

**merchant:** комерсант, купець; ~ **middleman** (*амер.*) незалежний торговий посередник (*Syn. intermediary*); ~ **ship** торговельне судно; ~ **shippers** експортери, що відправляють вантаж морем

**Messrs = Messieurs** панове

**metal:** ~ **band** бандаж; ~ **fittings** металеві фітінги; ~ **stencil** металевий трафарет

**metrication** впровадження/використання метричної системи

**money:** ~ **due to** гроші, що належать (*кому-небудь*); ~ **order for** грошовий переказ для

**monthly:** щомісячно; ~ **account terms** умови щомісячного розрахунку; ~ **settlement** щомісячний розрахунок; ~ **statement** щомісячний звіт

**most up-to-date shelving system** найбільш сучасна система збереження на полицях

**motor:** ~ **tanker** танкер; ~ **vessel** теплохід

**multi-national organization** багатонаціональна організація

**mutilations (in the text)** перекручення (*що двідулися при переказі тексту*)

## N

**name of addressee** ім'я адресата

**navigation: inland** ~ внутрішнє судноплавство

**negligence** недбайлість (*в роботі*)

**negotiable:** обіговий (*про вексель і т.п.*); ~ **bill of exchange** обіговий вексель

**negotiate** вести переговори; залагодити справи

**negotiating bank** банк, що веде переговори

**net:** ~ **cash** сплата готівкою (*без знижки*); ~ **prices** ціни нетто

**notice:** повідомлення, сповіщення; ~ **of beginning of production** повідомлення про початок виробництва; ~ **of deficiencies** заява про невідповідність поставки замовленню, що було зроблено; **at** ~ при сповіщенні; **until further** ~ до особливого сповіщення

**notification:** повідомлення; ~ **of number of packages** кількість місць (*про вантаж*); **shipment** ~ повідомлення про відвантаження

## O

**obligation:** ~ **hereunder** зобов'язання за даним контрактом (*документом*); ~**s incurred** взяті зобов'язання; **unless you meet your ~s** якщо Ви не виконаєте своїх зобов'язань

**observance of the terms** виконання умов

**obtain:** ~ **indemnity** отримати страхове відшкодування; ~ **payment through legal channels** домогтися сплати через суд

**offer:** ~ **smb a sole agency** запропонувати *кому-небудь* єдине представництво

**open:** ~ **a credit for... in your favour** відкрити кредит для Вас у сумі ...; ~ **a current account** відкрити поточний рахунок; ~ **account** відкритий рахунок (*покупець періодично сплачує заборгованість*); ~ **account terms** умови відкритого рахунку; ~ **cover** відкритий поліс (*необмежений у часі*); ~ **order** відкрите замовлення; ~ **this end** Відкривати тут! (*надпис*) **opening:** ~ **greeting** привітання, ввічливий початок (*у листі*); **of a branch office** відкриття філіалу

**operate as agents** працювати у якості комісіонерів

**order:** ~ **for shipment** наказ про навантаження/відвантаження товарів; ~ **is sent to the factory for manufacture** замовлення направляється на фабрику (завод) з тим, щоб виготовити виріб; ~ **will have our immediate attention** ми відразу ж візьмемося за Ваше замовлення; **this ~ is binding till...** замовлення є юридично обов'язковим; **we would appreciate your ~** були б вдячні, отримавши від Вас замовлення; **on receipt of the ~** при отриманні замовлення; **small ~** дрібне замовлення; **we accept your ~ in line with your instructions** приймаємо замовлення до виконання відповідно до Вашого розпорядження; **we have not yet received your ~ regarding** ми ще не отримали Ваше замовлення, пов'язане з; **we are very pleased to have your**

~ ми раді, що Ви розмістили своє замовлення; **your ~ is receiving immediate attention** Вашому замовленню приділяється першочергова увага; **your ~ is considerably short** Ваше замовлення досить неповне; **this ~ stands until** це замовлення дійсно до; **we hereby accept your ~** цим приймаємо Ваше замовлення; **~s of value** цінні замовлення; **treat all other ~s as cancelled** розглядати всі інші замовлення як анульовані; **unfortunately, you did not execute our ~ completely** на жаль, Ви не виконали мій наказ повністю; **it takes us ... days to execute large ~ s** нам потрібно... днів для виконання великих замовлень; **~s will be executed** замовлення будуть виконані суворо на основі **organization with opportunities** організація, де можна досягти успіху **outline of the situation** загальна характеристика ситуації **outstanding**: неоплачений (*о долгах*); ~ **balance of** неоплачений остаток (*в сумме*); ~ **claims** неудовлетворенные претензии; ~ **from previous accounts** несплачений за попередніми розрахунками **overall measurements** габаритні розміри (*тж overall dimensions*) **overbuying** купити більше ніж потрібно, зайві закупівлі **overcharge for** завищена ціна (*на що-небудь*) **overdraft**: перевищення кредиту у банку, овердрафт; ~ **limit** крайній розмір кредиту (*напр., той, що банк дозволяє володарю рахунка*) **overdue**: прострочений (*платіж*); ~ **accounts** рахунки прострочених платежів; ~ **order** замовлення, що не виконано в строк **overrun one's reserves** перевищити свої резерви **overseas**: ~ **contract** закордонний контракт, контракт з іноземною фірмою; ~ **markets** закордонні ринки **oversight**: **it is through an ~** внаслідок недогляду **owe** заборгувати, бути в боргу **owing to the slump** у зв'язку зі спадом (*в економіці*)

## Р

**package** бандероль

**packing**: ~ **in wooden cases** упакування (*виробів*) у дерев'яні ящики; ~ **note** пакувальний лист; **faulty** ~ погане пакування; **solid** ~ цупке пакування

**partial shipment** неповна партія вантажа, що було відправлено

**particular:** ~ **average** випадкова аварія; ~ **average loss (has occurred)** мала місце шкода з випадкової аварії; ~**s** подробиці, деталі

**partnership** партнерство, товаристість

**patterns of fabric** зразки тканини

**pay** платити, сплатити (**Syn pay off; repay**); ~ **arrears** платити з затримкою; ~ **at maturity** сплатити за наставання строку платежу; ~ **at sight** сплачувати за поданням; ~ **by a letter of credit** сплатити за допомогою акредитива; ~ **by bill of exchange** сплатити переказним векселем; ~ **by check** сплатити чеком; ~ **by draft** сплатити переказним векселем; ~ **by instalments** платити у розстрочку (*частинами*) ~ **by means of** платити за допомогою; ~ **by means of bill** платити векселем; ~ **in advance** платити наперед; ~ **in full** сплачувати повністю; ~ **monthly or quarterly** розраховуватися на щомісячній або щоквартальній основі; ~ **the account** сплачувати рахунок; ~ **the sum on a bill of exchange** виплатити потрібну суму за переказним векселем

**payable:** ~ **at sight** що оплачується за поданням; ~ **at the current rate of exchange** сплачувати за поточним обмінним курсом; ~ **at thirty days' sight** платежом через 30 днів після подання; ~ **on demand** платежом за вимогою; ~ **to bearer** на подавця

**payee** отримувач платежу (*той, кому платять*)

**payer** платник (*той, хто платить*)

**paying:** ~ **agent** посередник у платежах; ~ **bank** банк-платник; ~ **concern** прибуткове підприємство; ~**-in book** книга обліку платежів; ~**-in slip** платіжна розписка

**payment:** ~ **against documents** сплата проти документів; ~ **by banker's draft** сплата банківським переказним векселем; ~ **by banker's transfer** сплата банківським переказом; ~ **by opening an irrevocable letter of credit** сплата шляхом відкриття безвідкличного акредитиву; ~ **in advance** передоплата; ~ **in arrears** сплата з затримкою; ~ **in full** повний платіж, сплата сповна; ~ **in kind** сплата натурою, сплата продукцією; ~ **of account** сплата рахунка; ~ **on invoice** сплата по отриманні рахунка-фактури; ~ **period** строк платежу; ~**s received from third parties** платежі від третьої сторони; **this ~ discharges our liability** сплату

проведено, і це знімає з нас відповідальність; **our new terms of** ~ наші нові умови платежу; **in part ~ of your last statement** в межах часткової сплати за Вашим розрахунком прибутків; **please withhold** ~ будь ласка, затримайте сплату; **we have arranged ~ through** ми організували платіж через

**per annum (p.a.)** річні

**perfectly clear meaning of formal phrases** абсолютно чітке значення фраз делового мовлення

**performance:** виконання (*контракта і т.д.*) ~ **clause** пункт про виконання контракта

**period of grace** пільговий строк (*напр., той, що надається боржнику для погашення позики*)

**perishable** продукт, що швидко псується

**personnel:** персонал (**Syn. human resources**); ~ **manager** менеджер з кадрів

**highly-trained ~ of our company** висококваліфікований персонал нашої компанії

**pilferage** дрібна крадіжка

**pilot** пілот; лоцман

**pitch** смола

**place:** ~ **on an equal footing** ставити в рівні умови; ~ **smb on monthly account terms** перевести *кого-небудь* на умови щомісячного розрахунку

**placing:** розміщення (*напр., цінних паперів*) ~ **of the order** розміщення замовлення

**plaintiff** позивач

**plastic:** ~ **kitchenware** посуд з пластмаси; ~ **-packaged** у поліетиленовому упакуванні

**plating** листи

**plywood** фанера

**policy** поліс, страховий поліс

**port:** ~ **of call** порт заходження; ~ **of discharge** порт розвантаження (*тж discharge ~*); ~ **of loading** порт навантаження (*тж loading ~*)

**portage** сплата за перенесення багажу

**post:** ~ **office box** поштова абонементна скринька; **by separate** ~s у вигляді різних поштових відправлень

**postal:** ~ **check account** рахунок за поштовими чеками; ~ **order** поштовий переказ; ~ **stamp** поштовий штампель; ~ **zone number** поштовий індекс

**postscript (PS)** постскриптум

**precaution** запобіжний захід

**premises** приміщення у будівлі

**premium** страховий внесок (премія) (*виплата на користь страхової компанії*)

**prepare legal documents and cases** готувати документи для суду і справи у зв'язку з наданими позовами

**prepayment** передплата

**present interest rate on deposit accounts** поточна відсоткова ставка за депозитами

**press:** наполягати, настійно вимагати; ~ **smb for settlement** наполягати на платежі; ~**ed by creditors** той, хто зазнає тиску з боку кредиторів

**previously regular payer** платник, який раніше здійснював платежі вчасно

**price:** ~ **concession** знижка в ціні; **prohibitive** ~ занадто висока ціна; ~ **cut** зниження цін; ~ **limit** крайня ціна; ~ **-list** прайс-лист; **at below market** ~ за цінами нижче ринкових; **at best** ~ за найбільш вигідною ціною; **at the original** ~ за початковою ціною; **at the very special** ~ за особливою ціною; **lowest** ~ найнижча ціна; **your** ~ **quotation** оголошені Вами ціни

**prices:** **gross** ~ ціни брутто; ~ **are ex-works** ціни франко-завод, з заводу; ~ **are firm for 24 hours** ціна залишається незмінною протягом 24 годин; ~ **are steady** ціни не змінюються; ~ **are subject to variation** ціни можуть бути змінені; ~ **as quoted** ціни згідно оголошеним; **at lower** ~ за найнижчою ціною; ~ **have fallen** ціни знизились; ~ **have risen** ціни зросли; – **quoted are net** оголошені ціни без будь-яких націнок

**primage** прибавка за користування вантажними пристроями судна

**principal** принципал

**printed:** ~ **matter** друкована продукція, друковані матеріали;  
~ **return address** вже надрукована зворотня адреса (*напр., на конверті*)

**private correspondence** приватна кореспонденція

**probability: high** ~ високий ступінь ймовірності

**proceeds** виторг; **gross** ~ валовий виторг

**produce a certificate of inspection** подавати сертифікат перевірки

**production: -schedules** виробничий графік; ~ **was held up (for 24 hours)** виробництво було припинено (*на 24 години*); **out of ~ (about an article, model)** більше не відбувається (*про ті чи інші вироби*); **it will interrupt our normal** ~ це порушить наш звичайний цикл виробництва

**products: with the advent of new** ~ з появою нових виробів

**profit:** прибуток; ~ **by** наживатися на; ~ **margin** коефіцієнт прибутковості, чистий прибуток

**pro-forma invoice** проформа рахунка-фактури

**promote a product** просувати товар на ринку

**prompt:** ~ **delivery** термінова доставка

**prosecute** переслідувати у судовому порядку

**prospects: in your company there are greater** – у Вашій компанії існують великі можливості (*у досягненні успіху*)

**protection** акцептування; захист

**protective:** ~ **canvas** захисна парусина; – **service (for goods)** обслуговування (*вантажа*) в дорозі

**protest** протестувати; опротестовувати; ~ **a bill** опротестовувати вексель

**proven reputation** перевірена (*добра*) репутація

**provide references** надати/ дати рекомендації

**provided you can guarantee** за умови, що Ви можете гарантувати

**proviso** застереження, умова

**public auction** відкритий аукціон

**publicity campaign** рекламна кампанія (*Syn. амер. publicity drive*)

**punctual despatch** відправлення точно у строк

**purchase:** ~ **of shares** купівля акцій; ~ **on a trial basis** пробна закупівля

**put:** ~ **an embargo on** накласти ембарго; ~ **in a claim for compensation** висунути вимогу про компенсацію

## Q

**quality:** ~ **is not up to** якість не відповідає; **inferior** ~ (**of goods**) низька якість (виробів); **high** ~ висока якість; ~ **mark** знак якості

**quantity** кількість; обсяг поставок

**quay** причал, пристань

**query** довідуватися; запитувати

**question:** **earlier discussed** ~s **of** питання, що раніше розглядалися; **this ~ is in the province of a secretary** це питання – в компетенції секретаря

**quite willing to** абсолютно готовий для того, щоб

**quotation:** розцінка; повідомлення ціни; курс; котирування акцій (*на біржі*); ~ **for the supply** оголошена ціна для цілей поставки

**quote:** **will you please** ~ будь ласка, оголосіть/повідомте нам ціни

## R

**railhead** залізничний пункт

**range of goods** асортимент товарів

**rate:** ~ **of insurance** ставка страхової премії; **all-in** ~ ставка з урахуванням всіх послуг

**raw material prices** ціни на сировину

**re (= reference)** тема (*листа*)

**rebate** деяке повернення переплати

**receipt:** **we acknowledge** ~ **of** підтверджуємо отримання

**receive:** ~ **a first reminder** отримати перше нагадування; ~ **advice of payment** отримати повідомлення про платіж; ~ **wrong goods** отримувати не той товар (*що замовляли*)

**recipient:** отримувач (*товарів і т.п.*); ~'s **address** адреса отримувача (*листа*)

**reciprocate** відповідати взаємністю

**recognized business procedure** визнана практика ведення справ

**records** звітність (*Syn. amer. financial statements*)

**reference** особа, що дає рекомендацію; компетентність;

**as a ~** у якості посилання **they have given us your name as a ~** нам

порекомендували саме Вас; **with ~ to** стосовно; **with ~ to your**

**enquiry** що стосується Вашого запиту; **with ~ to your offer**

посилаючись на Вашу комерційну пропозицію

**refund of import duty** повернення митного збору у випадку

ре-експорту **regret: it was with great ~ that** вкрай жалкуючи;

**we ~ that you have had the trouble of** ми співчуваємо, що Вам

довелося зіткнутися з цими труднощами; **we ~ having to do the**

**following** ми співчуваємо, що ми маємо чинити так; **we ~ we are**

**unable to** на жаль, ми не можемо

**regular: ~ supplies** звичайні постачання, регулярні постачання;

**~ payer** справний платник; **~ purchases** закупівлі, що постійно

здійснюються

**reimburse** відшкодувати витрати

**reinforced: з підсиленням, зміцнений; ~ bottom** особливо міцне дно

тари

**reject: ~ smth if not satisfied with** відхиляти *що-небудь*, якщо нас

не задовольнить, **~ed product** бракований виріб (**Syn. reject**)

**rejection: відхилення; замовлення; негативна відповідь**

(*на пропозицію*); **~ of application** відмова у прийнятті заяви

**reminder** нагадування

**remit** переказувати гроші поштою

**remittance** грошовий переказ (*поштою*)

**remove: ~ an embargo** зняти ембарго (*Syn. lift an embargo*); **~ oil**

**from sumps** видалити мастило з картерів

**remuneration** винагородження (*Syn. fee (about lawyers, etc.); royalty*

(*about authors*))

**renew: ~ (one's actions)** відновлювати (*свої дії*); **~ a floating policy**

відновити генеральний поліс

**requirement: based on your annual** ~ виходячи з Вашої щорічної

потреби

**replacements** товар, що було надіслано замість інших

**replies to complaints** відповіді на скарги

**reply: early** ~ термінова відповідь; ~ **by telex** дати відповідь по телексу; **in anticipation of your** ~ в очікуванні Вашої відповіді

**repudiate the claim** відхилити вимогу/рекламацію

**reputation: our machines enjoy an excellent** ~ наші машини дуже популярні

**repute: good** ~ добра репутація

**request: ~ can be met** прохання/ заявка може бути задоволена; ~ **can be partially met** прохання/заявка може бути задоволена лише частково; ~ **for account terms** запит про умови відкритого рахунку; ~ **for an offer** запит комерційної пропозиції; ~ **for references** запит рекомендацій; **at the** ~ на прохання; **your ~ for a change cannot be met** на жаль, ми не зможемо піти на будь-які зміни

**requirement: based on your annual** ~ виходячи з Вашої щорічної потреби

**reserve: ~ to oneself the right** залишити за собою право; **in** ~ у резерві

**reserving hotel accommodation** бронювання номера в готелі

**resort: as a last** ~ як останній засіб

**retail buyer** роздрібний покупець

**retain a commission** залишити за собою комісійні

**return address** зворотня адреса

**review: under regular** ~ під постійним контролем

**rival: ~ конкурент, суперник; ~ offer** пропозиція конкурентів

**revise: ~ a text** відредагувати текст; ~ **the terms of business** переглянути умови керування бізнесом

**reviser** редактор

**risk: all** ~ з відповідальністю за всі види ризику (*про застереження у страховому полісі*); **at our ~ and cost** на наш ризик і за наш рахунок

**rival offer** пропозиція конкурентів

**reward: it is a fitting ~ for your work** це відповідне винагородження за Ваш труд

**robust construction** міцна конструкція

**round off the enquiry** завершити запит (*певною фразою*)

**round-table meeting** зустріч за круглим столом

**routine:** повсякденна практика, рутина, заведений порядок; прийнятий режим праці; ~ **business letter** звичайний діловий лист

**routing:** призначення маршрута перевезень; ~ **order** замовлення на складання маршрута (*перевезення*)

**rubber: on** ~ на колесах (*прокране на автомобільному шасі*)

**run a campaign** проводити (*рекламну*) кампанію (*Syn. launch a campaign*)

## S

**sack** мішок; *розм.* звільняти

**sail** ставити вітрила, здійснювати плавання

**salary: budgeted ~ amounts to ...** зарплата (*для співробітника*), що передбачається, становить...

**sale:** ~ **by instalments** продавати на виплат; ~ **on C.I.F. terms** продаж на умовах СІФ; ~ **on commission** комісійний продаж; ~ **on consignment** продаж зі складу комісіонера; ~ **on credit** продаж у кредит; ~ **on trial** продаж на пробу; ~ **s literature** рекламна література (*Syn. advertising literature*)

**Sales Manager** комерційний директор

**salutation** звернення (*у листі*)

**samples:** ~ **of quote** зразки запропонованих цін; **we enclose the ~ of** висилаємо Вам зразки

**saver:** особа, яка займається збереженням; **small** ~ дрібні вкладники

**scratching** творення подряпин (*на виробках*)

**sea protest** протест капітана (*Syn. captain's protest*)

**seaborne** що перевозиться морем

**seal a container** опломбувати контейнер

**seams** швы

**seconds** другосортні товари

**secure payment terms** гарантувати умови платежу

**securities:** цінні папери; **freely negotiable** ~ цінні папери, що вільно обертаяться; **look for** ~ спостерігати за операціями з цінними паперами

**security:** забезпечення, гарантія, застава; **as ~ for a loan** у якості забезпечення за позикою

**sell:** ~ **by public auction** продавати з аукціону; ~ **off the entire stock** розпродати весь запас; ~ **on exchanges** продавати на біржах; ~ **on foreign exchanges** продавати на валютних біржах; ~ **on markets** продавати на ринках

**seller's market** ринок продавця

**selling agents** торгові агенти

**send:** ~ **a B/E to the drawee for payment** висувати тратту на сплату (*См. draft*); ~ **a cable** надіслати телеграму (**Syn. cable**)

**separate:** **sent by ~ post** надісланий поштою окремим пакетом; ~ **consignment** окрема партія товарів

**serviceable** придатний для використання

**settle:** ~ **an account** сплатити рахунок; ~ **by bill of exchange** сплатити векселем; ~ **within 30 days** сплатити протягом 30 днів

**settlement:** ~ **by last day of month** розрахунок на останній день місяця; **early** ~ достроковий розрахунок; ~ **is... weeks overdue** заборгованість за платежами становить ...; **we have arranged for ~ of goods** ми віддали наказ про сплату товарів

**sewing machines** швацькі машинки

**shed** навіс

**ship:** ~ **agent** морський агент (*агент судновласників у портах заходження*); ~ **-broker** судовий брокер (*займається чартерами*); ~ **chandler** постачальник у галузі мат.-тех. забезпечення судів; ~ **load** суднове відправлення; ~ **smth by special tank** перевозити щось у спеціальній ємності

**shipload** вантажомісткість

**shipment:** ~ **effected** перевезення, що здійснилося; **as the ~s are effected** під час здійснення перевезень; **each ~ is separately charged** за кожну партію вантажа окрема плата; **in 3 ~s** у вигляді 3 партій (*товару*); **no trial ~s** без будь-яких пробних поставок; **small** ~ дрібна партія вантажу, що було відправлено

**shipowner** судновласник

**shipping:** ~ **point** місце відвантаження; ~ **release** (*амер.*) товарно-транспортна накладна; перевезення; відвантаження (*для постачання вантажоотримувачу*)

**short:** короткий; що відноситься до недоваги; ~ **credit** короткостроковий кредит (**Syn. short-term credit**); ~ **delivery** недопостачання (**Syn. underdelivery**); ~ **payment** неповний платіж

**shortage:** нестача, недостача, дефіцит; ~ **of staff** брак персоналу, проблема з кадрами

**siding** залізнична під'їзна гілка

**sight: at** ~ за подання; ~ **draft** вексель на пред'явника (**Syn. sight bill**); ~ **draft amount** сума векселя на пред'явника; **sixty days after** ~ 60 днів після пред'явлення тратти (=60 d/s)

**sign:** ~ **one's name on the face of the bill** розписатися на лицевому боці векселя; **as ~ed** у підписаному вигляді

**silk fabrics** шовк

**sixty d/s bill** через шістдесят днів після пред'явлення векселя

**sixty days after sight** 60 днів після пред'явлення тратти (= 60 d/s)

**sling** канат, ремінь

**slowdown in business activity** спад у діловій діяльності

**slump** падіння попиту, кризис

**social gathering** вечір, вечірка

**software** програмне забезпечення (*про комп'ютери*)

**sole** єдиний; ~ **agency** єдине представництво

**solicitor** адвокат, повірений

**solid:** ~ **packing** щільне пакування; ~ **waste** тверді відходи (*напр., від тари*)

**sound and prosperous business** міцне у фінансовому відношенні підприємство

**spare parts** запасні частини (*Syn. spares*)

**special:** ~ **delivery** експрес-пошта; ~ **form** спеціальна форма; ~ **product line** особливий асортимент виробів

**specialist export packer** спеціаліст з пакування на експорт

**specification: made to ~s (about articles)** згідно з вимогами стандарта

**specify: as ~ed on the attached sheet** як це вказано у листі, що додається

**specimen:** зразок; ~ **signature** зразок підпису

**split:** розколений на частини; ~ **pickup** збірне відправлення вантажу (на основі відповідного маршрута)

**spot cash** негайна сплата готівкою

**stack:** укладання (товару) в штабелі; ~**er** стосоукладач; ~**ing** стосоукладання; ~**ing defect** дефект укладання; ~**ing yard** складський майданчик (для штабелювання)

**staff:** ~ **manager** менеджер відділу кадрів; **sufficiently trained** ~ достатньо підготовлений персонал

**staging area** майданчик для сортування вантажів

**stationery** канцелярські товари

**stamp duty** гербовий збір

**stamped addressed envelope for your reply** конверт з маркою і зворотною адресою (для відповіді)

**standing: high** ~ міцне становище

**statement:** підрахунок; фінансовий звіт; ~ **of account** витяг з рахунку; **quarterly** ~ щоквартальний звіт; **our records now agree with your** ~ наші записи збігаються з Вашим витягом

**steamer** пароплав

**steel furniture** меблі, що зроблені зі сталевих елементів

**stencil** зробити надпис за трафаретом (на тарті)

**step up advertising** зміцнити рекламну кампанію

**stevedores** портові вантажники

**stock:** запас, запас готових виробів; – **list** номенклатура продукції склада; ~ **taking** інвентаризація; **all the items required are in** ~ усі виробни, що вимагаються, є в наявності; **from** ~ з запасів; **in** ~, у наявності, на складі; **lay in a good opening** ~ підготувати добрий початковий запас (**Syn. initial** ~); **on-order** ~ вже замовлений товар, товар на замовлення; **our** ~ **is completely exhausted** наші (складські) запаси скінчилися; **until ~s are exhausted** до тих пір,

доки запаси не скінчаться; **we advise you to ~ up** наша порада – зробити запас

**stop payment of ... until further notice** призупинити виплату суми до отримання подальшого повідомлення

**stoppage** зупинка

**stopping**: ~ **payment** призупинення платежу; ~ **payment on a check** призупинення платежу за чеком

**storage**: ~ **charges** плата за збереження; – **rack** складський стелаж

**store goods** зберігати товар (*на складі*)

**stouter packing** більш надійне пакування

**stow**: укладати (*вантаж*); ~ **away from heat!** тримати (*товар*) на певній відстані від нагрівальних приладів; **do not ~ on desk!** не складувати на палубі! (*надпис*)

**stowage**: укладання вантажів у вантажних відсіках судна, штивка; ~ **plan** план укладання вантажів

**strap** скріплювати ременем

**strict code of conduct** суворий кодекс поведінки

**strong**: ~ **disadvantage** значний недолік (*Syn. major fault, serious trouble, major problem*); ~ **cover (for the lot of goods)** надійне покриття (*для партії товарів*), ~ **sales drive** потужна кампанія зі збільшення продажу

**subcontract** субпідряд

**subject**: тематика; предмет (*контракту*); ~ **heading** зазначення теми (*листа*), ~ **line** рядок, де вказується тема ділового листа; ~ **to exchange control regulations** з дотриманням валютного контролю; ~ **to the goods being unsold** за умови, що товар не буде розпродано

**subscription** передплата (*на*); абонемент

**substandard product** некондиційний виріб

**substantial rebate** значна цінова знижка

**substitute** замінювати

**subtract** віднімати

**sue smb** порушити справу (*проти*), переслідувати (*кого-небудь*) у судовому порядку

**sump** піддон

**superintendent** керівник, менеджер

**superior**: чудовий (*про товар*), ~ **quality** вища якість (*напр., товару*), ~ **finish** оздоблення (полірування) високого класу

**supervise**: наглядати, спостерігати (*за працею*), контролювати роботу; ~ **packing operations** контролювати процес пакування

**supplier** постачальник

**supply**: **we ~ the market with** мы постачаємо на ринок

**survey**: обстеження об'єкта (*напр., судна, вантажа і ін.*); ~ **certificate** акт огляду (*напр., судна*)

**surveyor** (Surv.) сюрвейер (*у мор. страх.*); інспектор; оцінник зі страхового товариства

**suspend payment of cheque** призупинити платіж за чеком

**sustain** витримувати; зносити (*тягар*)

## Т

**tackle** поліспаст; приладдя; такелаж

**take**: ~ **the long view** зазирати у майбутнє; ~ **up smb's agency** використовувати представницькі послуги *кого-небудь*; ~ **over bid** пропозиція про поглинення компанії

**talk things over with** обговорити (*окремі питання*)

**tally**: підрахунок вантажу (*під час завантаження/розвантаження*); ~ **clerk** робітник, що підраховує вантаж

**tampering** розкриття (*напр., ящиків в дорозі*); підробка; втручання

**tank** ємність

**tanker** танкер

**tar** дьоготь

**tariffs** тарифи

**tax**: ~ **levied on the import of goods** податки на імпорт продукції;

**inland revenue** ~ державний податок

**tear** розірвати, порвати

**technical**: ~ **evaluation** технічна оцінка; ~ **troubles** технічні недоліки (*Syn. розм. technical bugs*)

**technological breakthrough** технологічний прорив

**telecopier** факс, факсимільний апарат

**telefax** телефакс

**telegraph**: телеграф; телеграфувати; ~ **back** направити відповідь (у вигляді телеграми); ~ **company** телеграфне агенство; ~ **instructions** передати інструкції телеграфом

**telegraphed communication** телеграфне повідомлення

**telegraphic money order** телеграфне платіжне доручення

**telephone instructions** інструкції по телефону

**telerecorder** реєстратор телефонних номерів і розмов

**telex**: телекс; ~ **message** повідомлення телексом; **-ing** відправлення телексів

**tender** тендер; пропонувати виконання договору

**terminating carrier** останній перевізник вантажу (*передача кінцевому вантажоотримувачу*)

**termination of contract** розривання контракту (*Syn. cancellation of contract*)

**terms**: ~ **and conditions of sale** умови продаж; ~ **of payment** умови платежу; ~ **of this credit** умови отримання цього кредиту; **basis** ~ **of delivery** базисні умови постачання; **on buyer's** ~ на умовах покупця; **our ~ are net** за нашими умовами знижки не передбачаються

**texture** структура; переплетення тканини; текстура

**thank you for**: ~ **enquiry** дякуємо Вам за запит; ~ **for your order No...** дякуємо Вам за замовлення №...

**this side up** наверх тут! (*надпис на тарі*)

**time**: ~ **charter** тайм-чартер (*про передачу судна на певний час наймачу*); **it will take us some ~ to do this** нам потрібен деякий час, щоб зробити це

**timelag** різниця у часі (*між тими чи іншими подіями*)

**tin**: олово; консервна банка; ~ **foil cover** покриття з олов'яної фольги

**tone of a communication** тон повідомлення

**totalling \$100** складаючи у сумі 100 дол.

**tow:** буксирування; судно, що буксирують; буксирувати; **on** ~ на буксируванні

**towage** буксирування; плата за буксирування

**trade:** ~ **association** торговельна асоціація; **home** ~ внутрішня торгівля; ~ **papers** професійні видання, публікації; ~ **terms** торговельні умови; торговельна термінологія; **do a considerable** ~ мати значний обсяг торгівлі; **fairly extensive import** ~ досить розвинена торгівля імпортом; **fashionable** ~ торгівля модними виробами

**trademark** товарний знак, фабрична марка

**trading:** ~ **capacity** можливий обсяг торгівлі; ~ **firm** торговельна фірма

**traffic:** ~ **agent** (*амер. freight traffic* ~) транспортний агент, експерт з перевезення вантажів; ~ **jam** затор; ~ **manager** (*амер.*) диспетчер

**trailers** трейлери

**train-ferry services** служба типу «потяг-пором»

**tramp navigation** трампове судноплавство

**trampship** трампове судно (*Syn. tramp*)

**transaction** угода

**transfer:** переказувати (*кошти*); ~ **funds** переказувати грошові кошти

**tranship (cargo)** перевантажувати вантаж (*з одного транспорта на інший*); **as the cargo is to be ~ed at** ... оскільки вантаж необхідно перевантажити у пункті...

**transhipment** перевантаження; транзитний вантаж

**transmission of a message** передача повідомлення

**transparencies** діапозитиви

**transport by ferry** поромове перевезення

**traveller's L/C** подорожній акредитив

**triplicate: in** ~ у трьох екземплярах

**trustee** довірчий власник, піклувальник, що розпоряджається майном на засадах довірчої власності

**tubes and piping** труби

**tug** буксир (*тж. tugboat*)

**turn round** час на оберт судна у порту розвантаження  
**turnover** оборот, обіг (*капіталу*); плинність (*кадрів*)

## U

**ulimited liability** необмежена відповідальність  
**undercharge** ціна, що занижена, плата нижче встановленої  
**underdog** невдаха (*напр., у якому-небудь бізнес-проекті*)  
**undertake all formalities** виконувати всі формальності  
**underwriter I.** страховщик (*під час морського страхування*)  
**underwriter II.** андеррайтер, гарант (*під час розміщення цінних паперів*)  
**underwriter at Lloyd's** морський страховик як член страхового товариства Ллойда  
**underwriting** страхування (*дослідження страхового ризику*); гарантування  
**unit of output** одиниця продукції  
**unless: ~ you meet your obligations** якщо Ви не виконаєте своїх зобов'язань  
**unloading freight** розвантаження вантажу, що перевозять  
**unobtainable elsewhere** речі, які неможливо придбати ще де-небудь  
**unscathed** непошкоджений (*вантаж*)  
**unsolicited offer** пропозиція, що не була запитана  
**up-date in design** вдосконалення у дизайні, використання більш сучасного дизайну  
**urgent message** термінове повідомлення  
**Use no hooks!** Гачками не користуватися! (*надпис на тарі*)

## V

**vacancy: if you have any -ies for** якщо у Вас є вакансії  
**V.A.T.** податок на додану вартість (ПДВ)  
**valid** дійсний  
**validity:** юридична сила, дійсність (*документа*); ~ **of offer** строк дії пропозиції

**value received** отримано на (*певну*) суму

**valves** клапани

**van** товарний вагон, фургон

**variation from the quality offered** факт відхилення (*товару*) від запропонованої якості

**varying the terms of payment** зміна умов платежу

**vehicles** автотранспортні засоби

**vent holes** вентиляційні отвори (*напр., у тарі*)

**vessel** судно

**vice: inherent** ~ уроджена (схована) вада (*Syn. inherent defects*)

**view: in ~ of** враховуючи (*Syn. taking into account*)

**viewfinder (of a camera)** видошукач

**vintages** вина зі зборів певних років

**violation of a commercial practice** порушення комерційної практики

**vouch for** поручитися за *що-небудь*

**voyage charter** рейсовий чартер

## W

**W.A. clause (= with average clause)** з відповідальністю за окрему аварію

**waiting list** список черговиків

**waive** відмовлятися (*напр., від права*); ~ **the charge** відмовлятися від вимоги сплати

**warehouse:** склад; ~**ed goods** товари на складі

**warnings** попередження

**warrant** гарантувати

**waybill** вантажна накладна

**well up to** на рівні, не гірше (*напр., про показники*)

**wharf** причал, товарна пристань (pl. **wharves**)

**wharfage** причальний збір

**wire:** телеграфувати (*амер.*) (**Syn. cable**); ~ **reply** відповідь (*на що-небудь*) у вигляді телеграми

**wire-strapped** з обручами (*про твару*), з дротовим хомутом (*напр., про упакування*)

**withhold**: ~ **payment** призупинити виплату

**withstand**: ~ **transports over bad roads** витримувати транспортування по поганим шляхам

**works**: завод (*мж. ex works*); **at our** ~ на нашому заводі

**wrap**: ~ **an item** загорнути/спакувати виріб; ~ **in soft material** спакувати/загорнути у м'який матеріал

**wrong goods** вироби/товари, що доставлені за помилкою

X

**xerocopy** ксерокопія

Y

**York-Antwerp Rules** Йорк-Антверпенські правила страхування (*особливий договір*)

Z

**zone** зона

**zoning** зонування

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УДК 811.111'276.6:[33+62](075.8)  
П84

**Професійне** письмо англійською: навички для успіху в бізнесі : навчальний посібник / укладачі: С. С. Кочергіна, Н. В. Рагуліна ; ТОВ «ТЕХНІЧНИЙ УНІВЕРСИТЕТ «МЕТІНВЕСТ ПОЛІТЕХНІКА». – Одеса : Олді+, 2024. – 202 с.

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*Навчально-методичне видання*

**КОЧЕРГІНА** Світлана Станіславівна  
**РАГУЛІНА** Надія Вікторівна

## **ПРОФЕСІЙНЕ ПИСЬМО АНГЛІЙСЬКОЮ: НАВИЧКИ ДЛЯ УСПІХУ В БІЗНЕСІ**

Навчальний посібник

*Самостійне електронне мережеве видання*

Публікується в авторській редакції

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Підписано до друку 16.12.2024 р.  
Формат 60×84/16. Папір офсетний.  
Цифровий друк. Гарнітура Arimo.  
Ум. друк. арк. 11,74. Наклад 300.  
Замовлення № 1224-119.

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Свідоцтво ДК № 7642 від 29.07.2022 р.

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