

BUSINESS LETTERS

Do you know how to write them?

THE ADDRESSES

your own address

**HAS & HAK Sacré Coeur
Fasangasse 4
1030 Wien
Austria**

the receipt's address

**Macalester College
1600 Grand Avenue
St. Paul, MN 55105
U.S.A.**

LETTERHEAD

- **sender's name**
- **sender's address**
- **telephone and fax number**
- **e-mail-address**

OPENING SALUTATIONS

salutations

Dear Sir(s)

Dear Madam (Mesdames)

Dear Mr Smith

Dear Mrs Smith

Dear Ms Smith

SALUTATIONS

Opening and closing salutations might be followed by a **comma** in **BE**, but never by an exclamation mark.

In **AE** salutations are usually followed by a **colon**.

DATES

GB

- 13 November 2008
- 13/11/08
- **day/month/year**

USA

- November 13, 2008
- 11/13/08
- **month/day/year**

THE ENQUIRY

- mention how you obtained your potential supplier's name
- introduce yourself or your company
- indicate the demand in your area (for the goods the supplier deals with)
- details of what your prospective supplier should send you
- a closing sentence

THE ENQUIRY: beginning

- We refer to your advertisement in *name of the newspaper of date*
- We saw your advertisement in *name of the newspaper of date*
- Your company has been recommended to us by business friends of ours.
- Your products have been recommended to us *by company's name*.

THE ENQUIRY: introducing one's company

- We are a small business specializing in computer software.
- We are a middle-sized company selling computer hardware.
- We are an old-established firm producing mobile phones.
- We are a young company manufacturing wooden furniture.

THE ENQUIRY: say why you write

- We are interested in importing ...
- We are considering importing ...
- Please send us information about ...
- We shall be pleased to receive ...
- We shall be glad to receive your ...
- We are planning to expand our line of ...

THE ENQUIRY

- Could you please send us ...
- Would you please let us have ...
- We would like to receive ...
- Could you please let us have ...
- We wish to find out more about ...
- We require ...

THE ENQUIRY

- We look forward to hearing from you soon.
- We are looking forward to hearing from you in due course.
- Your prompt reply will be appreciated.
- An early reply will be appreciated.

OFFERS: REPLIES TO ENQUIRIES

- say thank you for the enquiry
- supply all the information asked for
- refer to enclosures, samples, catalogues etc.
sent by separate post
- provide additional information (if relevant)
- encourage the customer to place orders and
assure him of good service

OFFERS: REPLIES TO ENQUIRIES

- thank you for the enquiry
- supply all the information asked for
- refer to enclosures, samples, catalogues etc.
sent by separate post
- provide additional information (if relevant)
- encourage the customer to place orders and
assure him of good service

OFFERS: REPLIES TO ENQUIRIES

- thank you for the enquiry
- supply all the information asked for
- refer to enclosures, samples, catalogues etc.
sent by separate post
- provide additional information (if relevant)
- encourage the customer to place orders and
assure him of good service

OFFERS: REPLIES TO ENQUIRIES

- thank you for the enquiry
- supply all the information asked for
- refer to enclosures, samples, catalogues etc.
sent by separate post
- provide additional information (if relevant)
- encourage the customer to place orders and
assure him of good service

OFFERS: REPLIES TO ENQUIRIES

- thank you for the enquiry
- supply all the information asked for
- refer to enclosures, samples, catalogues etc.
sent by separate post
- provide additional information (if relevant)
- encourage the customer to place orders and
assure him of good service

ORDERS

- refer to an advertisement, a visit by the supplier's representative etc. (especially if it is your first order; later on you may leave this reference)
- mention details of the goods needed: quantity, quality, catalogue number, packing etc.
- name conditions and qualifications
- mention alternatives which are acceptable if the goods ordered are not available
- encourage the supplier to execute the order promptly

ORDERS

- refer to an advertisement, a visit by the supplier's representative etc. (especially if it is your first order; later on you may leave this reference)
- mention details of the goods needed: quantity, quality, catalogue number, packing etc.
- name conditions and qualifications
- mention alternatives which are acceptable if the goods ordered are not available
- encourage the supplier to execute the order promptly

ORDERS

- refer to an advertisement, a visit by the supplier's representative etc. (especially if it is your first order; later on you may leave this reference)
- mention details of the goods needed: quantity, quality, catalogue number, packing etc.
- name conditions and qualifications
- mention alternatives which are acceptable if the goods ordered are not available
- encourage the supplier to execute the order promptly

ORDERS

- refer to an advertisement, a visit by the supplier's representative etc. (especially if it is your first order; later on you may leave this reference)
- mention details of the goods needed: quantity, quality, catalogue number, packing etc.
- name conditions and qualifications
- mention alternatives which are acceptable if the goods ordered are not available
- encourage the supplier to execute the order promptly

ORDERS

- refer to an advertisement, a visit by the supplier's representative etc. (especially if it is your first order; later on you may leave this reference)
- mention details of the goods needed: quantity, quality, catalogue number, packing etc.
- name conditions and qualifications
- mention alternatives which are acceptable if the goods ordered are not available
- encourage the supplier to execute the order promptly

ORDERS

- refer to an advertisement, a visit by the supplier's representative etc. (especially if it is your first order; later on you may leave this reference)
- mention details of the goods needed: quantity, quality, catalogue number, packing etc.
- name conditions and qualifications
- mention alternatives which are acceptable if the goods ordered are not available
- encourage the supplier to execute the order promptly