

Учреждение образования  
«Гомельский государственный университет  
имени Франциска Скорины»

**ДЕЛОВОЕ ПИСЬМО:  
СТРУКТУРА И СМЫСЛОВЫЕ ЧАСТИ  
BUSINESS LETTER:  
STRUCTURE AND NOTIONAL ELEMENTS**

Практическое пособие

для студентов специальностей

1-02 03 06- 01 «Английский язык. Немецкий язык» и

1-02 03 06- 03 «Английский язык. Французский язык»

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Практическое пособие по дисциплине «Иностранный язык для специальных целей» включает теоретический материал и комплекс тематических упражнений, которые могут быть использованы как во время аудиторных занятий, так и для самостоятельной работы студентов для овладения деловым английским языком.

Пособие адресуется студентам факультета иностранных языков специальностей 1-02 03 06-01 «Английский язык. Немецкий язык» и 1-02 03 06-03 «Английский язык. Французский язык».

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## Оглавление

Предисловие.....	4
Introduction.....	5
Unit 1. Business Correspondence .....	5
Unit 2. Business Letter Structure.....	8
Unit 3. Principal Rules of Writing Business Letters.....	20
Unit 4. Business Letter: Enquiries.....	29
Список использованных источников.....	42

## Предисловие

Целевое назначение данного пособия – развитие и совершенствование навыков письменной речи студентов, формирование их коммуникативной компетенции (языковой, социолингвистической, социокультурной, прагматической); обеспечение корректного пользования деловым английским языком как средством письменной коммуникации, обучение основным типам, структуре и особенностям жанрово-стилистических разновидностей письменной бизнес-корреспонденции и овладение практическими навыками работы с деловыми документами и написания деловых писем.

Практическое пособие предлагает теоретический материал по обучению основам деловой письменной речи; систему упражнений и заданий на усвоение правил структурирования деловой документации, приобретения необходимого лексического минимума, используемого в деловой переписке, и закрепления практических навыков по четырем тематическим разделам: «Business correspondence», «Business Letter Structure», «Principal Rules of Writing Business Letters» и «Business Letter: Inquiries».

Упражнения и задания составлены в соответствии с лингвистическими и методическими принципами, положенными в основу пособия. Они имеют единую систему, что облегчает работу с ними и способствует развитию языковых и речевых умений студентов. Упражнения носят коммуникативно-функциональную направленность и представляются по степени нарастания трудностей. Виды упражнений определяются характером материала, подлежащего тренировке. Теоретическим материалом служат англоязычные аутентичные источники.

Практическое пособие предназначено для обучения деловому английскому языку студентов 3 курса специальностей 1-02 03 06 -01 «Английский язык. Немецкий язык» и 1-02 03 06-03 «Английский язык. Французский язык» при изучении дисциплины «Иностранный язык для специальных целей» и может быть использовано студентами как на практических занятиях, так и во время самостоятельной работы.

## **Introduction**

In our day-to-day life we exchange our ideas, thoughts and other information with our friends, relatives and other people. Sometimes we directly talk to them and sometimes we also write letters to them. In letters we express our feelings in a few words, we may ask for any information or we may write about a complaint in connection with our problems. Similarly businessmen also exchange ideas, information by writing letters. They communicate business information to customers, suppliers and others and at the same time receive a variety of letters from them. This course will help you to get acquainted with different types of written correspondence used in the process of business transactions.

### **Objectives**

After studying this course, you will be able to:

- explain the meaning and importance of Business Correspondence;
- describe the essential qualities of a good business letter;
- identify the constituting parts of a business letter;
- recognize all the types of written correspondence used in business nowadays;
- write various types of business letters, e-mails and faxes.

## **Unit 1. Business Correspondence**

Communication through exchange of letters is known as correspondence. We communicate our feelings, thoughts etc. to our friends and relatives through letters that may be called personal correspondence. Businessmen also write and receive letters, e-mails, faxes in their day-to-day transactions, which may be called business correspondence.

Business correspondence is a written communication between two parties. Businessmen may write letters to suppliers of goods and also receive letters from the suppliers. Customers may write letters to businessmen seeking information about availability of goods,

price, quality, samples or place orders for the purchase of goods. Job applicants may write to companies and firms asking for vacancies. Employees may send their letters to employers hoping for a pay rise or promotion. Thus, business correspondence may be defined as a media or means through which views are expressed and ideas or information is communicated in written form in the process of business activities.

## **Importance of Business Correspondence**

Nowadays business operations are not restricted to any locality, state or nation. Today production takes place in one area but consumption takes place everywhere. Since the businessmen as well as customers live in far off places they don't have sufficient time to contact each other personally. Thus, there arises the need for written correspondence. In the past the situation was not so. Business letters were not so essential. But now the importance of letters has increased because of vast expansion of business and the businessmen as well as customers being scattered all over the world. Thus, there is a need to maintain proper relationship among them by using appropriate means of communication. Here business letters play an important role. The customers can write letters to the businessman seeking information about products and businessmen also supply various information to customers.

## **Advantages of Business Correspondence**

### **1. Inexpensive and convenient mode**

Though there are oral modes of communication business information can be provided and obtained economically and conveniently through written forms of communication.

### **2. Creates and maintains goodwill**

Sometimes business letters are written to create and enhance goodwill. Businessmen at times send letters to enquire about complaints and suggestions of their customers. They also send letters to inform the customers about the availability of a new product; to

recommend or remind of a clearance sale; to express thanks for long-term relations or even apologize for a delay in supplying necessary goods. All this results in cordial relations with the customers, which enhances the goodwill of the business.

### **3. Serves as evidence**

We cannot expect a trader to memorize all facts and figures in a conversation that normally takes place among businessmen. Through written correspondence, he can keep a record of all facts. Thus, letters can serve as evidence in case of dispute between two parties.

### **4. Helps in expansion of business**

Business requires information regarding competing products, prevailing prices, promotion, market activities, etc. If the trader has to run from place to place to get information, it will simply result in loss of time. But through business letters, he can make all enquiries about the products and the markets. He can also receive orders from different countries and, thus enhance sales.

## **Practice**

### **Ex. 1. Fill in the blanks with suitable words.**

1. Business letters serve as a/an \_\_\_\_\_ in case of dispute in business transactions.
2. It is \_\_\_\_\_ for the businessmen to remember all facts without correspondence.
3. Business letters build \_\_\_\_\_ for a businessman.
4. Business letters are written to \_\_\_\_\_ information.
5. Business letter is the most \_\_\_\_\_ mode of communication.

### **Ex. 2. Define whether the following statements are true or false.**

1. Business letter is a form of written communication.
2. Through business letters personal contact can be maintained between the buyer and the seller.
3. Business letter is a convenient mode of communication.
4. Business letters do not help in removing misunderstanding between buyers and sellers.

## Unit 2. Business Letter Structure

Letter-writing is an essential part of business. In business people are guided by first impressions, and the way we write a letter may endanger the chances of success of the most important business deal.

Business letters are generally typed on the notepaper bearing a specially designed heading which provides the recipient of the letter with essential information about the organization sending it.

Currently there are several structural parts that any business letter may consist of. They are:

**1. The Heading (the Letter Head) or the Sender's Address**

2. The Reference

**3. The Date**

4. Special Mailing Indications

5. Confidential

**6. The Inside Address (the Recipient's Address)**

7. For the Attention of

**8. The Salutation**

9. The Subject

**10. The Body of the Letter**

**11. The Close (Complimentary Close)**

**12. The Signature**

13. Initials of Persons in Charge

14. Enclosures

15. Copies

16 PostScript P.S.

**1. The Heading (the Letter Head, the Sender's Address)** includes the company's name and postal address, its telephone numbers and telegraphic address. It's common for firms to print an emblem, logo or trademark on their stationery. The heading is usually placed at the top, centrally or to the right: name of business, then street number and street, then town and district, postcode (area code) and the country.

There are two possibilities of putting telephone and fax numbers: either beneath business address after a space or below at the bottom of the page. If the letter is sent by an individual, it should *never* contain his or her name; the only place where the name of the sender can be



seen is at the bottom of the letter, after the signature. Addresses must not be translated. Do not use strange abbreviations.

## **2. The Reference**

The reference is typed after the **Sender's address** and is used to help work with business letters.

*Your ref.* is used when getting a letter, *Our ref.* is used when answering a letter.

The reference consists sometimes of the initials of the author and the person who actually signs the letter (JB/AS) or numbers (661/17).

### **Why put a reference line?**

One should use a reference line if the recipient has requested specific information, such as a job number or invoice number, or if you're replying to a letter. This makes it easier for the recipient to get a speedy response.

## **3. The Date**

The date gives the number of the day, the name of the month and the number of the year. In that order **13 July, 2016** 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 19, 2016;*

*July 19 2016;*

*July 19th, 2016;*

*19th July 2016;*

*19 July, 2016.*

You may choose whichever form you like; however, you must continue using it if a date appears within the body of the letter.

No abbreviations can be used here. Firstly, because they may be confusing: 10/9/15 may be September 10th (in the UK) or October 9th (in the USA). Secondly, it is in extreme bad taste to abbreviate months (Nov., Dec.). The year is compulsory in formal letters.

**Why put the date?** It's standard practice to include the date on which the letter was written. Correspondence is often filed in date order. It makes it much easier for the recipient to send a timely reply, and easier for you to chase up an answer if necessary. Ex.: "In my letter of May 15\_\_\_\_\_".

#### 4. Special Mailing Indication

If the letter is not sent by ordinary mail, a special indication is given below the **Date**. For example: *Express Mail, Registered Mail*. But quite often it is omitted.

#### 5. Confidential

“*Confidential*” indicates that the letter is appointed for a definite person. It is usually written below “*Special Mailing Indication*”.

*Personal Confidential Private and Confidential Strictly Confidential*

#### 6. The Inside (Recipient's) Address

For “*the Inside Address*” write the name of the addressee preceded by the title (*Mr, Miss, Mrs, Ms*). English people give great importance to their titles; if a person has written to you as Dr. Smith or Sir Adam Drown, respect this title.

If you are writing to a woman and you do not know whether she wants you to use *Mrs* or *Miss*, use always *Ms*. It is irrelevant whether she is married or not.

If you do not know the name of the person you are writing to, but know their job title, you can use that: *the Sales Manager, the Finance Director*. You can address your letter to a particular department of the company: *the Sales Department, the Accounts Department*. Finally, if you know nothing about the company and don't know which person or department your letter should go, you can simply address the letter to the company itself: *Compuvision Ltd, Messrs Clark & Co*.

**Order of the inside address.** After the name of the person and/or company receiving the letter, the recommended order and style of addresses in the UK is as follows:

- *Name of house or building*
- *Number of building and name of street, road, avenue, etc.*
- *Name of town or city and postcode*
- *Name of country*

In other European countries, the number of the building may be placed after the name of the street. It is also common to substitute the name of the country with an initial before the district code number. The postcode may be written on a separate line; the names of the town and of the country may be in capital letters.

Be very careful with people's names and addresses; try to spell all words correctly, even if they are in a different language.

## **7. For the Attention of**

*"For the attention of"* indicates that the sender wishes a certain person to get acquainted with the contents of the letter. It is usually written below *"the Inside address"*. For example: *For the attention of the Production Manager; Attn: Production Manager*.

## **8. The Salutation**

For *"The Salutation"* you may have the following possibilities:

*Dear Mr, Ms, Mrs, Miss (surname)*, if you know the person's name and title.

*Dear Sir or Madam*, if you are writing to a person whose name you do not know (The Sales Manager, The Staff Secretary)

If you know a person's name, you must use it: *Dear Mary, Dear Henry*.

*Dear Sirs*, if you are writing to a firm, or a department, and not to a specific person.

In the U.S.A. the most common salutation is *Gentlemen*.

After the salutation, you may use a comma (,) or no punctuation mark, but do not use a colon (:). You may use a colon in American English, but if you do so, ensure that the rest of the letter is in American English (*gotten* instead of *got*, *meter* instead of *metre*, etc.).

When you don't know the name of a person and cannot find this information out you may write *"To Whom It May Concern"*.

## **9. The Subject**

It is frequently adopted to head the letter, immediately after the salutation, with a few words indicating its subject or contents. Sometimes the heading may begin with the word *"Subject"* or the preposition *"re"* {ri:} (regarding). The subject enables the reader to see at once what is to deal with. The letter may accordingly be passed immediately to the person or department interested in it.

For example: *Re: Order №12 for "Volga" Cars*.

But nowadays the term *"Re"* is seldom used to introduce the subject, as it is considered old-fashioned.

## 10. The Body of the Letter

The contents of “*the Body of the Letter*” depends upon the particular circumstances, but there are some rules that apply to every business letter.

Try to write no more than three or four paragraphs. The *opening paragraph* often states the subject-matter and the writer’s feelings on the subject. Expressions of pleasure, regret, surprise, gratitude and other feelings are normally conveyed in an opening paragraph: “I hope you\_\_\_\_\_”, “Thank you for\_\_\_\_\_”, “It was a pleasure meeting you\_\_\_\_\_”, “I appreciate\_\_\_\_\_”.

The *second paragraph* should state the action to be taken or what you write the letter for; the *third one* is meant to encourage further contact. The *closing paragraph* should include requests, reminders, and notes on enclosures. Examples:

*We shall be looking forward to your reservations.*

*Enclosed you will find\_\_\_\_\_.*

*Feel free to contact me by phone or email.*

Here are some common ways to express unpleasant facts:

*We regret to inform you\_\_\_\_\_.*

*After careful consideration we have decided\_\_\_\_\_.*

And a few things must be remembered about the style:

- *if you are writing on behalf of a firm, decide whether you will use "I" or "We". The latter is more advisable;*
- *do not use contractions, slang or phrasal verbs;*
- *try not to use the verb get. Find a suitable alternative (obtain, receive, collect...);*
- *do not be rude. Do not use imperatives; use sentences like “we would be grateful if you could, it would be very helpful if you could”, etc. Never use must;*
- *do not write excessively long sentences or letters.*

## 11. The Close (the Complimentary Close)

“*The Close*” is typed below the closing paragraph. There are only a few options. Their usage depends on the salutation. If the salutation is *Dear Sirs* or *Dear Sir*, the complimentary close will be *Yours faithfully* or *Yours truly*. If the correspondent is addressed by his or her name *Dear Mr Brown*, *Dear Miss James*, the complimentary close

will take the form *Yours sincerely*. If you know the person you are writing too well, it may be appropriate to insert closing formulae, such as *With very best wishes*, *Best wishes*, *Best regards*, *Warm regards*.

## **12. The Signature (the Signature Block)**

In general, signatures in English are handwritten samples of first names, but a formal letter should contain as well full typewritten name (name and surname) which is followed on the next line by the person's position in the company or by the name of the department he represents.

Traditionally the signature has been typed in the middle of the page, but it is becoming more and more common for firms to place it on the left. It often happens that in a large company it is impossible for the head of the business to deal with all the correspondence and certain employees are authorized to sign for the company; they are said to sign per procurationem (per pro, p.p.) that means "by acting as an agent" or "for and on behalf of". Example:

*A. Smith and Co., Ltd.*

*p.p. D. White*

*Export Department*

## **13. Initials of Persons in Charge**

Large companies have to keep record of the staff members composing and typing letters. Their initials are typed after the signature. The initials of the person who composed are capitalised and the operator's are lower-cased : *MF:af* or *MF/af*.

## **14. Enclosures**

The section "*Enclosures*" is optional: it should only be added if you have enclosed anything else within the envelope (leaflets, price lists, bills, etc.). For example: *Enc: price list*.

If you wish to enclose documents, you can either list all enclosed documents separately or just write the word "Enclosure" below the signature.

## **15. Copies**

If you need to send the letter to more than one person make an indication with the abbreviation **c.c.** (carbon copy):

c.c.: Dr. Thomas Brake

## **16. PostScript (P.S.)**

This section gives any additional information.

### **Practice**

**Ex. 1. Below you will see common situations that people encounter when they are writing a business letter. Choose the sentence or phrase (A, B or C) that would be most appropriate in each situation. Comment on the answer.**

1. You are writing a letter to the head teacher of a school or college, but you don't know their name. How will you begin your letter?

- A. Dear head teacher.
- B. Dear Sir / Madam.
- C. Dear Sir.

2. You have received a letter from the manager of a company which buys computer components from your company, and you are now replying. What will you say?

- A. Thank you for your letter.
- B. Thanks a lot for your letter.
- C. It was great to hear from you.

3. You recently stayed in a hotel and were very unhappy with the service you received. You are now writing to the manager. What will you say?

- A. I had a horrible time at your hotel recently.
- B. I would like to say that I am unhappy about your hotel.
- C. I would like to complain about the service I received at your hotel recently.

4. You have sent a letter of application to a college, together with your CV which the college requested. What will you say in the letter to explain that your CV is enclosed?

- A. You asked for my CV, so here it is.
- B. As you can see, I've enclosed my CV.
- C. As you requested, I enclose my CV.

5. In a letter you have written to a company, you tell them that you expect them to reply. What will you say?

- A. Write back to me soon, please.

- B. Please drop me a line soon.
- C. I look forward to hearing from you soon.

6. In a letter you have written, you want the recipient to do something and are thanking him in advance of his action. What will you say?

- A. Thank you for your attention in this matter.
- B. Thanks for doing something about it.
- C. I am gratified that you will take appropriate action.

7. The company you work for has received an order from another company and you are writing to them to acknowledge the order and let them know when you can deliver. What will you say?

- A. About the order you sent on 12 January for ...
- B. I would like to remind you of the order you sent us on 12 January for ...
- C. Referring to your order of 12 January.

8. In a letter, you explain that the recipient can contact you if they want more information. What do you say?

- A. Give me a call if you want some more information.
- B. If you would like any more information, please do not hesitate to contact me.
- C. If you would like any more information, why not get in touch?

9. You began a letter with the recipient's name (e.g., Dear Mr. Smith). How will you end the letter?

- A. Yours faithfully.
- B. Yours sincerely.
- C. Best wishes.

10. You did not begin the letter with the recipient's name. How will you end the letter?

- A. Yours faithfully.
- B. Yours sincerely.
- C. Best wishes.

11. You are writing a letter to the company, which is a partnership. How will you begin your letter?

- A. Dear Mr Smith & Co.
- B. Dear Messrs Smith & Co.
- C. Dear Sirs.

**Ex. 2. Look at the statements and decide if they are true or false. Comment on your answer considering that we deal with business letters.**

1. You should always write the date in full (e.g., 1 April 2000 and not 1/4/00).

2. You should always put your full name (e.g., James Harcourt and not J. Harcourt) after your signature at the bottom of the letter.

3. Business letters do not need to be broken into paragraphs. It is acceptable to write them as one continuous paragraph.

4. The close and the closing paragraph are the same structural elements.

5. In a letter signed on behalf of the sender (Mr Trevor Jones) by his secretary (Natasha Parker), it is necessary to add the abbreviation 'cc' before the name of the person on whose behalf the secretary is writing.

6. In the UK the date 3.9.16 on a letter means 9 March 2016.

7. If you are writing to *Mr. Peter Wood*, you will open it with *Dear Mr. Peter Wood*.

8. In the USA it is correct to open a letter with the salutation *Gentlemen* followed by a comma.

9. If you do not know whether a female correspondent is married or not, it is correct to use the title *Mrs*.

10. If you know only the addressee's title, you open a letter with the salutation *Dear Sir or Madam*.

11. The abbreviation *enc.* means there are enclosures with the letter.

12. If you open the letter with *Dear Sales Manager*, you close it with *Best wishes*.

13. You close the letter with *Yours sincerely*, if you open it *Dear Mr. Wood*.

14. The abbreviation *c.c.* stands for correct carbons.

15. If a secretary signs a letter and the signature is followed by *p.p.* Daniel Harris, it means that the secretary is signing on behalf of Daniel Harris.

16. The term *plc* after a UK company's name, e.g. *Hathaway plc*, stands for Public Limited Corporation.

17. The term *Ltd* after a UK company's name means limited liability company.



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

**Ex. 3. Write the parts (their terms) of a business letter in the correct order.**

1. Letter Head / Sender's Address
2. \_\_\_\_\_ .

**Ex. 4. Write the corresponding structural elements considering the information presented. Arrange the elements in the right order according to the business letter layout.**

1. You: Helen Dullwit, travel agent  
Your address: Easten Travel Agency  
12, The Crescent, Manchester, BR3 5YT  
Tel: 01219-84436 Fax: 01219-97760  
Date: 12.9.2008  
Their Address: Blacks Computers, 7 White Blvd, Bristol
2. You: Tatyana Ryshova, Purchasing Supervisor  
Your Address: 39, Grashdanskaya St., 119 357 Moscow  
Their Address: Ms. Alison Brown, Sales Manager, Office  
Furnishings, 907  
3<sup>rd</sup> Ave, New York  
Date: 23.10.2008

**Ex. 5. Make words from the jumbled letters and match them with the definitions below.**

- a) SURYO ELERCISNY;
- b) ERFCNEREE;
- c) CSRULEENO;
- d) EPITVAR NAD FIDNAILTCOEN;
- e) BOJ TELTI.

1. A document enclosed with a letter.
2. Figures and /or letters written at the top of a letter to identify it.
3. The complimentary close used at the end of a letter when the addressee's name is known.

4. The phrase written on a letter intended only to be read by the addressee.

5. The name of someone's job, e.g. *Sales Manager, Chief Buyer*.

**Ex. 6. Write out the following addresses in the correct order.**

1. Warwick House / Soundsonic Ltd / London / 57–59 Warwick Street / SE3 1JF.

2. Bente Spedition GmbH / Herr Heinz Bente / D-6000 Frankfurt 1 / Feldbergstr 30 / Chairman.

3. Intercom / E-41006 Sevilla / 351 Avda Luis de Morales / Chief Accountant / Mrs S. Moreno.

4. 301 Leighton Road / VHF Vehicles Ltd / London NW5 2QE / The Transport Director / Kentish Town.

**Ex. 7. Analyze the given letter. Make changes if necessary.**

**SYSTEM FURNITURE plc**

Brookfield Industrial Estate

Twylord Westshire TD3 2BS

England Order 439

Tel: 0193-384 1923 Fax: 0193-2196734

Telex: 342689

Our ref: RPL/ PE      Your ref:

Mr W. Drake 24 October 2013

Chairman

Bristol

Drake and Sons Engineering Co. Ltd

England, SC5 6MG

Dear Mr Drake,

Thank you very much for your order of 20 October 2016.

I enclose our latest price list and a new catalogue of our products.

I will keep you fully informed about the progress of your order.

Yours faithfully, Pauline Ellis (Miss)

*Pauline Ellis* Secretary

**Ex. 8. Analyze the letter and name the structural elements.**

ULTRASONIC Ltd.

Warwick House, Warwick St., London SW21JF

Telephone (081) 566 1861 Fax (081) 5661385

Your ref: 6 May 2016

Our ref: DS/MR

11 May 2016

Ms Kaassen

Bredgade 51

DK 1110 Kopenhagen

DENMARK

Private and confidential

Dear Ms Kaassen,

Re: Non-payment of invoice 322/17

I am sorry to say that, despite several reminders, you have not yet paid the above mentioned invoice. Unless, therefore, the account is cleared within 14 days of the above date, I shall have no alternative but to place the matter in the hands of the solicitors.

Yours sincerely,

*K. Reynolds*

Kay Reynolds (Ms)

p.p. D. Sampson

Sales Manager

## **Unit 3. Principal Rules of Writing Business Letters**

Letter-writing is an essential part of business. Letters are written from **the sender** to **the recipient**:

business – business,  
business – consumer,  
job applicant – company,  
citizen – government official,  
employer – employee,  
staff member – staff member, etc.

There are many reasons to write business letters: to inform, to request, to remind, to express thanks, to apologize, to congratulate, to invite or welcome, etc.

### **Length, order and sequence**

All correspondence should be long enough to explain exactly what the sender needs to say and the receiver needs to know. You must decide how much information you put in the letter. Your style and the kind of language you use can also affect the length.

Your letter should make all the necessary points in a logical sequence, with each idea or piece of information linking up with the previous one.

### **Planning**

The way to make sure you include the right amount of information, and in the right order, is by planning. Ask yourself what the purpose of the letter is, and what response you would like to receive. To whom and why are you writing this letter? Are there specific details you need to include? Do you require a response? Note down everything you want to include before you start writing, then read your notes to check that you have included all the necessary information, and that you have put it in the right order.

## **Style and language**

*Simplicity.* Commercial correspondence often suffers from an old-fashioned style of English which complicates the message and gives readers the feeling that they are reading something written in an unfamiliar language. You should get the right tone in your letter, avoiding pompous language and language which is too informal or colloquial. You may set the wrong tone by using the wrong vocabulary or idioms, or using short forms inappropriately.

### **Clarity**

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

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

### **Accuracy**

*Spelling, punctuation, and grammar* should all be checked carefully. Many people have come to rely on the spellchecker in their computers to ensure that there are no spelling mistakes. But a word spelt incorrectly may form a completely different word so proofread a business letter before sending it.

*Enclosures and attachments.* Always check that you have actually enclosed the documents you have mentioned in your letter / email. When ordering make sure you quote the order number correctly/.

## **Formatting Business Letters**

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 U.S.A. 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. Nevertheless there is a growing tendency in Britain, due largely to foreign influences to use block paragraphing and 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.

## **There are three main layouts in business writing**

### **1. Full Block Style**

Full Block Style is the most common format used in business today. With this format, nothing is centered. The sender's address, the recipient's address, the date, all paragraphs and in general all structural elements begin at the left margin. It is the easiest of the formats as everything is left-justified.

### **2. Modified Block Style**

Modified Block Style is quite common in business letters too. It is traditional and quite popular.

Modified block business letters use a slightly different format from the Full Block business letters. In the modified block style the sender's address, the date, the complementary closing and the signature are slightly to the right of the center of the paper.

### **3. The Indented/Semi-Block style**

The Indented/Semi-Block style of business letters is very similar to the Modified Block format. The only difference between the two is that the semi-block letter's paragraphs are indented.

## **Practice**

**Ex. 1. Look at these letters. What differences in their layout can you observe?**

## Letter 1

Dixie Cleverelle  
SavbizCor Ltd  
28 Green St., Suite 14  
Upstate, NY 10947

October 27, 2006

Ms. Margaret Edwards  
Barnelli Ltd  
48 Stanstead Road  
London SE27 1HF

For the Attention of Financial Manager

Dear Ms. Edwards:

I wanted to take this opportunity to thank you for the excellent job you did in arranging financing for our project. We appreciate the fact that you made yourself available for discussion seven days a week. We were impressed by your thorough knowledge of financing and investment banking.

We have been dealing with our new financial institution for about a week now. The advantages of association with this institution are already apparent. I feel as though we have taken a quantum leap forward in progress.

I would not hesitate to retain your services again and to recommend your firm to any company seeking the best representation.

Sincerely yours,

*D. Cleverelle*

Dixie Cleverelle,  
President

## Letter 2

Gregory Donaldson  
Minoan Inc  
247 Madison Ave., Suite 2103  
New York, NY 10015

December 3, 2006

Dixie Cleverelle  
Savbizcor Ltd  
28 Green St., Suite 14  
Upstate, NY 10947

Dear Ms. Cleverelle:

The first shipment of equipment from Savbizcor Ltd has arrived. We are delighted with every piece. Therefore, we decided to make our initial purchase larger than anticipated. I am attaching our purchase order No. 8930 for additional goods totaling list price \$700,000.

Since you already have a copy of our Procurement Guidelines, I shall not attach them to this order. As before, we will establish a letter of credit. Please inform me of shipping dates.

Sincerely,

*G. Donaldson*

Gregory Donaldson,  
Chief Procurement Officer

Enclosure: Purchase Order No. 8930



### Letter 3

Imperial Stationery Ltd 258 North Hampton Road Manhasset, NY 10847	(914) 375-2788
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January 4, 2007

Ms. Ashley Nickols  
Savbizcor Ltd  
28 Green St., Suite 11  
Upstate, NY 10947

Dear Ms. Nickols:

Thank you for ordering 15 cases of premium paper from Imperial Stationery Ltd. Your order has been shipped and should reach you within the next five business days.

Find enclosed your total bill for the above order amounting to \$794.85, and the check for \$23.85 is your refund. Because you paid in advance, we are giving you 3 percent cash discount and we also are paying for shipping and handling.

Imperial Stationery is pleased to add you to its list of customers. We look forward to your next order.

Sincerely,  
  
*J. O'Conelly*  
  
Jennifer O'Conelly  
Customer Service

2 Enclosures

**Ex. 2. Correcting mistakes. There are some mistakes in the layout of the following letter. Find them and write out the letter correctly in the modern block style.**

Island World Holidays  
London WM1 3FM

183 north Street  
  
Tel. 016769096

Miss Margaret Smith,  
Scottsberget, 26  
Goteborge 41805,  
Sweden  
Your ref. :    Our ref.: FH/ts

Dear Sir

Thank you for your letter of the seventeenth of June twenty and sixteen. I have the pleasure in sending you our brochure with details of all our holidays. I look forward to hearing from you.

2016, june 17 th  
Best wishes  
Sales Manager  
Fred Henderson

Fred Henderson

### **Tips for writing good business letters**

Business letters must be written with care.

1. Think carefully about exactly what you need to say before you write.
2. Give your letter a heading so that the person you are writing to can see at a glance what it is about.
3. Use a conversational tone, short sentences and short words that everyone can understand.
4. Decide on order of importance and put each idea into a separate paragraph.
5. Ask direct questions.
6. Double-check gender and spelling of names.
7. Use active voice whenever possible, and polite modals (*would* in favour of *will*).
8. Refer to yourself as “I”; don’t use “we” unless it is clear who the pronoun refers to.
9. Don’t write the month of the date in figures.
10. Check your letter after you have written it. You should always proofread a business letter before sending it. If possible, ask another person to double-check your letter.

**Ex. 3. The following are the “Golden Rules” of letter-writing. Some of the key words are scrambled. Unscramble them.**

1. Give your letter a **ihdegan**\_\_\_\_\_ as it makes easier for the reader to understand your purpose in writing.
2. Always plan your letter **aehda**\_\_\_\_\_ .
3. Use short **esesentnc**\_\_\_\_\_ .
4. Put each separate idea in separate **sahargppra**\_\_\_\_\_.  
Number them if it helps the reader to understand better.
5. Avoid long clichés, bad language and abuse.
6. Think about your reader. The reader
  - must be able to see exactly what you mean:
  - your letters should be **ralce**\_\_\_\_\_ ,
  - must be given all necessary information:
  - your letters should be **ocptemle**\_\_\_\_\_ ,
  - is probably a busy person with no time to waste:
  - your letters should be **cnoices**\_\_\_\_\_ ,
  - should be respected:
  - your letters should be **cueurtsoo**\_\_\_\_\_ ,
  - should not be distracted by mistakes in grammar, punctuation or spelling:
  - your letters should be **toerc**\_\_\_\_\_ .

**Some structural elements of British business Letters differ from those of American layout**

Table 1 – British layout versus American layout

Structural elements	American Style	British Style
1	2	3
<b>Heading</b>	According to the format but usually aligned to the left.	The heading is usually placed in the top right corner of the letter (sometimes centered).
<b>Date</b>	October 19, 2015 (month-day-year) According to the format but usually aligned to the left two lines below or above the heading.	19 October 2015 (day-month-year) It is usually placed directly below the heading.

Continuation table 1

1	2	3
<b>Salutation</b>	Dear Mr./Ms. Smith: Dear Sir or Madam: (Dear) Gentlemen: After the salutation there is a colon (:) or no punctuation mark.	Dear Mr./Ms. Smith, Dear Sir or Madam, Dear Sirs, After the salutation there is a comma (,) or no punctuation mark.
<b>Complimentary close</b>	Sincerely Sincerely yours Yours sincerely Yours truly Very truly yours	Sincerely Sincerely yours Yours sincerely Yours faithfully Faithfully yours Faithfully

**Ex. 4. Join the salutations to the right complimentary closes.**

Dear Sales Manager	1 Best wishes
Gentlemen	Peter
Dear Ms Brown	2 Yours faithfully
Dear Sir	R. Swindow
To whom it may concern	Richard Swindow
Dear Jack	3 Yours sincerely
Dear Mrs Sweetee	Samantha Alabama
Dear Messrs	

**Ex. 5. Write the following dates in British and American English.**

6/ 12/ 2005	07.11. 2011
Jan. 19 <sup>th</sup> , 2015	today's date
the third of March, 2016	

**Ex. 6. Add the missing salutation or close.**

The Sales Manager	Ms Brown
Alfa Bank	Smith and Co.
London	67 Oxford Road
Dear _____	Bath SW6 8GH
Yours _____	_____
	_____

Clarks Shoe Company Dear John  
81 South Street \_\_\_\_\_  
Street DF3 7SW

## Unit 4. Business Letter: Enquiries

**An enquiry** (also spelt as inquiry) is sent when a businessman wants some information, especially about:

- the supply of goods,
- leaflets or catalogues,
- quotation or prices,
- samples,
- terms and discounts,
- availability of goods,
- delivery terms and deadlines,
- method of transportation,
- insurance.

These letters are often written in response to an advertisement that we have seen in the paper, a magazine, a commercial on television when we are interested in purchasing a product, but would like more information before making a decision.

The contents of an enquiry will depend on three things: how well you know the supplier, whether the supplier is based in your country or abroad, and the type of goods or services you are enquiring about.

A businessman will save unnecessary correspondence by giving full details that are relevant. If a prospective customer approaches suppliers for the first time, it is useful to tell them something about his own business, the kind of goods he needs and for what purpose they are required. In the case of customers of long-standing or repeat orders, the inquiry may be very simple.

### 1. Introductory or opening phrases /sentences

- *We (have) read your advertisement in \_\_\_\_\_ of \_\_\_\_\_.*
- *With regard to your advertisement in \_\_\_\_\_ of \_\_\_\_\_, we would \_\_\_\_\_.*

- *We have heard of your products from\_\_\_\_\_.*
- *We have seen your current catalogue showing\_\_\_\_\_.*

## **2. Information about your company and the market you work in**

Tell your supplier what sort of organization you are.

- *We would like to introduce the goods\_\_\_\_\_.*
- *We are distributors/importers/retailers etc. of \_\_\_\_\_and would like to get in touch with suppliers/manufactures of\_\_\_\_\_.*
- *There is a large market here for your product\_\_\_\_\_.*
- *We are in the market for \_\_\_\_\_ years \_\_\_\_\_.*
- *Our company is a subsidiary of Universal Business Machines and we specialize in\_\_\_\_\_.*
- *We are one of the main producers of industrial chemicals in Germany and we are interested in\_\_\_\_\_.*

It might be useful to point out that you know the suppliers' associates, or that they were recommended to you by a consulate or trade association.

- *We were given your name by\_\_\_\_\_ in Paris.*
- *You were recommended to us by\_\_\_\_\_.*
- *We were advised by\_\_\_\_\_ that you are interested in supplying\_\_\_\_\_.*

## **3. A request for additional information**

- *We are interested in buying (importing) \_\_\_\_\_.*
- *Please let us know what quantities you are able to deliver till/by\_\_\_\_\_.*
- *We would like to have further details about \_\_\_\_\_.*
- *What quantities are you able to supply from stock?*
- *Please, send us samples /of your (catalogues, price list etc.).*
- *Please, send us a price-list and samples of\_\_\_\_\_.*
- *Could you let us have a quotation for\_\_\_\_\_.*
- *Would you please let us have your current catalogue showing\_\_\_\_\_.*
- *We are also interested in your terms of payment and in discounts offered for regular purchases and large orders.*

When asking for goods or services you should be specific and state exactly what you want. If replying to an advertisement, you should mention the journal or newspaper and its date, and quote any box number or department number given, eg. *Box No. 341; Dept 4/128*. And if ordering from, or referring to, a catalogue, brochure, or prospectus, always quote the reference, *Cat. no. A149; Item no. 351; Course BL 362*.

- *I am replying to your advertisement in the June edition of\_\_\_\_\_.*

- *Could you please give me more information about course BL 362, which appears in the language-learning section of your summer prospectus?*

- *I would appreciate more details about\_\_\_\_\_ which you are currently advertising on your website.*

### **Asking for catalogues, price lists, etc**

When asking for *catalogues, price lists*, etc. it is very helpful to point out briefly any particular items you are interested in.

- *Could you please send your current catalogue and price list for\_\_\_\_\_? We are particularly interested in\_\_\_\_\_.*

- *We have heard about your\_\_\_\_\_ and would like more details. Please send us any information you can supply.*

- *I am planning to come and study in London next autumn and would be grateful if you could send me a prospectus and details of your fees. I am particularly interested in courses in computing.*

### **Asking for samples, patterns, and demonstrations**

You might want to see what material or item looks like before placing an order. Most suppliers are willing to provide samples or patterns so that you can make a selection. However, few would send a complex piece of machinery for you to look at. Instead, you would probably be invited to visit a showroom, or the supplier would offer to send a representative. In any case, if it is practical, ask to see an example of the article you want to buy.

- *When replying, could you please enclose a pattern card?*

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

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

Companies sometimes state prices and conditions in their advertisements or literature and may not like prospective customers making additional demands. However, even if conditions are quoted, you can mention that you usually expect certain concessions and politely suggest that, if your terms were met, you would be more likely to place an order.

- *We usually deal on a 30 % trade discount basis with an additional quantity discount for orders over 1,000 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 discounts?*
- *As we intend to place a substantial order, we would like to know what quantity discounts you allow.*

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

Sometimes retailers and wholesalers want to see how a line will sell before placing a firm order with a supplier. Two ways of doing this are by getting goods on approval or on a sale or return basis. In either case the supplier would have to know the customer well, or would want trade references. The supplier would also place a time limit on when the goods must be returned or paid for.

- *The leaflet advertising \_\_\_\_\_ interested us, and we would like to stock a selection of them. However, we would only consider placing an order if it was on the usual basis of sale or return. If this is acceptable, we will send you a firm order.*
- *In the catalogue we received from you last week, we saw that you are introducing a new line in \_\_\_\_\_. Would it be possible for you to supply us with a range on an approval basis to see if we can encourage a demand? Three months would probably be enough to establish a market if there is one.*

### **4. Closing phrases / sentences**

Usually a simple “thank you” is sufficient to close in an enquiry. However, you could mention that a prompt reply would be appreciated, or that certain terms or guarantees would be necessary.

- *We hope to hear from you in the near future.*
- *We would be grateful for an early reply.*



- *Any early answer would be appreciated.*
- *We look forward to receiving your quotation (catalogue).*
- *We look forward to your early reply.*
- *Your prompt answer would be appreciated.*
- *We look forward to hearing from you.*
- *Finally, we would like to point out that delivery before Christmas is essential, and hope that you can offer us that guarantee.*

You can also indicate further business or other lines you would be interested in. If a supplier thinks that you may become a regular customer, they will be more inclined to quote competitive terms and offer concessions.

- *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 a regular basis.*

- *We may be able to have regular orders if:*

- a) your prices are competitive;*

- b) the samples meet the standards;*

- c) the samples meet with our customer's approval;*

- d) the samples comply with our requirements.*

## **5. Sample letters**

### **Letter 1**

October 12, 2015

MATTHEWS & WILSON

Ladies' Clothing

421 Michigan Avenue

Chicago

ILL 60602

Mr. James Green

Marketing Director

Green Industries Ltd.

148 Mortimer Street

London  
WIC 37D  
ENGLAND

Dear Sir:

We saw your women's dresses and suits at the London Fashion Show held in New York on October 10. The lines you showed for teenagers, the "Swinger" dresses and trouser suits, would be most suitable for our market.

Would you kindly send us your quotation for spring and summer clothing that you could supply to us by the end of January next year. We would require 2000 dresses and suits in each of the sizes 10-14, and 500 in sizes 8 and 16. Please quote c.i.f. Chicago prices. Payment is normally made by Letter of Credit.

Thank you for an early reply.

Very truly yours,

*J. Wilson*

Pam Wilson

Sales Manager

## **Letter 2**

Dreamtime Movies Universal Ltd  
54 Oxford Road  
Skagnes SK3 4RG  
England

Tel: 0223 123 4567

Fax: 0223 765 4321

Email: info@dreamtimemovies.com.uk

25 May 2016

Lingua Services Galactic Ltd  
69 Milk Street  
London SW7 6AW  
ENGLAND

Dear Sirs

## Translation Brochure

We are currently developing our sales literature and web sites and are interested in translating these into five languages apart from English.

We should be grateful if you would send us your brochure and price list about your translation services.

I look forward to hearing from you.

Yours faithfully

*Andrea Philips*

Andrea Philips  
Marketing Manager

### **Points to remember when writing an enquiry letter**

1. Give details of your own company as well as asking for information from your prospective supplier.
2. Be specific and state exactly what you want. If possible, quote box numbers, catalogue references, etc. to help your supplier identify the product/s.
3. Ask for a sample if you are uncertain about a product.
4. Suggest terms and discounts, but be prepared for the supplier to make a counteroffer.
5. Close with *I look forward to hearing from you* and/or indicate the possibility of substantial orders or further business.

## **Practice**

### **Ex. 1. Match the words with their definitions.**

catalogue	details of conditions of sale
trade discount	price reduction to a company in the same business
order	a product offered free to a potential customer
quantity discount	book giving details of items for sale
sample	request from a customer to supply goods
terms of trade	price reduction for a large order

**Ex. 2. Make words from the jumbled letters and match them with the definitions below.**

- |               |                      |
|---------------|----------------------|
| a) UEAGTOCLA  | f) WOSORHOM          |
| b) METIESAT   | g) IDISYUSRAB        |
| c) ERENTD     | h) POSSUTCREP        |
| d) ETSMCOUR   | i) ELSA RO ETRRNU    |
| e) LAOEEHSLWR | j) NATYUTQI DSNUOTCI |

1. A company that is partly owned by a larger one.
2. A person who buys goods or services from a shop or company.
3. Money taken off the usual selling price of goods when the buyer is purchasing a large amount.
4. A place where a company demonstrates its products.
5. A publication giving details of goods or services offered by a company.
6. A price given for work to be done.
7. A written estimate, usually for a large job such as building a factory.
8. A publication giving details about a school or college.
9. A person or company that buys goods from manufacturers and sells them to retailers.
10. A term used when a supplier agrees to buy back unsold goods.

**Ex. 3. John Phillips is telling his PA to write various letters. Change his instructions into an acceptable form for business correspondence. Each sentence has been started for you.**

EXAMPLE: John Phillips: "Ask them for a cash discount."  
*Could you*\_\_\_\_\_.

PA writes: *Could you offer us a cash discount?*

1. "Tell Rockfords that the consignment must be delivered before the end of September."

*It is essential*\_\_\_\_\_.

2. "Ask Schmidt to send us their catalogue and a price list."

*Could you*\_\_\_\_\_.

3. "We're going to give them a big order, so find out if they allow quantity discounts."

*As we intend to place a substantial*\_\_\_\_\_.

4. "If they can't deliver the goods before Friday, tell Larousse to email us."

*Please could you*\_\_\_\_\_.

5. "It would be a lot of help if they could send some samples."

*We would appreciate \_\_\_\_\_.*

6. "Say that we'd like Andover to send someone here to give us an estimate."

*We would be grateful if \_\_\_\_\_.*

7. "Say we'd like to see a demonstration of both models."

*We would be interested \_\_\_\_\_.*

8. "Find out if Weston's will let us have twenty units on approval."

*Would you be \_\_\_\_\_.*

9. "Ask when he will let us have the cheque."

*I am writing to enquire \_\_\_\_\_.*

10. "Say our suppliers generally let us settle by monthly statement."

*As a rule \_\_\_\_\_.*

**Ex. 4. Complete the body of the letter of enquiry to a college with the following prepositions: *in* (4), *for* (2), *to*, *by*, *with*, *at*, *of* (2).**

Dear Sir / Madam

I am a single 23 year-old Spanish student (1) the University (2) Barcelona doing a Master's Course (3) Business Studies, and I intend to spend six months, (4) England, beginning (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) your First Certificate courses, 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

**Ex. 5. Complete the following letters of enquiries with the correct prepositions.**

1) Dear Sir

We read your advertisement\_\_\_\_\_racing cycles  
\_\_\_\_\_the current edition\_\_\_\_\_“Cyclist” and are interested  
\_\_\_\_\_ your products, particularly touring bikes.

We are a large retail company\_\_\_\_\_ cycle shops throughout  
Germany and would like your catalogue and a pricelist, quoting c.i.f.  
Berlin prices.

Please let us know your terms\_\_\_\_\_ trade, including quantity  
discounts, delivery dates, and any credit facilities you are prepared to  
offer \_\_\_\_\_large orders.

We look forward\_\_\_\_\_ hearing \_\_\_\_\_you soon.

Yours faithfully

Karl Smith

2) Dear Sir

We were impressed\_\_\_\_\_ your display\_\_\_\_\_office  
furniture\_\_\_\_\_ the Expoquip trade fair held\_\_\_\_\_ Madrid  
\_\_\_\_\_ January.

We are a group\_\_\_\_\_ retailers specializing\_\_\_\_\_the  
sale\_\_\_\_\_top-quality office equipment and we are seeking a  
supplier\_\_\_\_\_our stores.

Could you send us your latest catalogue and pricelist, details  
\_\_\_\_\_ materials used your products, and information regarding  
credit terms and discounts?

We look forward\_\_\_\_\_receiving your reply.

Yours faithfully

Ann Croft

**Ex. 6. Put the correct word or phrase in each blank choosing  
from the given list.**

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

A) \_\_\_\_\_ Sir

I have seen your \_\_\_\_\_ in the \_\_\_\_\_ of "Office Weekly" and am interested in your range of office stationery.

Could you please send me your \_\_\_\_\_ and \_\_\_\_\_. I look \_\_\_\_\_ to hearing from you.

Yours \_\_\_\_\_.

B) With \_\_\_\_\_ to your advertisement in today's "Times", could you please send me \_\_\_\_\_ about your office furniture. I am \_\_\_\_\_ interested in your adjustable typist's chairs.

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

As this \_\_\_\_\_ was so popular with our customers, we would like to know if it is \_\_\_\_\_. If so, would you kindly \_\_\_\_\_ us of your terms of \_\_\_\_\_ and any quantity \_\_\_\_\_ available. Could you also include details of any new models in the same \_\_\_\_\_.

**Ex. 7. There are no capitals, punctuation, or paragraphs in this letter from a building company to a designer and manufacturer of kitchen units. Write out the letter correctly, dividing the body into four paragraphs.**

dear ms french

thank you for your letter and the enclosed catalogue giving details of your kitchen units the main item we are interested in is the unit on page 22 it appears to meet all our specifications for the apartment block I described in my letter I am sending herewith a plan of a typical apartment which gives the exact dimensions before placing a firm order we would need samples of all materials used in the manufacture of the units could you please confirm that you guarantee all your products for two years against normal wear and tear I would also be grateful for details of your terms regarding payment and of any trade and quantity discounts if the price and quality of your products are satisfactory we will place further orders as we have several projects at the planning stage

yours sincerely  
terry spalding  
purchasing manager

**Ex. 8. Write the letter of enquiry to which the letter below is a reply. You are M. Morreau and you saw an advertisement for Glaston Potteries' latest designs for oven-to-table ware in the May edition of *International Homes*.**

Dear M. Horreau

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 Nancy.

Please find enclosed our current catalogue and price list. You might also be interested in visiting our website.

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 \$20,000. In comparison with similar companies in the UK, these terms are extremely competitive. Payment would need to be by sight draft until we have established a business relationship.

Finally, we are confident that we can deliver well within the two-month time limit you require.

Thank you for your interest. We hope to hear from you soon.

Yours sincerely

***J. Merton***

Sales Manager

Enc.

**Ex. 9. Put the phrases below in the correct order to form a letter requesting information.**

Chief buyer – менеджер по закупкам

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.
- Tom Hamacher.

**Ex. 10. Translate the given body of the enquiry letter.**

Уважаемые господа,

В нашем регионе повысился спрос на наручные часы из нержавеющей стали со светящимся циферблатом и небьющимся стеклом.

Пожалуйста, пришлите нам предложение, в котором будут упомянуты Ваши наилучшие сроки оплаты и скидки при платеже наличными.

Будем благодарны за быстрый ответ.

С уважением

**Ex. 11. Compose letters of enquiry according to the given situations.**

1) You want to organize a trip to the Snowy Mountains in New South Wales for a group of students from Belarus. Write to the manager of Student Hostel Services enquiring the information about rooms, prices, services. Say what you are planning to do. Ask the manager to send details of flights. Tell him that you would also like to hire a car for two days during the visit and ask him to send you details. Thank him, mentioning that you need a prompt reply.

2) Write a letter to the Information Officer at the TAPE Information Office asking for information about Tertiary Preparation Certificate.

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STRUCTURE AND NOTIONAL ELEMENTS**

Практическое пособие

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