

# LETTER OF INQUIRY

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A letter to request information of product and (or) services.



BRAMASTYA DEVI & CO LTD  
10 Ansari Road, New Delhi 110022

Our Ref JC/BC  
7 June, 2004

Good Equipment, Ltd  
Jln. Tembaan Barat 107  
Surabaya 60382  
INDONESIA

Dear Sirs,

Your advertisement in the "Indonesian Business" interests us greatly.

We are a selling agent for ceramic tiles in India. As the company has a branch office in Surabaya, East Java, Indonesia. Therefore, we need to purchase some office equipment soon. Could you please send us a brochure, catalogue and price list of the office equipment you produce?

Please ensure that the catalogue and the price list are sent by air mail, not surface mail.

We are looking forward to receiving your reply.

Yours faithfully,

*John Cain*

John Cain  
Purchasing Manager

About the  
writer's  
company

How the writer knows the  
information about the supplier

Closing  
requested

# OPENING

## 1. How did you hear about the company you are contacting?

### **Advertisement, Trade fair/Exhibition, Embassy, etc.**

- We were given your name by the Hoteliers' Association in Paris.
- You were recommended to us by Mr John King, of Lawsom & Davies, Merchant Bankers.
- We were advised by Spett Marco Gennovisa of Milan that you are interested in supplying.....
- The British Consulate in Madrid has told us that you are looking for an agent in Spain to represent you...
- We were impressed by the selection of gardening tools displayed on your stand at this year's Hamburg Gardening Exhibition.
- Our associates in the packaging industry speak highly of your Zeta packing machines, and we would like to have more information about them....

# OPENING

## **2. Tell the supplier about your company.**

- We are cooperative wholesale society based in Surabaya.
- Our company is a subsidiary of Universal Business Machines and we specialize in....
- We are one of the main producers of industrials chemicals in Indonesia, and we are interested in.....

# MIDDLE

## 1. Asking for catalogues, Price list

- Could you please send your current catalogue and price list for exhibition stands? We are particularly interested in stands suitable for displaying furniture...
- We have heard about your latest equipment in laser surgery and would like more details. Please send us any information you can supply, marking the letter “For the Attention of Professor Kazuhiro,” Tokyo General Hospital, Kinuta Tokyo, Japan.
- 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.
- Please would you send me an up-to-date price list for your building materials?

# MIDDLE

## 2. Asking for details

- I am replying to your advertisement in the June edition of “Tailor and Cutter”. I would like to know more about the steam presses which you are offering at cost price.
- I will be attending the auction to be held at Turner House on 16 February, and am particularly interested in the job listed as Item No. 351.
- Could you please give me more information about course BL362, which appears in the language learning section of your summer prospectus?
- I would appreciate more details about the “University Communications System” which you are currently advertising on your website.

# MIDDLE

## **3. Asking for samples, demonstrations, patterns.**

- 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.
- Before selling toys we prefer to test them for safety. Could you therefore send us at least two examples of the “Sprite” range?
- I would like to discuss the problem of maintenance before deciding which model to install in my factory. Therefore I would be grateful if you could arrange for one of your representatives to call on me within the next two weeks.
- Where can I see a demonstration of this system?

# MIDDLE

## 4. Suggesting terms, methods of payments and discounts

- 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 discount?
- As we intend to place a substantial order, we would like to know what quantity discounts you allow.



# MIDDLE

## 5. Asking for goods on approval

- The leaflet advertising your latest hobby magazines 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 synthetic furs. While we appreciate that increasing pressure from wildlife protection societies is reducing the demand for real furs, we are not sure how our customers would react to synthetic alternatives. However, we would like to try a selection of design. 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.

# MIDDLE

## 6. Asking for an estimate or tender

- We are a large chain of theaters, and would be interested in receiving estimates from upholsterers to re-cover the seats in our two main theatres in Manchester
- We are writing to a number of building contractors to invite estimates for the conversion of Northborough Airfield into sports and leisure centre. The work will include erecting buildings and providing facilities such as ski slopes and parachute jumps. The deadline for completion is the end of December 20 – if you can provide a competitive estimate please contact us at.....
- As you may be aware from recent press reports, we have taken over International Motors plc and are in the process of automating their Hamburg factory. We are writing to several engineering designers, including yourselves, who we think may be interested in converting the plant to a fully automated production unit. Enclosed you will find the specifications. We would welcome inspection of the site by your surveyors, with a view to supplying an estimate for the reconstruction.

# CLOSING

- We hope to hear from you in the near future
- We would be grateful for an early reply
- Finally, we would like to point out that delivery before Christmas is essential and hope that you can offer us that guarantee
- If you can agree to the concessions we have asked for, we will place a substantial order
- Prompt delivery would be necessary as we have a rapid turnover. We would therefore need your assurance that you could meet all delivery dates.
- We should be pleased to receive your prompt reply.
- We look forward to receiving your reply.
- We should appreciate your prompt reply.
- We look forward to receiving your reply immediately.
- We hope you will be able to send us reply by return.

# HOMEWORK A



**Write a letter of inquiry based on the following situation:**

You are a Purchase Manager of SINGAPORE TRADING LIMITED (26 Payalebar Street Singapore 20001).

You write to the Marketing Manager of MAESTRO INTERNATIONAL Inc (143B Jln. Semanggi Raya Jakarta 10009) to ask for:

- Color Catalogues with full details of prices and terms of payments
- Quotation (price) for 100 units of table MZ5 and lighting TU 25Z

You got the information of this company from an advertisement in today's JAKARTA TIMES.

# HOMework B

**Write a letter of inquiry based on the following situation:**

You are a Purchasing manager of a music store: DISC SA ( Jl. Cempaka Putih No. 544 Jakarta Pusat 10510, Telp. 021 436783).

You write to CLEARCALM Ltd. (275-277 Einek H, Istanbul, Turkey) to ask for:

- Details about the re-writeable and recordable CDs
- Samples
- Discount

You got the information from an advertisement in this month's edition of "Lectron".