HANDOUT

ENGLISH CORRESPONDENCE

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SEMARANG STATE UNIVERSITY
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INTRODUCTION

Description:
Business correspondence is a course, designed for studying the basic concept of business letters. It is intended for the students of Office education of the fourth semester. In this course, the students' writing skill will be trained intensively through a series of writing exercises.

Competence Standard:
1. Understanding the basic concept of English correspondence
2. Having ability in applying the basic concept of English Correspondence

Basic Competence:
1. Having ability in reading business letters
2. Having ability in understanding the content of English letters
3. Having ability in writing business letters

Indicator:
The students can:
1. Understand the parts of a business letter
2. Understand the grammar usually used in a business letter
3. Translate some expressions used in business letters
4. Read and understand a formal invitation letter
5. Write a formal invitation letter
6. Read and understand a letter for giving congratulation
7. Write a letter for giving congratulation
8. Read and understand an enquiry letter
9. Write an enquiry letter
10. Read and understand an order letter
11. Write an order letter
12. Read and understand a complain letter
13. Write a complain letter
UNIT 1
PARTS OF BUSINESS LETTERS

A letter is a written or printed message addressed to a person or persons, usually sent by post or messenger. It is an addressed document of legal, formal or informal kind for various purposes.

A business letter is a written communication addressed to a person or organization, by a person or organization for specific business purpose.

A. TYPES OF BUSINESS LETTERS
1. Enquiry letter
2. Order letter.
5. Application letter.

B. THE PARTS OF THE LETTER
1. Heading
2. reference
3. date
4. inside address
5. salutation
6. subject line
7. opening paragraph
8. main body
9. closing paragraph
10. complimentary close
11. signature
12. enclosure
13. carbon copy
14. initial

C. STANDARD ELEMENTS OF A LETTER
1. Letter Head/Heading.
2. Reference.
3. Date.
4. Receiver's Name and Address. (Inside Address)
5. Salutation.
6. Subject
7. Main Body.
9. Signature.
10. Sender's Name and Designation.

D. OPTIONAL PARTS OF A LETTER
1. Attention Line.
2. Identification Line.
3. Enclosure.

Task 1
Rearrange the following parts of letter in a good order!

1. 07 March 2013
2. Your order no. 23
   Los Angeles, LA
4. Dear sirs,
5. Ref.DT/NN/13
6. You will remember that went to some trouble to meet your delivery date and we are sure that you would not wish to inconvenience us by delaying your payment.
7. Sony Electronic Corporation
   99 Sweetmango Street
   New York, NY 56779
   USA
8. We have to remind you that your account for television with the above order number dated on 12th February 2013 has not been paid yet. Discount cannot now be allowed.
9. A copy of the statement is enclosed, and we shall be glad to receive your check by return.
10. JR/ mz
11. Jonathan R. Smith  
   Logistic manager  
   12. Yours faithfully,  

13. Enc. 1  

14. CC:  
   - Accounting Manager  
   - Executive Secretary  
   - File  

### Task 2 

**Pronounce the ordinal numbers below correctly!**  

<table>
<thead>
<tr>
<th>Ordinal number</th>
</tr>
</thead>
<tbody>
<tr>
<td>1&lt;sup&gt;st&lt;/sup&gt;</td>
</tr>
<tr>
<td>2&lt;sup&gt;nd&lt;/sup&gt;</td>
</tr>
<tr>
<td>3&lt;sup&gt;rd&lt;/sup&gt;</td>
</tr>
<tr>
<td>4&lt;sup&gt;th&lt;/sup&gt;</td>
</tr>
<tr>
<td>5&lt;sup&gt;th&lt;/sup&gt;</td>
</tr>
<tr>
<td>11&lt;sup&gt;th&lt;/sup&gt;</td>
</tr>
<tr>
<td>21&lt;sup&gt;st&lt;/sup&gt;</td>
</tr>
<tr>
<td>30&lt;sup&gt;th&lt;/sup&gt;</td>
</tr>
<tr>
<td>31&lt;sup&gt;st&lt;/sup&gt;</td>
</tr>
</tbody>
</table>

### E. THE WAY OF WRITING THE DATE  

<table>
<thead>
<tr>
<th>British style</th>
<th>American style</th>
</tr>
</thead>
<tbody>
<tr>
<td>12&lt;sup&gt;th&lt;/sup&gt; January, 2012</td>
<td>January 12&lt;sup&gt;th&lt;/sup&gt;, 2012</td>
</tr>
<tr>
<td>12 January 2012</td>
<td>January 12, 2012</td>
</tr>
<tr>
<td>The twelfth of January two thousand twelve</td>
<td>January the twelfth two thousand twelve</td>
</tr>
</tbody>
</table>

Task 3

Look at the way how to write inside address, salutation and complementary close and complete the blanks!

<table>
<thead>
<tr>
<th>Inside address</th>
<th>Salutations</th>
<th>Complementary close</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>The personnel manager</td>
<td>Dear sir,</td>
<td>Yours faithfully,</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>British</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Dear sir:</td>
<td>Very truly yours,</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>American</td>
<td></td>
</tr>
<tr>
<td>Messrs. Marvin, Tobin &amp; Sweetheart</td>
<td>Dear sirs,</td>
<td></td>
<td>B</td>
</tr>
<tr>
<td></td>
<td>Dear gentlemen:</td>
<td>Yours truly</td>
<td>A</td>
</tr>
<tr>
<td>Mr. William Smith</td>
<td>Dear Mr. Smith,</td>
<td>Sincerely,</td>
<td>B</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Yours sincerely,</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>With best wishes,</td>
<td></td>
</tr>
<tr>
<td></td>
<td>..........................</td>
<td>Sincerely yours,</td>
<td>A</td>
</tr>
<tr>
<td></td>
<td></td>
<td>With best regards,</td>
<td></td>
</tr>
<tr>
<td>Mrs. Cathleen Han</td>
<td></td>
<td></td>
<td>B</td>
</tr>
<tr>
<td></td>
<td>:</td>
<td></td>
<td>A</td>
</tr>
<tr>
<td>Miss Diana Lane</td>
<td></td>
<td></td>
<td>B</td>
</tr>
<tr>
<td></td>
<td>:</td>
<td></td>
<td>A</td>
</tr>
</tbody>
</table>

Task 4

1. Design a letter heading for a company manufacturing washing machines, refrigerators and other household equipment.

2. Write out the following date in three or four different ways in which it might appear at the top of a business letter:

   a) the fourteenth of April nineteen-seventy-eight
b) may the twentieth two thousand thirteen

c) august the seventeenth two thousand seven

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.m London W1A 3BA

Task 5

Arrange the following into a complete business letter and give parts name of letter below!

Sony Electronic Corporation

99 Sweetmango Street

New York, NY 56779

USA

Ref.DT/NN/13

07 March 2013

Messrs. Johnson Smith & Carlson Ltd.

Los Angeles, LA

Dear sirs,

Your order no. 23

We have to remind you that your account for television with the above order number dated on 12th February 2013 has not been paid yet. Discount cannot now be allowed.
You will remember that went to some trouble to meet your delivery date and we are sure that you would not wish to inconvenience us by delaying your payment.

A copy of the statement is enclosed, and we shall be glad to receive your check by return.

Yours faithfully,

Jonathan R. Smith
Logistic manager

Enc. 1

CC:
- Accounting Manager
- Executive Secretary
- File

JR/ mz
A. The tenses which are usually used in business letters are:

Simple Present Tense
Simple Present Continuous
Simple Present Perfect
Simple Past
Simple Future
Imperative
Passive Voice

Task 1
Choose a or b!

1. Tomorrow, the new manager will come and start working  
   a. Will 
   b. has 
2. Water freezes at 0 degree celcius 
   a. Froze 
   b. freezes 
3. Today, the experts are investigating the effects of climate change to the Indonesia economy  
   a. Is investigating 
   b. Will investigate 
4. The discovery of these ancient anthropic markings has broadened our understanding of how these early humans interacted with their environment.  
   a. Is broadening 
   b. Has broadened 
5. A gifted scientist, Newton discovered some of the most fundamental laws in the history of science.  
   a. keeps discovering 
   b. discovered
6. she ....... a piece of cake this morning  
   a. ate  
   b. eats  

Task 2  
**Change the following sentences into passive voice**  
1. Someone made this antique table  
2. Translators have translated that book into many languages  
3. People grow rice in many countries  
4. Teachers teach reading in the first grade  
5. The teachers is giving a test in the next room right now  
6. They will send you a bill at the end of the month  
7. The assistant manager interviewed me  
8. Someone will announce the news tomorrow  
9. My sister's plane will arrive at 10:35  
10. The company is promoting Mrs. Jill as a new manager  

Task 3  
**Translate the following sentences into Bahasa Indonesia**  
1. Please send us the price list of your latest product with your lowest price  
2. We shall be pleased if you will send us samples of.........with your lowest price  
3. We have seen your advertisement in Kompas  
4. We look forward to having your reply as soon as possible  
5. Please supply by post  
6. Please send us by passanger train  
7. We require immediate delivery  
8. Please arrange for immediate dispatch  
9. The order must be despatched without delay  
10. The order must be executed not later than October  
11. The goods must comply with samples  
12. Payable 30 days 5%  
13. Payable 10th of following month  
14. Cash on Delivery (COD)  
15. Cash With Order (CWO)
A. HOW TO PRESENT WELL

• How to Start and Make an Immediate Impact on Your Audience

✓ Good afternoon, ladies and gentlemen.
✓ (On behalf of..., may I welcome you to...)
✓ My name’s ...
✓ I’m responsible for/I’m from ...
✓ This afternoon I’d like to...
   discuss...
   report...
   and present...
✓ If you have any questions you’d like to ask, I’ll be happy to answer them.

or

✓ Perhaps we can leave any questions you may have until the end of the presentation.

Use ‘hooks’ – simple techniques for getting the immediate attention of the audience:
(1) give them a problem to think about
   Imagine ...........Do you think that’s possible?
(2) give them some amazing facts
   Statistics show that ........................
(3) give them a story or personal anecdote
   I remember when ...........................

• How to Use Visual Aids to Maximum Effect

Expressions to introduce and explain your visuals
  o Take a look at this
  o Let’s have a look at this
  o I’d like you to look at this.
  o Here we can see ....
  o Let’s look at .... in more detail. As you can see,....
  o I’d also like to draw your attention to .......

• How to Develop Your Public Speaking Style to Impress and Influence Your Audience

✓ Clear articulation
✓ Pausing in the right places
✓ Pitch Control:
  a. a dramatic rise in your voice creates anticipation and suspense
  b. a sharp fall gives weight and finality to what you have just said.
  c. keeping your voice up tells the audience that you are in the middle of saying something and must not be interrupted.
  d. letting your voice drop lets them know you have completed what you wanted to say

• How to Deal with Questions from the Audience

Four Basic Types of Questions:
1. Good questions:
   Thank the people for asking them. They help you to get your message across to the audience better.
2. Difficult questions:
   These are the ones you can't or prefer not to answer. Say you don't know, offer to find out or ask the questioners what they think.
3. Unnecessary questions:
   You have already given this information.
   Point this out, answer briefly again and move on.
4. Irrelevant questions:
   Try not to sound rude, but move on.

**TASK 1**
Put the following responses into four groups: responses to good questions, difficult questions, unnecessary questions, and irrelevant questions.

1. Good point.
2. Well, as I mentioned earlier, ...
3. Interesting. What do you think?
4. I'm afraid I don't have that information with me.
5. To be honest, I think that raises a different issue.

B. Slides

**Tips to be Covered**

✓ Outlines
  ❖ Make your 1st or 2nd slide an outline of your presentation
  ❖ Follow the order of your outline for the rest of the presentation
  ❖ Only place main points on the outline slide
    - Ex: Use the titles of each slide as main points
✓ Slide Structure
  ❖ Use 1-2 slides per minute of your presentation
  ❖ Write in point form, not complete sentences
  ❖ Include 4-5 points per slide
  ❖ Avoid wordiness: use key words and phrases only

✓ Fonts
  ❖ Use at least an 18-point font
  ❖ Use different size fonts for main points and secondary points
    o this font is 24-point, the main point font is 28-point, and the title font is 36-point
  ❖ Use a standard font like Times New Roman or Arial

✓ Colour
  ❖ Use a colour of font that contrasts sharply with the background
    o Ex: blue font on white background
  ❖ Use colour to reinforce the logic of your structure
    o Ex: light blue title and dark blue text
  ❖ Use colour to emphasize a point
    o But only use this occasionally

✓ Background
  ❖ Use backgrounds such as this one that are attractive but simple
  ❖ Use backgrounds which are light
  ❖ Use the same background consistently throughout your presentation

✓ Spelling and Grammar
  ❖ Proof your slides for:
    o spelling mistakes
    o the use of of repeated words
    o grammatical errors you might have make
    o If English is not your first language, please have someone else check your presentation!

✓ Conclusions
  ❖ Use an effective and strong closing
    o Your audience is likely to remember your last words
    o Use a conclusion slide to: Summarize the main points of your presentation
      AND Suggest future avenues of research
A. Goodwill Letter

Goodwill brings in new business and strengthens old business relation. Goodwill letters have tremendous impact on business. Goodwill correspondence consists of such letter as letters of congratulations, appreciation, regret, sympathy, gratitude, condolence, etc. These should be sent out as there are occasions.

Goodwill letters are very much appreciated. They should always be brief, prompt, corteous, friendly, informal and sincere. It is better if they are handwritten. They often result in appreciable increase in all your business and profits. The main purpose of these letters is to build goodwill and sell a good reputation and friendliness of organisation. They create more friends and customers and retain the old ones.

B. The examples of Letter for Congratulations

June 6, 2006
Mr. John Doug
Baker Corporations
123 Lame Street

Dear Doug,

I have just learned that you have been appointed as a Branch Manager for Hong Kong branch office.

We are delighted that your experiences and the many years of services you have given to your company have been rewarded in this way. I wish your success in managing the affairs of the new office. My colleagues join me in sending you our very best wishes for the future and the warmest congratulations to you.

Best regards,

Susan
Dear Name,

It was with great pleasure that I heard of your promotion to District Sales Manager. You are inheriting a great team, and I'm sure that your ability to motivate will make them even more effective.

Congratulations, and good luck in your new position.

Sincerely,

Your Name

http://jobsearch.about.com/od/congratulationletters/Congratulation_Letters.htm

Dear Mike, Congratulations on the Grand Opening of the Jupiter Bike Shop. You and Ellen have done a fantastic job renovating that old warehouse into a unique retail and repair space.

It was wonderful to see so many people there at the festivities. What a great idea to kick off your opening with a charity ride to help the Community Center Summer Camp.

Best wishes for success in your new venture!

Regards,

Paul

http://jobsearch.about.com/od/congratulationletters/Congratulation_Letters.htm

C. The Stages of letter's body for making congratulation

1. Congratulation expressions

2. Compliments for what the addressee has done
D. Expressions that can be used for congratulations

I wish you every success in..........

I’m writing to convey my warm congratulation on........

It is very gratifying to know that you have been awarded by the government as.........

Congratulation to you and I hope that you will succeed on your job promotion.

We wish to express our great pleasure on hearing of your........

It was with great pleasure that we read in the papers that you had received the........
(name of honour conferred) and we want to congratulate you at once

We were delighted to read in the papers that you had received the........

E. A FORMAL DINNER INVITATION

Mrs & Mrs RASHID

Request the pleasure of your company

At dinner

On Monday, the tenth of October

At nine o’clock

Hotel El Arab, thirteen Rehab Building

Marrakesh

RSVP
Elements of an Invitation

1. **organization's graphic element**

   This image is generally a logo or symbol, and it is often placed at the top of the invitation. It can also be located at the bottom or on the side of the invitation.

2. **names of the hosts**

   In a formal invitation the name of the host(s) is spelled out. In an informal one, it's permissible to use initials or even nicknames. One rule to remember is that people do the inviting, not an organization or corporate entity. When there are several hosts, the senior member's name comes first. If you have a large group of hosts of more or less the same rank, list them alphabetically.

3. **phrasing the invitation**

   "Requests the pleasure of your company at" is the most formal style. Less formal are the phrases "invite(s) you to" or "cordially invites you to..."

4. **the kind of event**

   Is this a reception, buffet, dedication ceremony, brunch, etc.?
5. **purpose of the event**

An effective invitation includes a purpose. The purpose is best communicated by using a specific action or function: "to meet," "to celebrate," "to commemorate," "to dedicate," "to congratulate," "to announce."

6. **date**

The date is always written out in a formal invitation (i.e., a gala, dinner-dance, building dedication). Example: Saturday, the twentieth of January
But it is written in a simpler form on the less formal invitation (a social reception, a pre- or post-game event). Example: Saturday, January 20th
Do not use abbreviations for dates on invitations.

7. **time**

For more formal invitations:
six to eight-thirty o'clock in the evening

For informal invitations:
6:00 to 8:30 p.m.

8. **place**

If the place is a familiar venue in town, it's not necessary to include the street address and city. However, if the venue has many separate rooms, include the name of the room in which the function will take place on the invitation. Example:
Memorial Union, Room 109.
When inviting guests from out of town, always put the name of the venue, street address and city on the invitation.

9. **special instructions**

To communicate special arrangements for parking:
Valet parking
Parking is available in the Reser Stadium lot.

To assist with transportation to and from the event:
Map enclosed.
Chartered buses will leave from the OSU Foundation parking lot every 10 minutes.

To communicate weather arrangements:
In case of inclement weather, please call XXX-XXX-XXXX.
In case of rain, the June 12 Commencement ceremony will be held in Gill Coliseum.
To communicate clothing requirements:
Black tie or Black tie optional
Dress warmly and wear comfortable shoes for the walking tour

10. where to reply

The letters "R.S.V.P." should be place in the bottom left-hand corner of the invitation, with the information about whom to contact below.
A common practice is to enclose a printed R.S.V.P. card and matching envelope in the invitation. It's recommended that the invitation, envelope, R.S.V.P. card and return envelope be the same paper, font and color whenever possible.
The R.S.V.P. card should provide a space for the respondents to write their name, a space to accept or regret, and a place for the respondents to write their telephone number. The card should include the reply deadline. You may also wish to include a fax number and/or an e-mail address on the card for guests to use to reply. The event name, date, place and time should be listed on the card too.
The name and address of the person and/or department receiving the replies should be included (preferably pre-printed) on the response card envelope.

http://oregonstate.edu/ua/events/invitation

Task 1

1. Create a congratulation letter for your partner because of his promotion as the new finance manager in Bandung

2. Write a formal dinner invitation letter to your business partner. The time, place, events and etc are based on your creation
UNIT 5
ENQUIRY LETTER

A. Enquiries

Most letters of enquiry are short and simple. 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 need to know

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

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 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 daily, weekly or trade press

Details of what you 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

B. The stages for making an enquiry letter

1. Heading
2. Inside address
3. Salutation
4. Opening Paragraph
5. State of market
6. Asking/requesting something you need
7. Closing paragraph
8. Complimentary close
9. Signature
10. Name
C. The expressions used in enquiry

Opening paragraph

- We deal in products made from leather such as bags, shoes, belt and etc. We have a network to many retailers in Tegal as our consumers
- I have a shop which sells various types of furniture
- I run a shop in Semarang that sells many kinds of hifi
- Your name has been given us by British Chamber of commerce in Hamburg
- The British embassy in Copenhagen has advised us to get in touch with you concerning with your products
- We saw your products demonstrated at the Hanover Fair earlier this year
- We have seen your advertisement in The Jakarta Post
- I see from TV Media that you are the agent of baby products for Indonesia.

The state of the market*

- There is a brisk demand for high quality sport shirts of the type you manufacture
- These fancy goods are in demand during the tourist season
- Demand for this type of machine is not high, but sales this year wil probably exceed $ 25.000

Asking/ requesting information

- Will you please send us your catalogue and price list of your products
- We would be glad to receive the sample of your products together with your current export price list
- I would be grateful if you could send us the detailed catalogue of your products
- I’d like to ask you for sending me the sample of your products
Closing paragraph

- We are looking forward to hearing from you
- We would appreciate a prompt answer
- We hope to hear from you shortly
- Since the tourist season will soon be underway, we must ask you to reply by the end of this month

D. Examples

A letter of enquiry A

INDONESIAN MODERN OFFICE EQUIPMENT LTD
Jln. Samudra Raya No. 35B
Bandung 23001

ref: MP/DC/ 21 27th November, 2006

International Corporation Ltd
Jln. Rafflesia no. 23
Jakarta

Dear Sirs,
We are interested in buying office equipment and would be pleased to receive your latest catalogue and price list.

Yours Sincerely,

Alan P. Mardinata
Purchasing Manager
A letter of enquiry B

Rich Lucky Trading Company
345, Nathan Rd, Kowloon, H.K.

19 August 2009

Hi-fashion Garment Ltd
Unit 398
Shek Kip Mei Industrial Estate

Dear Sir or Madam

Please send me your current catalogue.

Your company was recommended to me by Ms. Elsie Wong of Far Eastern Logistics. Our African customer is interested in importing a range of printed 100% cotton cloth.

I look forward to hearing from you.

Yours

K.K. Chan
Merchandiser

Sources: http://elc.polyu.edu.hk/CILL/eiw/enquiry_letter_constructor.htm

Task 1

Rearrange sentences below into a good enquiry letter!

a) INDONESIAN MODERN OFFICE EQUIPMENT LTD
   Jln. Samudera Raya No. 35B
   Bandung 23001

b) We much appreciate for your prompt reply.

c) Yours faithfully

d) Dear sir,
e) We should be grateful if you could send us your latest catalogue, price list and terms of payment.

f) PT. Multi Gaya  
   125 Jl. Sawah no 45  
   Jakarta Selatan 52123

g) We visited your stand at “Jakarta Fair” some weeks ago and are very interested in your men’s shirt “Elegan”

h) Soraya Smith  
    Purchasing manager

i) Bandung, 5April 2013

j) Ref. 12/ MN/Lk/ 04/ 13

Task 2

Write a letter of enquiry! (please choose one!)

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 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. Write a letter to one of your regular suppliers (you may use any name) in Jakarta and ask for their latest catalogue, price list, and terms of payment. You may use your name as purchasing manager of a company and use today’s date for the letter you write.
A. Sales Letters

The aim of all business is to sell goods and services and earn profits. In this sense, all business letters are sales letters. They are very good instruments for increasing sales.

The purpose of sales letters is to persuade readers to buy, to get the patronage and goodwill. They are sent to particular people to stimulate and inspire them to buy those particular goods and items.

A good sale letter should have:

**ATTENTION** The writer should attract the reader’s attention

The examples are:

*Have you noticed that the wet season?*

*Rain may endanger your health*

*Do you sleep well every night?*

**DESIRE** The writer should be able to arouse the reader’s desire

The examples are:

*Just take a glass of hot ovaltine before you go to bed, and awake in the morning refreshed after a night’s deep sound sleep*

*There are women who lose their health and beauty to save a few thousands*

**CONVICTION** The writer should create conviction

The examples are:

*PEMBANGUNAN has more readers than any other magazine in Indonesia. It has three million and a half readers every two weeks*
The writer should be able to make the reader get an action

There is no obligation on your part, merely drop the card in the post or phone and one of our trained representative will call and see you at any time you wish

Sign nothing, pay no postage. Just post the enclosed card and we’ll send you a free sample at once

See the example below!

Document Makers
2398 Red Street
Salem, MA 34588

March 10, 2001

Thomas R. Smith Co.
3489 Greene Ave.
Olympia, WA 98502

Dear Mr. Smith:

Attract the reader’s attention

Are you having trouble getting your important documents formatted correctly? If you are like most business owners, you have trouble finding the time to economically produce good-looking documents. This is why it is important to have a specialist take care of your most important documents.

Arouse the reader’s desire and convince the reader

At Documents Makers, we have the skills and experience to come in and help you make the best possible impression. May we stop by and offer you a FREE estimate of how much it would cost to get your documents looking great?

Request to take an action

If so, give us a call at and set up and appointment with one of your friendly operators.
Sincerely yours,

(signature here)

Richard Brown
President

Task 1
Understand the following sales letters (A and B) and identify

a) the sentences which are used for attracting the readers’ attention

b) the sentences which are used for stimulating the readers’ desire for having the product

c) the sentences which are used for convincing the readers to buy the product offered

d) the sentences which are used for making the readers easy to do an action (buy the products offered)

Sales letter A

Dear. Mr Riza

Boris Textile Producing Co. Ltd. is a leading Russian manufacturer and exporter of socks and hosiery.

The range of our product line, good quality, and competitive prices have made us one of the fastest growing companies of its kind in Russia. Located in Moscow, we produce a wide variety of socks and hosiery items in a cotton-woolen-nylon blend for men, women, and children. These socks are of good quality and are popular with customers. Our total production averages 10 million pairs per year, 70% for export and 30% for the domestic market.

We at Boris Textile Co. will work with you to produce the types of socks or hosiery products that will sell well in your stores. We guarantee both our quality and on time delivery of shipments and our prices are very competitive.

For more information please go to our web site at www.boristextile.com.ru
Dear Mr. Firman

Has your wife been nagging again? She wants a refrigerator. Quite frankly, we think she is right.

Have you ever considered the advantages of a modern refrigerator? It keeps your food fresh and clean for any length of time: no more sour milk, rancid butter, or meat that has gone. It gives you delicious ice creams and supplies ice cubes for cold drinks. It has special compartments for vegetables and fruit. Yes, it saves your wife endless trouble and you will enjoy it, too.

The cost? Nothing to worry about! We shall be glad to deliver a brand new model to you tomorrow on our “Easy Term System” which makes payment almost unnoticeable. And there’s 2 years guarantee with every refrigerator we sell.

Drop the attached card into the letter box today and our representative will call you with his car Saturday morning to take you and your wife to our showroom. We can show you all models and sizes. I hope you will come.

Yours sincerely

---

**Task 2**

**What is the function of sales letters?**

**Task 3**

Write a letter to Mr. Walter Spencer, Purchase Manager of Semarang Continental Hotel, 4 Jl. Papandayan, Semarang 50003. Enclose your latest catalog, price list and terms of payment. Draw Mr. Walter’s attention to the new towel which is specially designed for hotel guests and offer 15% discount on all orders above Rp15,000,000.
A. Order Letter

When ordering goods, care must be taken to state requirements clearly so that the seller will not be confused about the exact goods asked for. It should never be necessary for them to refer to former order or to write for further details. If goods are ordered from a catalogue or numbered list, the clearest indication that can be given is to quote the catalogue or list number.

The date when delivery is required should be stated, also the preferred method of transport—road, rail, sea, or air. The goods may be required at the office address or at the warehouse address of the firm. They may even be delivered direct to the address of a customer of the buyers. It is essential, therefore, to state where the goods are to be sent.

Remember that all relevant information should be given in an order letter. It is more business-like—and certainly it helps to prevent orders being misread—to tabulate the items required.

B. Stages

As a guide to the paragraphing of an order letter you should include:

a. Reference to a source of information
b. List of goods to be ordered
c. Quantity, quality, price, catalogue number (if any)
d. Details of delivery and payment
e. An order number

The order letter is used to order goods in accordance with the amount which is required by company either by using official order form or not.

There are two ways in making order, they are:

1. Order without using official order form
2. Order by using official order form.
Order without using official order form can be done by only writing a letter with all details of orders by directly enclosed it in that letter. Thus, this letter functioned as an order letter, therefore the content must clear, brief and direct to the purpose.

While in great companies, generally, order is done by using official order form. Every time you want to make order, you can fill in the available columns.

An order form or often called a purchase order (PO) usually consists of these rows:

- No. (number) - Unit price
- Description/ items - Amount
- Quantity - Delivery date
- Type - Terms of payment

C. Example of an order Letter

Read and understand the letter below!

INDONESIAN MODERN OFFICE EQUIPMENT LTD
Jln.Samudra Raya No. 35B
Bandung 23001

Your ref: MP/DC/ 21
Our ref : AM/ L/ 2B

27th November, 2006

Mr. William C Parker
Marketing Manager
International Corporation Ltd
Jln. Rafflesia no. 23
Jakarta

Dear Mr. William,

Subject: Purchase Order No.365 T.

Thank you for your letter of 15 November, enclosing your catalogue, price-list, and terms of payment.
We have studied your catalogue very carefully and are very pleased with the quality of the typewriters you offered.

We enclose our purchase order and shall pay for the typewriters by banker’s transfer on receipt of your pro-forma invoice.

Yours Sincerely,

Alan P. Mardinata
Sales Manager

Enc.1

INDONESIAN MODERN OFFICE EQUIPMENT LTD
Jln. Samudra Raya No. 35B
Bandung 23001

Purchase Order No. 356T

To. International Corporation Ltd.
Jln. Rafflesia no.23 Jakarta

Date: 26th November, 2006

<table>
<thead>
<tr>
<th>QTY</th>
<th>Please Supply Item</th>
<th>Catalogue NO:</th>
<th>Price per unit $/Rp</th>
<th>Total $/Rp</th>
</tr>
</thead>
<tbody>
<tr>
<td>100</td>
<td>Silver reed</td>
<td>254</td>
<td>250.00</td>
<td>25,000.00</td>
</tr>
<tr>
<td>150</td>
<td>Canon</td>
<td>126</td>
<td>200.00</td>
<td>30,000.00</td>
</tr>
<tr>
<td>50</td>
<td>IBM</td>
<td>232</td>
<td>300.00</td>
<td>15,000.00</td>
</tr>
<tr>
<td>100</td>
<td>Remington</td>
<td>305</td>
<td>150.00</td>
<td>15,000.00</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td></td>
<td></td>
<td>85,000.00</td>
</tr>
</tbody>
</table>
D. The Phrases that can be used

Opening Paragraph

- We have received your letter of ...(date) and should be glad if you would accept our order for the following goods.

- We are obliged to your quotation/letter of ...(date) and should be glad if you would accept our order for the following goods.

We thank you for your letter of ...(date) and enclose our official order for the following goods.

We have received your quotation of ...(date) and please send me the following goods as soon as possible.

We have received your letter are satisfactory, please arrange to deliver the following goods as quickly as possible.

Language Study

We would like to ..... 

We enclose ....

We shall pay for the goods .... (for cheque
Closing Paragraph

We would be grateful for your prompt delivery as the goods are urgently needed. We look forward to receiving your advice of delivery by return

Please kindly acknowledge this order and confirm that you will be able to deliver the goods.

Task 1

What are the meanings of the terms below?

a) We should like to have your price quotation of King shoes C&F New York

b) CIF

c) FOB

d) 60d/s

e) D/P

Task 2

Write a letter to Nancy L. Miller of Sony Television Corporation Inc 234 Avenue Street, Porthmout, Virginia 23002 from Henry L. Smith of Empire International service Inc 256 Green one Avenue, Baltimore, Maryland 21245. Thank for a catalogue, price-list and enclose an official order form No. 23 Dc for 40xz Sony Television Cat. Ref.34LA. State the payment by banker's transfer on receipt of pro-forma invoice and request delivery within two weeks.
A. Definition

Ideally, it should not be necessary to complain, since in business everything should be done so carefully – details of offers and orders checked, packing supervised, quality control expertly – that no mistake are made and nothing is damaged. Unfortunately, as in other walks of life. Things do not work out as well as that. Errors occur and goods are mishandled; accidents happen, usually because of hast and lack of supervision. There is often a shortage of sufficiently trained staff owing to illness or holidays and there is sometimes a shortage of sufficiently trained staff, so mistakes are inevitably and customers complain.

We send a complaint to the supplier because of some reasons, they are:

1. The lateness of the goods delivery
2. The goods ordered are different from the one requested
3. The goods condition is broken or damaged

If a customer is dissatisfied with the execution of his order, he will complain. In doing so he should then specify the nature of his complaint, and finally state what action he wants his supplier to take.

Task 1

Read and understand the letter below!
Fortune Goods  
317 Orchard Road  
Singapore  

17 August 2009  

Attn: Mr David Choi  
Sales Manager  
Everlong Batteries  
171 Choi Hung Road  
Hong Kong  

Dear Mr Choi,  

Re--Order No. 768197  
I am writing to inform you that the goods we ordered from your company have not been supplied correctly.  

On 10 August 2009 we placed an order with your firm for 12,000 ultra super long-life batteries. The consignment arrived yesterday but contained only 1,200 batteries.  

This error put our firm in a difficult position, as we had to make some emergency purchases to fulfill our commitments to all our customers. This caused us considerable inconvenience.  

I look forward to hearing from you by return.  

Yours sincerely  

J. Wong  
Purchasing Officer  

Sources: http://elc.polyu.edu.hk/CiLL/eiw/complaint_letter_constructor.htm
Task 2

Complete the complaint letter below into a good full letter from heading until signature!

We are sorry to have to complain about the late delivery of our order no. 45CC that we ordered on 5th January 2013. And this condition has made our customers disappointed with our service.

We shall be glad if you will look into the matter at once and let us have the reason for the delay.

Task 3

Write a letter from PT Inti Jaya, 222 Jl. Demak 28903, Central Java to PT. Abadi Bagus, 67, Jl. Perdana Raya Medan, North Sumatera, complaining about the goods they received did not match the samples they got.