

UNIT 2

INQUIRY LETTER AND REPLYING TO INQUIRY

PART 1 INQUIRY LETTER

A. INTRODUCTION

Most letters of inquiry are short and simple. As a prospective buyer, the writer of an inquiry states briefly and clearly what he is interested in, which is all the letter receiver needs to know.

A first inquiry – a letter sent to a 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 an exhibition or trade fair; you may be writing as the result of a recommendation from a business associate or based on 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 catalog, a price list, discounts, methods of payment, delivery times, and, where appropriate, samples.

B. PARTS OF AN INQUIRY 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

C. EXPRESSIONS

The expressions used in the opening paragraph

- We deal in products made from leather such as bags, shoes, belts, etc. We have a network of 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 fresh flowers.
- The British Chamber of commerce has given your name us in Hamburg
- The British embassy in Copenhagen has advised us to get in touch with you concerning 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 sports 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 will probably exceed \$ 250.000.

Asking/ requesting information

- Will you please send us your catalog 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 catalog of your products.
- I would like to ask you for sending me a 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. SAMPLES

A letter of inquiry A

INDONESIAN MODERN OFFICE EQUIPMENT LTD

Jln. Samudra Raya No. 35B Bandung 23001

ref: MP/DC/ 21

27th November, 2016

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 catalog and price list.

Yours Sincerely,

Alan P. Mardinata
Purchasing Manager

A letter of inquiry 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 catalog.

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

KK. Chan
Merchandi
ser

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

**CV. Sepatu Nusantara
Jl. Tanah Baru No. 20
Depok**

Depok, 15 January 2013

**CV. Anugrah Sepatu
Jl. Hakim No. 10
Bandung**

Dear Sir or Madam,

We saw your product at Indonesia UKM Fair in Bandung Convention Center on 15 December 2012 and made interested us to become a distributor in Depok. We should be glad if you could send latest catalogues and distributor pricelist.

We would like to know whether you can special offer for us. If the price is low and the types of sample are interesting, we will order your product.

We are looking forward to receiving your reply soon.

Sincerely,

Muhammad Miftah Firdaus

Owner

E. WRITING INQUIRY LETTER BY EMAIL

<https://test-english.com/explanation/b1-2/formal-email-letter-asking-information/>

Check the useful language.

- ✓ Greeting and signature or closing line. These are the first and last lines in an email or letter.
- ✓ The opening line in the first paragraph, where you state your reason for writing, and the closing line in the last paragraph.
- ✓ Asking for information.
- ✓ In formal letters, use indirect questions instead of direct questions.

✓ Discourse markers used to order our points.

Structure and useful language

Greeting

The greeting is used to address your reader. If you know the person you are writing to, use Dear Mr' for a man and Dear Ms' for a woman, followed by their surname (NOT their name). If you do not know the name of the person you are writing to, you can use Dear Sir/Madam'.

Reason for writing (paragraph one)

You should start the first paragraph by stating the purpose of your email or letter. You have some examples below:

- *I am writing to enquire about...* (the advertisement/the job offer/etc.)
- *I am writing about...*
- *I am writing in connection with...*
- *I am writing to...* (complaint/inquire/etc.) *about...*

Body

After the first paragraph, where we state why we are writing, we can use one paragraph for each point we ask about. Furthermore, at the beginning of each paragraph, we should use connectors to order our points.

- *Firstly/ First of all,...* (paragraph 2)
- *Secondly,/ In addition/ I would also like to know,...* (paragraph 3)
- *Finally,...* (paragraph 4)

Asking for information

Here is some useful language that you can use when the purpose of your email or letter is asking for information:

- *I am writing to enquire about...*
- *I would be grateful if you could give me some information/further details about...*
- *I would appreciate some information about...*
- *I would be interested in receiving further details about...*

Specific questions

In formal letters or emails, direct questions are rarely used; you should use indirect questions.

- *I would be grateful if you could tell me...* (how much the course costs/when the course starts/etc.)
- *I would appreciate it if you could tell me...*
- *I would like to know...*
- *I was wondering if you could tell me...*
- *Would you mind telling me...?*
- *Could you tell me...?*

You have to ask several questions; you should avoid repeating the same indirect question. Use some of the different forms above.

Closing line

Right before the signature, you should write some closing remarks. Here you have some useful language.

- *I look forward to hearing from you.*
- *I look forward to receiving the requested information.*
- *I would appreciate it if you could answer my questions as soon as possible.*

Signature

- *Yours sincerely*, (use this if you began your email or letter with *Dear* + name of the person).
- *Yours faithfully*, (use this if you began your email or letter with *Dear Sir/Madam*).

SOME TEMPLATES

SALES INQUIRY/ RFI



Date: February 22, 2022

To,
{{ATTN}}
{{ADDRESS}}
{{POSTAL CODE}}
{{COUNTRY}}

Subject:

Dear Mr./Mrs. {{Name}},

I would like to inquire about consignment deals that your company offers. I am highly interested in in {{PRODUCT(S)}} and have a wealth of knowledge about this product through seminars I have attended.

I am a graduate of a bachelor's degree in sales and I hope to become an entrepreneur. I am planning to start my own business and open a local department store. I will be selling men's and women's in {{PRODUCT(S)}} and accessories, among which will be in {{PRODUCT(S)}}. I have read a lot about your products, and they have been highly reviewed by magazines and customers.

I visited one of your shops and were impressed by the style and quality of your products. Please provide me a brochure and details of your sales packages. Please send such materials to:

{{ADDRESS}}
Attention: {{Name}}
{{ADDRESS}}
{{POSTAL CODE}}

{{COUNTRY}}

I thank you in advance and look forward to studying the materials you send me, and I am hoping to do business with you soon.

Thank you.

Sincerely,

{{ORGANIZATION}}

{{NAME}}

{{Signature}}

{{Formal Name + Title}}

PRODUCT INQUIRY/ RFI

Date: February 22, 2022



To,

{{ATTN}}

{{ADDRESS}}

{{POSTAL CODE}}

{{COUNTRY}}

Subject: PRODUCT INQUIRY: REQUEST TO SEND INFORMATION

Dear Mr./Mrs. {{Name}},

We are interested in {{PRODUCT(S)}}, ex. {{TYPE}}s used in {{manufacturing}}.

We would greatly appreciate receiving any information, brochures and price lists you may have to learn more about your products. Please send such materials to:

{{ADDRESS}}

Attention: {{Name}}

{{ADDRESS}}

{{POSTAL CODE}}

{{COUNTRY}}

I thank you in advance and look forward to studying the materials you send me.

Thank you.

Best Regards, / Yours sincerely,

{{ORGANIZATION}}

{{NAME}}

{{Signature}}

{{Formal Name + Title}}

PRODUCT LETTER OF INQUIRY

Date: February 22, 2022

To,
{{ATTN}}
{{ADDRESS}}
{{POSTAL CODE}}
{{COUNTRY}}

Subject: {{subject}}

Dear Mr./Mrs. {{Name}},

I am Mr. {{Name Sender}}, {{Job Title}} of {{Organization}}.

We are interested in purchasing and selling your product, organic vegetables, in our store. We read your promo materials regarding the products that are currently being sold at special discounted prices.

We would like to inquire some details about your product:

1. Where are the {{products}} and how do you ensure that they are {{inquiry}}?
2. Would you be able to supply {{products}} that you do not have now but we would specify?
3. Would you be able to provide a regular supply of {{products}} delivered everyday?
4. How much are the wholesale prices of the {{products}} and how much discount can we avail?

I would be happy to talk to you about the details of your product as we hope to add {{Product}} to our inventory soon. We look forward to hearing from you soon. Please contact me at {{Phone number}}.

Thank you.

Best Regards, / Yours sincerely,

{{NAME}}

{{Signature}}

{{Formal Name + Title}}

PRODUCT LETTER OF INQUIRY

Date: February 22, 2022

To,
{{ATTN}}
{{ADDRESS}}
{{POSTAL CODE}}
{{COUNTRY}}

Subject: {{subject}}

Dear Mr./Mrs. {{Name}},

We saw a demonstration of your latest {{product}}, at the {{event}} last week. We were particularly interested in this product and might possibly also be interested in other electronic equipment which you manufacture. Indeed, we specialize in importing state-of-the-art {{product type}} and selling them to luxury kitchen designers throughout {{area}}. We would be grateful if you would send us your catalogue with full technical specifications. Please state your best export prices, terms of payment and earliest date for overseas delivery. Do you provide an after-sales service and spare parts? We look forward to hearing from you soon.
Best Regards, / Yours sincerely,

{{NAME}}

{{Signature}}

{{Formal Name + Title}}

MORE INFO

What should be included in a letter of inquiry?

In recent years, letters of inquiry have become an important part of the fundraising process. Many foundations now prefer that funding requests be submitted first in letter format instead of a full proposal. Others are using preliminary letters of inquiry to determine if they have an interest in a project before accepting a full proposal. In either instance, it is important to recognize that a well-written letter of inquiry is crucial to securing funding for your project. An effective letter of inquiry is often more difficult to write than a full proposal. The letter of inquiry should be brief—no more than three pages—and must be a succinct but thorough presentation of the need or problem you have identified, the proposed solution, and your organization's qualifications for implementing that solution. The letter of inquiry should be addressed to the appropriate contact person at a foundation or to its CEO and should be sent by regular mail.

Not unlike a grant proposal, the letter of inquiry should include: an introduction, a description of your organization, a statement of need, your methodology, a brief discussion of other funding sources, and a final summary.

The introduction serves as the executive summary for the letter of inquiry and includes the name of your organization, the amount needed or requested, and a description of the project. The qualifications of project staff, a brief description of evaluative methodology, and a timetable are also included here. This should not exceed one paragraph.

The organization description should be concise and focus on the ability of your organization to meet the stated need. Provide a very brief history and description of your current programs while demonstrating a direct connection between what is currently being done and what you wish to accomplish with the requested funding. You will flesh this section out in greater detail if you are invited to submit a full proposal.

The statement of need is an essential element of the letter of inquiry and must convince the reader that there is an important need that can be met by your project. The statement of need includes: a description of the target population and geographical area, appropriate statistical data in abbreviated form, and several concrete examples.

The methodology should be appropriate to your statement of need and present a clear, logical, and achievable solution to the stated need.

Describe the project briefly, including major activities, names and titles of key project staff, and your desired objectives. As with the organization description, this will be presented in far greater detail in a full proposal. Other funding sources being approached for support of this project should be listed in a brief sentence or paragraph.

The final summary restates the intent of the project, affirms your readiness to answer further questions, and thanks the potential funder for its consideration.

Task 1

Rearrange sentences below into a good inquiry letter!

- a) INDONESIAN MODERN OFFICE EQUIPMENT
LTD Jln. Samudera Raya No. 35B
Bandung 23001
- b) We much appreciate your prompt reply.
- c) Yours faithfully
- d) Dear Sir
- e) We should be grateful if you could send us your latest catalog, 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, 5 April 2013
- j) Ref. 12/ MN/Lk/ 04/ 13

Task 2

Write a letter of inquiry! (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 catalog 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 catalog, 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.

PART 2 REPLYING TO INQUIRY

Practice the dialog below with the friend next to you

- ✓ Mr. William: What is in the morning mail today, Jane?
- ✓ Jane : There is an inquiry from Samson Co. They are interested in the office equipment.
- ✓ Mr. William: Good. Please draft the reply and let me read it before you type it.
- ✓ Jane: How do you want me to reply to Mr. William?
- ✓ Mr. William : As short as possible. Dear Sir, Thank you for your inquiry of 15th January 2022 and.....
- ✓ Jane: And we have pleasure in enclosing a copy of our latest catalog
- ✓ Mr. William: Yours faithfully, Frank William. Sales Manager
- ✓ Jane: Is that all?
- ✓ Mr. William: Yes, it is not necessary to give detailed information to old customers.
- ✓ Jane: Thank you, Sir.

Translate into Bahasa Indonesia. Opening paragraph

1. Thank you for your letter of 3rd February 2022 inquiring about our catalogs, price list, and payment terms.
2. Regarding your letter dated 18th February 2022 requesting our catalog, price list, and payment terms, we...
3. Many thanks to your letter of 27th March 2022. As requested, we enclose herewith our latest catalogs and pricelist.

Sending or enclosing

1. We have pleasure in sending our catalogs and pricelist.
2. We should be pleased to enclose our catalogs and pricelist.
3. We are sending our catalogs, price list, and terms of payment.

Closing paragraph

1. We look forward to receiving your first order.
2. We look forward to receiving a trial order from you.
3. We allow special terms to customers who place orders before the end of this year.

Text Format: <http://www.lettersandtemplates.com/index.php?id=6>

Sample Inquiry Letter Replies

Thank you for your interest in our [services
products
services and products]. In response to your query, please find enclosed the requested details. I hope this information addresses your needs. If you require further clarifications, please do not hesitate to contact us at anytime.

We look forward to hear from you soon.

THE BIG CO.

Cilegon
West Java

Your ref.: DS/RC
2 July 2009
Our ref.: DL/RC
Thomas Co. Ltd.
Regent Street 435
London W1

Dear Madam,

Re.: Request for Catalogue

Thank you for your inquiry letter of 25 June 2009 and interested in our advertisement.

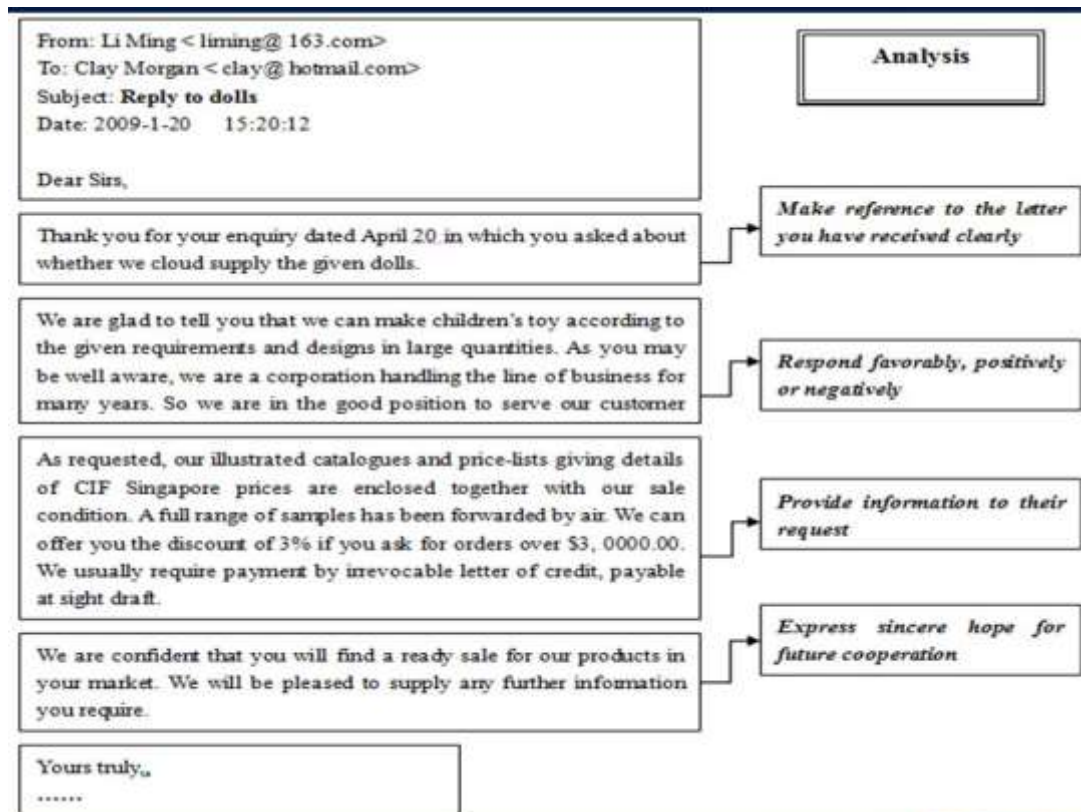
As requested, we enclose herewith the latest illustrated catalogue together with price list and the terms. Dispatch of product will be sent after we receive your order letter in two weeks and we could give 3% cash discount in 30 days from invoice date.

We are looking forward to your order soon.

Yours faithfully,

Mr. Gordon
Marketing Manager

Encl. catalogue



Task 3

Write a letter to PT. Bangun Cipta, Jl. Buana No.123, Semarang 50008, Jawa Tengah (With reference to) a letter of 12th March 2022 from your company. Enclose your company's catalogues, pricelist, and samples of promotional gifts.