

UNIT 4

ORDER LETTER

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 the former order or write for further details. If goods are ordered from a catalog or numbered list, the clearest indication that can be given is to quote the catalog 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 the warehouse address of the firm. They may even be delivered directly to the address of a customer of the buyers. Therefore, it is essential to state where the goods are 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, catalog number (if any)
- d. Details of delivery and payment
- e. An order number

The order letter is used to order goods following the amount required by the company either by using the official order form or not.

There are two ways in making an order, they are:

1. Order without using the official order form
2. Order by using the official order form.

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

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

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

1. No. (number)
2. Description/ items
3. Quantity
4. Type
5. Unit price
6. Amount
7. Delivery date
8. Terms of payment

C. Samples

INDONESIAN MODERN OFFICE EQUIPMENT LTD
Jln.Samudra Raya No. 35B Bandung 23001
Fax. (021)786-787. www.indonesiamodernoffice.com

6 February 2022

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

Mr. William C Parker
Marketing Manager
International Corporation Ltd
Jln. Rafflesia no. 23 Jakarta 10001

Dear Mr. Parker,

Subject: Purchase Order No.365 T.

Thank you for your letter of 15 November, enclosing your catalog, price list, and terms of payment.

We have studied your catalog 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 the receipt of your Pro-forma invoice.

Yours Sincerely,

Alan P. Mardinata
Purchasing Manager

Enc.1

INDONESIAN MODERN OFFICE EQUIPMENT LTD Jln.Samudra Raya No. 35B Bandung 23001 Fax. (021)786-787. www.indonesiamodernoffice.com				
To	International Rafflesia Corporation Ltd	Purchase Order No. 345	Date:	26th November 2021
QTY	Please Supply Item	Catalogue No.	Price per Unit (IDR)	Total (IDR)
100	Silver Reed	254	300,000	30,000,000
100	Canon	126	1,000,000	100,000,000
100	IBM	232	750,000	75,000,000
50	Remington	305	500,000	25,000,000
	Total			230,000,000
	Delivery date required	Terms of Payment	For:	Indonesian Modern Office Equipment
	1 January 2022	20 days from the receipt		Allan P. Martadinata

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.

Thank you for your letter of ... (date) letter 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 the 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 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, Portsmouth, Virginia 23002
- ✓ from Henry L. Smith of Empire International service Inc 256 Green one Avenue, Baltimore, Maryland 21245.
- ✓ Thank you for a catalog pricelist and enclose an official order form No. 23 DC for 40xz Sony Television Cat. Ref.34LA.
- ✓ State the payment by banker's transfer on the receipt of proforma invoice and request delivery within two weeks.

WRITE ORDER LETTER BY EMAIL

<https://www.universalclass.com/articles/writing/how-to-write-a-business-email-confirming-a-customer-order.htm>

No matter what business you are in, you often have to send emails, placing or acknowledging orders. This type of correspondence offers you an opportunity to convey professionalism and promote your business products and services.

Let us look more closely at these types of emails and how you can make them as effective as possible.

A. Placing an order

Many companies have online forms to complete to place your order for supplies or equipment. There are occasions when you need to send an email, either to go along with the form or as a stand-alone form of communication.

Even if you have placed an order online or over the phone, an order email is a good way to put the details of an important business order in writing. That way, both you and the other company have a copy of the details of the transaction.

An effective order email has the following components:

1. product specifications
2. quantities
3. price agreed upon
4. expected delivery date
5. other terms and conditions
6. your name and contact information

Whenever possible, find the person's direct email address in charge of completing the order. Taking the time to visit the company website or call the company office for this address is well worth the effort. That way, you can avoid your order letter ending in someone's spam folder.

An effective subject line will make sure your order is read, as well. Be as specific as possible in terms of product, and indicate that you are placing an order. Here are a few examples:

- *New order for item #110*

- *Follow-up on online order 071515*
- *Confirmation of phone order for Jan. 20*
- *Delivery Order for 100 copies of Kindergarten Math Fun*

Here is an example of an effective email that places an order:

Subject line: Order for 200 copies of Kindergarten Math Fun Dear

Ms. Kingsley,

Thank you for your time talking with me today about your company's interactive teaching tools. I am writing to confirm Jackson Elementary School's order of 200 copies of Kindergarten Math Fun.

I understand that the cost of each book is \$45, but that we will receive a volume discount of 10 percent. The cost of our order, then, will be \$8100. We understand we can avoid delivery charges by picking them up at your downtown warehouse.

As we discussed, we will have a check ready when we pick up the books on August 15.

Thank you again.

Sincerely,

Your name

Your contact information

B. Acknowledging an order

An email acknowledging an order gives you a great opportunity to contact your customer and offer more information about your company. An acknowledgment email can be an effective sales tool and a way of furthering your customer relations.

An order acknowledgment email should:

- thank the customer for the order
- review the contents of the order
- give delivery details
- recap the cost

You can close your email with a brief paragraph about your company, service, or reputation. You can provide a link to your website or social media page, as well.

You also can offer your customers a discount on future purchases as a way of thanking them for their business. Make your email personal by using the Recipient's name and referring to their specific order. Here is an example:

Dear Anna,

Thank you for your 250 custom wedding invitations order and your prompt online payment. Your order will be shipped within three to five business days. We will send you a quick email when it is shipped.

We are glad you chose our company for invitations to your special day. We know you have many choices for wedding invitations, and we are proud to offer you the best quality invitations at the lowest price. We have been in the custom card business for 20 years, and we feel our longevity is because we value our customers.

Have you considered custom thank you notes to go along with your invitations? Many of our customers enjoy using the same design on their thank you notes on their invitations. Please visit our website at (your website address) for details. As a returning customer, you will receive an automatic 20 percent discount when you order by June 30.

Thank you for shopping with us. And congratulations on your upcoming big day!

Sincerely,

Your name

Your position with the company

Your contact information

Sometimes a sales acknowledgment email can be a way to ask for additional information such as:

- a shipping address if, for example, a post office box was used on a form
- an alternate form of payment, if a credit card was denied
- more details for the order to be filled (such as a color or size)

These details must be worded professionally. Once again, the subject line is essential to get your Recipient's attention. You might signal a problem with this type of subject line: Order delay: quantity needed.

Once again, these emails reflect the type of service your customer can expect in other dealings with your company. Promptness and courtesy are essential for your email to be effective.

This is an email that asks for more information. Here is an example of :

Dear Mr. Olden:

Thank you for your order today of Sun-Ray sunglasses. We appreciate your business and look forward to providing you with a pair of America's top-rated prescription sunglasses.

Unfortunately, your order is on hold because your prescription has a problem. When we contacted your doctor, she said you had not had an eye exam in five years. In order to fill your order, we do need the prescription from your doctor. Would you please contact her office and let us know how to proceed?

Thank you, and we look forward to hearing from you soon. With

best regards,

Your name

Your position with the

company Your contact

information

You may need to send an acknowledgment email that offers the Recipient more information in other situations.

Perhaps someone has registered for your company's workshop or conference. You have received the registration and payment, and now you need to provide more details about the event.

Here is an example of a registration acknowledgment email.

Subject line: Registration Confirmation for Leadership Summit

Dear Ms. Allen:

Thank you for your recent registration for the Leadership Summit 2016. We received your registration form, questionnaire, and payment for the two-day conference.

Please visit the hospitality table on the main concourse of the Richland Hotel by 8:30 a.m. on Feb. 12 to receive your welcome packet. The conference begins at 9 a.m. with the keynote session in the main ballroom. Break-out sessions follow throughout the day and will be detailed in your packet.

Please visit our website (website address here) for further information.

We look forward to seeing you at the summit. If you have any questions, please let me know.

Best regards,

Your name

Your position with the company

Your contact information

Another example of an acknowledgment email lets the Recipient know you have received some business-related information, such as a job application. In some circumstances, it is polite to let your Recipient know that materials have been received and let him or her know when you will be taking the next step in a decision process.

To say thank you, or not to say thanks.

There is some disagreement in the business correspondence world about whether one needs to respond to all business-related emails.

Some people argue that a simple "Thank you" email wastes their time. They say that clicking and opening an email only to see one or two words is a waste of their time. Others say that they always appreciate a thank you.

How do you decide whether to acknowledge a business email? First, consider whether the person needs to know that you got the information or not. If there has been an initial miscommunication or a lost attachment, for instance, a quick thank you shows the Recipient that all is well at present. Since many of your recipients are inundated with emails, it adds a warm touch to say what you are thankful for. Instead of just typing "Thanks" when you got that previously missing attachment, consider writing, "Thanks. I got the attachment fine this time."

Another time to send a thank you acknowledgment is when someone has gone out of his or her way to meet your needs. An acknowledgment in this situation makes good sense. Think of these acknowledgments as a way of conveying sincere appreciation rather than just a quick thanks.

Once again, it is courteous to be specific but brief in these cases. Here are a few examples:

Thanks for responding so quickly to my request for more information. Thank you so much. I appreciate your flexibility

This information is just what I needed. Thank you!

Thank you for letting me know about the date change. I will see you next Wednesday.

In today's culture, many of us have sacrificed courtesy for speed. Yes, we are all busy and do not want to waste our time reading unnecessary emails. However, the other side of this coin is that we have lost some business and personal etiquette basics.

A well-written acknowledgment email demonstrates that you value a customer's business. It shows that you value someone's efforts. An acknowledgment email also reflects well on you, the sender, and your place of business.

<https://www.superoffice.com/blog/follow-up-email/>