

Das Rad GmbH
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Sample Letter 1

Mr. J. Cleese
The Bike Shop
27 Brampton Road
London SW 11
England

Your ref: JC/dm
Our ref: PvZ/dl
Date:

Dear Mr. Cleese

Thank you for your enquiry of 27 February 2020.

Please find enclosed our latest catalogue, price list and terms of business.

The prices quoted are FOB Bremen and shipment can be arranged immediately after receipt of order.

We can grant retail discounts of 15% on the net price and we are willing to let you have a further first order discount of 5%.

As we have not done business before we request payment by irrevocable and confirmed letter of credit.

We hope that our prices and terms meet with your approval and that you will decide to place your order with us.

Yours sincerely

Das Rad GmbH
Paul von Zahn

Encs: catalogue, price list, terms of business

Your ref. JM/MM
Our ref. IK/HT
10 June 2020

Sample Letter 2

Mr. John Massecar, Purchasing Director
Famous Wines and Liquors Inc.
Western Boulevard
San Antonio, TX 75261
U.S.A.

Dear Mr. Massecar,

Your enquiry of 2 June 2020

We were delighted to receive your enquiry of 2 June 2020 about Mariahof Spätlese, the latest addition to our range of fine wines. As a major producer in the Mosel region with extensive business contacts throughout the European Union and beyond **we have been producing** a choice selection of top-grade wines **for the past 75 years**. We enclose a leaflet on Mariahof Spätlese together with sales literature on the rest of our range of products. We will be pleased to supply you with samples if requested. We also offer advertising material free of charge to help customers introduce our products to the local market.

The current wholesale price for a case of 12 x 0.7 l bottles of Mariahof Spätlese is 60 euros, excluding taxes. New customers are granted a discount of 20 percent on **initial orders** exceeding 20 cases or worth more than 1,000 euros. Please refer to the enclosed export price list for further details regarding the rest of our products.

Our prices **are quoted FOB German port**. Special **quotations** are available on request.

Our terms are **cash with order** or **10 days 2 %, 30 days net** on receipt of our **invoice subject to favourable references**. Deliveries can be made within 7 days after receipt of order while stocks last.

This offer is valid for 30 days. Please make sure to quote the correct article numbers of the wines required when placing an order. If you require further details, please do not hesitate to contact us.

We look forward to receiving your order.

Yours sincerely

Ingo Kornharpen
Ingo Kornharpen
Sales Manager

Enclosures

Task 1

Read the two sample letters and answer the following questions:

a) What do the letters refer to?

Both letters refer to enquiries sent retailers.

b) What does the sender say about prices?

Letter 1: Prices are quoted FOB Bremen.

Letter 2: Prices are quoted FOB German port, 60 euros for a case of 12 bottles (taxes not included)

c) What is enclosed with the letter?

Letter 1: catalogue, price list, terms of business

Letter 2: leaflet on Mariahof Spätlease, export price list

d) When can delivery be arranged?

Letter 1: immediately the order has been received

Letter 2: within 7 days after the order has been received, provided sufficient quantities are available

e) What discounts are offered?

Letter 1: retail discount (15%) plus first order discount (5%).

Letter 2: initial order discount (20%) if the customer orders more than 20 cases or if the value of the order is higher than 1,000 euros; otherwise the customer receives a discount of 2 % if he pays when placing the order or within 10 days after receiving the invoice – provided the customer can supply appropriate references.

f) How should payment be effected?

Letter 1: by irrevocable and confirmed letter of credit

Letter 2: No specific requirements mentioned

Task 2

Phraseology

Complete the gaps

1. Verbs+ nouns

Which verbs go with the following nouns?

a. to ___place_____ an order (erteilen)

b. to ___deal with, process_____ an order (bearbeiten)

c. to send goods – to ___dispatch, ship_____ goods (versenden)

d. to ___grant_____ a discount (gewähren)

e. to ___quote_____ the catalogue number (angeben)

f. to ___meet, come up to, fulfil_____ your expectations (erfüllen, gerecht werden)

2. Nouns + prepositions / prepositions+ nouns / adjectives+ prepositions

a. your stand ___at_____ the trade fair

b. information ___on, about, concerning, regarding_____ our products

c. a retailer ___of_____ household appliances

d. an agent ___for_____ household appliances

e. a query (Rückfrage) ___about, regarding_____ our products

f. ___at_____ a competitive price

- g. ___under_____ separate cover (mit getrennter Post)
- h. ___by_____ the same post (mit gleicher Post)
- i. ___by_____ separate post (mit getrennter Post)
- j. You will hear from us ___by_____ the end of this month. (not "at") [bis!!!]
- k. You will hear from us ___within_____ the next few days. (not "in")
- l. The price is 50 euros ___per_____ unit.
- m. All prices are exclusive ___of_____ VAT.
- n. ___for_____ your information
- o. demand ___for_____ a product
- p. eligible ___for_____ credit terms

Task 3

What discounts could be granted in the following situations?

1. The customer pays for the goods when ordering them.
Cash discount
2. The customer places an order for a completely new product.
Introductory offer discount
3. A customer places his first order for a product.
Initial order discount
4. A customer pays within a week of receiving the goods.
Early payment discount
5. A customer orders a large amount.
Quantity discount
6. A dealer buys goods from another dealer.
Trade discount
7. A manufacturer puts a new product on the market.
Introductory offer discount
8. A wholesaler wants to encourage a retailer to place a trial order.
Initial order discount + Trade discount
9. A producer wants to make his customers place larger orders.
Quantity discount
10. One business sells a new product to another business for the first time.
Trade discount + Initial order discount + Introductory offer discount

Task 4

Incoterms

What are Incoterms?

Put simply, Incoterms are the selling terms that the buyer and seller of goods both agree to during international transactions. These rules are accepted by governments and legal authorities around the world. Understanding Incoterms is a vital part of International Trade because they clearly state which tasks, costs and risks are associated with the buyer and the seller. An Incoterm states when the seller's costs and risks are transferred to the buyer. The International Chamber of Commerce published new Incoterms® 2020 that came into effect on 1 January 2020. Use the overview on the next page to answer the following questions:

1. Risk

Which Incoterms are meant in the following cases? There is sometimes more than one answer.

The seller bears the risk until:

- a. the goods have been delivered alongside the ship at the port of shipment **FAS**
- b. the goods have been delivered to the buyer's premises **DAP DDP**
- c. the goods have passed the ship's rail at the port of shipment. **FOB CFR CIF**

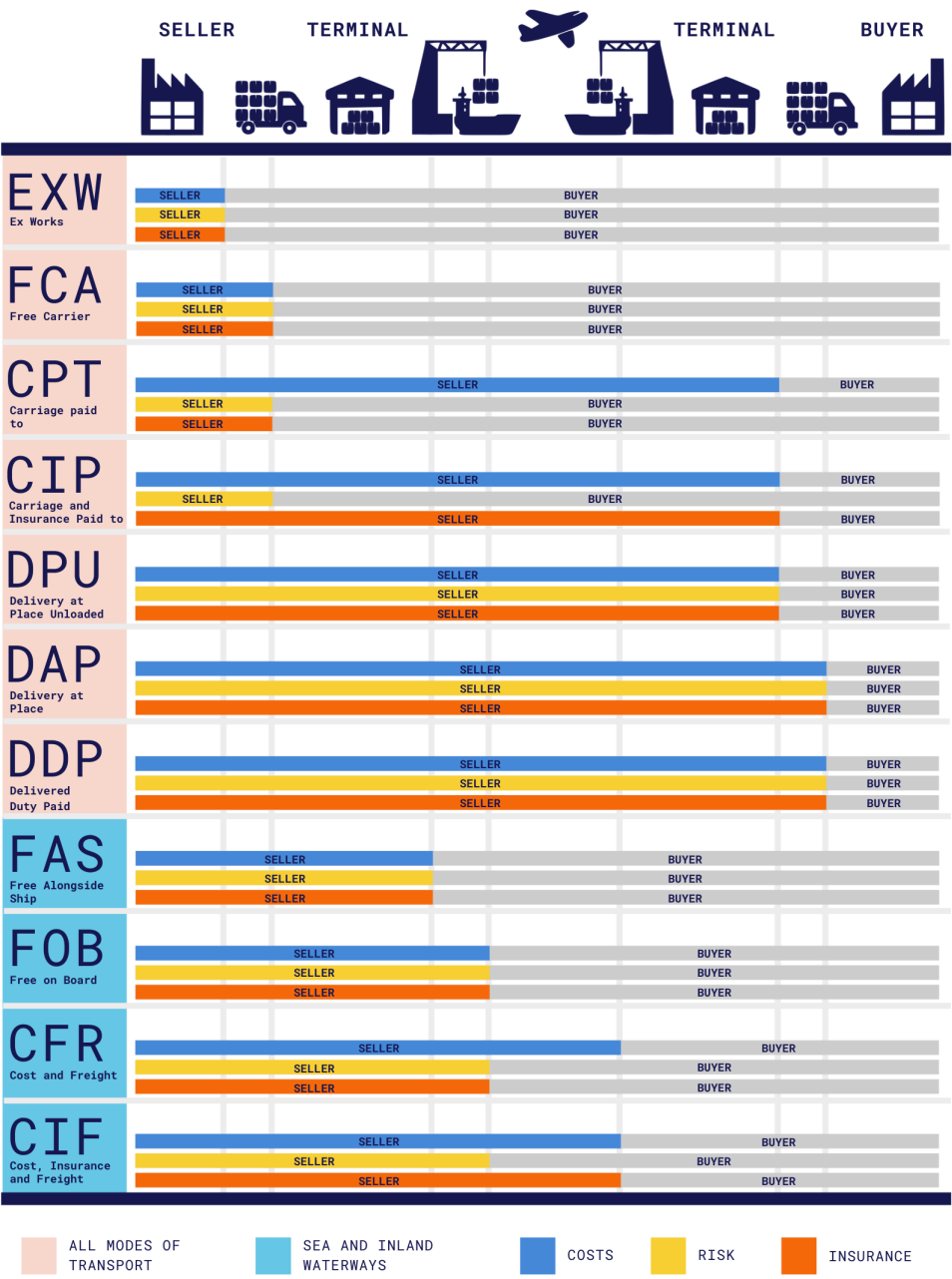
2. Transport (freight) costs

Which Incoterms are meant in the following cases? There is sometimes more than one answer.

The seller pays freight costs until:

- a. the buyer has collected the goods at the seller's premises **EXW**
- b. the goods have arrived at the port of shipment **FAS FOB**
- d. the goods have arrived at the buyer's premises. **DDP**

INCOTERMS 2020



Source: <https://www.shiphub.co/incoterms-2020/>

Task 5

Draft a letter by putting the phrases from the chart into the correct order.

Sie heißen Gabriela Zastrow und arbeiten bei der Firma Sport + Spaß in Bremen. Sie beantworten die Anfrage der Firma Sportmexx, der Sie notwendige Informationen entnehmen.

- Beziehen Sie sich auf die Anfrage vom ... (siehe Datum), in der die Firma Sportmexx um Informationen über Ihre Produkte bittet.
- Sie waren erfreut zu lesen, dass die Firma Sportmexx an der Sportkleidung interessiert ist, die Sie auf der Messe Sport and Leisure in Birmingham präsentiert haben.
- In der Anlage übersenden Sie Ihren aktuellen Katalog und Preisliste zusammen mit einem Auftragsformular.
- Sie möchten darauf hinweisen, dass Sie ein Sortiment exklusiver hochwertiger Freizeitkleidung anbieten, das aus natürlichen Rohmaterialien hergestellt wird.
- Wie gewünscht, werden Sie eine Musterauswahl Ihrer Sportbekleidung mit getrennter Post schicken.
- Sie möchten Sportmexx auf Ihr Sonderangebot für Tennisbekleidung aufmerksam machen.
- Ihre Preise sind ab Werk angegeben, einschließlich Verpackung.
- Sie sind gewillt, Sportmexx einen Händlerrabatt von 5 % auf Aufträge im Wert von mindestens € 5.000,00 einzuräumen.
- Sie bitten um Zahlung durch bestätigtes unwiderrufliches Akkreditiv.
- Die Lieferung wird innerhalb von 2 Wochen nach Auftragseingang erfolgen.
- Sie freuen sich darauf, mit der Firma Sportmexx in nächster Zeit Geschäfte zu tätigen.
- Grußformel

- | | |
|----|--|
| 9 | We request payment by confirmed and irrevocable letter of credit. |
| 3 | Please find enclosed our latest catalogue and price list together with an order form. |
| 10 | Delivery will be made within two weeks after receipt of order. |
| 1 | We refer to your enquiry of ... (date), asking for information on our products. |
| 11 | We look forward to doing business with you in the near future. |
| 7 | Our prices are quoted ex works and include packing. |
| 12 | Yours sincerely |
| 4 | We (would like to point out that we) offer a range of exclusive high-quality casual clothes made of natural raw materials. |
| 8 | We are willing to let you have a trade discount of 5 % on orders worth at least € 5,000.00. |
| 2 | We were pleased to read that you are interested in our sportswear presented at the trade fair Sport and Leisure in Birmingham. |
| 5 | As requested we will send a collection of samples of our sportswear under separate cover. |
| 6 | May we draw your attention to our special offer for tennis sportswear indicated in our leaflet. |

Task 6

Draft a letter

Dear Mr/Ms ... (if addressee's name is known) / Dear Sir or Madam (if addressee's name is not known)

Thank you for your enquiry of

Please find enclosed / Enclosed please find our latest / current catalogue and (our/the) price list.

We would like to point out that we only produce up-market products which/that conform to / comply with / meet the requirements of the European safety regulations.

We regret that we cannot offer you the installation of our systems. /
Unfortunately we are unable to provide installation services for our systems.

We can, however, recommend our business partner *Technik & Hilfe* for this job. /
However, we can recommend our business partner *Technik & Hilfe* for this job.

We also enclose our terms of business.

Our prices are quoted ex works.

We are willing to grant a quantity discount of two percent for orders of more than 100 units.

Delivery can be arranged within four weeks after receipt of your order.

The goods will be packed in seaworthy boxes.

Our terms of payment are 30 days net on receipt of the goods or 2 percent discount for payment within 10 days. /

Payment should be made within 30 days after receipt of the goods. We grant a cash discount of 2 percent for payment within 10 days.

As requested, our representative will contact you this month / by the end of this month.

We hope that our offer meets / will meet / comes up to your expectations and look forward to doing business with you in the near future.

Yours sincerely (if addressee's name has been mentioned in the salutation)

Task 7

Draft a letter

Dear Mr. / Ms. ...

Quotation

We refer to your enquiry of

We were pleased to read that you are interested in the computer components offered on the Internet.

We are a well-known [English] manufacturer of high-quality computer components [in England] with worldwide business connections/contacts.

We are pleased to submit a quotation for the following items/products:

1,000 sound cards	€ 38.50 per unit
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1,500 loudspeakers (speakers)	€ 30.00 per set
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We are willing / ready to grant an initial order discount of 3 per cent and a further quantity discount of 5 per cent for orders of 1,000 units or more (orders of at least 1,000 units / orders exceeding 999 units).

Our prices are quoted DDP Bremen.

Delivery will normally be by ship.

If you request delivery (to be made) by air freight, there will be an extra / additional charge of € 83.00.

Payment should be made / effected by documents against payment.

Please find enclosed our terms of business.

This offer is valid / firm for a period of four weeks.

Should you have any questions or require further information, please do not hesitate to contact us.

Yours sincerely ...

Task 8**Translate the following letter:**

Dear ...

We have received your letter of 10 August and are pleased (to note) that you are interested in our products.

Enclosed please find prospectuses (brochures / leaflets) and price lists as well as our terms.

Under separate cover (By separate post/mail) we are sending you (you will receive) some samples in order to allow you to satisfy yourself of (which will convince you of) the excellent (superior/outstanding) quality of our products.

The prices shown (specified) in the lists are FOB Hamburg seaworthy packing included (and include seaworthy packing).

The quantity discounts for large(r) orders are also indicated in these lists. / For the quantity discounts for large(r) orders please also refer to these lists. For the quantity discounts for large(r) orders please also see these lists.

Payment is to be made "cash against documents" or by banker's acceptance.

At present, our delivery time is 3 to 4 weeks (up)on receipt of the (your) order.

At present, we can promise delivery within 3 to 4 weeks from receipt of the order.

We recommend you to place a trial order with us and are convinced that the delivery/products will turn out to your complete satisfaction.

Yours ...

Enclosures / Encs

Task 9

Translate the following letter:

Dear Mr. Verdam,

Thank you for your enquiry of 22 October.

We have received your letter of 10 August and are pleased (to note) that you are interested in our products.

Please find enclosed our summer catalogue and price list.

Under separate cover (By separate post/mail), we are sending you some samples of articles/products (that we) have recently added to our product range (portfolio).

Our terms are as follows:

Prices:	ex works
Delivery:	approx. 6 weeks after receipt of order
Packing:	free of charge
Payment:	2 % 14 days, 30 days net
Early order discount:	3 % for orders placed by 30 November

If you need any further information, please do not hesitate to contact us.

We hope you will find our offer in accordance with your wishes/requirements and look forward to receiving an order from you. / We hope that our offer meets with your expectations and would be pleased to receive your order.

Yours sincerely

Encs