

Enquiry



Buying Carrots



Language focus

enquire for some goods: ask for

很遗憾，你想要的商品目前没有货。

We regret that the goods you are enquiring for are out of stock at present.

c)enquire into: investigate

卖方证实货物是在运输中受损,但我们要进行调查.

The seller alleged that the goods were damaged in transit, but we must enquire into the matter ourselves.

enquire about: ask for information about

They have not made a reply to our letter of 25th Oct., enquiring about the market condition there.

enquire of sb. about sth.: seek information from sb about sth.

史密斯先生向 银行咨询那家公司的财务状况。

Mr. Smith enquires of the bank about the financial standing of that company.

Learning Objectives

- What is enquiry in international trade?
- How can we draft a proper enquiry letter?

Introduction

1.The definition of Enquiry

2.The classification of Enquiry

3. Enquiry letter writing

What is an “Enquiry” ?

- An enquiry is a request from the buyer for information on the supply of certain goods without engagement. In international business the importer may **send an enquiry** to an exporter, **inviting a quotation** and or **an offer** for the goods he wishes to buy or simply asking for some **general information** about these goods.

(询盘/ 询价)

Ways to make an enquiry



On line



By phone



By fax

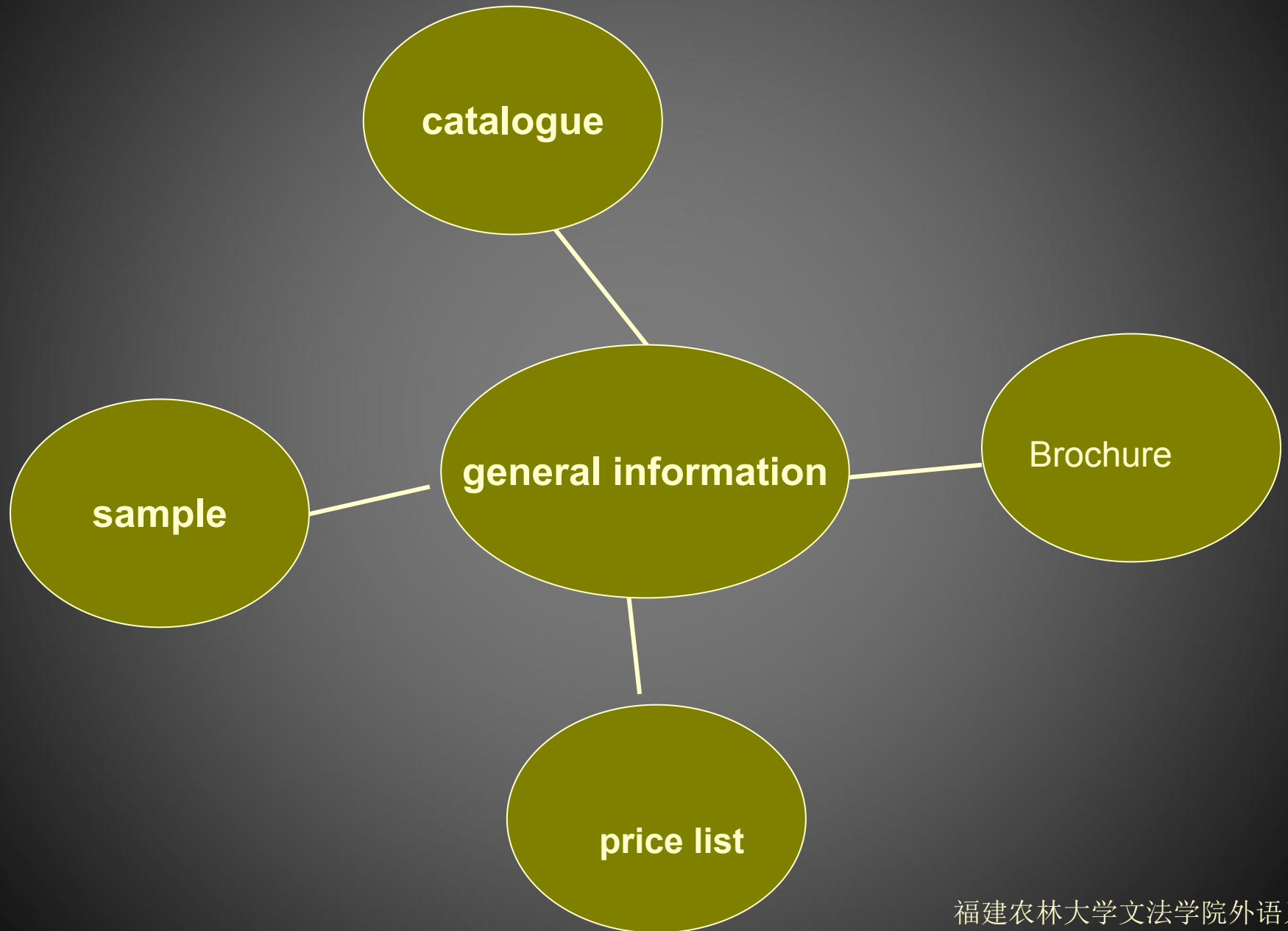


By letter or email

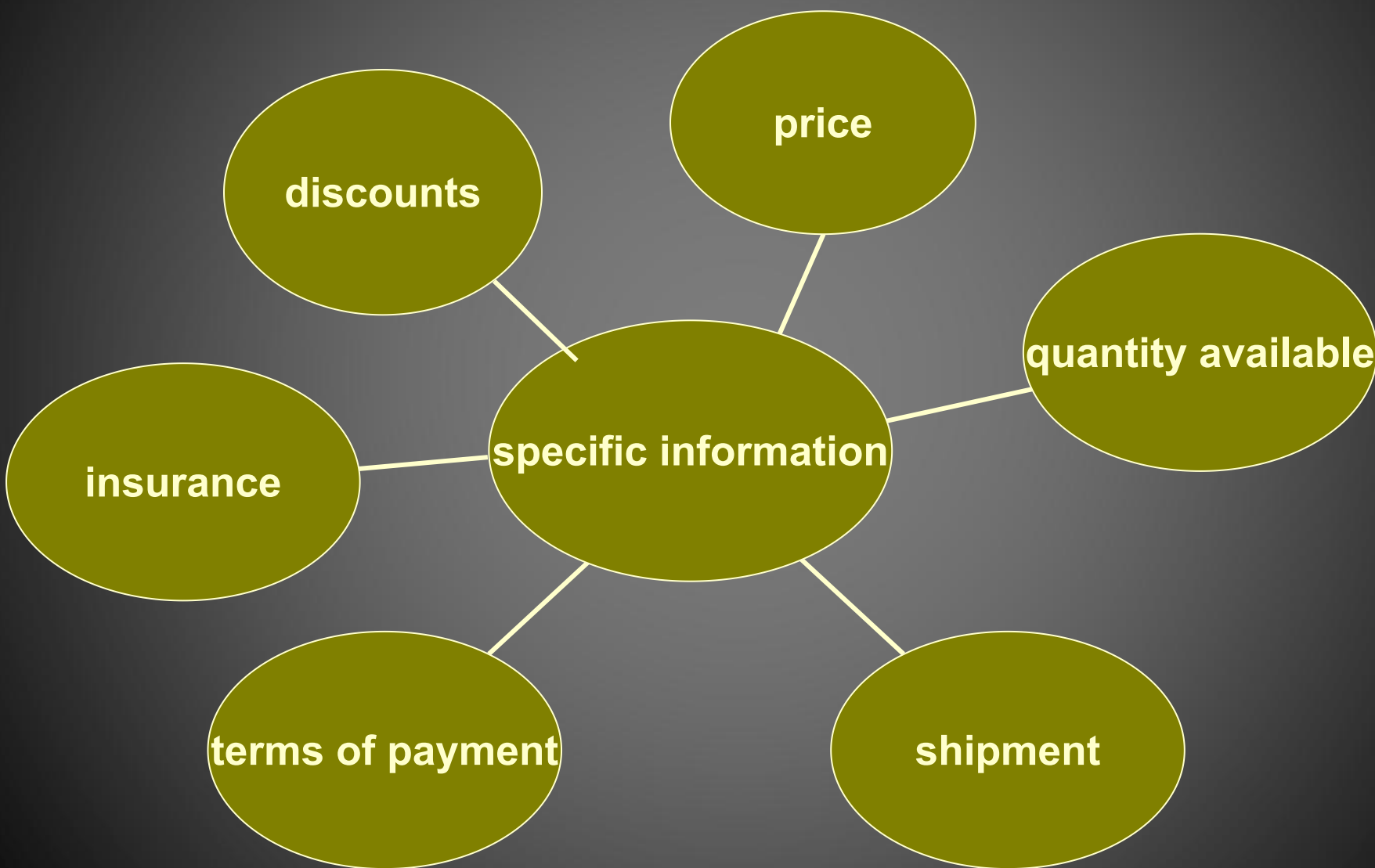


The two types of enquiry?

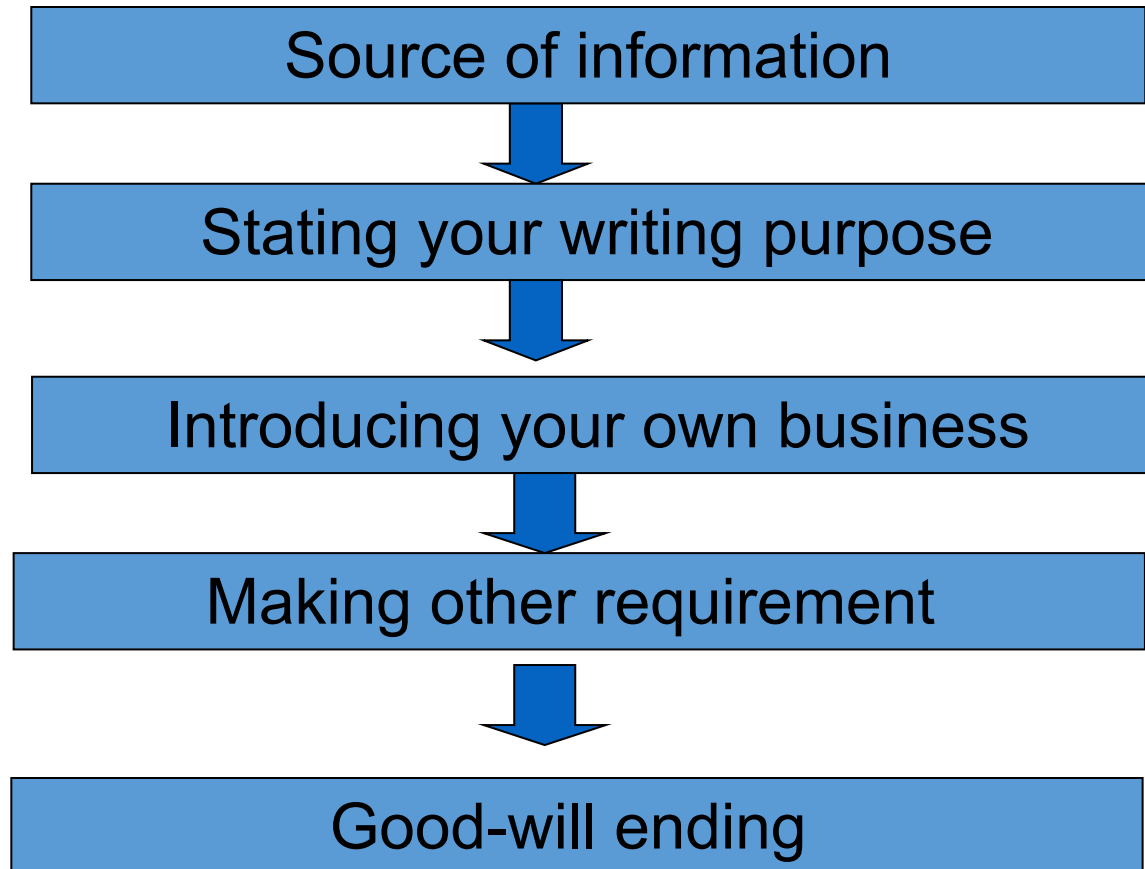
General Enquiry 一般询盘



Specific Enquiry 具体询盘



General inquiry——Structure



Sample

- We are **in the market** for various types of color televisions, and we would be pleased if you send us your best quotations.

In the market:有意购买

- Having been **in this line** for so many years, we **have a large connection** with the retailers in the US. 在该行业多年，我们与许多美国零售商都有联系。

Sample Letter

Source of
information
and purpose

Dear Sirs

Messrs Brown & Clark of this city inform us that you are exporters of all cotton bed-sheets and pillowcases. We would like you to send us details of your various ranges, including sizes, colors and prices, and also samples of different qualities of materials used.

Self-introduction

We are large dealers in textiles and believe there is a promising market in our area for moderately priced goods of the kind mentioned.

Requirement

When replying, please state your terms of payment and discount you would allow if the quantity is larger than 100 dozen of individual items.

Ending

Thank you for your early response.

KEY WORDS

1. Terms of payment (付款方式): L/C (信用证), collection(托收), remittance(汇付)

2. Discount: 这扣

Make/give/grant sth. × × % discount

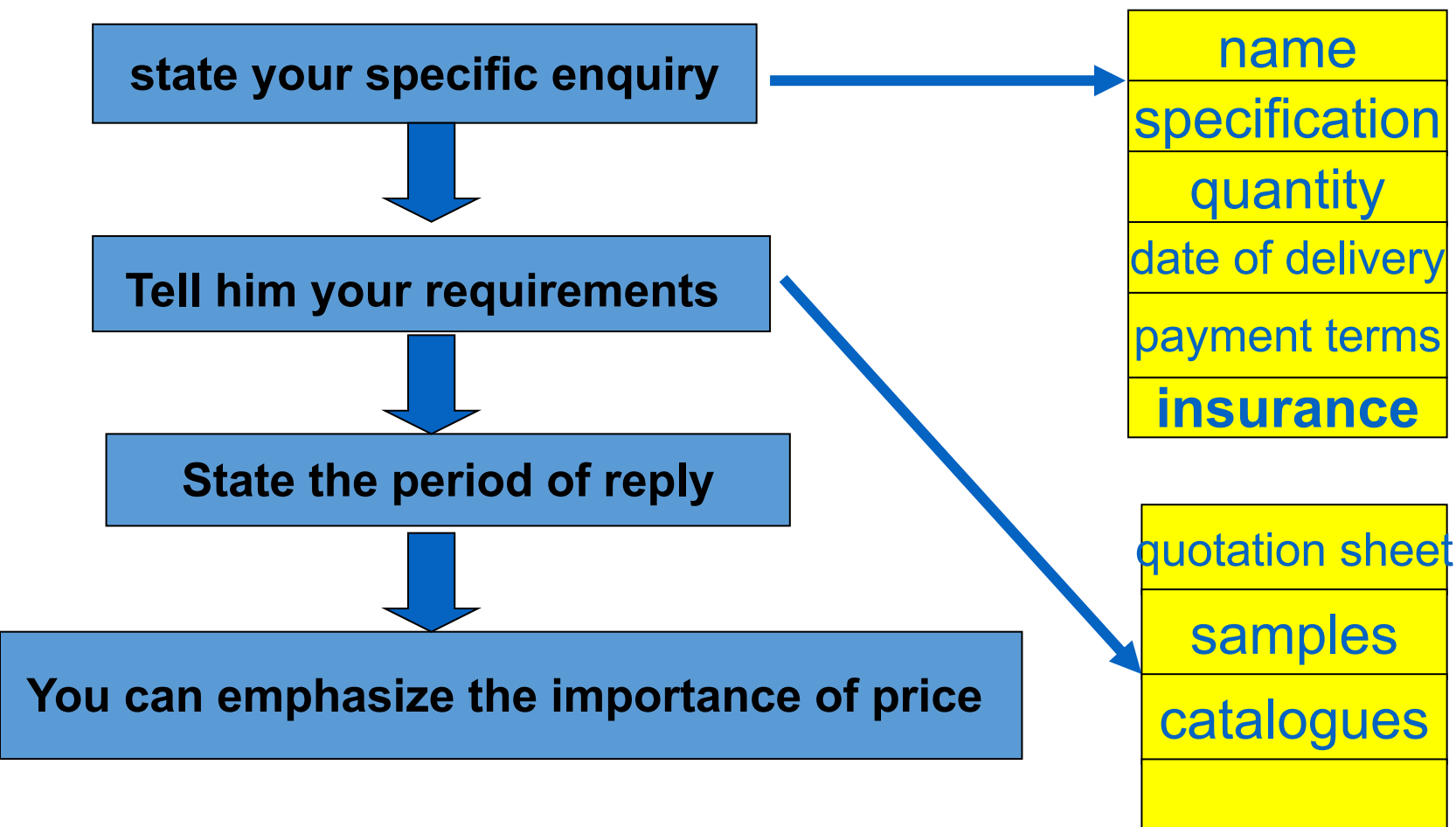
这件防水衣服打9折。

This waterproof garment was given 10% discount.

你们能否再给我们两个点的折扣？

Can you make us an additional discount of two per cent?

Specific inquiry——Structure



Specific enquiry for new customer

Dear sir,

Thank you for your letter dated May 1st.

Make a
detailed
requirement

We are now interested in your Style Nos. **SL-101, SS 102**. Please quote us for the supply of these items, giving your lowest possible **CIF New York prices**, stating your earliest **shipment, terms of payment** and **discount for regular purchases**. Please also indicate any NEW item not yet mentioned on your web pages.

Indicate a
competitive price

If the quality is satisfactory and prices are reasonable, you may expect a large order from us.

Look forward to your **early and favorable** reply.

Specific letter for old customer

Dear Mr. Smith,

Short and simple

We are interested in tweed (花呢) lengths suitable for skirt-making and would like to have details of your price and terms.

It would be helpful if you could supply samples.

Yours faithfully

Larry Crane

Questions

- Can an enquiry be made to several potential business partners at the same time ?
- Do enquiries carry legal force or not ? Why?
- How can you make the seller respond to your letter promptly?