

Orders

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What's order?

An order is a request to supply a specified quantity of goods. It may result from an offer or an enquiry with subsequent quotations

An introduction to orders and their fulfillment

An order (订单) is a request to supply a specified quantity of goods. Very often it is only after the exchange of a number of letters, faxes, or E-mails that the two parties come to entirely to the terms and the buyers finally places a formal order by letter or fax.

When a seller receives the relative order and confirms and accepts its terms or conditions, he may begin to execute the order to the buyer's satisfaction. However there are times when a seller does not intend to accept the buyer's order for some reasons. Letters declining an order should be written with utmost care and an eye to good will and future business.

New words study

1. Order

- place an order 下订单
- regular order 长期订单
- first/initial order 初次订单
- trial order 试购订单
- duplicate order 重复订单
- repeat order 续订订单


- ✎ outstanding / pending order 未完成订单
- ✎ accept / confirm / close / entertain an order
接受订单
- ✎ cancel / withdraw / revoke an order 取消订单
- ✎ decline / turn down / refuse an order 谢绝订单
- ✎ fulfill / execute / carry out an order 执行订单



Example

Example: We **enclose a trial order**. If the quality is up to our expectation, we shall send further orders in the near future.

Example: We would like to **book your order**, but our current stock is running out.



The classification of order

- Initial Order 首次订单
- Trial Order 试购订单
- Repeat Order 续订
- Duplicate Order 重复订单
- Fresh Order 新订单

Repeat Order VS Duplicate Order

duplicate order (重复订单):

指与原订单除了装运期不同外，其他交易条件与原订单完全一致。

repeat order (续订订单):

指除交货期外，其它交易条件等未必与原订单相同的订单。



An order should include:

1. Full details of description: indicate the name of the product, the model or article number, the quantity and price

2. Destination: State what you want the order to be shipped

3. Payment: Indicate how you plan to pay for the merchandise


4. Any special circumstances: state such things as mode of packing, time of shipment, or the way of shipment.

[Sample](#)





Structure of an order letter

1. Expressing the thanks for the offer
 2. Saying that you have accepted the offer
 3. Saying to place an order
 4. Closing
- 

Sample One


Dear Sirs

Re: Smart Choice

Expressing thanks

Thank you very much for your letter of June 27, in which you enclosed a price list for your new product Smart Choice and an illustrated catalogue. We like your product and find your prices acceptable. We should like you to send us the following:

Saying that you have accepted the offer and will place an order.



Quantity	Article No.	Prices (net)
100	Type I	US \$ 20 per unit
100	Type II	US \$ 20 per unit
		Total US \$ 4,000
		CIF Liverpool

Payment: By irrevocable L/C payable by dra
sight

As we would like to have the goods on the market in time for Christmas, please see to it that the goods are shipped by August 2005. If they are not delivered by that time, we shall have to cancel the order.



Give
relevant
details



express your hope for
the future business.

We hope this first transaction will prove to be satisfactory and it will lead to further business between us.

Yours faithfully



Useful expressions

1. Thank you for your offer of Jan. 1st. Your prices and quality turn out to be satisfactory, so we are sending you an order for the following .
2. We have the pleasure of handing you a trial order/purchase order/substitute order for the various articles as per order sheet enclosed.
3. Please see that your goods meet our requirement.
4. Please forward the goods named below in strict accordance with/in compliance with the following instructions.

Practice

我方认为质量和价格都令人满意,现向你方订购如下商品,条件是指定的价格,现货供应.

We find both quality and items satisfactory and are pleased to give you an order for the following items on the understanding that they will be supplied from stock at the prices named.


兹订购150公吨花生油,详情请参见附件.

We are pleased to have placed with you an order for 150 metric tons of Groundnut oil. For detailed information, please see the attachment.



How to reply to an order?

The best tip for such letter is to be considerate, that is, write more about the customers than your own company.





The common reply options are listed as follows:

- ✓ Acceptance
- ✓ Decline
- ✓ Change or cancel of orders
- ✓ Recommendation of something as a substitute




Structure of Acknowledgement of the first order

- 1. Express pleasure at receiving the order**
 - 2. Add a favorable comment on the goods ordered**
 - 3. Include an assurance of prompt and careful attention**
 - 4. Draw attention to other products likely to be of interest**
 - 5. Hope for further orders**
- 



After the order is confirmed, the seller is supposed to make out the contract or sales confirmation, to be sent to the buyer for countersignature. After countersignature, the buyer returns one copy to the seller. Here is the letter structure:

1. To tell the buyer that you have accepted his order.
 2. To remind the buyer to open L/C in time if the transaction is based on L/C.
 3. To promise punctual shipment
 4. To express hope for further orders
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Sample Letter 1

Dear Sirs,

It is with great pleasure that we receive your order of May 20 for our Container Bags.

We confirm the supply of the goods at the prices, terms and conditions stated in your letter. We are confident that the goods will arrive in time to your entire satisfaction.

Please read our attachment, which will acquaint you with the wide range of goods we handle. We hope that our execution of your first order will lead to further business between us.

Yours truly





Sample Letter 2

Dear Sirs

Re: Your order for Smart Choice

We are very pleased to receive your order of June 3 for Smart Choice. We accept your order on the terms and conditions stated in your letter as follows:






Quantity	Article No.	Prices (net)
100	Type I	US \$ 20 per unit
100	Type II	US \$ 20 per unit
		Total US \$ 4,000
		CIF Liverpool

Payment: By irrevocable L/C payable by draft at sight

We are working on your order. As we can supply the goods from stock, we can assure you that we shall meet your deadline. Please open the relevant L/C immediately to enable us to make shipment promptly. We are confident that Smart Choice will be a success in your market.





We are enclosing our Sales Confirmation No 8456 in duplicate. Please sign and return one copy for our file.

We are looking forward to a happy working relationship with your company.

Yours faithfully



Declining an order

Dear sirs,

Your enquiry of 25th April for our Container Bags has been received with many thanks.

Indirect
refusal

You perhaps know that **there has been a heavy demand for the article you enquire for** since the beginning of the year and we are too **heavily committed to make you the offer** as requested. However, we shall not fail to approach you as soon as fresh supplies are available.

Sincerely yours

Dear Sirs,

Subject: Container Bags

Direct
Refusa
1

We have received with thanks your order for the above goods, but regret to say that the **stock shortage** prevents us from accepting your order. **Nor can we promise to accept orders for delivery in the following** month as a result of the uncertainty of raw materials.

However, we will reopen the matter as soon as the supply position improves . Meanwhile please don't hesitate to let us know if you need our other products, which we assure you will receive our best attention.

Sincerely yours

Change or cancel of orders

1) 非常抱歉，茲因购货人已向我们撤消定单，迫使我们只好向贵公司取消这次定货。

To my deep regret, the buyer of these goods has just withdrawn the order, a fact which compels us to cancel the order with you.

2) 我想变更下我的订单，将订货单号为**0018**的改成**0017**，数量不变。

We want to change my order, replacing No.0018 with No.0017, no change in quantity.

Recommendation of other products

1. 我们建议你们订购B-08作为替代.

We suggest you take Model B-08 as replacement.

2. 我们推荐你们订购C-33型, 该产品有现货, 能否考虑?

May we recommend Model C-33 available from stock for your consideration?

Useful expressions


1. 收单与确认:

1) 贵公司5月1日定单已收到，对此次定货，我公司表示感谢。

We acknowledge the receipt of your letter of May 1 and thank you for the order you have given us.

2) We confirm herewith your order of June 1, for 100 tons of beans.

贵公司6月1日关于100吨黄豆的定单已收到，并予以确认。



3) With reference to your letter of the 4th November, we have pleasure in informing you that we have accepted your order for 1000 alarm clocks. We are sending you our S/C No. 100 in duplicate, one copy of which please sign/countersign and return for our file.

4) 我们可以登记你们5月19日传真过来的定单.

We can book this order on the terms mentioned in your fax of May 19.



2. 对于定单的关注

1) 感谢你方1月2日的定单，本月已履约，特此奉告。

In thanking you for your order of Jan 2, I inform you that it has been duly executed this month.

2) Your order is receiving our immediate attention, and you can depend on us to effect delivery well within your time limit.

3) Your order is booked and will be handled with great care. Please open the relevant L/C, which must reach here one month before the date of shipment.

3. 拒绝定货

1) Your order for a supply of our booklet “ A Wonderful Story” has not been filled, because of our inability of procuring necessary paper for printing.

由于所需纸张无法解决，因此贵公司订购我公司发行的杂志“奇闻奇事”未能安排。

2)目前由于此类特制品没有存货，工厂也无法立即制造，因此我们很担心，在接到定单后恐怕不能保证三个月内发货，敬请谅解。

We have none of this particular make in stock at the moment, and owing to the great pressure at the mills, we are afraid we can not guarantee delivery within less than three months of receipt of order.

Exercises

1. 谢谢你方6月5日的报盘. 你方价格和质量合意, 现寄上定单一纸, 订购以下商品.

Thank you for your quotation of June 5. We find both price and quality of your products satisfactory to our customer and are glad to give you an order for the following items.


2. 我方确认接受你方订购50公吨大豆, 2006年产, 每公吨 415美元CIF C5% 纽约, 十月装船.

We now confirm the receipt of your order for 50 metric tons of beans in 2006, USD 415 per metric ton, CIF C5% NY, October shipment.

3. 你公司5月5日来函收悉, 内附有关我第0099号定单订购500辆华南牌自行车的销售确认书第GZ100号, 一式两份, 今签退一份请查收.

We acknowledged the receipt of your letter dated on May 5 covering the Sales Confirmation No. GZ100 in duplicate, for the order NO. 0099 of 500 Huanan bicycles, one of which we have signed and returned for your examination.

4. 我们有必要强调必须按时装运, 你方任何耽误装运将有损我们今后的业务.



We find it necessary to stress the importance of making punctual shipment, as any delay in shipment would be detrimental to our future business.

5. 由于无货供应,抱歉不能接受你方定单.

We regret that we have to decline your order as all the goods are out of stock.

