

ENQUIRY LETTER

- An **Enquiry letter** is a formal **letter**, written to **enquire** and get details regarding something that a person is interested in. ... As the sender of an **Enquiry letter** needs information about something, the **enquiry letter** must mention the contact details of the sender where the said information has to be sent.

Letters of Enquiry

- **Useful when we need**
 - Information
 - Advice
 - Names
 - Directions

- Mahu Garments
24 Ashok Bhawan
Sourcing Dpt.,
Delhi
- 2 April 2020
- Mr.Suresh Menon,
KMG Fabrics, Delhi
 - Subject: Enquiry
- Dear Mr. Menon
- I am Anil Gupta, head of the sourcing department at Mahu Garments. We are looking for woven and knit fabrics required to make shirts and tops for both men and women. I have heard a lot about your company's good fabric quality and good business ethics and would like to engage in business with you.
- If it is possible can you tell me the different type of fabrics you usually make along with their details like count, GSM, and the finishes? I would like to visit your factory in near future to see your machines. Also, tell the minimum order quantity and the price for the fabrics.
- I hope a positive response from you and be privileged to be in business with you. Feel free to contact me at 27892 or my email id- Anil@gmail.com.
- Regards
- Anil
- (Anil Gupta)
- Purchase Manager

- Instiute of Management and Research
105, Bhagirath Palace,
Delhi-110006

2 April 2020

Messrs. Bright Sales Corporation
52/7, New Friends Colony,
New Delhi.

Dear Sir

Sub: Enquiry for Projectors

I am writing this letter to find out more about the newly launched LCD projector by your company. We happened to see your product in International conference at Pune and subsequently read a couple of advertisement in the Times of India. We have gone through your website and other sources to get detailed information on the product but have not been able to find the exact iformation we are looking for.

- We are large managent institute with 1000 students in various professional courses. We are in process of installing projectors. We would like to seek your help in findingthe answers of the follloing questions:
 - 1.What are the limitations of your product?
 - 2.How long can it be used in continous basis?
 - 3.Can the colour combination be changed on the spot?
 - 4.What is the lifetime of the product?
- We would appreciate technical and objective answers to these questions, which will help us to come to a decision.

I look forward to an early response.

Yours sincerely

- (Dr R K Sharma)
- Dean Academics
Director

Letter of Quotation.

- A quotation is similar to a letter of enquiry or is a promise to supply goods in the given terms.
- A **letter of quotation** is any **letter** written in reference to the price of a service or product.
- Quotation must be reasonable

- A quotation is a specific offer for sale. It is sent in response to an inquiry from a particular person or business house. Thus it is a reply message to an inquiry from a potential buyer.
- A quotation includes details about the prices of specific goods selected, terms of payment and conditions of delivery while writing such a letter, the seller should clearly state everything as inquired by the buyer.
- The letter must be written to the point with conciseness and complete tone.
- A seller must have the intention to create goodwill through such letter which will establish a business relationship.

- Surabhi Granites
- Greater Noida
-
- 3-04-2020

- ABC Company
- Greater Noida

» Sub: Quotation

- Dear Sir
 - This letter is in connection with the telephonic conversation held with Mr.Rohit Gupta. We are expanding our present facilities for block cutting and polishing. The present facilities are overburdened; so we are looking for adding more capacity to cater to the growing demand and rising customer expectations.
 - Please send us more competitive prices and service terms for the following items.
 -
- | S.No | Item | Grade | Quantity | Total |
|------|------------------|-------|---------------|---------------|
| 1 | Diamond Cutter | 7,8 | 15 | Each grade 45 |
| 2 | Polishing stones | A,B16 | 30 each grade | 90 |
| 3 | Chain Saw | 94,95 | 1 each | 2 |
- I look forward to a prompt reply from your end.
 - Regards
 - Yours sincerely
 - Suresh Kumar
 - (Managing Director)

NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

Professional Communication (RAS 104/204)

Unit III Business Communication



Claim and Adjustment Letters & practice

Complaint Letter

- A complaint letter requests some sort of compensation for defect, damage or delayed services
- It should be written in a polite but firm tone
- State the mistake in a clear, calm and matter of fact style
- Explain the nature and the extent of the loss or damage
- State the steps needed to rectify the mistake
- Appeal to the supplier to confirm the replacement at the earliest

Adjustment

- Reply to a complaint letter
- must be handled carefully when the requested compensation cannot be granted
- Refusal of compensation tests diplomacy and tact of a person as a writer

Enquiry & Order letters

- Describe your needs clearly and precisely. Give a detailed specifications such as shape, size and quality of the goods
- Request seller to quote his price and term of payment
- Ask him for a sample, if necessary
- Give an idea of quantity you intend to buy
- Indicate the time of delivery of goods
- Give reasons for any concession you are asking for-large order, cash payment etc.
- Ask about guarantee and the normal expected life of the goods

Quiz

1. Quotation letter is about _____.
a. prize list b. statement c. loan d. payment

2. Complain letters appeal to the supplier to confirm the replacement at the earliest. (T//F)

3. Reply to complain letter is called _____.
a. sales letter b. enquiry letter
c. credit letter d. adjustment letter

FAQs

- With reference to an advertisement in a newspaper write a letter to the sales manager of Hindustan Cable enquiring him about the price and terms of sales, etc. (2009-10)
- Write a letter of enquiry in block format. Invent necessary details. (2011-12)

Key Takeaway

- A complaint letter requests compensation
- Adjustment letter is a reply to enquiry letter
- Be polite and courteous while writing these letters

Thank you

Sales & Purchase letters

Sales Letter

- Persuasive Letter:
 - To make New Customer
 - Promote Business
 - To introduce new product
 - Promote goodwill
- It includes careful analysis of the product and Organization.

Strategy:

Four steps:

- *Catch the reader's eye*
- *Describe the product or service you are trying to sell*
- *Convince your reader that your claims are accurate*
- *Give the reader opportunities to learn more about your product or service*

Requisites of a Sales letter

- Determine your unique selling proposition (USP)
- Grab the reader's attention with an impressive headline
- Establish your credibility
- Solve your reader's biggest problem
- Include a strong guarantee

Enquiry & Placing Order /Purchase

- Describe your needs clearly and precisely. Give a detailed specifications such as shape, size and quality of the goods
- Request seller to quote his price and term of payment
- Ask him for a sample, if necessary
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Credit letter

- An agreement to pay later for something one buys
- Buy now and pay later
- It facilitates business enterprise by obtaining products without making payment in advance
- Before you offer credit, you should know the applicant's details (Present employer, source of income, his bank accounts etc.)

Quiz

1. A business letter should be
 - a) formal
 - b) courteous
 - c) concise
 - d) all the above

2. Purpose of sales letter is to
 - a) increase sale
 - b) promote the product
 - c) arouse the interest of reader
 - d) all of these

3. Credit letter is persuasive in nature. (T/F)

4. Credit letter is written to apply for a loan in terms of money. (T/F)

FAQs

- What are the main features of a sales letter? (2015-16)
- What are credit letters? How are they written?
(2014-15)

Key Takeaway

- Sales letters are written to promote a product
- Sales letter increases reader's curiosity in the product
- It is persuasive in nature
- Credit letters follow deliver now pay later approach
- Try to create good will of your company to the reader
- Be polite while rejecting the credit request

Thank you