

## 6 Making inquiries

### IN THIS UNIT YOU WILL LEARN HOW TO ...

- ▶ write an email inquiring about products or services
- ▶ give a reason for writing
- ▶ write a short description of your company
- ▶ describe your interest in a product or service
- ▶ request a catalog, price list, sample, etc.

### 1 An inquiry

- 1 Read the email to a machine manufacturer quickly. What does Etsuko want the company to send? Check (✓) the correct box.

- a machinery ☐  
b information ☐  
c plastic household goods ☐

To: [www.marketing@wesplas.com](mailto:www.marketing@wesplas.com)  
Cc:  
Subject: Catalog request

Dear Wesplas:

We saw your advertisement in *Plastics Monthly* and would like to know more about your molding machines.

As you may know, Plascom is a successful manufacturer of high quality plastic household goods with an extensive sales network throughout East and South East Asia. We are planning to replace our molding machines in the near future.

Would you please send us your latest catalog, including a full price list and details of discounts. Please send them to the address below.

I look forward to hearing from you.

Sincerely,

Etsuko Goto  
Assistant Production Controller  
Plascom  
1-30-6 Nishi Gotanda  
Shinagawa-ku  
Tokyo 142-8436  
Japan

**2 Answer the questions.**

- a Why doesn't Etsuko write a person's name in the salutation?
- b In which magazine did she see the advertisement?
- c What does her company make?
- d What exactly does she ask the company to send?

**2 Organizing your ideas**

**1 Fill in the blanks in the email. Use the words below.**

interested      know      hope      send      supplier      details

To: info@ezklene.com

Cc:

Subject: Catalog and price list

Dear EZKlene,

I visited your stand at the Frankfurt Office Automation Show last week and would like to <sup>1</sup> \_\_\_\_\_ more about your latest detergent products.

Our company is a fast-growing <sup>2</sup> \_\_\_\_\_ of office-cleaning services with branches all over Germany. We are very <sup>3</sup> \_\_\_\_\_ in importing your products into this country.

Would you please <sup>4</sup> \_\_\_\_\_ us your latest catalog, including a full price list and <sup>5</sup> \_\_\_\_\_ of wholesale discounts. Please send them to the address below.

I <sup>6</sup> \_\_\_\_\_ to hear from you soon.

Sincerely,

Kurt Bleiberg  
Manager  
Import Department  
R.G. Ibbeken AG  
Klosterstr. 85  
40231 Düsseldorf  
Germany

**2 When you write an email or letter, always organize your ideas carefully in paragraphs. Number these items 1–4 to match the order of the paragraphs in Kurt Bleiburg's email above.**

Kurt ...

- ☐ gives a brief description of his company and explains his interest in EZKlene's products
- ☐ writes a polite ending
- ☐ says why he is writing
- ☐ asks EZKlene to send some information

### 3 Giving a reason for writing

1

#### LANGUAGE FOCUS

You can give a reason for writing like this:

We saw your company's stand at the Furniture Fair in Stockholm last week.  
your advertisement in the October issue of *Furniture Monthly*.

I recently saw your company's website on the Internet.  
We were given your name by Hendrik Larssen of IKEA.

We are very interested in	your	products.
I would like to know more about	your company's	services.
		new lines.

We would like to receive some information about

You can combine the sentences with **and**:

We saw your company's stand at the Furniture Fair in Stockholm last week.

+ and +

We are very interested in your products.

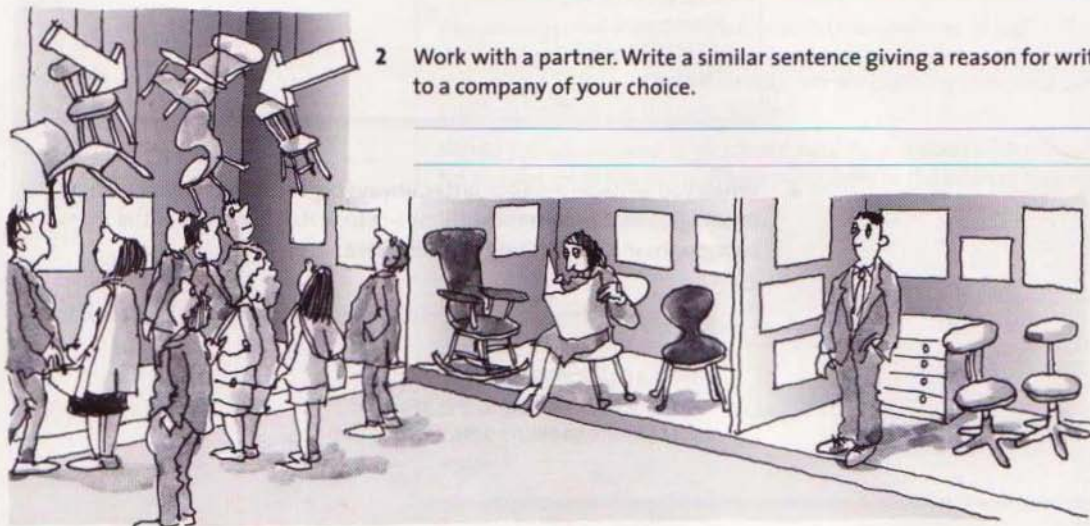
If both parts have the same subject (e.g. *we*), you can omit the subject the second time:

We saw your company's stand at the Furniture Fair in Stockholm last week **and** (we) are very interested in your products.

Combine two pairs of other sentences in the table in the same way.

- a \_\_\_\_\_
- b \_\_\_\_\_

2 Work with a partner. Write a similar sentence giving a reason for writing to a company of your choice.





#### 4 Writing a short description of your company

1

#### LANGUAGE FOCUS

To describe your company you can use:

Our company	is a	small	manufacturer	of	ball-bearings.
Kite		medium	importer		sportswear.
		-sized	distributor		
		large	supplier		
		fast	retailer		
		-growing			
		major	budget hotel chain.		
		well-known	supplier	of	office
		successful	provider		-cleaning
					accounting

We have an excellent reputation all over East Asia.  
branches throughout the Tokyo area.  
factories in Beijing and Manila.  
offices in Japan, the United States, and Canada.  
an extensive sales network throughout the U.K.

You can combine the sentences above, using **with**, like this:

Our company is a large manufacturer of ball-bearings.

+ **with** +

We have factories in Beijing and Manila.

Our company is a large manufacturer of ball-bearings with factories in Beijing and Manila.

#### TIP!

If you think the reader may know your company, you can begin with one of these phrases:

As you may know,...

You may know that...

You may be aware that...

Write similar sentences about your own company and / or a company you know.

a \_\_\_\_\_

b \_\_\_\_\_



- 2 Work with a partner. Write a sentence about an imaginary company and present your information to the class.

\_\_\_\_\_

## 5 Describing your interest in a product or service 1

### LANGUAGE FOCUS

You can say why you are interested in a company's products or services like this:

We are looking for a new supplier of office equipment.

We are interested in retailing your products in Canada.  
We are considering changing our catering service.

We are planning to extend our factory space in the near future.

Write similar sentences using these ideas. Add words and change the verb form where necessary. Pay attention to capitalization and punctuation.

a we / interested / import / your products / to Korea

b we / plan / replace / I.T. system / next year

c we / look for / distributor for our products / U.S.

d we / consider / expand / product line

2 Work with a partner. Write two sentences using your own ideas about your own and / or an imaginary company.

a \_\_\_\_\_

b \_\_\_\_\_

## 6 Requests

1

### LANGUAGE FOCUS

You can make requests using these phrases:

Please

Would you please

We would appreciate it  
if you would

send us

let us have

provide us with

your current catalog.

your latest price list.

details of your services.

information on your new  
products.

Rewrite these requests in the correct order. Pay attention to punctuation and capitalization.

a catalog / please / next / us / for / your / year / send

b discounts / you / wholesale / us / would / let / of / have / please / details

c appreciate / we / samples / provide / it / if / would / would / us / you some / with

2 Work with a partner. Write a request using your own ideas.

## 7 Writing task



1 Work with a partner. Complete the notes below about a real or imaginary company.

Name:

Location - Country:  
City:

Products / Services:

Reason for writing:

Please send:

2 Exchange notes with another pair of students. Write an inquiry email to the company they wrote about. You can write as an employee of your own company or an imaginary company.

