

unit 2

2A study SECTION

parts of a letter, beginning and ending

2.1 Interfon looks for new agents

Interfon, Inc., USA, is looking for new business so they sent a letter to their bank's branch in Bahrain. They received the faxed reply shown.

- 1 What differences are there between the layouts of the two letters?
- 2 How can Eastern Bank help Interfon?
- 3 How many copies of Eastern Bank's letter will Interfon receive?

Interfon, Inc.

Your ref
Our ref RW:jd

1677 Sea Harbor Drive
Orlando, Florida 35509
USA
Telephone: 407-240 3000
Fax: 407-240 5454
February 8, 1995

Corporate Section Manager
Eastern Bank
PO Box 3455
Bahrain
Arabian Gulf

Dear Corporate Section Manager:

We are writing to inquire about agents for our products in Bahrain. Your branch in Orlando, Florida, has told us that you may be able to help us.

We are a large manufacturer of radio telephones. At present, we export to Europe and Latin America, but we would like to start exporting to the Arabian Gulf.

Could you please forward this letter to any companies in Bahrain that might be interested in representing us? We enclose some of our catalogs.

Sincerely yours

Robert J Winston
Robert J. Winston
Export Division

enc



sometimes used after the opening in American English

Dear Corporate Section Manager: in American English, a job title is sometimes used to open a letter. (British English: Dear Sir or Madam)

catalogs British English: catalogues

Sincerely yours British English: Yours sincerely / Yours faithfully

inquire ask

forward send further, pass on

enc short for 'enclosure'

◀ EASTERN BANK ▶

PO BOX 3455 Bahrain Arabian Gulf

Tel 254809 Fax 254363 Telex 3467 ICB

Your ref: BW:jd

Our ref: HD/mm

Mr Robert J Winston
Export Division
Interfon, Inc.
1677 Sea Harbor Drive
Orlando, Florida 35509
USA

20 February 1995

Dear Mr Winston

We have received your letter of 8 February, enquiring about agents for your products. I am faxing this reply now but I will forward the top copy to you for your records.

We have passed your letter on to the following companies who will contact you direct:

Arabian Electronics PO Box 26180 Bahrain
Gulf Communications PO Box 348 Bahrain
Radio Workshop PO Box 23432 Bahrain
Khalid Electronics PO Box 26578 Bahrain
Almoayed Brothers PO Box 20909 Bahrain
Al Khajah Ltd PO Box 453 Bahrain
Zayani Radio and Television PO Box 76511 Bahrain

We hope that this will help you.

Yours sincerely

Husain Dhaif
Husain Dhaif
Corporate Section

top copy the original letter
(rather than a photocopy or
fax)

records files

2.2 Arabian Electronics replies

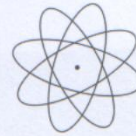
Sometime later, Interfon received this letter from Arabian Electronics. They wrote back straight away.

- 1 What did Arabian Electronics want to know and what was Interfon's answer?
- 2 Did Mr Winston enclose the brochures with his letter?

P. 81

~~firm~~ repeat, say that
~~something~~ is correct

Arabian Electronics



Your ref. RW:jd

Our ref. MAJ/yb

3 March 1995

Mr Robert J Winston
Export Division
Interfon, Inc.
1677 Sea Harbor Drive
Orlando, Florida 35509
USA

Dear Mr Winston

Agents in Bahrain

Eastern Bank has passed us your letter of 8 February.

We are interested in importing radio telephones and we would like to receive some more information. Please could you confirm that the prices in your catalogue are still correct.

We look forward to hearing from you.

Yours sincerely

MA Al Salahma

M A Al Jalahma
Managing Director

PO Box 26180, Manama, Bahrain. Tel 2564739 Fax 273482

Interfon, Inc.

Your ref MAJ/yb
Our ref RW:jd

1677 Sea Harbor Drive
Orlando, Florida 35509
USA

Telephone: 407-240 3000
Fax: 407-240 5454

March 18, 1995

Mr. M A Al Jalahma
Managing Director
Arabian Electronics
PO Box 26180 Manama
Bahrain
Arabian Gulf

Dear Mr Al Jalahma:

Agents in Bahrain

Thank you for your letter dated March 3.

I am, today, sending you some of our brochures in a separate package. With these, I have included details of our new pocket portable telephone, the Portifon X3, which you may be interested in. I can confirm that the prices in our catalog are correct until the end of December.

I am planning to visit the Middle East soon and will write again shortly to arrange a demonstration of our products.

Meanwhile, please let me know if you have any further questions.

Best regards

Robert J. Winston

Robert J. Winston
Export Division



2.3 Parts of a letter

Most letters have three parts.

Dear ...

An opening

This says what you are writing.

The main message

This gives the details.

The close

This usually talks about the future.

Yours faithfully/sincerely, etc.

bor Drive
35509
07-240 3000
5454
1995

these,
met
that
until



- 1 Look back at 2.1 and 2.2. Find the three parts in each letter. Each part is usually a separate paragraph but the main message can be more than one paragraph if you are writing about more than one subject.
- 2 Look at 2.1 and 2.2 again. Which letter has more than one paragraph in the main message? What is the subject of each paragraph?

2.4 Beginning a letter

Here are some ways to begin a letter.

We are writing to enquire about ...
We are writing in connection with ...
We are interested in ... and we would like to know ...

- 1 How would you start these letters?
 - a) You want to know the prices of some air conditioners.
 - b) You saw an advertisement in the newspaper yesterday and you want further information.
 - c) You want to know if the company you are writing to organises holidays to Africa.

If you are answering a letter, you can start:

Thank you for your letter of (date),
We have received your letter of (date),

asking if ...
enquiring about ...
enclosing ...
concerning ...

- 2 How would you start your reply in these situations?
 - a) A company wrote to you on 23 July. They wanted to know if you sell photocopiers.
 - b) A man wrote to you on 18 December. He wanted employment with your company. He also sent his curriculum vitae.
 - c) A company sent you a fax on 3 June. They wanted to know if you were going to the marketing conference in London.
 - d) A woman telephoned you this morning. She wanted to know if her order No. 599 had arrived.

2.5 Ending a letter

Here are some ways to end a letter.

I look forward to receiving your reply/order/products/etc.
Looking forward to hearing from you.

If you gave some information in the letter, you can close:

I hope that this information will help you.
Please contact me if you need any further information.
Please feel free to contact me if you have any further questions.
Please let me know if you need any further information.

2.6 Practice

Here are the main messages from four letters. Choose the correct beginning and ending from sentences (a)–(h) and then add 'Yours faithfully/sincerely' or 'Best wishes'.

- a) Thank you for your telephone call today, enquiring about our prices.
- b) Looking forward to seeing you,
- c) Thank you for your letter of 16 February, concerning Arabian Electronics.
- d) I look forward to receiving your order.
- e) Thank you for your telephone call today.
- f) Thank you for your fax of 18 July, concerning your forthcoming visit to Hong Kong.
- g) I hope that this information will help you.
- h) Please feel free to contact me if you need any information about our other branches.

Dear Madam

1

We are happy to tell you that the above-mentioned company has always paid our bills on time. We have never had any problems with them.

2

R. J. Smith

Ms R.J. Smith
Manager

Dear Mr Hugo

3

We sell three kinds of water heaters. The prices are Dfl.450 (150 litres), Dfl.680 (200 litres) and Dfl.740 (250 litres). I enclose some brochures.

4

Jan van Oos

Jan van Oos

Sales Department

Choose the correct
and then add 'Yours

enquiring about our

concerning Arabian

erning your forthcoming

any information about

Dear Peter

5

I am sorry that I was not in the office when you rang, but here is the information that you wanted. The address of our branch in Singapore is 54 Liu Fang Road, Jurong Town, Singapore 2262. The manager is Mr S Rushford.

6

John
John Blake

Dear Ms Wilson

7

I would be very happy to meet you in my office on the day you suggested, 1 August, at 11 a.m.

8

F. G. Bending
F G Bending
Representative, South East Asia

of water heaters.
50 (150 litres),
and Dfl.740 (250
brochures.

2.7 Letter practice

- 1 Write a letter to Data Services Ltd, 57 West Road, Paxton, PX3 7JA. You want a word processor and you would like to know if they rent them. You need a small machine with a very good quality printer. Follow this plan:

- | | |
|---|------|
| <ul style="list-style-type: none">▪ Dear ...▪ Open the letter. Say what you are writing about.▪ Tell them exactly what you need.▪ Close the letter.▪ Yours ...▪ Sign it with your name and title (Office Manager). | date |
|---|------|

2 You are the Personnel Manager at the Provincial Assurance Co. You have received this letter from Miriam Montilla.

Calle Dia 2361
Jardines del Bosque
Sec. Juarez
Guadalajara
Jalisco

8 September 1994

The Personnel Manager
Provincial Assurance Co
Avda de la Reforma 456
Mexico D.F.

Dear Sir or Madam

I am writing to enquire if there are any vacancies in your office for a bilingual secretary (Spanish-English).

I have over ten years' experience in office work, including four years with the National Bank of Mexico. At present, I am working for Automóviles Mexicanos in Guadalajara but I will soon move to Mexico City to live.

I look forward to hearing from you.

Yours faithfully

Miriam Montilla

Ms Miriam Montilla

Write back to her and ask her to send you her curriculum vitae (CV) so that you can review her experience.

Follow this plan:

- date
- Dear ...
 - Open the letter. Say what you are writing about.
 - Ask her to send you her CV (Please could you ...). Tell her why you want it.
 - Close the letter.
 - Yours ...
 - Sign it with your name and title (Personnel Manager).

A business trip

1 Jun Mizuno is a representative of Nagakura, a manufacturer of electrical equipment. He is planning a trip to South East Asia to visit some customers there. He wants to visit Leefung Plastics Ltd, who have their head office in Hong Kong and a subsidiary in Singapore. Here are the letters that he wrote to make appointments.

- a) How exactly does he say that he wants to meet the addressees?
- b) What information does he want from Leefung in Singapore?
- c) How exactly does he ask for the information?

N Leaders in the manufacture of electrical equipment
NAGAKURA

Washimori Heights Kawasaki-shi
 Kanagawa Ken 231 Japan
 Tel +81 44-932-2526
 Fax +81 44-932-2884

The Production Supervisor
 Leefung Plastics (Singapore) Ltd
 Box 226
 Brown Street PO
 Singapore

Your ref
 Our ref JM/st/43Z

12 January 1995

Dear Sir or Madam

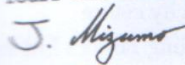
Visit to Singapore

I am now planning my forthcoming trip to South East Asia and I would be very pleased if we could meet to discuss the new range of Nagakura products.

I hope to be in Singapore on 9 and 10 March. Would it be convenient to visit you on 10 March at 11.30 a.m.? I would also be grateful if, in your reply, you could tell me exactly where your offices are located.

I look forward to hearing from you.

Yours faithfully



Jun Mizuno
 Technical Sales

Leaders in the manufacture of electrical equipment

NAGAKURA

Yoshimori Heights Kawasaki-shi
Kanagawa Ken 231 Japan
Tel +81 44-932-2526
Fax +81 44-932-2884

International Relations Section
Leefung Plastics (International) Ltd
56 Hennessy Road
Hong Kong

Your ref
Our ref JM/st/43Z

12 January 1995

Dear Sir or Madam

Visit to Hong Kong

I am now planning my forthcoming trip to South East Asia and I would be very pleased if we could meet to discuss the new range of Nagakura products.

I hope to be in Hong Kong 12-13 March. Would it be convenient to visit you on 12 March at 11 a.m.?

I look forward to your reply.

Yours faithfully

J. Mizuno

Jun Mizuno
Technical Sales

- d) What would Jun Mizuno write if he wanted to do the following?
 - i) have dinner with the addressee
 - ii) invite the addressee to try out a new product
 - e) What would he write if he wanted to know the following?
 - i) the name of a good hotel
 - ii) the distance from the airport to the city centre
- 2 Just after Jun Mizuno sent the letter to Leefung Plastics Ltd in Hong Kong he remembered that he needed some more information so he sent them the letter on page 23.
How does he mention the letter he has already sent?

Leaders in the manufacture of electrical equipment

NAGAKURA

Yoshimori Heights Kawasaki-shi
Kanagawa Ken 231 Japan
Tel +81 44-932-2526
Fax +81 44-932-2884

International Relations Section
Leefung Plastics (International) Ltd
56 Hennessy Road
Hong Kong

Your ref
Our ref JM/st/43Z

13 January 1995

Dear Sir or Madam

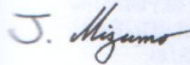
Visit to Hong Kong

I hope you have now received my letter of 12 January, concerning my forthcoming trip to Hong Kong.

I would be very grateful if, in your reply to that letter, you could give me the address of your office in Bangkok and the name of the manager.

Looking forward to seeing you,

Yours faithfully



Jun Mizuno
Technical Sales

3 Jun Mizuno is now waiting for replies from Leefung Plastics (International) Ltd in Hong Kong and Leefung Plastics (Singapore) Ltd.

In three groups, you must write the correspondence between them. The role cards at the back of the book will give you some information but you must decide exactly what to write. Remember to write neat, clear business letters, showing the full addresses, names, titles, dates and, if appropriate, subject headings.

You must read any letter that you receive at once – it might contain important information.

When you have written a letter, give it to the correct group. Then ask for a new role card number. (There are three role cards for each company.)

If you are Nagakura, first see role card 60.

If you are Leefung Plastics (International) Ltd, first see role card 27.

If you are Leefung Plastics (Singapore) Ltd, first see role card 3.