

When submitting a quotation, the following points should be noted:

- a A clear description of the goods offered should be given. Where possible, samples should be sent.
- b Prices and terms should be given. Discounts, if any, should be shown.
- c Delivery terms should be stated, e.g. carriage paid or carriage forward.
- d If there is a limiting period, then this should be indicated, e.g. subject to acceptance within 14 days.

ORDER LETTERS

When ordering goods, care must be taken to state requirements clearly so that the seller will not be confused about the exact goods asked for. It should never be necessary for them to refer to former orders or to write for further details. If goods are ordered from a catalogue or numbered list, the clearest indication that can be given is to quote the catalogue or list number.

The date when delivery is required should be stated, also the preferred method of transport - road, rail, sea, or air. The goods may be required at the office address or at the warehouse address of the firm; they may even be delivered direct to the address of a customer of the buyers. It is essential, therefore, to state where the goods are to be sent.

Remember that all relevant information should be given in an order letter. It is more business-like - and certainly it helps to prevent orders being misread - to tabulate the items required.

As a guide to the paragraphing of an order letter you should include:

- a reference to a source of information,
- b list of goods to be ordered,
- c quantity, quality, price, catalogue number (if any),
- d details of delivery and payment,
- e an order number.

Here is an example of a firm's order letter. Note the concise paragraphing.

Thomson & Son Limited

16 Gordon Street
Glasgow G2 9GH

Tel: 041/334/6913

Ref JK/RS

10 March 19..

Mr R Turner
Manager
Border Tweeds Ltd
Kelso
Roxburghshire

Dear Mr Turner

Thank you for your quotation of 6 March,
also for the samples of tweed.

Please forward the following lengths:

6 - 40 m lengths tweed, Shade No 32	£5.15 per m
3 - 30 m Lengths tweed, Shade No 47	£6.50 per m
3 - 60 m lengths tweed, Shade No 58	£8.00 per m

by British Road Services to the above
address, order no 68.

Your terms are acceptable. Please deliver
by 25 March as the tweed is required to
complete an urgent export order.

Yours sincerely

J. Kerr

James Kerr
Chief Buyer

delivery
consequence of
to deliver to supply

Alternatively, the order may be written on an order form and enclosed with a short letter as follows.

Thomson & Son Limited

16 Gordon Street
Glasgow G2 9GH
Ref JK/RS

Tel: 041/334/6913

10 March 19..

Mr R Turner
Manager
Border Tweeds Ltd
Kelso
Roxburghshire

Dear Mr Turner

Thank you for your quotation of 6 March, also for the samples of tweed.

We enclose our order no. 68 to be sent by British Road Services. Please deliver by 25 March as the tweed is required to complete an urgent export order.

Yours sincerely

J. Kerr

James Kerr
Chief Buyer

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ACKNOWLEDGEMENTS

Often, orders will be placed by telephone or telex. Acknowledgments should include thanks for the order; confirmation of details; delivery

date; courtesy ending.

Here is an example of an acknowledgment by letter:

Jackson & Co Inc

856 Third Avenue
New York NY 10022
Tel: 212-224-6968

WM/MT

June 13 19..

Mr G Grainger
Purchasing Officer
Smart & Sons Ltd
160 Crow Road
Don Mills
Ontario
Canada

Dear Mr Grainger

Thank you for your order no 248 of 10 June for linen and silks. We have the goods in stock and shall send them tomorrow by rail.

You should therefore receive them within seven days.

Yours sincerely

W. P. Martin

W P Martin
(Textiles Manager)

Note: Modern practice in business is to reduce as many letters as possible to standard forms, particularly orders and acknowledgments. Many small firms, however, still order and acknowledge by letter.