

MAKING ENQUIRIES

AIMS

- A** Replying to an advertisement and asking for information, prices and *samples.
- B** Asking for a catalogue and information.

YOUR COMPANY IMAGE



Promotional Gifts

- Key Rings
- Cuff Links
- *Paperweights
- Enamel Badges

Manufactured by
Manhattan-Windsor



STEWART ST., BIRMINGHAM B18 7AF
TELEX: 338633

A

JUSTIN BOX

14 Trist Road, Hastings, Sussex HA3 6CE

Manhattan-Windsor
Steward Street
Birmingham B18 7AF

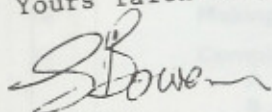
Your ref:
Our ref: SB/SM

17 May 1986

Dear Sirs

*With reference to your advertisement in yesterday's Times, would you please send me *full details, prices and samples of your *promotional gifts.

Yours faithfully



S BOWEN
Marketing Manager

THE LETTERS

- 1 Who is the *Marketing Manager of Justin Box Ltd? (K)
- 2 In which newspaper were the gifts advertised? (K)
- 3 What does Mr Bowen ask for? (K)

Note: (K) = answer in the Key on page 121.
* = described in the Glossary on page 157.

I

B

- 1 Which address will be typed on the envelope? (K)
- 2 Why has L Waters written this letter? (K)
- 3 What is the normal length of guarantees on Borg's models? (K)

THOMAS GREEN LTD
 16 CLEAR STREET, TORQUAY, DEVON TQ1 6BD

Borg Corporation
 10 Oslo Avenue
 Malmo
 Sweden

Your ref:
 Our ref: LW/MG

18 May 1986

Dear Sirs

Could you please send me a copy of your 1986 catalogue and details of any special trade *discounts you are offering. I would also like to know whether all your models are now covered by your *standard two-year *guarantee.

Yours faithfully

L. Waters
 L WATERS
 Manager

LANGUAGE FOCUS

1 Replying to an advertisement (letter, enquiry, etc.)

With reference to your advertisement in ...
 With reference to your letter (enquiry) of ...

2 Requesting action (sending)

Would } you please send me ...
 Could }
 Please send me ...

3 Requesting information

I/We would like to know whether ...

- 1 Which address will be typed on the envelope? (K)
- 2 Why has L Waters written this letter? (K)
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I
B

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 16 CLEAR STREET, TORQUAY, DEVON TQ1 6BD

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 10 Oslo Avenue
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Yours faithfully

L. Waters

L WATERS
 Manager

LANGUAGE FOCUS

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With reference to your advertisement in ...
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 Could }
 Please send me ...

3 Requesting information

I/We would like to know whether ...

I

PRACTICE EXERCISES

Write sentences as directed. Show incomplete (unfinished) sentences by three dots (...).

- 1 Reply to an advertisement in the
- Daily Mail* – last Monday (K)
 - Economist* – last week
 - Radio Times* – last Tuesday
 - Guardian* – today
 - Financial Times* – yesterday
- 2 Ask a company to send you
- a *catalogue and price-list. (K)
 - a new price-list.
 - free samples and price-list.
 - full details and prices.
 - a free *brochure.
- 3 Ask for information about whether
- the price includes delivery charges. (K)
 - the *filing cabinets are available in green.
 - they could send the order by air.
 - they have an office in Paris.
 - you can pay in US dollars.

LETTER WRITING PRACTICE

Look at the advertisements:

LET THE LOW FARE
SPECIALIST
LOOK AFTER YOU
Scheduled 747 flights to
**AUSTRALIA
& NEW ZEALAND**

With stopovers available in
Bangkok, Bali, Hong Kong,
Singapore, Kuala Lumpur,
Manila, Jakarta, Los Angeles,
Fiji and Honolulu.

**HERMIS
TRAVEL**

Hermis Travel
35 Whitehall, London SW 1
01-930 2556/7. Telex 296421

**LOW COST
WORLDWIDE
FLIGHTS**

Sydney one way £341
return £531
Around the world from
£748

London/New Zealand
return from £699
**TRAILFINDERS
TRAVEL CENTRE**

46 Earls Court Rd, London W8
Tel. 01-937 9631 (Long-haul)
Tel. 01-937 5400 (Europe)
Govt. Licensed & Bonded
ABTA ATOL 1458

When you need 1,000
colour leaflets – or even
100,000 – printed in
a hurry –

ONE CALL DOES IT ALL
☎ **BASILDON 44066**

When you need prestige
brochures of the highest
standard

ONE CALL DOES IT ALL
☎ **BASILDON 44066**

CALL FIDELITY

Because we do everything
from initial design to final
print, in our own complex-
we can do it quicker, easier
and a lot cheaper.

For example: **ONLY**
5000 A4 COLOUR
LEAFLETS
INCLUDING **£189**
PHOTOGRAPHY

For FREE colour brochure, price lists
and samples – call

Fidelity
COLOUR PRINTERS

☎ **BASILDON 44066**
ONE CALL DOES IT ALL

8, 10, 12 Hornsby Square,
Southfields Ind. Park, Laindon, Basildon,
Essex SS15 6SD 5 mins. from M25

NOW OPEN FIDELITY WEST
Customer Service Office in
SWINDON 10 minutes from the M4
Phone: 0793 616858

- 1 Complete this letter to Hermis Travel requesting full details and prices of flights to Kuala Lumpur. (K)

JOHN WILLIAMS LTD
16 Tot Way, Norwich, Norfolk N16 7BH

Hermis Travel
(1)

Dear (4)

With (5)

Guardian, would you (6)

of (7)

Yours (8)

M. Saunders
M SAUNDERS
Export Manager

Your (2)
..... /MH
(3) 19..

..... yesterday's

- 2 Write a letter to Trailfinders Travel Centre asking for full details and prices of flights to New Zealand.
- 3 Write a letter to Fidelity asking for a free colour brochure, price-lists and samples of their leaflets. Also ask whether air freight can be arranged to your country. (Use your own name and company and today's date.) (K)
- 4 Write a letter to Allwood and Sons Ltd (22 Highland Way, Ashford, Kent) asking for full details and prices of their radios and televisions. Also ask whether they can arrange for their instruction booklets to be translated into the language used in your country.
- 5 Write to one of your regular suppliers in England or America and ask for their latest catalogue and price-list.

Pair work

- a) Write a small advertisement for a travel agent.
b) Take your partner's advertisement and write a letter asking for prices and specific details.

2

REPLYING TO ENQUIRES

AIM

Replying to an *enquiry about a product.

JUSTIN BOX
14 Trist Road, Hastings, Sussex HA3 6CE

Manhattan-Windsor
Steward Street
Birmingham B18 7AF

Your ref:
Our ref: SB/SM

17 May 1986

Dear Sirs

*With reference to your advertisement in yesterday's Times, would you please send me *full details, prices and samples of your *promotional gifts.

Yours faithfully

S Bowen
S BOWEN
Marketing Manager

A

Manhattan-Windsor
STEWART ST., BIRMINGHAM B18 7AF

Your ref: SB/SM
Our ref: MH/JW

Mr S Bowen
Marketing Manager
Justin Box Ltd
14 Trist Road
Hastings
Sussex HA3 6CE

20 May 1984

Dear Mr Bowen

Thank you for your letter of 17 May enquiring about our promotional gifts.

We are pleased to *enclose our new brochure and price list together with samples of our promotional gifts.

We *look forward to receiving your first order.

Yours sincerely

Mary Hardy
MARY HARDY
Sales Manager

Enc: 3

THE LETTERS

This is a reply to Letter A in Unit 1.

- 1 Who is MH? (K)
- 2 Who wrote the letter on 17 May? (K)
- 3 What items (things) were sent with the letter? (K)

This is a reply to Letter B in Unit 1.

- 1 Who is LW? (K)
- 2 Who are 'we' in paragraph 2? (K)
- 3 Why is F Wilander 'looking forward' to hearing from Thomas Green Ltd? (K)

BORG CORPORATION
 10 OSLO AVENUE MALMO SWEDEN

L Waters
 Thomas Green Ltd
 16 Clear Street
 Torquay
 Devon TQ1 6BD
 England

Your ref: LW/MG
 Our ref: FW/KW

25 May 1986

Dear Mr Waters

Thank you for your enquiry of 18 May.

We have pleasure in enclosing a copy of our latest catalogue and a leaflet giving details of our special trade discounts. All the items are now covered by our standard two-year guarantee.

We look forward to hearing from you.

Yours sincerely

F Wilander

F WILANDER
 Sales Director

Enc: 2

LANGUAGE FOCUS

1 **Thanking** (for a letter/enquiry)

Thank you for your letter (enquiry) of ...

Note: *Thank you ...* is less formal than *With reference to ...*

2 **Referring** (to the contents of a letter)

With reference to } your letter ... enquiring about ...
 Thank you for }

Note: 1. *enquiring about* can be replaced by any suitable verb + *ing*, e.g. *requesting*.
 2. *letter enquiring about* = the letter in which you enquired about.

3 **Enclosing** (sending)

We are pleased to enclose ...
 We have pleasure in enclosing/sending ...
 We enclose/We are sending ...

4 **Closing a letter** (with hope for future business)

We look forward to _____-ing ...
 e.g. We look forward to { *hearing from you.*
 receiving your first order/your reply.