



Harnos László

Az idegen nyelvű üzleti kommunikáció írásbeli műfajai I.



A követelménymodul megnevezése:

Informatikai és gazdasági szakmai idegen nyelv használata

A követelménymodul száma: 2657-06 A tartalomazonosító száma és célcsoportja: SzT-a09-55



REQUESTING AND PROVIDING INFORMATION

WORKING SITUATION

Imagine, that you work for a commercial firm. You are responsible for search new products to distribute. In a foreign magazine you have read an article about a new digital camera, which can take three-dimensional pictures. The article has aroused your interest, but you need more information to make a decision about its selling in Hungary. You have decided to write a letter requesting information to the manufacturer.

How would you build the letter up?

What should be its language and style like?

What sort of phrases and expressions can you use?

PROFESSIONAL INFORMATION CONTENT

LETTER REQUESTING INFORMATION

First of all, have a look at the layout of a typical business letter (1. ábra). The most widely accepted layout of the business letters is the so-called block style. An overall business letter is built from ten different blocks up:

1. Printed letter head
2. Inside address
3. Reference
4. Date
5. Salutation
6. Subject line
7. Body of the letter
8. Complimentary close
9. Signature

The body of a letter requesting information has generally four main parts (2. ábra).

Hungarian Electronic Trade

1

Kereskedelmi Részvénytársaság
1039 Budapest, Völgy u. 24. Tel/fax: 36/1-886-44-49

2 Public Information Department
21st Century Digital Camera Ltd.
30 Conduit Street
London

Our ref: I/26/2010
6 August 2010

3

4

5 Dear Sir or Madam

6 Requesting information

7 In the July 27 Acta Informatica I read about your new digital camera, the 3D-Lite, which can take also three dimensional pictures.

Our company distributes electronic articles all over Eastern Europe. As a sales manager, it is important that I know about new electronic products.

Would you please send me information on the mentioned camera? I would like to know when the camera will be available and how much it will cost. I need its technical specifications, too.

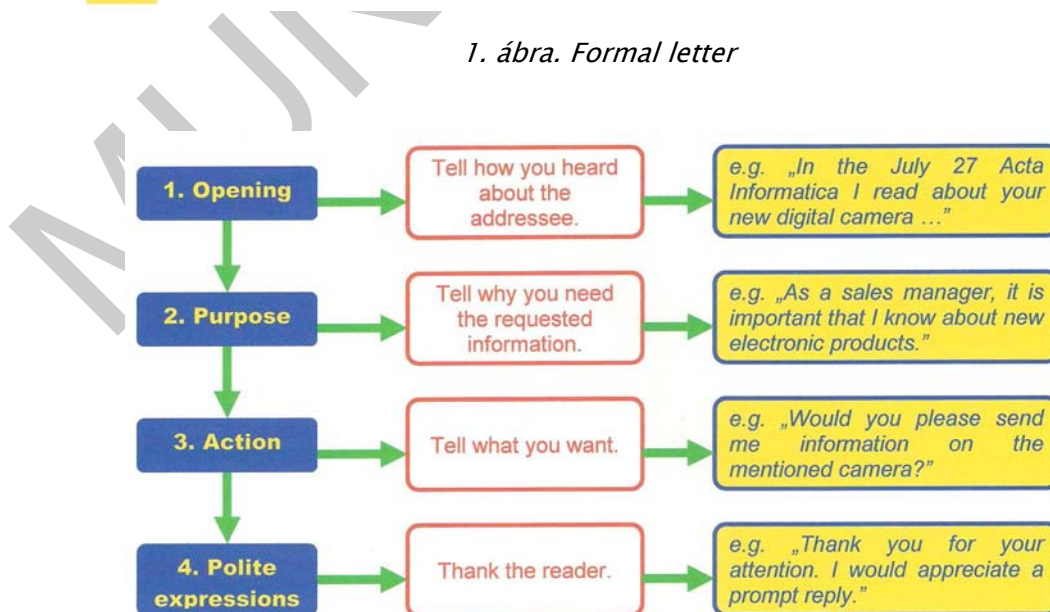
Thank you for your attention. I would appreciate a prompt reply.

8 Yours faithfully

9 *Kálmán Kovács*
Kálmán Kovács
Sales Manager

10 Enc.: Brochure of Hungarian Electronic Trade Inc.

1. ábra. Formal letter



2. ábra. Structure of the letter requesting information

Let's review some useful expressions to build the body of a letter requesting information up:

OPENING PHRASES	
At the Budapest International Fair, I met one of your sales representatives.	A Budapesti Nemzetközi Vásáron találkoztam egyik üzleti képviselőjünkkel.
Having recently attended ...	Miután nemrég résztvettem ...
I recently visited ...	Nemrég meglátogattam ...
After having visited ...	Miután meglátogattam ...
I was given your name by Mr úrtól kaptam meg az Ön nevét.
In the March 10, New York Times, I read an article about your company.	A március 10-i New York Times-ban olvastam egy cikket az Önök vállalatáról.
I am writing to ask for details on ... as advertised in New York Times on 10th March.	Azért írok, mert szeretnék részleteket megtudni a március 10-i New York Times-ban hirdetett ...ról.

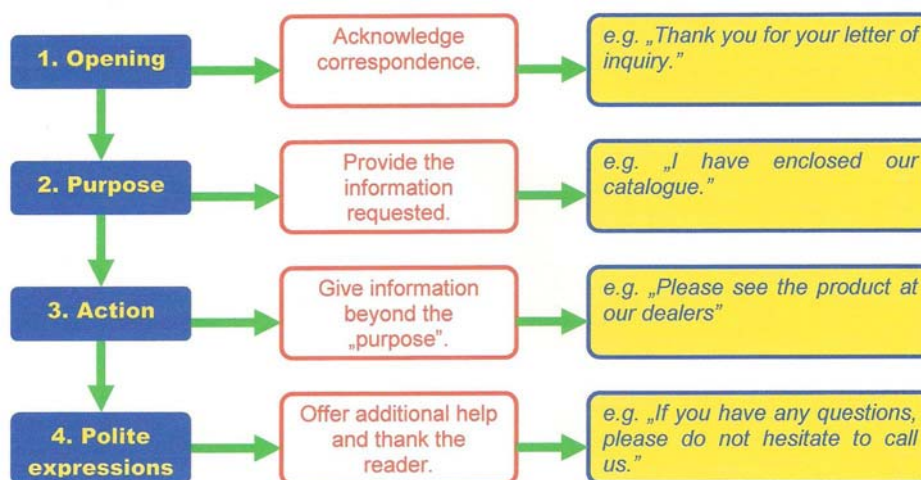
PHRASES TO EXPRESS THE PURPOSE OF THE LETTER	
I was very impressed with ...	Nagy hatással volt rám ...
I was interested to know that ...	Érdeklődéssel tapasztaltam, hogy ...
I am interested in ...	Érdekel a ...
We are looking for potential suppliers of potenciális beszállítókat keresünk.

EXPRESSIONS TO TELL WHAT YOU WANT	
Please send me a (an)...	Kérem küldjön nekem egy ...
Could you please send ...?	Tudna küldeni ...?
Could I meet with you when ...?	Találkozhatnék Önnel, amikor ...?
We would be grateful for ...	Nagyon megköszönnénk ...
We would like ...	Szeretnék ...
I would like to enquire if ...	Érdeklődni szeretnék, hogy ...
I would be interested to know whether...	Szeretném megtudni, hogy ...

POLITE EXPRESSIONS TO SAY "THANK YOU"	
Thank you for your attention.	Köszönöm a figyelmét.
Thank you for your time.	Köszönöm, hogy időt szánt rám.
I appreciate your assistance.	Köszönöm az együttműködését.
I appreciate your help.	Köszönöm a segítségét.
I look forward to hearing from you. / I look forward to your reply.	Várom (szíves) válaszát.

LETTER PROVIDING INFORMATION

A letter providing information generally also has four parts:



3. ábra. Structure of the letter providing information

Let's review some useful expressions to build the body of a letter providing information up:

OPENING PHRASES	
We received your letter inquiry.	Megkaptuk érdeklődő levelét.
Thank you for your letter inquiry.	Köszönettel vettük érdeklődő levelét.
Thank you for your letter of November 2, 2010 expressing interest in ...	Köszönjük 2010. november 2-án kelt levelét, melyben kifejezi iránti érdeklődését.
With reference to your letter inquiring about...	Hivatkozással a ...-ról érdeklődő levelére ...

PHRASES TO EXPRESS THE PURPOSE OF THE LETTER	
I have enclosed a brochure.	Mellékelten küldök egy prospektust.
The product will be available this December.	A termék ez év decemberétől lesz kapható.
You will find enclosed a catalogue giving detailed information about...	A mellékelt katalógus részletes információkat nyújt a ...-ról.
I am sending the requested price list.	Mellékelten megküldöm a kért árjegyzéket.
We would like to give details of our terms and conditions of sale.	Szeretnénk részletes tájékoztatást adni a fizetési és értékesítési feltételeinkről.

EXPRESSIONS TO GIVE INFORMATION BEYOND THE PURPOSE	
Please see the product at our dealers.	Kérjük tekintse meg a terméket a forgalmazóinknál.
We can offer you a discount for bulk purchase.	Nagy tételben történő vásárlás esetén kedvezményt adunk.

A sales representative of ours will be in your town next month.

Egyik üzleti képviselőnk a jövő hónapban az Önök városában fog tartózkodni.

POLITE EXPRESSIONS TO OFFER ADDITIONAL HELP AND TO SAY "THANK YOU"

If you have any questions, please do not hesitate to call.

Ha további kérdései lennének, kérjük ne habozzon telefonálni.

Again, thank you for your inquiry.

Még egyszer köszönjük az érdeklődését.

We would be pleased to give you further information.

Szívesen adunk további felvilágosítást.

We hope to receive an order from you.

Reméljük, számíthatunk a megrendelésükre.

Finally, let's summarize the main rules of writing business letters.

Language and style of a business letter should always be simple, direct and clear. Use short sentences and short paragraphs. This makes your letter easy to read and understand.

You are able to start the sentences with „I” or „We”, so the difficult structures can be avoided. Keep out of using contracted forms, such as „I'd”, „I'll”, „won't”, „don't”, „can't”, „haven't”, etc. Use passive voices as far as possible, e.g. „Your order is being processed.” In this way you can write on behalf of the firm in a suitable style.

You should make „requests” instead of „commands”, e.g. instead of „Send me the package this week” write „If it is possible, please send me the package this week”, etc.

The information you write down should always be accurate. Make sure that facts and figures you use are correct. The meaning in the letter should be clear for yourself and the recipient. Do not forget that in business no one wants to read long irrelevant passages.

STUDY GUIDE

First read this chapter again carefully. Above all, you should study and commit to memory the given special expressions.

The usual placement of blocks in a business letter is different in certain countries.

Look for a sample business letter written in English at the Internet and try to identify its blocks.

Is there any difference between a Hungarian business letter and an English one? Have a talk with your mates about it.

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What is the difference between the layout of an American and a British business letter? Collect them under your teacher's guidance.

The standard style of a business letter is not so difficult to learn and it comes automatically after a little practice.

Write a short answer to the letter requesting information of Mr Kovács (1. ábra).



Write your own form letter to a software company! Ask for a product which interests you. Remember to use How, Why, What and Thanks (2. ábra).

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Finally, summarize with your classmates what you have learnt about letters requesting and providing information.

CHECK YOURSELF

Exercise 1.

Write at least two expressions you can use in a letter requesting information.

a) Opening:

Handwriting practice box for 'Opening' with three horizontal lines.

b) Purpose:

Handwriting practice box for 'Purpose' with three horizontal lines.

c) Action:

Handwriting practice box for 'Action' with three horizontal lines.

d) Polite Expressions:

Handwriting practice box for 'Polite Expressions' with three horizontal lines.

Exercise 2.

Rewrite each command and make it a polite request.

a) Give me the information I need.

b) Answer my letter immediately.

c) Stop sending me catalogues.

d) Send me your response straight away.

e) Process my order straight away.

Exercise 3.

Write at least two expressions you can use in a letter providing information.

AZ IDEGEN NYELVŰ ÜZLETI KOMMUNIKÁCIÓ ÍRÁSBELI MŰFAJAI I.

a) Opening:

b) Purpose:

c) Action:

d) Polite Expressions:

Exercise 4.

Complete the text and request detailed information.

Having your stand the trade fair, I would details about your notebooks, model no. 14. Please me my office under this number.

..... for your letter of May 8, 2010 in our new mobile phone, model no. 81. The telephone this December, and will be approximately two hundred and forty dollars (\$240.00). We a brochure on the telephone. If you have any questions, please to contact us under the above number.

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KEY TO THE EXERCISES

Exercise 1.

a) Opening:

I was given your name and your address by Mr Doyle; I am writing to ask for details on your new product; At the Vienna International Fair, I met one of your sales representatives; In the June 14, Washington Post, I read an article about your company; Having recently attended a congress on informatics; etc.

b) Purpose:

I was very impressed with your paper presented on the achievements of your researches; I am interested in your new product; We are looking for potential suppliers of basic materials; etc.

c) Action:

Could you please send me a catalog; Could I meet with you next month when I will take part in a conference in New York; We would be grateful for sending a sample; I would be interested to know whether the new version of your software is compatible with the previous ones; etc.

d) Polite Expressions:

Thank you for your attention; I appreciate your assistance; I look forward to hearing from you soon; etc.

Exercise 2.

a) I would be grateful if you could give me the information I need.

b) If you have the time, could you answer my letter immediately?

c) I would appreciate it if you would stop sending me catalogues.

d) If it is possible, could you send me your response straight away?

e) Would you please process my order straight away?

Exercise 3.

a) Opening:

We received your inquiry; Thank you for your letter of January 22, 2010 expressing interest in our products; Thank you for your letter inquiry; etc.

b) Purpose:

I have enclosed a brochure; The new notebook will be available this July, and the cost will be approximately one thousand two hundred dollars (\$1,200.00); etc.

c) Action:

Please see the product at our dealers; A sales representative of ours will be in your town next week; etc.

d) Polite Expressions:

Thank you for your interest; If you have any questions, please do not hesitate to call us; Again, thank you for your inquiry; etc.

Exercise 4.

Having visited your stand at the trade fair, I would grateful for details about your notebooks, model no. 14. Please contact me at my office under this number.

Thank you for your letter of May 8, 2010 expressing interest in our new mobile phone, model no. 81. The telephone will be available this December, and the cost will be approximately two hundred and forty dollars (\$240.00). We have enclosed a brochure on the telephone. If you have any questions, please do not hesitate to contact us under the above number.

QUOTATIONS AND ORDERS

WORKING SITUATION

Your boss wants to buy a new copier and he asks you to collect detailed information about some chosen machines. He wants to find out the prices and the terms of carriage.

In the course of business we often need information about our partner's supply or about the chosen kind of goods. There are many ways to collect detailed information. We can browse among advertisements, go to trade exhibitions or we can apply to commercial agencies, but the most frequent way of asking information is the letter asking quotation.

How would you build a letter asking quotation up?

What sort of phrases and expressions can you use?

How can you give an offer?

How would you place an order with a supplier for a product?

How can you confirm an order?

PROFESSIONAL INFORMATION CONTENT

ASKING AND ANSWERING QUOTATIONS

To show an inclination to know or learn about something is called an "Inquiry". But an inquiry is not always the right to information. If someone makes an inquiry the person who is being inquired may or may not give the requested information. So one must be careful and inquire only about the things that s/he is expected to get the answers to.

A letter asking quotation (or inquiry letter) is a request for some information that, if given, may prove useful to the writer. Since an inquiry letter is a request, the tone should not sound authoritative. The writer must remember that the reader may choose to give or not give the information especially if the letter is dominating in nature. When making an inquiry it is important that the writer gives details about himself/herself or her/his company so that the person who is being inquired can authenticate the source. The writer should also inform the reader why such an inquiry is being made.

A letter asking quotation is an official letter so it should be typed and preferably couriered. From its contents it is evident that the letter will have to be lengthy but that cannot be helped.

An Inquiry Letter should give a brief introduction about the writer or her/his company.

It should give all relevant details of what is being inquired about.

Since this type of letters is a request, it should not sound authoritative.

If lot of information is requested it is better to write them in bullet points so that no information is missed out.

As each official letter, it should be typed.

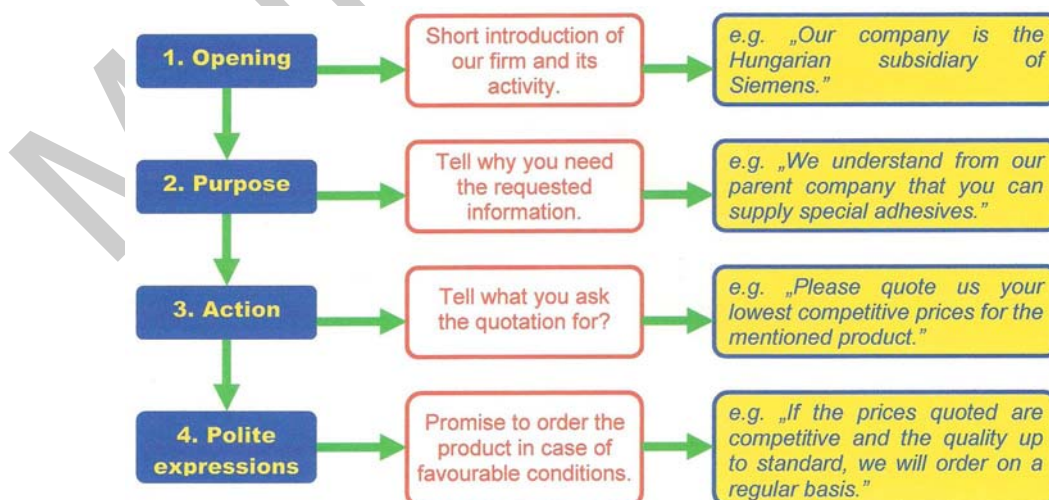
Grammatical and punctuation errors should be carefully looked into.

If the writer has a deadline by when s/he needs the information that should be communicated to the reader as well.

If the letter is being written on a letterhead, the writer must make sure that the correct phone numbers and contact details are mentioned in the letter as it makes easier for the writer to make a contact.

Let's have a look at the next figure (4. ábra). As the most business letter, also a letter asking quotation can be divided into four main parts, but in the third unit („Action”) we have to give full particulars of three topics:

- Reference to the quantity and quality of the good.
- Inquiry about the prices and the terms of payment.
- Talking the delivery date and its terms and conditions.



4. ábra. Structure of the letter asking quotation

AZ IDEGEN NYELVŰ ÜZLETI KOMMUNIKÁCIÓ ÍRÁSBELI MŰFAJAI I.

Now let's review some useful expressions to build the body of a letter asking quotation up:

OPENING PHRASES	
We are one of the main procedures of...	Egyike vagyunk a ... fő gyártóinak.
We are working in the market...	A ... piacon tevékenykedünk.
Our company is a subsidiary of...	Társaságunk a ... leányvállalata.
We are the leading importers of...	A ... vezető importőre vagyunk.
We understand that you are dealers in ... and should like to know whether you can supply us.	Úgy értesültünk, hogy Önök forgalmazzák a ...-t és szeretnénk megtudni, hogy el tudnak-e látni minket .

PHRASES TO EXPRESS THE PURPOSE OF THE LETTER	
We understand that you can supply...	Úgy értesültünk, hogy Önök tudnának szállítani ...-t.
We have obtained your name and address from ...	Az Ön(ök) nevét és címét ... adta meg.
... has advised us to contact you.	... tanácsolta, hogy vegyük fel Önökkel a kapcsolatot.
I have read your advertisement in the...	Olvastam a ...-ban megjelent hirdetésüket.
Your firm has been recommended to us by...	Az Önök cégét ... ajánlotta nekünk.

REFERENCE TO THE QUANTITY AND QUALITY OF DEMANDED GOOD	
We would be glad to receive specifications of ..., together with your current export price list and details of trade discounts.	Örölnénk, ha megküldenék a ... (műszaki) leírását, valamint az érvényes export árjegyzéket és kedvezmények részletes listáját.
What quantities are you able to supply from stock?	Milyen minőséget tudnának készletről szállítani?
Would you please quote for the supply of ... of standard and of superior quality?	Kérjük, hogy a ...-ra vonatkozó ajánlatukat standard és superior minőségre tegyék meg.
What quantities can you supply us with from stock?	Milyen mennyiséget tudnak raktárról szállítani?
INQUIRY ABOUT THE PRICES AND THE TERMS OF PAYMENT	
Will you please quote for the following items.	Várjuk szíves árajánlatukat a következő tételekre.
Please quote us your best competitive prices for...	Kérjük tudassák velünk a ...-ra vonatkozó legjobb árakat.
Please let us have your export prices.	Kérjük, adják meg az export árakat.
Let us know if you allow cash or trade discounts.	Kérjük közöljék az azonnali fizetésre vonatkozó, illetve a mennyiségi kedvezményeiket.
Payment will be made by bank transfer.	A fizetés banki átutalással történik.
Please send us a pro-forma invoice for customs purposes.	Kérjük küldjenek egy pro-forma számlát a vámügyintézéshez.

PHRASES TO TALK THE DELIVERY DATE AND ITS TERMS AND CONDITIONS	
If we place orders with you we will have to insist on	Ha Önöktől fogunk rendelni, ragaszkodunk az azonnali

prompt delivery.	szállításhoz.
Delivery would be required within four weeks of order.	A szállítást a megrendeléstől számított négy héten belül kérjük.
Prices quoted should include packing and delivery to the above address.	Kérjük, hogy az ajánlati ár tartalmazza a csomagolás és a fenti címre történő szállítás költségét is.

POLITE EXPRESSIONS TO PROMISE TO ORDER THE PRODUCT IN CASE OF FAVOURABLE CONDITIONS	
Provided you can guarantee delivery within two weeks, we are in a position to place regular orders.	Ha garantálni tudják a két héten belüli szállítást, készek vagyunk rendszeresen Önöktől rendelni.
If the prices quoted are competitive, we will order on a regular basis.	Ha az ajánlott árak versenyképesek, rendszeresen szeretnénk rendelni Önöktől.
We look forward to receiving your quotation.	Várjuk mielőbbi árajánlatukat.

Now let's read on the next sample inquiry letter up:

“Dear Sir or Madam,

Ours is a private school situated at London having over 600 students and 35 teachers.

The movie “Mummies: Secrets of the Pharaohs” that has just been released is a very inspirational and awakening one. Therefore on account of the Day of Science we would like to show this movie to our students of classes 9 to 12 on November 3rd at your cinema.

We would like to make an inquiry for booking the cinema as per the details given for 635 persons. Please give us a quote for the same also including a coke and popcorn that we would like to treat our children to.

We would appreciate if you give us the details by October 10th so that we can inform the parents accordingly well in advance.





















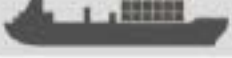



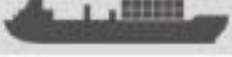


For any clarifications please contact us at the numbers given at the bottom of the letter.

Thanking you in anticipation.

Yours faithfully

Keith Mallory (Director)”

In quotations there are widely used abridgements, e.g. „Our prices are CIF”. Let’s see, what sort of abridgements are used and what they mean.

Incoterm	Named place	Sharing of costs and risk between buyer and seller in international traffic.			
EXW Ex works	Loading location				
FCA Free Carrier	Loading location				
FAS Free Alongside Ship	Port of loading				
FOB Free On Board	Port of loading				
CFR Cost And Freight	Port of destination				
CIF Cost, Insurance And Freight	Port of destination				
CIP Freight And Insurance Paid	Delivery location				
DDU Delivered Duty Unpaid DDP Delivered Duty Paid	Delivery location				
		Seller's cost / risk		Buyer's cost / risk	

5. ábra. Incoterms¹

Incoterms or International Commerce Terms are a series of international sales terms, published by International Chamber of Commerce (ICC) and widely used in international commercial transactions. These are accepted by governments, legal authorities and practitioners worldwide for the interpretation of most commonly used terms in international trade. This reduces or remove altogether uncertainties arising from different interpretation of such terms in different countries. Scope of this is limited to matters relating to right and obligations of the parties to the contract of sale with respect to the delivery of goods sold. They are used to divide transaction costs and responsibilities between buyer and seller and reflect state-of-the-art transportation practices.

Now, let's see some useful phrases for quotations:

REFERENCE TO THE PREVIOUS LETTER	
With reference to your letter of 2nd February...	Hivatkozva február 2-i levelére...
In reply to your letter...	Levelére válaszolva...

¹ Forrás: <http://www.euport.nl/incoterms.htm> (2010.10.06)

Thank you for your enquiry about...

Köszönjük a ...-ra vonatkozó ajánlatkérését.

EXPRESSIONS TO DISCLOSE CONDITIONS	
subject to...	azzal a feltétellel, hogy...
while stocks last	a készlet erejéig
subject to acceptance by the managing director	csak az ügyvezető igazgató hozzájárulásával
subject to our receiving your order	kizárólag a megrendelés kézhezvételét követően
Prices are subject to change without notice.	Az árváltoztatás jogát fenntartjuk.
The goods come with a one-year guarantee.	A termékekre egy év garanciát adunk.
Installation is carried out free of charge.	A beszerelés (üzembe helyezés) díjtalan.
to be charged at extra cost...	külön költségként felszámítunk még...
terms of payment 15 days net	a fizetés 15 banki napon belül esedékes
We are able to offer a 10% discount on all orders exceeding 200,000 HUF in value.	A 200.000 Ft feletti megrendelésekre 10% kedvezményt tudunk biztosítani.
We make you a firm offer to...	Visszavonhatatlan (kötelező érvényű) ajánlatot teszünk Önnek a ...-ra
This good is out of stock.	Ez a termékünk nincs raktáron.
Our stocks are sold out, but we can offer you a substitute.	Raktárkészletünk kimerült, de tudunk ajánlani egy hasonló terméket.
All models can be supplied from stock.	Minden modellből van raktáron.

ORDER LETTERS

An order is an expense for the person placing the order and an income for the one getting it. But this is not all. The company that bags the order has to fulfill lot of commitments to ensure that it has a satisfied customer, which can be an individual or another company. Timely delivery of the order, quality of delivery and after sale service – are all part and parcel of getting an order.

An order letter is the one that is written by the person/company placing the request of purchase from another company. This letter comes into action only when a detailed study of the desired product has been done in the market and based on promised service, quality and price of the product, a decision for a purchase has been made.

An order letter should be drafted very carefully as it needs to pen down all the terms and conditions of the purchase for the benefit of both involved parties. It should have details such as product specifications, quantities, price agreed upon, delivery date, late delivery clauses, etc. It should be addressed to the person responsible for the execution of the order with a copy to the head of department. Since it is totally an official letter it should be typed.

An order should be addressed to the person responsible for executing the order.

It should include all the terms and conditions agreed upon by both involved parties.

Since it is purely an official letter it should be typed out.

There is no need to use too many adjectives in the letter since it is purely for an order being placed.

The letter should have all relevant details related to the order, for example, quantity, price and other terms and conditions.

Finally, let's read the next sample order:

"Dear Ms Marble

This is with reference to our meeting on 25th March 2010, when we visited your factory in connection with purchase of socks for our school children.

We are pleased to place an order for 1,000 pairs of white summer socks against item number 2846678 and size 24-26. We would appreciate if the order is delivered at the address given below latest by 15th May 2010 so that we can start selling it to the children before the onset of summers.

The terms and conditions of the purchase order are as follows:

- 1. Order for 1000 pairs of white summer socks with item number 2846678 and size 24-26.*
- 2. Delivery will be made at the address mentioned above.*
- 3. The order should be delivered latest by 15 May 2010.*
- 4. 100% payment will be made on delivery.*
- 5. If the order is not delivered by the due date, please consider it as cancelled.*
- 6. The price per pair, as mutually agreed, is 1.13 USD inclusive of all taxes.*

We hope to have a long business relationship with you.

Please feel free to contact the undersigned for any clarifications or discrepancy in the order details.

Best regards,

Dániel Szabó (Managing Director)"

STUDY GUIDE

First read this chapter again carefully. Above all, you should study and commit to memory the given special expressions.

Then look for sample inquiry letters and orders at the Internet, than compare them with the samples given above.

Practice makes perfect! Write a short answer to Mr Mallory's inquiry letter.

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Your firm needs office supplies. Write your own order letter! A purchase order must be complete. Do not leave out any details. It should answer the next questions:

What do you want to order?

How many do you want?

How will pay?

In which direction do you request the delivery?

When do you need your order?

MUNKKANYAG

MUNKANYAG

Finally, summarize with your classmates what you have learnt about asking and answering a quotation and writing an order letter.

CHECK YOURSELF

Exercise 1.

Write at least two expressions you can use in a letter asking quotation.

a) Opening:

Handwriting practice box for the opening of a letter, containing three horizontal lines.

b) Purpose:

Handwriting practice box for the purpose of the letter, containing three horizontal lines.

c) Reference to the quantity and quality:

Handwriting practice box for reference to quantity and quality, containing three horizontal lines.

d) Inquiry about the prices and the terms of payment:

Handwriting practice box for inquiry about prices and terms of payment, containing three horizontal lines.

e) Phrases to talk the delivery date and its terms and conditions:

f) Polite expressions:

Exercise 2.

Imagine, that you work for a butcher's shop. Order 200 turkeys.

I 200 large self-basting turkeys for delivery 15th December
at..... this order by return of post.

Exercise 3.

Complete the next rejection.

Thank you your quotation. We feel however that your do not meet our
..... We shall therefore not an order with you.

Exercise 4.

Complete the next terms of payment.

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We are not in a to offer credit, but we can a discount
..... all orders 50,000 HUF.

..... is our invoice 1,600 GBP. Would you kindly
..... your remittance of the above as soon as possible.

We with thanks banker's draft for 800 USD, sent in payment of order no.
26754. We to receiving your next order.

KEY TO THE EXERCISES

Exercise 1.

a) Opening:

We are one of the main procedures of...; Our company is a subsidiary of...; We are the leading importers of...; etc.

b) Purpose:

We understand that you can supply...; We have obtained your name and address from ...; Your firm has been recommended to us by...; etc.

c) Reference to the quantity and quality:

What qualities are you able to supply from stock?; What quantities can you supply us with from stock?; We would be glad to receive specifications of ..., together with your current export price list and details of trade discounts.; etc.

d) Inquiry about the prices and the terms of payment:

Please let us have your export prices.; Let us know if you allow cash or trade discounts.; Please quote us your best competitive prices for...; etc.

e) Phrases to talk the delivery date and its terms and conditions:

If we place orders with you we will have to insist on prompt delivery.; Prices quoted should include packing and delivery to the above address.; etc.

f) Polite Expressions:

Provided you can guarantee delivery within two weeks, we are in a position to place regular orders.; If the prices quoted are competitive, we will order on a regular basis.; etc.

Exercise 2.

I would like to order 200 large self-basting turkeys for delivery by 15th December at latest. Please acknowledge this order by return of post.

Exercise 3.

Thank you for your quotation. We feel however that your products do not meet our requirements. We shall therefore not place an order with you.

Exercise 4.

We are not in a position to offer credit, but we can offer a discount on all orders exceeding 50,000 HUF.

Enclosed is our invoice amounting to 1,600 GBP. Would you kindly forward your remittance in settlement of the above as soon as possible.

We confirm with thanks receipt of your banker's draft for 800 USD, sent in payment of order no. 26754. We are looking forward to receiving your next order.

MUNKANYAG

MEMOS, FAXES AND ELECTRONIC MAILS

WORKING SITUATION

If you want to disclose something formally with your boss or with one of your colleagues, you have to write a memo. A memo is generally correspondence written from one person in a company to another in the same firm.

Traditional correspondence is slow enough, so we often send a fax or an e-mail instead. A fax is a piece of correspondence sent over the phone lines. A long fax is more expensive to send than a short one, so we have to be concise. E-mailing is much cheaper than faxes, but nobody likes writing or reading long electronic messages.

How would you build a memo, a fax or an e-mail up?

What sort of phrases and expressions can you use?

PROFESSIONAL INFORMATION CONTENT

WRITING MEMOS

A memo or memorandum is a type of communication commonly used in businesses. Memos are sent to colleagues and co-workers. They differ from letters as they are more informal and do not require a salutation or a closure statement as in business letters.

Memo is used as a written reminder or to convey a short proposal or some basic information. A memo format is generally short consisting of between one and four sentences. A longer format might consist of several paragraphs but should never exceed one page in length. If the information you need to communicate exceeds one page it is better to write a report. In these instances a simple memorandum can be used to introduce a report which would be attached to the memo.

As with all writing, learning how to write a memo includes structure. Because they are short, rambling meanderings destroy the memo's effectiveness and become a waste of productive time to those who read it and to he or she who wrote it. A memo has five main parts:

To: → Addressee's name

From: → Sender's name

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- Date:** → e.g. “April 10th, 2010”
- Subject:** → e.g. “Request to purchase coffee maker”
- Body:** → It discusses the subject.

There is no need for an address if the memo goes to colleagues. Titles like Mr. or Mrs. are generally not used. The body's structure can be defined by a series of topics and two or three supporting points. Instead of the sender's signature he/she should sign his/her initials.

The important thing to keep in mind is that memos are short communications. If you have something longer than a page, it's better to send it as an attachment or a document that follows the memo used as a cover letter. Never make a memo too long.

Writing a memo is a relatively simple and informal task. Some things to and tips to consider when writing and considering the format of a memo:

How much information do you need to convey?

Who do you need to communicate with?

The content of a memo includes information such as:

- Times, dates and places to meet,
- Reminders,
- New basic information,
- Requests for confirmation, information or feedback.

Don't use a memorandum format for lots of information.

Use this format to communicate with your colleagues or co-workers.

You have now learnt how to write a business memorandum.

E-MAILING

Every company sends interoffice messages through the computer. These kind of messages are called electronic mail or simply e-mail.

There are five main parts to an e-mail transmission:

- From:** → Sender's name
- Date and time:** → e.g. “16/8/2010 2:20pm”

- To:** → Addressee's name
- Subject:** → e.g. "Requesting information"
- Body:** → It discusses the subject.

The sender's name, the date and time are supplied by the computer, so you only have to type in the addressee's name, the subject and your message.

In formal e-mails, we are able to use the formal letter-writing phrases, e.g. „Dear Mr...” or „Yours sincerely”. „Best regards” is a very common way to end an e-mail.

SENDING FAXES

A fax – or short for facsimile – is a document sent over a phone line. Fax machines have existed, in various forms, since the 19th century, though modern fax machines became feasible only in the middle of the 70s as the sophistication of technology increased and cost of the three underlying technologies dropped. Digital fax machines first became popular in Japan, where they had a clear advantage over competing technologies like the teleprinter, since at the time it was faster to handwrite Japanese or Chinese characters than to type them. Over time, faxing gradually became affordable, and by the middle of the 80s, fax machines were very popular around the world.

Eventhough businesses usually maintain some sort of fax capability, the technology has faced increasing competition from Internet-based alternatives. However, fax machines still retain some advantages, particularly in the transmission of sensitive material which, if sent over the Internet unencrypted, may be vulnerable to interception. In some countries, because electronic signatures on contracts are not recognized by law while faxed contracts with copies of signatures are, fax machines enjoy continuing support in business.

In many corporate environments, standalone fax machines have been replaced by "fax servers" and other computerized systems capable of receiving and storing incoming faxes electronically, and then routing them to users on paper or via an e-mail. Such systems have the advantage of reducing costs by eliminating unnecessary printouts and reducing the number of inbound analog telephone lines needed by an office.

A fax transmission has two main parts:

Cover sheet → It is the first page and contains all important data.

Attachments (in case of longer messages)

On the cover sheet you should give the next information:

- Addressee's name and title,
- Sender's name, title and phone number,
- Date,
- Number of pages,

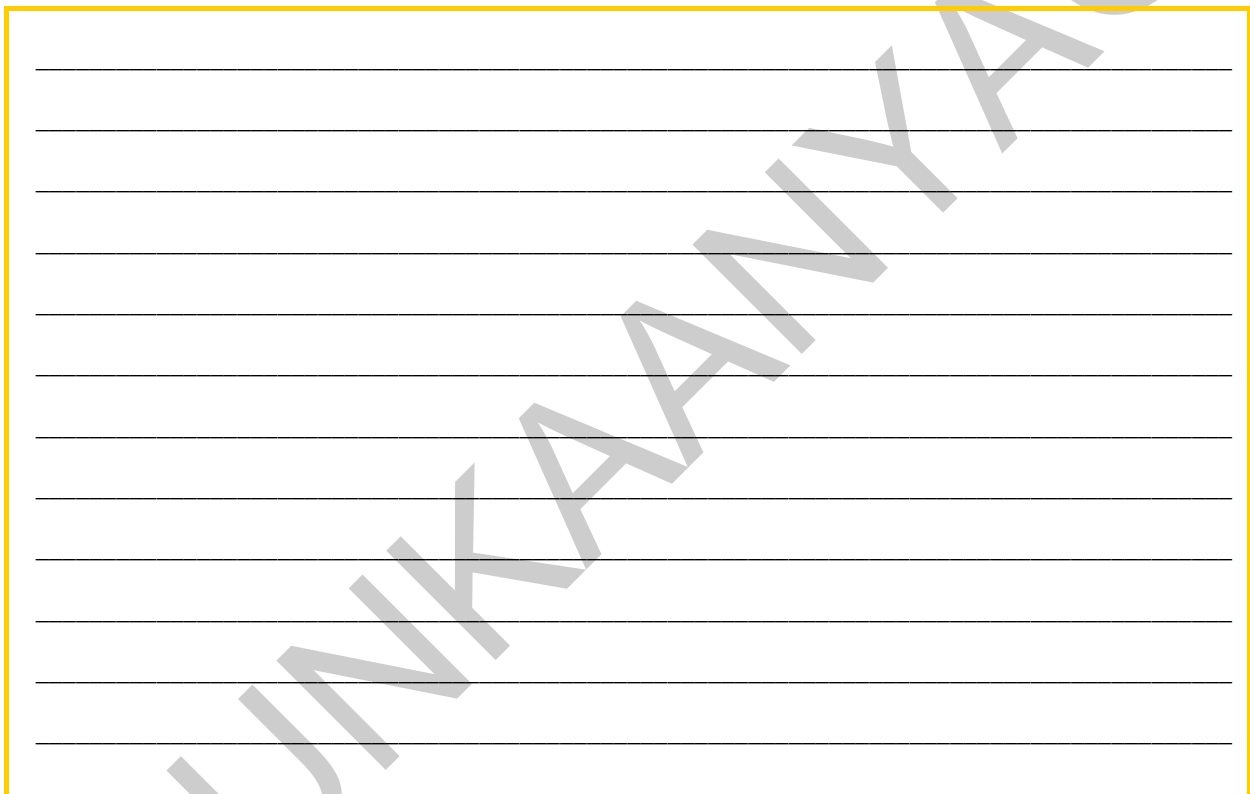
AZ IDEGEN NYELVŰ ÜZLETI KOMMUNIKÁCIÓ ÍRÁSBELI MŰFAJAI I.

- Subject,
- Message (if there are no attachments).

STUDY GUIDE

First read this chapter again carefully. Then look for sample memos at the Internet and try to identify their main parts.

Practice makes perfect! Write a memo to your teacher in which you asks him/her to send you an e-mail.



A large rectangular area with a yellow border, containing horizontal lines for writing a memo. The lines are evenly spaced and extend across the width of the box. A large, faint watermark reading 'MUNKANYAG' is visible diagonally across the page.

Then try to answer your teacher's e-mail.



A large rectangular box with a yellow border, containing 15 horizontal lines for writing. A large, light gray watermark reading 'MUNKANYAG' is diagonally overlaid across the box.

Finally, summarize with your classmates what you have learnt about memos, e-mails and faxes.

CHECK YOURSELF

Exercise 1.

The next phrases are often used in memos and e-mails. Some of them are used formally and some informally. Which phrases are more formal?

- I. a) Dear Jane
b) Hi Jane
- II. a) I am writing to inform you that...
b) I'm writing to let you know that...
- III. a) Sorry about...
b) I would like to apologise for...
- IV. a) I would be very pleased to come.
b) I'd love to come.
- V. a) We're having a get-together.
b) We are arranging a meeting.

Exercise 2.

These are parts of an e-mail. Write the sentences in the correct order.

- a) Peter Green
- b) Members of our sales team will present the service
- c) After the presentation
- d) Dear Mr Somogyi
- e) We would like to invite you to the launch of
- f) and there will be an opportunity to ask questions.
- g) there will be dinner in the main restaurant.
- h) our new courier service on 12nd February

- i) Best regards
- j) I very much hope that you are able to attend.
- k) at the Hilton Hotel at 7:00 pm.

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KEY TO THE EXERCISES

Exercise 1.

I. a) II. a) III. b) IV. a) V. b)

Exercise 2.

1. d) 2. e) 3. h) 4. k) 5. b) 6. f) 7. c) 8. g) 9. j) 10. i) 11. a)

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A(z) 2657-06 modul a09-es szakmai tankönyvi tartalomeleme felhasználható az alábbi szakképesítésekhez:

A szakképesítés OKJ azonosító száma:	A szakképesítés megnevezése
55 812 01 0010 55 01	Idegenforgalmi szakmenedzser
55 812 01 0010 55 02	Vendéglátó szakmenedzser
55 345 01 0010 55 01	Európai uniós üzleti szakügyintéző
55 345 01 0010 55 02	Kereskedelmi szakmenedzser
55 345 01 0010 55 03	Kis- és középvállalkozási menedzser
55 345 01 0010 55 04	Külgazdasági üzletkötő
55 345 01 0010 55 05	Nemzetközi szállítmányozási és logisztikai szakügyintéző
55 345 01 0010 55 06	Reklámszervező szakmenedzser
55 345 01 0010 55 07	Üzleti szakmenedzser

A szakmai tankönyvi tartalomelem feldolgozásához ajánlott óraszám:

7 óra

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