

Specimen Fax

Fax cover sheet

FAO: Mr Chiou Fang Yeh
Export Sales Manager
Ziang Kong Garments Co. Ltd
Taipei
Taiwan

Fax No: +8 86 (2) 3 92 90 44

From: Ursula Klein
Head Buyer
Neumoden GmbH
Düsseldorf
Germany
Tel.: +49 (2 11) 89 75 43
Fax: +49 (2 11) 89 75 44
E-mail: neu.moden@firmlink.de

Date: 2 February ..

Subject: Request for Quotation for "Summer Vogue Fashions"

Total Pages: 1

Dear Mr Chiou Fang Yeh

We have seen your advertisement in the latest edition of "The Rag Trade" for "Summer Vogue Fashions".

Our company is a major distributor of ladies' fashion clothes in Düsseldorf, Germany and has customers all over the European Union.

Please send us a quotation for your "Summer Vogue Fashions" including sales literature and an export price list. We also require details of your terms of payment and delivery and all discounts.

References on our company can be obtained from Ruhrbank or Kaufhof AG in Düsseldorf.

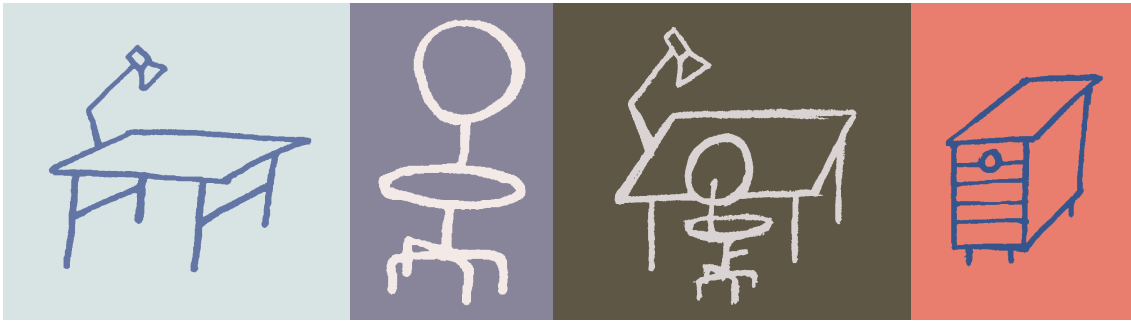
If your offer meets our requirements, we will be pleased to place a trial order with you.

We hope to hear from you shortly.

Yours sincerely

Ursula Klein

Case Study



You are Andrea Link, the Import Manager at Möbelimport Schulz GmbH in Essen. Your company imports furniture of all types and at the moment it is looking for office furniture for the German market.

Last month you saw some of the furniture made by “Office Style Manufacturing UK” at the “Modern Office” Exhibition in Birmingham, England. You also talked to Eileen Conway, Office Style’s Export Sales Manager. Having now also looked at the company’s web site on the Internet, you decide to contact them and ask for further information.

Activity

Write Andrea’s letter / fax / e-mail to Office Style Manufacturing UK. Add further details as appropriate.

From: Andrea Link, Import Manager, Möbelimport Schulz GmbH,
Kupferdreher Str. 99, 45257 Essen, fax +49 (2 01) 44 45 00,
e-mail: moebel.schulz.essen@aol.com

To: Ms Eileen Conway, Export Sales Manager, Office Style Manufacturing UK,
Toxteth Business Park, Liverpool L03 8LJ, England, fax +44 (1 51) 89 77 44,
e-mail: office.style@firmnet.uk

Standard Expressions

<p>1 Source of address</p>	<p>We have been given your address by We have obtained your company's address from</p>	<p>the Chamber of Commerce in ... (location) the London Chamber of Commerce the ... (nationality, e.g. Japanese) embassy/consulate web site on the Internet advertisement in the latest edition of ... (publication, e.g. "Business Weekly")</p>	<p>who tell us you specialise in ... supply manufacture distribute (product/ service)</p>
<p>2 Description of your company</p>	<p>... we would now like to know more about your company's products</p> <p>As a well-established leading successful fast-growing Our company is a We are a</p>	<p>wholesaler of high-quality importer of distributor of</p>	<p>... Fair (e.g. Young Style Clothes Fair) at the recent ... Fair (e.g. Young Style Clothes Fair) in ... (location) from suppliers all over the world with excellent business contacts throughout Germany with many long-standing customers</p>
<p>3 Ask for quotation</p>	<p>... we have ... we also have</p> <p>We are particularly interested in importing</p> <p>As goods of this nature are in demand at present</p> <p>Please include ... including details of ... with information on ... stating ... indicating</p> <p>Do you grant a(n)</p>	<p>extensive business contacts a well-established sales network ... (product/service)</p> <p>please (therefore) send us we would be grateful if you would let us have all discounts granted</p>	<p>all over Germany throughout the EU and beyond at the moment a quotation (for) ... (goods/services)</p> <p>introductory offer discount/initial order discount/quantity discount/trade discount/ cash discount/early payment discount?</p>
<p>- discounts</p>			

<p>4 Ask for sales material</p>	<p>We would be grateful if you would provide us with Please also let us have</p>	<p>your latest illustrated colour your latest comprehensive colour your latest comprehensive colour</p>	<p>catalogue</p>	<p>on your entire range of products</p>
<p>– samples</p>	<p>... and ... together with ... as well as</p>	<p>detailed comprehensive your current export price list</p>	<p>sales literature sales material including all discounts</p>	
<p>5 Ask about terms (of delivery and payment)</p>	<p>Are you willing to provide us with (a) sample(s)? Please also let us have details of your terms of delivery and payment Please also state your terms of delivery and payment ... including full details of your terms of delivery and payment Are you willing to deliver</p>			
<p>– delivery date/period</p>	<p>Details of Information on ... as well as your delivery periods/dates</p>	<p>your delivery periods/dates/ times</p>	<p>would also be appreciated</p>	
<p>6 References</p>	<p>Delivery would need to be made We would require delivery References are available First-class trade and bank references can be supplied Should you require a reference,</p>	<p>at the latest on request</p>		
<p>7 Polite ending</p>	<p>If your company's ... (product/goods) correspond(s) to our customers' wishes,</p>	<p>we will we will be willing to</p>	<p>place a trial order place a sizeable order with you</p>	
	<p>As the market for such products is growing rapidly, we will be in a position to place a substantial order if your goods meet our requirements</p>			
	<p>We look forward to hearing from you soon</p>			
	<p>We look forward to your (early) reply with interest</p>			