

# Unit 2

## Enquiries

### Page 26 Case Study – Letter

Möbelimport Schulz GmbH  
Kupferdreher Str. 99  
45257 Essen  
Germany

AL/TT  
4 February ..

Ms Eileen Conway  
Export Sales Manager  
Office Style Manufacturing UK  
Toxteth Business Park  
LIVERPOOL  
LO3 8LJ  
England

Dear Ms Conway

#### Enquiry regarding Office Furniture

We were most impressed by the products your company demonstrated at the recent “Modern Office Exhibition” at the National Exhibition Centre in Birmingham and have also seen your web site on the Internet.

Our company is a fast-growing importer of office furniture with excellent business contacts throughout Germany. We also have a well-established sales network throughout the EU and beyond.

As goods of this nature are in demand at present, we would be grateful if you would provide us with your latest illustrated colour catalogue and your current export price list, including details of all discounts. Please also state your terms of delivery and payment.

Delivery would need to be made within 3 weeks after receipt of our order.

We have excellent trade and bank references and enclose a list of our major business partners, who will be pleased to provide you with any information you may require on our company.

We look forward to your reply with interest.

Yours sincerely  
MÖBELIMPORT SCHULZ GMBH  
*Andrea Link*  
Andrea Link  
Import Manager

Enc

## “Enquiry Form”

Please enter your enquiry in the box below.

Dear Office Style

Please let me have details of your entire range of office furniture, including export prices, delivery terms and dates, shipping arrangements and methods of payment.

Are discounts granted on sizeable orders? If so, please let me have details.

Many thanks in advance.

Yours sincerely

Andrea Link  
Moebelimport Schulz GmbH

**1. Verbs + nouns**

- a. quote
- b. meet
- c. meet
- d. find

**2. Verbs + prepositions / particles**

- a. to
- b. on to
- c. as
- d. as
- e. for
- f. out of
- g. out
- h. to
- i. with
- j. with
- k. by

**3. Nouns + prepositions / prepositions + nouns / adjectives + prepositions**

- a. for
- b. for
- c. for
- d. for
- e. in
- f. on
- g. at
- h. on
- i. in
- j. at
- k. on
- l. on
- m. by
- n. within
- o. on
- p. from
- q. on
- r. on
- s. of

#### 4. Adjectives / adjectival phrases + nouns

- a. reliable
- b. punctual
- c. major / leading
- d. substantial / considerable / great
- e. top-quality / top-grade / high-quality / first-class / first-rate / up-market
- f. substantial / considerable / sizeable / large-scale
- g. entire
- h. comprehensive
- i. latest / current / most recent
- j. initial
- k. introductory
- l. competitive / favourable
- m. seaworthy / special

### Page 28    **Listening**

#### **Tapescript**

- Voice: Taiwan Trading Company, good morning, can I help you?
- Marianne: Hello, this is Marianne Baumann from Topshop Fashion in Germany. The reason I'm calling is to ask you about your advertisement in this month's *Rag Trade*.
- Voice: One moment, madam. I'll put you through to Chiou Fang Yeh, our Export Sales Manager. Please hold the line.
- Marianne: Yes, certainly.
- Music*
- Chiou Fang Yeh: Chiou Fang Yeh, Export Sales. Can I help you?
- Marianne: Good morning, it's Marianne Baumann from Topshop Fashion in Düsseldorf, Germany, speaking. The reason I'm calling is to ask you about your advertisement in the *Rag Trade*. My company is most interested in finding overseas suppliers of fashionwear. What we have in mind is a consignment of summer dresses in standard sizes.
- Chiou Fang Yeh: We specialise in summer clothes, madam. We have customers all over the world. Our clothes are made of high-quality fabrics and we can either manufacture to your specifications or from patterns you select from our own range.
- Marianne: We supply top-quality garments to fashion boutiques all over Germany. Could you let me have a quotation for the dress in your advert – let's say 100 units?
- Chiou Fang Yeh: Well, madam, this model is on offer. We could let you have 100 at US\$5 each.
- Marianne: Is that CPT German airport?
- Chiou Fang Yeh: We would need an order for 250 units for CPT German airport. All our prices are quoted ex works.

Marianne: All right – I’ve got that. Now what about delivery? How long would it take?

Chiou Fang Yeh: There is great demand for our goods, madam. We would need at least 4 weeks.

Marianne: Is that firm? We would need a firm date for delivery.

Chiou Fang Yeh: We guarantee to deliver within 6 weeks of order.

Marianne: And payment?

Chiou Fang Yeh: Can you provide references?

Marianne: Yes, certainly. Our bank and a major German department store here would be happy to provide references.

Chiou Fang Yeh: 30 days net, otherwise cash with order.

Marianne: Well, thank you very much. We’ll fax you if we need any more information.

Chiou Fang Yeh: Thank you madam. Goodbye.

Marianne: Goodbye.

**Page 28**    **Listening**

| <b>Questions</b>  | <b>Answers</b>   |
|---|--|
| 1. What trade journal has the Taiwan Trading Company placed an advertisement in?  | <i>It has advertised in the Rag Trade.</i>   |
| 2. What is Topshop looking for?   | <i>They’re looking for overseas suppliers of fashionwear, in this case summer dresses in standard sizes.</i> |
| 3. How does the Taiwan Trading Company know what to manufacture for the customer? | <i>It uses the customer’s specifications or the customer chooses one of TTC’s patterns.</i>                  |
| 4. How many units does Topshop want to buy?                                       | <i>They’re interested in buying 100 units.</i>   |
| 5. What are Chiou Fang Yeh’s two offers?  | <i>He offers:<br/>1) 100 units at US\$5 each EXW<br/>2) 250 units at US\$5 each CPT German airport.</i>      |
| 6. When can they guarantee to deliver the order?                                  | <i>They guarantee to deliver within 6 weeks of order.</i>  |
| 7. What are the Taiwan Trading Company’s terms of payment?                        | <i>With references their terms are 30 days net. Otherwise they require cash with order (CWO).</i>            |

## Listening Comprehension Worksheet

### Unit 2 Enquiries

Listening

Listen to the dialogue and answer the following questions.

| Question  | Answers |
|---|---------|
| 1. What trade journal has the Taiwan Trading Company placed an advertisement in?  |         |
| 2. What is Topshop looking for?   |         |
| 3. How does the Taiwan Trading Company know what to manufacture for the customer? |         |
| 4. How many units does Topshop want to buy?                                       |         |
| 5. What are Chiou Fang Yeh's two offers?  |         |
| 6. When can they guarantee to deliver the order?                                  |         |
| 7. What are the Taiwan Trading Company's terms of payment?                        |         |

**1. Hoffmann AG to Jeremy Boulster Ltd**

Dear Sirs

Enquiry about Sherry

We have been given your company's address by the London Chamber of Commerce, who tell us that you specialise in supplying different types of sherry.

As a well-established wholesaler of wines and spirits with excellent business contacts throughout Germany we are interested in importing your "Old England" sherry at a trade price of £2.50 per bottle.

Please therefore send us a quotation including full details of your terms of delivery and payment. What is the minimum amount required for a quantity discount? If an order is placed for at least 30 12-bottle cases will you be able to deliver franco to our premises?

We would add that we have excellent trade and bank references and will be pleased to supply you with any information you may desire.

If your company's goods correspond to our customers' wishes we will be willing to place a sizeable order with you.

We look forward to your early reply with interest.

Yours faithfully  
Hoffmann AG

*Tanja Gestermann*

Tanja Gestermann  
Purchasing Director

Dear Sir or Madam

Enquiry about Woollens

We have recently seen a brochure with examples of your company's products and are most interested in importing goods of this nature.

As a major importer of ladies', men's and children's knitwear from suppliers all over the world, we have extensive business contacts throughout the EU. We would therefore appreciate it if you would send us an illustrated colour catalogue with information on your entire range, together with a wholesale price list.

Please also let us have details of your terms of delivery and payment and your delivery periods. We would also like to know whether deliveries can be made from stock and how much notice is required for last minute orders.

Should you require references, we will be happy to provide you with any information you may require.

As the market for these goods is growing rapidly, we will be in a position to place a substantial order if your goods meet our requirements.

We look forward to hearing from you soon.

Yours faithfully  
Textilimport GmbH

*Tanja Dirksken*

Tanja Dirksken  
Purchasing Director

Dear Sir or Madam

Enquiry about Photographic Equipment

We have seen your advertisement in the latest edition of "Pro Photo" and, as there is substantial demand for photographic equipment on the local market, we are interested in importing goods of this nature into Germany.

We, ourselves, are a successful importer and wholesaler of photographic equipment with distribution centres in all major German cities.

Please send us your latest illustrated colour catalogue on your entire range of products, together with a current export price list. Full details of your terms of delivery and payment and all discounts as well as your delivery periods would be appreciated. We would also like to know where your company's cameras and video-recorders can be tested and whether you can provide us with references from satisfied customers. In addition, please tell us whether your company has an address in Germany where it can be contacted and give us details of any other ways we can get in touch with you. Will a representative of your company be coming to Germany in the near future?

If your company's goods and services meet our requirements, we will be willing to order from you on a regular basis.

Yours faithfully  
Radewald Photographisches Zubehör  
GmbH & Co. KG

*Cindy Patterson*

pp. Franz Böttcher  
Head Buyer



Dear Sir or Madam

Enquiry about "Juliette" Perfume

Having read about your new and especially mild "Juliette" perfume in the latest edition of *Health and Bodycare*, we are now writing to you to request further information on it.

As one of the leading cosmetics firms in Germany we would be interested to know what size bottles it is available in and how they are packaged. Are you able to provide us with photographs or brochures of presentation packaging?

We are also interested to know whether you are able to tell us about your customers' first reactions to this new perfume. Will you provide financial assistance with sales promotion campaigns and, if so, in what way?

Before we can place an order, we would ask you to provide us with detailed sales literature on all your products, your current export price list and full details of any quantity discounts granted. Information on your terms of delivery and payment and your delivery dates would also be appreciated.

Many thanks in advance for your attention to our enquiry. We look forward to hearing from you soon.

Yours faithfully  
Kosmetikfirma Marschall & Höpfner KG

*Gaby Brauchmüller*

Gaby Brauchmüller  
Purchasing Department