

I. Enquiries

Looking for suppliers or customers; enquiries and requests for quotations

I.1 Introduction

Looking for suppliers or customers. Firms looking for foreign suppliers or customers (or wishing to establish other business contacts abroad, for example with potential agents, distributors, or licencees) can address enquiries (inquiries) to various sources of information, both at home and abroad (eg chambers of commerce, banks, embassies and consulates).

These sources will provide the enquirers (inquirers) with names and addresses, so as to enable them to write directly to the firms in question; they may also refer their enquiry to interested parties.

The enquiries dealt with in this chapter are those asking for names and addresses of potential customers or suppliers and those asking for details about goods, terms, delivery dates, etc. If the prospective buyer wants a detailed offer, he sends the supplier a request for a quotation, which has to include full details of his requirements. Enquiries and requests for quotations are without obligation for the enquirer.

For credit enquiries see Chapter 5.

There are *general* or *specific* enquiries. A general enquiry is sent if the potential buyer just needs information on a product or a service, or if he/she wishes to receive a quotation or an estimate to get an idea of the price of such a product or service.

If customers wish to receive more detailed information on a particular product or service, they will send a specific enquiry. Sometimes certain details are known to the customers and they therefore have a clear idea of what is required. So the specific enquiry may contain technical conditions, the specification of certain dimensions, colours etc. which the supplier has to take into consideration when making the offer.



1.2 Model correspondence

1.2.1 American company asks for information about plywood and veneers

e-mail ✕

Mail from: Atkinson.golloway@inc.amex.us

to: Holz.Jaeger@ing.de **cc:**

Subject: Request for leaflets and price lists

Attachment:

Dear Sirs

We got your e-mail address from a local publication about European plywood and veneer manufacturers and would very much appreciate it if you could send us descriptive literature on your complete product range including a recent export price list.

Please send your price list by e-mail to our above-mentioned address and illustrated brochures to the following address:

Atkinson & Golloway Inc.
115 Crestmont Drive
Laurel, Md. 20708
USA

Cordially
Atkinson & Golloway Inc.
George L. Atkinson
Vice President

1.2.2 British company asks for new software program

To: Ms Gabriele Mehltau
Computer-Box GmbH
Postfach 34 09 10
72191 Nagold

Fax No.: 00 49 (74 52) 38 97 41

From: Robert M. Jones
Purchasing Department
Littleton & Hammersmith plc
48 Jeremy Street
London

Date: 18 November 20..

Subject: Your computer software program SW 109/60

Total Pages: 1

Dear Ms Mehltau

We saw your ad for the new software package program SW 109/60 on your homepage on the internet and are very interested in receiving further details. Could you please tell us how this program can rationalize our in-house computer work (our program is MSK 502/3). Is it compatible with British company standards?

Please get in touch with me as soon as possible.

Yours sincerely

Peter M. Jones

Peter M. Jones
Purchasing Department

fax

1.2.3 Request for quotation by German company's agents in the U. K.

Dear Sirs

Warner Kitchenware Company Ltd, Birmingham

Please quote your best price and indicate the earliest date of delivery for the following:

25 sets of kitchen units as per your catalogue no. TX 312 A, of which:

- 10 sets in colour yellow 24
- 10 sets in colour light green 814
- 5 sets in black with white frames colour 18.

All sets are to be built into ready-made kitchens into new turn-key town houses according to the enclosed drawings and plans.

The kitchens are urgently required because the houses for which they are intended are already under construction.

The sizes of all kitchens are identical, they only differ in colour.

Our customer is a well-known property development company, so we think it is worthwhile granting an attractive trade discount.

If your prices are competitive, you can count on substantial orders in the future.

Please tell us as soon as possible what your shortest delivery time is.

Kind regards

Enc

1.2.4 American company asks for quotation

Ladies and Gentlemen:

We saw your advertisement for a new type of digital watch in *The Herald Tribune* and are very interested in receiving a detailed quotation for this type of watch.

Could you indicate your best wholesale price for quantities between 100 and 150 units each, both men's and women's, including packing suitable for air transport, DDU New York Airport.

Before we place a trial order for the above-mentioned quantity, we would like to receive a sample of each for test purposes. How soon can a sample be delivered? Please also send us a detailed leaflet covering your whole production range. Can you indicate an American wholesaler or agent that has your watches in stock? This would be interesting for follow-up orders.

We look forward to receiving your quotation as soon as possible.

Sincerely yours

1.3 Terms and phrases

1.3.1 Reference to source of address, advertisement, etc

| | |
|--|--|
| We have been referred to you by ... | ... hat uns an Sie verwiesen. |
| We have been given your address / fax / e-mail address by ... | Wir verdanken Ihre Anschrift / Fax- / E-Mail-Adresse ... |
| ... has kindly given us your address / fax / e-mail address. | ... hat uns freundlicherweise Ihre Anschrift / Fax- / E-Mail-Adresse zur Verfügung gestellt. |
| We have received your address / fax / e-mail address from ... | Wir haben Ihre Anschrift / Fax- / E-Mail-Adresse von ... erhalten. |
| We have been informed by ... that you are manufacturers of ... | Wir haben von ... erfahren, dass Sie ... herstellen. |
| We saw your name / products ... at the ... exhibition / fair. | Wir haben Ihren Namen / Ihre Produkte ... auf der ... Ausstellung / Messe gesehen. |
| We got your name from your home page / an online publication. | Wir haben Ihren Namen Ihrer Homepage / einer Internet-Publikation entnommen. |
| You have been mentioned to us as ... | Sie wurden uns als ... genannt. |

1.3.2 Reasons for enquiring

| | |
|--|---|
| We are interested in ... | <i>Wir interessieren uns für ...</i> |
| We need ... / We require ... / We are in the market for ... | <i>Wir benötigen ... / Wir haben Bedarf an ...</i> |
| We have received many enquiries from customers for ... and ... | <i>Da wir viele Anfragen von Kunden für ... erhalten haben, ...</i> |

1.3.3 Requests for information, quotation, etc

| | |
|---|---|
| Please inform us / let us know on what terms you can supply ... | <i>Bitte teilen Sie uns mit, zu welchen Bedingungen Sie ... liefern können.</i> |
| Please quote your lowest / keenest prices for ... | <i>Bitte nennen Sie uns Ihre äußersten Preise für ...</i> |
| Please quote us for ... / Please send us a quotation for ... | <i>Bitte machen Sie uns ein (Preis)Angebot über ...</i> |
| Please state your earliest delivery date. | <i>Bitte nennen Sie uns Ihr frühestes Lieferdatum.</i> |
| Please let us know whether you can supply from stock. | <i>Bitte teilen Sie uns mit, ob Sie ab Lager liefern können.</i> |
| Please give us details of your terms of payment and delivery. | <i>Bitte teilen Sie uns Einzelheiten über Ihre Zahlungs- und Lieferbedingungen mit.</i> |

1.3.4 Giving references

| | |
|---|---|
| Information on / about our company can be obtained from ... / For information on our company please refer to ... / write to ... / contact ... | <i>Auskünfte über unsere Firma können von ... eingeholt werden.</i> |
| Should you wish to make any enquiries about us, please refer to ... | <i>Sollten Sie Erkundigungen über uns einziehen wollen, wenden Sie sich bitte an ...</i> |
| For references please click our home page on the internet www ... | <i>Falls Sie Referenzen wünschen, klicken Sie bitte unsere Homepage im Internet unter www ... an.</i> |

1.3.5 Suggesting future business

| | |
|--|--|
| If your prices are competitive, / favourable, / reasonable, ... | Wenn Ihre Preise konkurrenzfähig / günstig / angemessen sind, ... |
| If your products are of first-class quality, ... | Wenn Ihre Erzeugnisse von erstklassiger Qualität sind, ... |
| If the quality of the goods is satisfactory / comes up to our expectations / meets our requirements, ... | Wenn die Qualität der Waren zufriedenstellend ist / unseren Erwartungen / unserem Bedarf entspricht, ... |
| If the samples / patterns / specimens find / meet with our customers' approval, ... | Wenn die Muster / Proben unseren Kunden zusagen, ... |
| ... we would be prepared to place a (trial) order. | ... wären wir bereit, einen (Probe)Auftrag zu erteilen. |
| ... we would be able to place substantial orders. | ... wären wir in der Lage, größere Aufträge zu erteilen. |
| ... your products should sell well / readily in this market / should find / meet with a ready market. | ... ist es sicher kein Problem, Ihre Produkte / Dienstleistungen hier zu verkaufen. |
| ... we are sure that we would be able to distribute your goods in this area. | ... sind wir sicher, dass wir Ihre Waren in diesem Gebiet vertreiben können. |

1.4 Exercises

1.4.1 Please answer the following questions:

- What is an enquiry?
- Who do you write an enquiry to?
- What does a general enquiry usually include?
- What does a specific enquiry usually include?
- Why is an enquiry normally short and informal?

1.4.2 Der folgende Text enthält 20 Lücken.

Füllen Sie 20 der 23 angegebenen Wörter in diese Lücken ein.

advertisement, brochure, consignment, contact, delivery, faithfully, interested, kind, machine, major, might, of, on, over, please, prices, read, receive, require, Sir, type, us, would.

Dear [] or Madam

We have [] your [] in the Daily Telegraph [] 14 January 20.. and [] like to [] more details [] your machine XY 310.

[] send [] a leaflet or [] describing this []. We are also [] in your [] and conditions of []. We are a [] importer of this [] of machinery selling to customers all [] Europe.

Should you [] references, please [] the Bayerbank, e-mail address:
bayerbank@online.de.
Yours []

1.4.3 Multiple choice exercise

Der folgende Text enthält 30 Lücken. Wählen Sie aus der dem Text folgenden Tabelle jeweils die richtige Lösung aus!

How and where to find addresses of potential customers

Browsing (1) [] the internet is (2) [] way to get (3) [] addresses of potential customers. (4) [] manufacturers offer (5) [] goods and/or services (6) [] home pages, (7) [] they can (8) [] contacted at (9) [] time of day (10) [] night. Others have call centres (11) [] answer oral or (12) [] general or specific enquiries via (13) [] or the internet.

Another (14) [] for firms (15) [] business contacts (16) [] foreign countries is to advertise (17) [] international (18) [] papers or magazines and on bulletin boards, (19) [] to respond to such (20) []. ... (Fortsetzung nächste Seite)

Multiple-choice-Tabelle:

| | | | |
|------|-----------|----------------|-------------|
| (1) | – | through | by |
| (2) | another | any | about |
| (3) | the | an | all |
| (4) | few | many | quite |
| (5) | one's | nobody's | their |
| (6) | on | in | through |
| (7) | when | where | while |
| (8) | be | have | done |
| (9) | all | no | any |
| (10) | under | above | or |
| (11) | who | which | where |
| (12) | public | interested | written |
| (13) | telephone | books | newspaper |
| (14) | time | medium | possibility |
| (15) | seeking | writing | attracting |
| (16) | about | through | in |
| (17) | under | in | above |
| (18) | cinema | school | trade |
| (19) | or | but | however |
| (20) | letters | advertisements | circulars |

(Fortsetzung nächste Seite)

... Enquiries and requests (21) quotations are addressed (22) manufacturers or dealers (23) firms interested (24) doing business with (25). (26) the enquirer merely asks the supplier to furnish descriptive literature, a price list, samples or (27). Enquiries and requests (28) quotations are (29) obligation (30) the enquirer.

Multiple-choice-Tabelle:

| | | | |
|------|-------|-----------|----------|
| (21) | of | with | for |
| (22) | at | under | to |
| (23) | by | of | with |
| (24) | on | with | in |
| (25) | their | them | theirs |
| (26) | often | never | always |
| (27) | books | envelopes | patterns |
| (28) | after | on | for |
| (29) | with | without | except |
| (30) | to | owing to | for |

Please translate:

**1.4.4 E-Mail von Modehaus Küfer, Düsseldorf (küfer.moden@com.de)
an Mc Donald & Co. Ltd Glasgow (mc_donald.fashion@spencer.com.uk)**

Letztes Jahr haben wir bei Ihnen einen Posten Cashmere- und Lambswool-Pullover zu sehr günstigen Preisen gekauft, die wir erfolgreich absetzen konnten.

Wir sind im Begriff, unsere Herbst- / Winterkollektion für nächstes Jahr zusammenzustellen. Bitte schicken Sie uns daher Ihr diesjähriges Angebot für den Großhandel.

Beste Grüße,
Gundula Küfer
Chefeinkäuferin

**1.4.5 Bauer & Co., Im Hilgenfeld 27, 59077 Hamm (Westf.) an Taylor & Brown plc,
48 Gordon Square, London WC1 8PF, Großbritannien**

Wir besuchten Ihren Stand auf der letzten Hannover-Messe und erfuhren dabei von Ihrem Verkaufsleiter, Mr Mills, dass Sie auch Spezialanfertigungen übernehmen.

Wir benötigen bis spätestens 1. März eine Maschine nach beiliegender Zeichnung. Bitte teilen Sie uns mit, ob Sie sie bis zu diesem Termin liefern können. Wir bitten ebenfalls um Mitteilung des Preises und Ihrer Verkaufsbedingungen.

Falls Sie Referenzen über uns wünschen, wenden Sie sich bitte an die Birmingham Lathe Company Ltd in Birmingham, P.O. Box 24903, Birmingham B69 6G4, von der wir bereits mehrere Maschinen bezogen haben.

1.4.6 Please write a memorandum:

Sie arbeiten in der Exportabteilung Ihrer Firma und haben das Schreiben unter 1.2.3 erhalten.

Aufgabe: Fassen Sie dieses in Form eines Memos in Deutsch so zusammen, dass aus Ihrer Mitteilung hervorgeht, was der Kunde genau wünscht.

Please draft a letter, fax or e-mail from the following particulars:

1.4.7 Geschäftsfall:

Ihre Firma, die Textil-Import KG, Postfach 33 08 57, 45054 Düsseldorf, hat auf der Igedo-Modemesse in Düsseldorf den Stand der Textiles Export Inc, P.O. Box 12500, GPO 10490 Penang, Malaysia, besucht und dort mehrere Ballen Seide besichtigt.

Aufgabe: Schreiben Sie an die malaysische Firma eine Anfrage folgenden Inhalts:

- Bezugnahme auf Messebesuch und inspizierte Ware
- Ihnen wurde zugesagt, dass jedes Kleidungsstück daraus gefertigt werden kann
- Sie interessieren sich besonders für die Seidenstoffe „Blue Dragon“, „White Angel“ und „Silver Whale“, die Sie auf der Messe gesehen haben.
- Bitten Sie um ein detailliertes Angebot.
- Lieferzeit: 8 Wochen nach Auftragserteilung
- Bei günstigen Bedingungen stellen Sie regelmäßige Aufträge in Aussicht.