

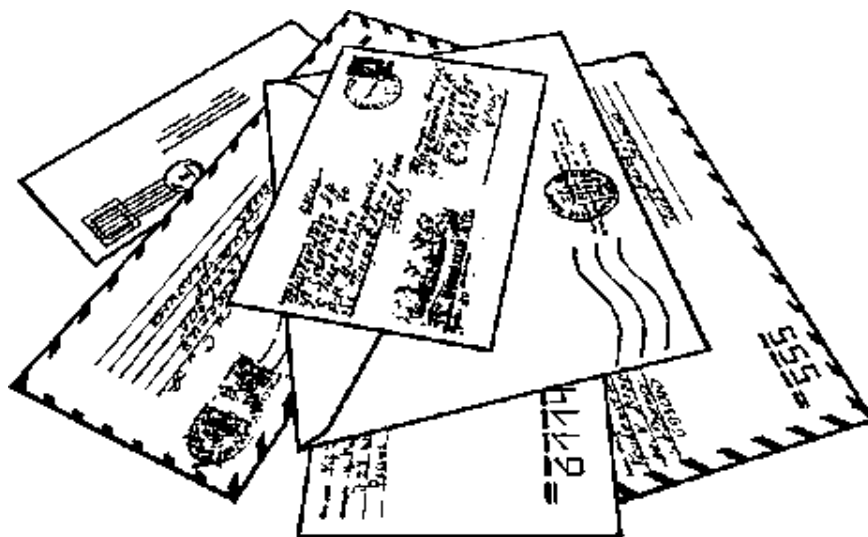
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ДЕЛОВОЙ ИНОСТРАННЫЙ ЯЗЫК.

BUSINESS LETTERS



Санкт-Петербург

2016

МИНИСТЕРСТВО ОБРАЗОВАНИЯ И НАУКИ РОССИЙСКОЙ ФЕДЕРАЦИИ  
УНИВЕРСИТЕТ ИТМО

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**ДЕЛОВОЙ ИНОСТРАННЫЙ ЯЗЫК.  
BUSINESS LETTERS**

**Учебно-методическое пособие**

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Учебно-методическое пособие «Деловой иностранный язык. Business Letters» предназначено для изучения делового английского языка студентами всех факультетов. Пособие может быть использовано как на аудиторных занятиях, так и для самостоятельной работы студентов.

В пособии представлена структура делового письма, оригинальные письма, знакомящие студентов с основами деловой переписки, упражнения, а также терминологический словарь.

Пособие предназначено для занятий по дисциплинам «иностраннй язык» и «деловой иностранный язык» со студентами бакалавриата всех направлений подготовки, реализуемых в Университете ИТМО.

Рекомендовано к печати Ученым советом Института ИМРиП 24 мая 2016 года, протокол №4.

**Университет ИТМО** – ведущий вуз России в области информационных и фотонных технологий, один из немногих российских вузов, получивших в 2009 году статус национального исследовательского университета. С 2013 года Университет ИТМО – участник программы повышения конкурентоспособности российских университетов среди ведущих мировых научно-образовательных центров, известной как проект «5 в 100». Цель Университета ИТМО – становление исследовательского университета мирового уровня, предпринимательского по типу, ориентированного на интернационализацию всех направлений деятельности.

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## **Introduction**

Dynamic business environment requires information and ideas to be expressed in a clear and comprehensible way. The person who has this skill is a vital part of any business organization. This means that a solid command of the English language continues to be a highly marketable skill in today's workplace. This skill is not only something valuable and marketable, but also attainable.

The book serves as a guide to effective business writing. It includes guidance on writing letters, differences in British and American styles, levels of formality and politeness, customer-service language, use of paragraphs, and other aspects of language.

Students will be able to complete writing tasks focused on business interaction and learn various expressions that are frequently used in business correspondence.

This book will help to develop abilities in writing, planning and revising letters, and as a result the students achieve a strong command of written business English.

After reading the book you will learn how to:

- Make offers and write requests
- Draft complaints and apologies
- Get your point across and give explanations
- Deliver good and bad news
- Open and close letters.

The book

- presents the logical structure of a business letter
- teaches the rules of formatting
- demonstrates main types of business letters
- reveals the most frequent mistakes in business correspondence
- shows differences between formal and personal business letters.

## **Part I. Business Letter Structure**

Business letter is one which appears well, is written well and communicated well. It includes several parts and the parts are arranged in sequence to make it meaningful. Arranging various parts in proper sequence in letter is called structure of business letter. The structure is heading, opening, body and closing.

## **1. Heading**

Heading is used to convey a positive image of the company. It includes the company's address, phone and email. It is not necessary to include that information again in the body of the letter. Sometimes the writer will provide a direct phone number or personal email address if the action statement calls for direct communication.

Two spaces below the date are the full name, position and business address of the person to whom the letter is addressed. If several people are receiving the letter, all their names and addresses should appear. The address on the letter should be the same as the address on the envelope. As with the date, there can be legal consequences from inaccuracies. The address on the letter is presumed to be the one to which the letter is actually sent. If it is incomplete or inaccurate, a recipient can make the case that the letter was mailed to the incorrect address as well.

### **Date**

Full date must be included in the letter. The date can be any agreement being made. Business letter is a formal document, often used in contract situations, so the date can be extremely important. The letter is usually dated the same day on which it is mailed, but whatever agreements are included in the letter are considered effective as of the date of the letter.

There are some differences in style between letters written in American English and British English. For example, the way of writing dates is different (in Britain the order is *day, month, year*, e.g. 01/02/2016 or 1 Feb 2016 or 1st February 2016; in the US the order is *month, day, year*, e.g. 02/01/2016 or Feb 1 2016 or February 1st 2016).

## **2. Opening**

### **Salutation**

In order to choose the right salutation for writing a business letter, one has to take into consideration quite a few things, including the seniority of the person being addressed and the relationship they share. If the two are on good terms, even the use of first name would not be a problem; if not, that might come across as a bit rude.

Personal details, like educational background, gender, and marital status of the person, also have to be taken into consideration when addressing him. Discussed below are salutation etiquette that you need to follow when writing a formal business letter.

## **Salutation for Business Letters**

By far the most widely used method of opening a business letter is with 'Dear', followed by name, or title, and a colon or a comma.

Dear Mr. Rogers:

Dear Mrs. Williams:

Dear Ms. Martins:

Dear Raymond Brown,

Dear Raymond: (Only if you know the person well)

The word 'Dear' often comes across as professional, yet informal. Many people question its use in business letters; business relationships may not always be on good terms. Business communication should ideally begin on a positive note. Proper salutation contributes to it.

The name used in salutations is most often the one that is used in inside address, i.e., the recipient's address. When writing to some organization, it is always better to address the letter to a particular individual in that organization.

If you have any queries, like whom you should address or the person's designation, you should contact the concerned office and get them cleared in the very beginning. Researching in advance is a must; it doesn't just save you the embarrassment, but also ensures that you don't end up offending the other person.

As for punctuation, in American English, a colon (:) is used after the name. In British English, a comma (,) is used instead. The practice of using only the first name without any comma or colon is quite popular when it comes to informal letters, but in formal letters even these punctuation marks are of great importance.

## **Different Scenarios**

1. If the person you are addressing has some special title, like professor, senator, reverend, etc., you can use the same in the salutation.

Dear Professor Davis:

Dear Senator Miller:

Dear Reverend Walker,

2. If you are not sure about the gender of the person you are addressing, you can use their full name, without using Mr., Mrs., or Ms. (This is most likely to happen in case of gender-neutral or unisex names, and cases when only the initials are available.).

Dear Ashley Wilson:

Dear J. K. Anderson:

3. If you are not aware of the name or gender of the receiver, you should ideally use a non-existing salutation.

To Whom It May Concern:

Dear Sir/Madam:

4. If you don't know the person's name, but are aware of the gender, you can simply use:

Dear Sir,

Dear Madam:

5. If you know the designation of the person you are addressing, but don't know his name, you can use the designation to address him.

Dear Hiring Manager:

Dear HR Manager:

6. If you have any doubt about the marital status of the woman you are addressing, you can always opt for the safe way out and use Ms. (instead of Mrs. or Miss), or use her full name.

Dear Ms. Smith,

Dear Ruth Smith:

7. If you are referring to two individuals, you can separate their names using 'and'. In case you want to refer to more than two individuals, you can either write their names separated by commas, or simply use 'Gentlemen' or 'Ladies' to address them.

Dear Mr. Jones and Mr. Taylor:

Dear Mr. Thompson and Dr. Garcia,

Dear Mr. Thompson, Dr. Garcia, Mr. Moore, Mrs. Jackson, and Mr. Martin:

Gentlemen:

Ladies:

Ladies and Gentlemen:



### **3. Body**

#### **Context Paragraph**

The first paragraph of the letter will define the context, providing a clear statement of the letter's topic and purpose. Avoid starting a letter with flowery language that doesn't explain what the letter is about. In social letters it is appropriate to begin a letter with a question about the family or a comment about recent weather or world events. U.S. business people, however, generally prefer to find out right away why the letter has been written.)

#### **Content Paragraphs**

The typical letter uses one to three paragraphs to provide the information relevant to its purpose. Each paragraph should cover a single topic or point. In the case of a long letter that covers multiple pages, it is appropriate to break the information into sections with internal headers or bullets to provide clarity.

#### **Action Paragraph**

The final paragraph of the letter provides a clear, straightforward statement of the action that will be taken by the writer, requested of the reader, or expected by a third party.

### **4. Closing**

Two spaces below the final paragraph of the letter, a traditional closing line, generally "Sincerely," "Sincerely Yours," or "Respectfully," ends the letter. If the situation calls for a warmer tone, the closing might be "Cordially," or "Regards,". For a friend or close colleague, "Best Wishes" or "Best Regards" are both appropriate. "Faithfully" is usually used when we don't know the name of our addressee.

#### **Signature**

A four-line space allows room for a written signature immediately below the closing, then the sender's full name is typed, with the full business title (sometimes with the department or division as well) on the next line. The signature on a business letter signifies that the writer is taking responsibility for fulfilling any commitments being made. Thus, even when the sender and recipient know each other well, a full signature is used. When writing on behalf of a team or department, type the group's proper name immediately above the written signature of the team's representative. The term *per pro* is sometimes used in signatures and means *on behalf of*.

## **Postscript Information**

Following the closing, business letters should contain appropriate postscript information such as disclosure of copies. A "cc:" signifies that the letter was also forwarded to additional parties.

The postscript is also the proper location for notation of enclosed material in a business letter. Accompanying documents should be referenced as included items after the closing signature, with the number and nature of the enclosures standard in a business letter.

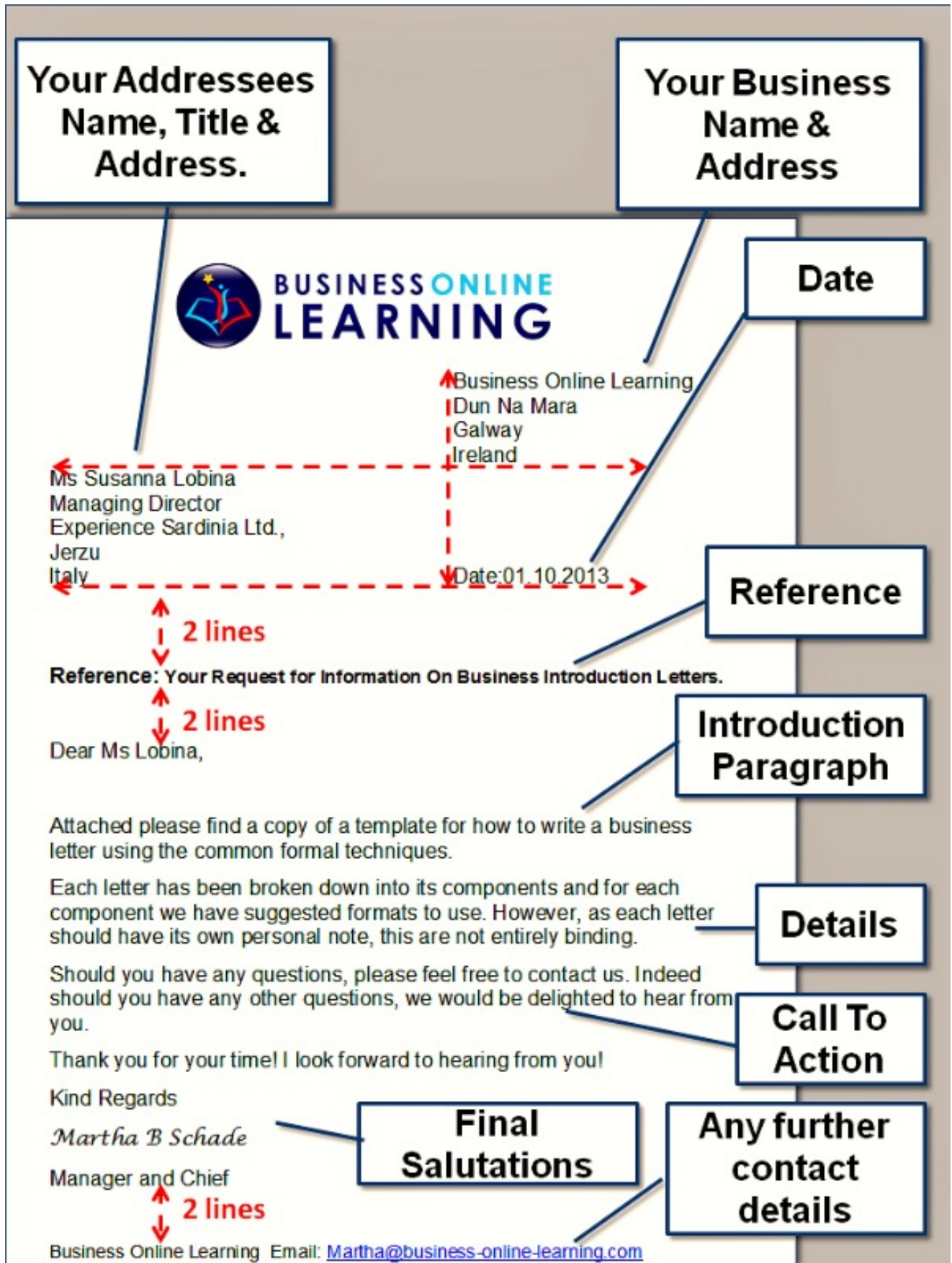
Sincerely Yours,

*Jane Duke*

p.p. Anna Smith,  
General Manager

cc: John Bell

Enclosure: 1. Brochure  
2. Price list



## **Part II. Business Letter Samples**

### **1. A LETTER OF ENQUIRY**

A letter of enquiry is a request for information that the writer believes the reader can provide. Regardless of its subject, the objective is to get the reader to respond with an action that satisfies the enquiry.

The action taken can benefit either the writer or the reader, and sometimes both. That being the case, the scope must include enough information to help the reader determine how to respond best.

#### **Identify Your Reader**

An enquiry letter should be addressed to the person who is most likely to respond in a positive and helpful manner. If you are unsure of who that might be, try making a few phone calls to identify a contact person. That person's name should be placed in the inside heading and the salutation of your enquiry. It should also be included on the top line of your envelope.

Remember that people do business with people first, businesses second. When you address your reader by name, you recognize their importance and value as an individual human being.

#### **Establish Your Objective**

The objective in an enquiry letter is to make a request. It will either ask the reader to provide something beneficial to the writer, or take advantage of something the writer has to offer.

Your inquiry should be specific and brief. If you are asking more than one question you might consider highlighting them in a bulleted list.

#### **Determine Your Scope**

The scope of an enquiry letter should provide enough information for the reader grasp your objective, make an informed decision and respond in a timely manner.

Consider your reader and get to the point. Do they have what you want? Can they do what you ask? Think about what your reader will need to know in order before making a decision and sending you a response.

If you are to receive some benefit, it may help to explain for what purpose the benefit will be used. If the reader is to receive some benefit, it may help to offer an incentive to respond.

### **STRUCTURE OF AN ENQUIRY LETTER**

#### **Subject Heading**

This should inform the reader that this is an enquiry or request; e.g.

- Enquiry about goods and services
- Request for brochure
- Query about website
- Question regarding product components.

### **First Paragraph**

This should tell the reader what you want; e.g.

- Please send me... (for things that the organization offers to send)
- I would be grateful if you could tell me... (for things that are not normally offered)
- I am writing to enquire whether... (to see if something is possible)
- I would especially like to know... (+ a more detailed request)
- Could you also... (+ an additional enquiry or request)

### **Second Paragraph**

This paragraph tells the reader why you are contacting his or her organization, and gives further details of the enquiry.

There are two reasons why you may contact an organization:

1. You have contacted this organization before, and want to again.
2. You have not contacted this organization before, but you have heard about them. You should describe from where, such as from an advert or a recommendation; e.g.

- I saw your advert in the HK Daily on Tuesday, 20 October 2009.
- Your company was recommended to me by Ms. Elsie Wong of Far Eastern Logistics.

### **Final Paragraph**

This paragraph should contain a polite expression and/or an expression of thanks to the reader. The degree of politeness (and therefore the length), depends on how unusual or difficult your request is. Possible language includes:

- Thanks. (For a very informal and normal enquiry or request)
- I look forward to hearing from you.
- I am looking forward to hearing from you.
- Thank you for your assistance.
- Thank you very much for your kind assistance.
- I appreciate that this is an unusual request, but I would be very grateful for any help you could provide. I look forward to hearing from you.

If you think the reader might have further questions, you can suggest that he or she contact you; e.g. "If you have any questions, please do not hesitate to contact me".

## **Sample Letter of Enquiry**

Dear Sirs,

With reference to your advertisement in yesterday's «The Sun», could you please send me a copy of your latest catalogue. I would also like to know if it is possible to make purchases online.

Yours faithfully,

*Kenneth Beare*

Kenneth Beare  
Administrative Director  
English Learners & Company

## **Sample Letter of Request**

Dear Mr. Tame,

To start working with MD we need to double check that we have full set of original documents.

Could you please provide us with:

1. Direct contract between MD and Xware Co.
2. Proforma Invoice, Invoice, Packing list from Xware Co.
3. Bill of lading, shipper Xware Co.
4. Form A from Xware Co.
5. Export declaration from Xware Co. with original seal of Chamber of Commerce
6. Sealed price-list (prices the same as in invoice) – not obligatory

We are waiting for your reply.

Regards,

Jack Low  
Head of the Department

## **Sample Request for Payment Letter**

Sampson's Stationary  
30 Silverstone Ave  
Kamloops, BC  
V2A 8B1

Tel:250-429-0002

February 21st, 20--  
Mr. Ken Davis  
Hanson's Montessori School  
15 Main St.  
Kamloops, BC  
V2A 7B5  
Our ref: #223

Dear Mr. Davis:

### Outstanding Invoice

Our records show that you have an outstanding balance dating back to January, 20--. Your January invoice was for £445.00 and we have yet to receive this payment. Please find a copy of the invoice enclosed.

If this amount has already been paid, please disregard this notice. Otherwise, please forward us the amount owed in full by March 1st, 20--. As our contract states, we begin charging 5% interest for any outstanding balances after 30 days.

Thank you in advance for your cooperation.

We hope to continue doing business with you in the future.

Sincerely,

*Maria McPhee*

Maria McPhee

Accountant

Enclosure: Invoice #223

## **2. A LETTER OF REPLY**

When replying to a letter or enquiry from clients, associates, customers or colleagues, it is important to maintain an appropriate amount of formality. Your written communication may very well be the first and possibly only correspondence between you and the original sender, so making a good impression is crucial.

Open your reply letter by making reference to the original letter you received. Use an opening line such as "With reference to your letter" or "Thank you for your letter/email." At this time, paraphrase some of the key points mentioned in the letter you received. This lets your contact know that you have grasped his message and understand his position. This is an important element if you are

dealing with a boss or customer, and even more important if it is a boss or a customer issuing a complaint. Remember not to use his first name unless you are close friends or colleagues and he used your first name in the original letter. For someone you do not speak conversationally with, formal is best.

Follow through after your introduction by addressing the question, enquiry or request. Answer any questions or direct the person to someone who has the answers and do your best to solve any problems brought to your attention.

Close your letter by using a phrase that anticipates future events, or offers help. Some common phrases that are acceptable include, "If you require more information, don't hesitate to contact me," or "I look forward to your reply." Again, maintain formality as you finish the letter. For a recipient you do not know, or if you are addressing an entire department use "Yours faithfully" followed by your name. If you do know the name, use "Sincerely." For a friend or close colleague, "Best Wishes" or "Best Regards" are both appropriate.

## **CONTENT OF REPLIES**

### **Acknowledging receipt of an enquiry/request:**

- Thank you for your letter of ... regarding/concerning/in connection with ... .
- I refer to your enquiry about/relating to ... .
- I have received your letter of ... requesting information about ... .

### **Explaining action taken as a consequence of the enquiry:**

- I have (reviewed our available stock) ... .
- We held a meeting on 21 January to discuss possible solutions.
- I have checked/looked into/investigated (the possible approaches) ... .

### **Making suggestions/justifying recommendations/pointing out pros and cons/hedging:**

- The best choice would be ... since ... .
- I highly recommend ... as/due to the fact that ... .
- ... would probably be more suitable because ... .
- ... seems to suit you better although ... .
- Perhaps you should choose ... even though ... .
- I suggest that you (should) choose ... .
- I recommend this item since ... .
- In view of the fact that ..., I would strongly recommend ... as ... .



### **Apologizing and rejecting proposals:**

- While I appreciate your firm's need for this information, I regret that ... .
- It will not be possible to ... for legal reasons. We are bound to ... .
- Your proposal is of interest to us, and we have had consultations about it. However, we feel that it will not be in our interests to ... for reasons of (privacy).
- We are concerned that ... .

### **Stipulating action requested or to be taken:**

- We shall arrange for ... by ... at the latest.
- I shall see to it that ... .
- Our company will arrange for ... .

### **Establishing goodwill and suggesting contact:**

- I hope this suggestion/information will be useful to you.
- I hope this information will prove useful to you.
- I hope that this information will help you to make decisions on your order.
- I look forward to hearing from you.
- I look forward to receiving your confirmation of ... .
- I look forward to doing business with your company in the future ... .
- Please feel free to contact me again if you have any further queries on ... .
- Do contact me on 27615432 if you need further information.
- Please do not hesitate to contact me on 27615432 if I can be of further assistance.

### **Sample Letter of Reply**

Dear Mr Beare,

Thank you for your enquiry of 21 May asking for the latest edition of our catalogue.

We are pleased to enclose our latest brochure. We would also like to inform you that it is possible to make purchases online at [abc.com](http://abc.com).

We look forward to welcoming you as our customer.

Yours sincerely,

*John Smith*

John Smith  
The Manager

Enclosure:

1. The Brochure

### **3. LETTER OF CONFIRMATION FOR A MEETING, APPOINTMENT OR INTERVIEW**

Confirming an appointment, meeting or interview might be in a form of an actual letter or email. Your letter should include your acknowledgement of the sender's request for a meeting, finalized the venue, the date, expected attendees and agenda of the meeting. It must be brief but the details should be complete. Make sure that the details are correct. If there are agreements that you have to give in your response, this is the avenue to clarify the terms before the meeting. You have to send your response within a few days after receiving the letter. It would be rude to reply if it's more than one week already. If the meeting involves other people, make sure to furnish them a copy regarding the current events.

If the letter to be given is not within the company, it should be in a letter format and use the letterhead of the company even if it will be sent through email. Your reply should be formal, businesslike, in a positive tone, and in a straightforward manner.

Formal letter doesn't mean you have to use very academic words. Remove unnecessary details and do not beat around the bush. Your letter should project a professional image by checking if there are misspelled words, grammatical errors or even the tiny details like the date. Review your letter before you send it.

#### **Structure of a Letter Confirming Plans**

##### **Opening. Acknowledge correspondence.**

- Thank you for your letter of .....
- This letter will confirm our telephone conversation.

##### **Purpose. Confirm plans.**

- We are ready/glad to confirm the following....
- We are ready to provide you with ....

##### **Polite expressions.**

- If you have questions, do not hesitate to contact us.
- We look forward to seeing you ....

## **Sample Letter of Confirmation**

Dear John,

As discussed during our telephone conversation yesterday, I am writing to confirm our meeting on June 15, at 9:30 a.m. at the Bowe Corporate Office located at the 19th Floor of Tower One, Mall of Asia Complex, Honolulu, Hawaii. Theodore Nugent, our Marketing Manager, will be joining us.

Should you need more information, kindly call Mary, our administrative assistant, at 655-55-01. If there are any changes in the dates, time or venue, please inform us.

I am very confident and optimistic that this meeting will be a success.

Thank you.

Yours sincerely,

*Juan dela Cruz*

Juan dela Cruz  
Vice President for External Affairs  
MS Group of Companies

## **Travel Arrangements or Itinerary Confirmation Letter**

The traveler or the arranger of a travel package or itinerary usually writes this letter. This letter's objective is to confirm travel arrangements or itinerary made by a customer. Full details of the travel plan should be specifically written in this letter.

This letter should be written business-like, concise, brief, and positive. The letter includes specific requests or clarifications that you may have.

Since this correspondence deals with the confirmation of a customer or clients' reservation or registration, it is important to repeat the details.

In doing so, the recipient or reader can respond properly, avoiding conflicts and potential misunderstandings.

## **Sample Letter from a Traveller**

Dear (Sir/Madame),

This is in response to the reservation I made last week. I am confirming my booking for a 5-day cruise vacation to Mexico. Please also note that we prefer to start traveling early in the morning because of the children.

I would also like to clarify the itinerary you have sent us. Could possibly I request that you change a few things and include in the itinerary for a local restaurant and cultural museums tour while we stop on one of the cities?

Please proceed with the final bookings and confirm as soon as possible with my additional requests.

Your assistance is highly appreciated.

Yours sincerely,

Name of Sender

Position

### **Sample Letter from Travel Agent**

Dear (Sir/Madame),

This is to confirm your reservations to a 5-day cruise for a family of 4, with two children for your vacation in Mexico. We are delighted that you have chosen our company to arrange your travel package.

As you have requested, we made the necessary changes in the itinerary to include a restaurant and museum tour while you are walking about the city on the third day.

However, we regret to inform you that we cannot carry out your request to leave by early morning since the only available scheduled bus will leave after lunchtime.

Attached herewith, are the copies of the itinerary and details of your cruise accommodation.

We are pleased to be part of your memorable vacation experience. If you need any more assistance, please feel free to contact me.

Yours sincerely,

Name of Sender

Position

Enclosure: accommodation details, brochure, itinerary.

## **Letter Confirming Reservation or Registration**

It is important to be brief, accurate, prompt, and polite when writing a letter confirming a registration or reservation. Never forget to include important details regarding the reservation.

To avoid any misunderstanding between two parties, the details should be repeated or reiterated to convey clarification.

There are two kinds of letters in this section:

- 1) Written by the client/customer
- 2) Written by the business or organizer.

These letters answer each other with regards to both parties concerns.

### **Sample Letter from Customer**

Dear (Sir/Madame),

I have read your invitation for the Developmental Training in Management Programme scheduled on June 16-17. I am very much interested in participating in the training and so I would like to confirm my registration to the programme.

I will pay the necessary fees for the said activity as soon as I receive confirmation from your office of my slot in the event.

Thank you very much.

Yours sincerely,

Name of Sender

Position

### **Sample Letter from Business or Organizer**

Dear (Sir/Madame),

This is in response to your letter confirming your registration dated, (insert date), regarding your interest in joining our Developmental Training in Management Programme. It is my pleasure to inform you that there is an available slot that can accommodate you for the June 6-17 schedule. It is to our delight to inform you that we have included you in the list of participants.

The payment details for the training are attached in this letter. To confirm your slot in the programme, please deposit the amount on or before June 6. If in the event you fail to make the deposit on the said date, we will assume that you are no longer interested and that you are giving up your slot.

For any queries, please feel free to contact us. Thank you very much for your interest.

Yours sincerely,  
Name of Sender  
Position

### **Sample Letter to Confirm a Guest's Attendance at a Conference**

Dear Ms Write:

On behalf of the Board of Directors of the New Asia Assurance Financial Company, we confirm and welcome your participation at our annual conference/symposium at Kuala Lumpur, Malaysia.

We are looking forward to your attendance at our conference/symposium as our Special Guest for the evening. The topic of our annual conference/symposium this year is "How to Make Money despite Global Recession and an Unstable Stock Market: Challenges in the New Era". Please find all the particulars regarding the symposium/conference noted below:

Venue: Conference Hall 231, Green Diamond Building, Revenue Hall, Bloomington Square, Chicago, US-4837582

Date: 26th July, 2013

Total Attendance: 450 delegates in all. A total of 20 speakers will participate in this event.

Duration of the Conference/Symposium: 8 hours

Timing: 9:00 am to 18:00 am

Our event organizer Mr. Jeremy Smith will be sending you all the details via electronic mail over this weekend.

Please contact us at 2234-29493 should you have any further queries.

Sincerely,

Jane Smith  
Conference Manager

## **4. A LETTER OF COMPLAINT**

Whether you have a problem with goods or issues with a supplier at work, you will have to complain. Writing an email or letter of complaint (claim letter), there are set phrases to both express your discontent and describe what has

happened. These days, emails are as commonly used to complain as letters. And the phrases used in both emails and letters are the same.

### **Structure of a Claim Letter**

Do not delay and do not apologize. Complain as soon as you realize a mistake has been made. Do not be rude or personal. Use passive and impersonal structures.

The mistake must be corrected as soon as possible.

There appears to be an error ...

What is more ....

To make matter worse ...

If you think you know how the mistake was made, you may politely point it out.

The best solution would be ...

You could ...

If you complain, make sure you get your facts right.

I strongly object to ...

I will be forced to ...

### **Sample Letter of Complaint**

Dear Mrs Boswell,

I would like to draw your attention to an issue we have with our recent order (ref no. 34ED12QP). Not only was the delivery four days later than agreed, but when we tried to use the components, we found that 40% of them were damaged and basically useless.

I spoke to your Customer Service Manager, Peter Taylor on this matter. I expected that you would replace the damaged components, but this has not been the case. When I last spoke to Peter, last week, he informed me that the components were undamaged when delivered to us and that it was our fault. To make matters worse, he has still not replied to an email I sent to him on Monday.

As you are aware, we have been a customer of your company for over 5 years. The damaged components are severely impacting our production at the moment. We have orders which we cannot send because of this problem with the components.

Unless this issue is resolved promptly, then unfortunately, we will be forced to take further action.

I look forward to your answer and your ideas how you are going to resolve this issue.

Yours sincerely,  
Craig Smith  
EGO Production Director

### **Claim Letter Sample**

Ref: Delay in the Execution of the order.

Dear Sir or Madam,

On 25th August, 2016, we placed our order No: H-15 with you for ten (10) Sony TV and five (5) national DVD Players. When your representative visited us, he assured the delivery to be made within two weeks but we haven't yet received the goods.'

As the delivery has been delayed, we have lost our customers and caused us a great financial loss as well as a loss of considerable goodwill to us.

Please promptly dispatch the goods ensuring that we receive them not later than Monday, September 25, 2016.

Yours faithfully,  
TV A. Taslim  
Sales Manager  
VISION CORNER

### **5. AN ADJUSTMENT LETTER**

Apologizing in the English speaking world is very important, especially in business or professional situations. If somebody isn't happy with you or even angry with you, an apology may be able to save the situation.

To apologize well, you not only have to say you are sorry, but explain what happened and what you are doing to correct the problem and/or make sure it doesn't happen again. When you do this, it's really important you use the correct type of vocabulary and phrases.

#### **Structure of the Adjustment Letter**

Acknowledge that you have received the complaint, thank your customer for informing you.



We would like to thank you for informing us of our accounting error ...

We are replying to your letter in which you told us ...

If you cannot deal with a complaint immediately, tell your customer what actions have already been taken.

While we cannot give you an explanation at present, we can promise you that we are looking into the matter and will write to you again shortly.

If the complaint is justified, explain how the mistake occurred but do not blame your staff. You employed them, so you are responsible for their actions.

The mistake was due to ...

There appears to have been some confusion in ...

The reason for ...

This is being corrected at the moment.

Apologize for the inconvenience your customer experienced. Depending on both the situation and if you are to blame, you can either offer some form of compensation, an alternative or a possible solution to their problem.

We apologize for the inconvenience ...

We are ready to compensate ...

We hope you will continue to do business with us

We look forward to serving you in future

### **Sample Adjustment Letter**

Dear Mr. Smith,

Further to your email of the 17th December 20.. regarding your order (ref no. 34ED12QP). First of all, please allow me to apologise for Peter Taylor not responding to your email.

There was a miscommunication in his department. I have already taken all the necessary measures to ensure that this does not happen again in the future. Thank you for bringing this matter to my attention.

With regards to the issues about your order, I have taken personal charge of them. Let me apologize for the late delivery. We should have made you aware about the delay at the time.

As we view you as a valuable customer, and we have worked together for over five years, rest assured that I will sort out this issue as a matter of urgency. I have already spoken to the Production Director here and he will confirm

tomorrow when we can send the replacement components to you. I will update you about the

I do hope that this situation has not damaged your confidence in working with us.

If you have any questions, do not hesitate to contact me on mobile 07995 348236.

Yours sincerely,

Mrs Sally Boswell  
Rugger Sales Director

### **Sample Letter of Apology**

Dear Ms. Shaw,

We write this letter to offer our sincere apologies for delayed delivery of your garments consignment (code no #AS4558).

We are aware that you had specifically requested the delivery of this consignment by November 20, 2012 for your holiday season opening day. There has been a problem with our delivery process for a while now and I assure you that we are taking all steps we can to change it. I would like to make an apology on behalf of my staff who made this mistake.

Our company values its association with clients such as 'Ruby Fashion Store'. We are therefore, offering you a discount of 40% on the net price of consignment code #AS4558. In case you have any other feedback about our services, feel free to contact me on my personal number mentioned above. We look forward to continuing our valued association with you.

Thank you.

Sincerely,

Ms. Eve Samuels

Manager

Japonica Garments and Exports

## **6. Business Letters Concerning Job Matters**

### **Sample Covering Letter for Resume**

Dear Sir or Madam

## Director of Studies

I am interested in working as Director of Studies for your organisation. I am an EFL language instructor with nearly 10 years' experience to offer you. I enclose my resume as a first step in exploring the possibilities of employment with Interplay Languages.

My most recent experience was implementing English Through Drama workshops for use with corporate clients. I was responsible for the overall pedagogical content, including the student coursebook. In addition, I developed the first draft of the teacher's handbook.

As Director of Studies with your organisation, I would bring a focus on quality and effectiveness to your syllabus design. Furthermore, I work well with others, and I am experienced in course planning.

I would appreciate your keeping this enquiry confidential. I will call you in a few days to arrange an interview at a time convenient to you. Thank you for your consideration.

Yours faithfully

*Rachel King*

Rachel King

## **Sample Application for Job**

Dear Ms. Hyde,

This is in reference to the position of Relationship Manager-Equity, advertised in the leading job portal [www.findjobs.com](http://www.findjobs.com) on 27th February 2014.

As per the advertisement, you are in search of a candidate who has a long term association with the previous company and has got good hand on the financial products.

I would like to brief about my present profile. Presently I am working on the same profile with ABC Financials from last three years. I am looking after the entire Indore region and handle all the HNI clients in equity sector. My work involves advising my clients on the different financial instruments available with the company. The focus is to allocate the amount in the right assets and diversify well so as to hedge any kind of market risk. I have been able to achieve all the set targets in the last three years any. Also, I am good in managing client relationship and have always made sure to deliver the best of services.

Your company, XYZ Financials is the leading company of India and I always wanted to be part of such a prestigious organization. I believe my work experience and my customer service skills will be a great asset to your company.

As requested, please find enclosed my CV, my educational certificates and my professional certifications. In the meantime, if there is any other information I can provide you, please contact me at 98000-00000.

Thank you for taking the time to review my application.

Yours Sincerely,

Garry Lloyd

Enc.: CV

### **Sample Letter of Reference**

To Whom It May Concern:

#### Reference for Mr James Blond

James Blond joined the A.N.Y. Company in July 1998. Since then he has proved to be a most reliable and effective member of the sales team.

James is professional and efficient in his approach to work and very well-liked by his colleagues and executive clients. He is well-presented and able to work both independently and as part of a team.

His contribution to all areas of company activity in which he has been involved have been much appreciated.

I believe that James will make a valuable addition to any organization that he may join. We deeply regret his decision to move on and I recommend him without hesitation.

I would gladly answer any request for further information.

Sincerely,

*Penny Farthing*

Penny Farthing

Managing Director

### **Sample Letter of Acceptance**

Dear Ms. Shaw,

This letter is to inform you that we have accepted your bid to provide maintenance services for the Springfield City offices.

The complete terms of the agreement are spelled out in the accompanying contract. If these terms are acceptable to you, please sign the contract and return it to my office by 5:00 p.m. on October 13. If you have questions or need clarification of any part of the contract, please contact me at 555-5555 as soon as possible.

We appreciate the opportunity to do business with you and look forward to a long and rewarding association.

Your sincerely,  
Mr. Davis  
HR Director  
The Springfield City Company

## **7. A MEMO**

Memos are usually used for internal communication. They should include the following headings: To, From, Subject, Date. Memos usually include the name of the sender, names of the staff or the department who are to receive the memo, the date and names of people who are to receive copies.

They should be short and include only relevant information.

Points should be arranged in logical order. It is usual to end a memo with your initials rather than a signature.

### **Sample Internal Memo**

#### ***CHOCOLATE HEAVEN EMPORIUM***

#### **MEMORANDUM**

**TO:** All Staff

**FROM:** Management T.C.

**DATE:** November 9th, 20--

**SUBJECT:** STAFF CHRISTMAS PARTY

It's that time of year again. As you all know, Christmas is our busiest season of the year. Every year it is a struggle for management and supervisors to find the

time and energy to organize a staff Christmas party. This year, we have decided to postpone the Christmas party until after our busy season.

### Party Details

- Date: Second or third Saturday in January (T.B.A)
- Theme: Beach
- Food: Caribbean
- Special events: Karaoke and belly dancing

We apologize that the celebration will have to wait until the new year, but we guarantee that it will be worth the wait. Anyone interested in volunteering to help out with the event is encouraged to call Lucy, our events coordinator. Lucy's cell phone number is 222-3098. Please contact Lucy outside of business hours regarding this matter.

Thank you.

T.C.

## **8. E-MAILS**

E-mails are widely used these days in business. They have two styles: a semiformal business style and more informal personal style. In semiformal e-mails a likely ending is *Best wishes* rather than *Yours sincerely*. Informal style is suitable within a company and for people a writer knows well.

Most people are busy and don't have a lot of time to read emails/letters. For many people, if they see that an email is long when they open it, they won't read it or only read the beginning. So when writing, you should only include the essential information and write it in a short and direct way.

Avoid contractions in formal emails or letters. There is a rule of how to write formal emails/letters that says you cannot use contractions (e.g. it's, aren't etc...) in them. Instead, you should write each word without the contraction (e.g. it is, are not etc...). For some people, using contractions in formal emails/letters does not look professional. For less formal emails/letters, you can use both contractions and phrasal verbs without any problems.

If you are writing to a friend:

Start: Use the person's first name.

Ending: "Best wishes", or "Yours", or "Take care".

Signature: Your first name.

When you are writing to someone in your own company:

Start: Use the person's first name .

Ending: "Regards", or "Best wishes".

Signature: Your first name and last name, and below this your job title and department, and phone number (or extension).

While writing to someone in another organisation or someone in a formal position of responsibility, you:

Start: Use the person's title (eg: Mr, Mrs, Ms, Dr) and surname (eg: Smith), or just "Sir/Madam" if you don't know the name.

End: "Regards"

Signature: Your first name and last name (you might add your title after this in brackets if you want to make it clear if you are a man or woman). Below this your job title (if appropriate) and contact details (you may want to include your telephone number or address).

### **Sample E-mail of Shipment**

**To:** abc@kl.com

**From:** ght@mn.com

**Re:** Shipment

Dear Mr. Shaw,

Could you please send me the shipping documents of XXX shipment?

I need PL, Invoice and BL copies.

PL and Invoice you may send in Excel format.

Thank you in advance.

Regards,

John Gase

GM

### **Sample E-mail to notify a customer that you have shipped an order**

Thank you very much for shopping with xyz.com. It was pleasure serving you. We are very happy to inform that you shopping order for books have been processed.

You will receive it within 3 working days. You can track your order by docket number JKL06. You can visit our website or call our customer care for any further details.

As a returning customer you will get 5% off on shopping above \$5800, Please keep your bill number handy for your next shopping.

We look forward to further cooperation.

Vane Fight

### **Sample e-mail to notify a customer about the delay in shipment**

Thank you very much for choosing HLS as your logistic partner.

We greatly value our customer and stand by to serve them 24x7. We regret to inform that due to snow storm our logistic department is not able to fulfill deliveries. Your consignment number ASZ456L, will be delayed by 72 hours.

We would like to assure you that you will receive your consignment safe and secure well within the given timeline.

We sincerely apologize for delay cost to you due to such unforeseen natural disaster. We appreciate your patience.

Looking forward to serving you better.

HLS

### **Part III. Practice**

#### **1. Exercises**

Exercise 1. Read the letter. Divide it into logical parts and name them. Identify the type of the letter.

Dear Mr. Bellows,

Thank you for taking the time to talk to me by telephone on Monday. As agreed, find enclosed a proposal for our PZpay merchant account, which I believe will resolve all your online payment problems.

Your website currently generates five to ten orders per day. You expect this to increase steadily with the introduction of a new range of products. You are



looking for a flexible, inexpensive and transparent payment system which will allow you to deal directly with your customers and control your cash flow.

We recommend the PZpay Pro small business merchant account, which can process up to 75 orders per day. If your sales volume were to expand more quickly than anticipated, you would be able to upgrade to PZpay Corporate with no additional set-up free.

We provide everything you need to set up PZpay on your website within 48 hours. Should you however encounter any difficulties, our helpline is available 24 hours a day, seven days a week to assist you.

The monthly fee for PZpay Pro is just \$12, with minimum transaction fees of only \$10. You will find full details of our terms and conditions in the attached quotation.

We look forward to having you as a member: to apply, simply fill out the application form at <http://pzpay.com>. If you have further questions, please feel free to call me.

Sincerely yours,

Exercise 2. There are some extracts from different letters. Decide which letter types they belong to.

- a. I would be grateful if you send me your pricelist and terms.
- b. Last year we received a 35% discount. I wonder why we have not been given a similar discount this year?
- c. We are pleased to confirm all points we discussed during our previous meeting.
- d. I believe that Julia will make a good addition to any organization that she may join.
- e. I would like to make an apology on behalf of all our staff.

Exercise 3. Put the paragraphs of a letter into the right order. Identify the type of the letter.

- a. I have investigated your complaint in detail and you may be interested in the following explanation. The problems with the flight were due to circumstances beyond our control. Unfortunately, on the day of your departure the airline experienced serious technical problems in two of its charter flights. These had to be substituted with alternatives which were not up to the same high standards.

- b. Once again I would like to apologize for the unsatisfactory service you received. As a sign of goodwill I enclose a voucher for 20% off your next holiday should you book with Sunsearch Holidays again.
- c. I can only apologize for the fact that airline staff were not polite to you. I have noted your point about a company representative at the airport and I will suggest that at our next planning meeting.
- d. Thank you for your letter of September 14<sup>th</sup> regarding your recent holiday with Sunsearch Holidays. I was sorry to hear that you were disappointed with some of the arrangements for your flight and transfer, and apologize unreservedly for the inconvenience you experienced.
- e. Yours sincerely,
- f. Please accept my sincere apologies for the problems you had on your return. These were due to local difficulties with the coach company and with the airport baggage handlers.
- g. Dear Ms. Haus,

Exercise 4. Complete the letter using the words in the box.

appreciate enclosed could further  
 get back to grateful hesitate regard  
 urgently would

Dear Mr White,

I am writing with (1)\_\_\_\_\_ to my order placed online last week. It still hasn't arrived. I (2)\_\_\_\_\_ be (3)\_\_\_\_\_ if you (4)\_\_\_\_\_ ship the order immediately. For your reference, I have (5)\_\_\_\_\_ a copy of the confirmation you sent me. Do not (6)\_\_\_\_\_ to (7)\_\_\_\_\_ me if you need any (8)\_\_\_\_\_ information. I would (9)\_\_\_\_\_ a quick response as these items are needed (10)\_\_\_\_\_.

Best regards,  
 J.Garcia

Exercise 5. In each letter, correct the words in **bold** which have been mixed up.

a. Dear Sir or Madam,

I am writing to complain about the service from your lowlowprice.biz.website. Last month I ordered a DVD; you then took three weeks to ship the (a) **site**. While I was waiting for delivery, I browsed another (b) **product**, which advertised the same DVD for only half the price. I have also priced the (c) **credit** on several other sites, all cheaper than yours. Finally, when I checked my bank statement, I noticed that you

have debited my (d) **product** card twice! Please correct this error as soon as possible.

Faithfully,  
Mary Burns

b. Dear Ms Burns,

Please accept our sincere apologies for the errors you have experienced. Unfortunately our computer recorded your (a) **link** twice, and therefore generated two (b) **refunds**. Usually our prices are the lowest on the Web; when this is not the case, we are pleased to give full (c) **product**. Please send the (d) **transaction** back and we will credit your account for the full amount. (Click on the (e) **invoices** below for the return address.)

Sincerely,  
J.Brown  
Customer Service Department

Exercise 6. Match the extracts from letters of complaint with the responses.

- a. Not only that, but the bottom of the pool was damaged, with badly chipped tiles. I heard of at least three children who suffered cuts as a result.
  - b. Imagine how we felt when we found that we had been abandoned in the middle of a dangerous part of the city.
  - c. The room was dirty and the sheets were not changed at all during the two weeks we were there. We didn't want to bother the rep at the time as she seemed very busy, but having returned we feel we ought to complain.
  - d. The hotel we were eventually put in was of a greatly inferior quality with none of the facilities we had booked. We were offered no explanation and no discount. Indeed, we had to pay a surcharge for half-board as there were no self-catering facilities. Unless I receive a satisfactory explanation and full compensation I shall have no alternative but to take legal action.
  - e. The transfer to our hotel, advertised in your brochure as taking approximately minutes, in fact took over an hour.
- 
1. I am sorry that you received a less than satisfactory service. However, there is very little we can do to put things right after the event. You should have mentioned the situation to our representative, who could easily have sorted out the situation for you.
  2. It is most regrettable that your accommodation had to be changed at the last minute. The rep at the resort should certainly have offered a full explanation. Please accept my sincere apologies for this unfortunate incident.

3. Unfortunately, from time to time repairs to facilities have to be made, although we try to keep any disruption to a minimum.
4. We will look into this matter and get back to you. Please note, however, that our brochure clearly states that all timings are approximate and cannot be guaranteed.
5. This really should not have happened and appropriate action has been taken with the tour guide in question.

Exercise 7. Match extracts from different letters with letter types.

1. Confirmation letter
2. Letter with references
3. Letter of complaint
  - a. I am pleased to confirm your forthcoming travel arrangements with Airtours to Fuerteventura.
  - b. We deeply regret his decision to move on and I recommend him without hesitation
  - c. If you have questions or need clarification of our terms or prices, please contact me at 555-5555 as soon as possible.
  - d. Unfortunately, I haven't got my documents yet.
  - e. His contribution to all areas of company activity in which he has been involved has been much appreciated.
  - f. I find such service totally unacceptable.

Exercise 8. Make complete sentences by using one phrase from each column. Identify which letter types they are used in: a request, an agreement, a reminder, a refusal, a final demand?

1. I am writing to enquire	agree to	which is still outstanding.
2. I am afraid group policy	the sum of €21,500	to extend credit terms of 60 days.
3. We are pleased to	whether you would be able	of this outstanding balance.
4. May I remind you that	your early settlement	the terms you propose.
5. We wrote you on 4 November	does not allow us	to our legal department.
6. Would you let us	regarding the balance of €12,600	is still outstanding?
7. We would appreciate	but to pass the matter on	as soon as possible?

8. We shall have no alternative	know your decision	to give more than 30 days' credit.
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Exercise 9. Match the often used abbreviations with their full forms.

1	a/c	a	Zone Improvement Plan (used in US addresses after the state designation to assure delivery)
2	appar.	b	year
3	bus.	c	stamped (self-) addressed envelope
4	cf.	d	probable date of delivery
5	comm.	e	postal index number or Personal Identification Number
6	Corp.	f	postage and packing
7	dt	g	nota bene
8	e.g.	h	not on original
9	et al.	i	Limited
10	etc.	j	in the same book, chapter, page, etc. (Latin <i>ibidem</i> )
11	i.e.	k	in other words (Latin <i>id est</i> )
12	ibid.	l	for example (Latin <i>exempli gratia</i> )
13	Ltd.	m	date
14	nb.	n	Corporation
15	NOO	o	compare (Latin: <i>confer</i> )
16	P&P	p	commerce
17	pdd	q	business
18	PIN	r	Apparently
19	SAE	s	and so forth (Latin <i>et cetera</i> )
20	yr	t	and other people (Latin <i>et alii</i> )
21	ZIP (code)	u	account

## 2. Writing Practice

Situation 1. Your customer has written complaining about late shipment. Reply apologizing for the situation and offering some refund. (Customer: Jack Williams, Apartment 18H, 5 Washington Square, New York, NY 10012, USA).

Situation 2. You are unsatisfied with the work of hotel staff you stayed during your business trip. You're writing a letter of complaint to Customer Relation Manager. (Royal Oak Hotel, 14 Shepherds Street, Henford, HN3 7PP, USA).

Situation 3. You're applying to Arbol Company (Arbol, 27 Keats Road, London SE4 3KL) for the position of project coordinator. Write a covering letter for your resume.

Situation 4. Request for shipment documents from your partner. You urgently need Packing List, Certificate of Origin and Export Declaration.

Situation 5. You liked an applicant for a position in the company. As an HR Manager, write a letter offering job. Work conditions, terms of salary, bonuses, perks should be discussed.

Situation 6. You would like to arrange a conference for specific dates in a business hotel for 100 participants. Write a letter of enquiry.

Situation 7. Notify a customer about the delay in shipment for a week due to new Customs rules.

Situation 8. You want to complain about delay in shipment and demand a compensation.

Situation 9. You and your colleagues would like to arrange a business trip to Berlin for specific dates. Write a letter of enquiry to a travel agent, providing full details of your anticipated trip.

Situation 10. You would like to make changes in the order. Specify them. Write a letter of enquiry to find out whether changes are possible.

## Business Letters Vocabulary

### Useful phrases and vocabulary for writing business letters

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<b>Salutation</b>	<ul style="list-style-type: none"><li>• Dear Mr. Brown</li><li>• Dear Ms. White</li><li>• Dear Sir</li><li>• Dear Mada</li><li>• Dear Sir or Madam</li><li>• Gentlemen</li></ul>
<b>Starting</b>	<ul style="list-style-type: none"><li>• We are writing</li><li>- to inform you that ...</li><li>- to confirm ...</li><li>- to request ...</li></ul>

	<ul style="list-style-type: none"> <li>- to enquire about ...</li> <li>• I am contacting you for the following reason...</li> <li>• I recently read/heard about ..... and would like to know ....</li> <li>• Having seen your advertisement in ..., I would like to ...</li> <li>• I would be interested in (obtaining / receiving) ...</li> <li>• I received your address from ----- and would like to ...</li> </ul>
<b>Referring to previous contact</b>	<ul style="list-style-type: none"> <li>• Thank you for your letter of March 15.</li> <li>• Thank you for contacting us.</li> <li>• In reply to your request, ...</li> <li>• Thank you for your letter regarding ...</li> <li>• With reference to our telephone conversation yesterday...</li> <li>• Further to our meeting last week ...</li> <li>• It was a pleasure meeting you in London last month.</li> <li>• I enjoyed having lunch with you last week in Tokyo.</li> <li>• I would just like to confirm the main points we discussed on Tuesday.</li> </ul>
<b>Making a request</b>	<ul style="list-style-type: none"> <li>• We would appreciate it if you would ...</li> <li>• I would be grateful if you could ...</li> <li>• Could you please send me ...</li> <li>• Could you possibly tell us / let us have ...</li> <li>• In addition, I would like to receive ...</li> <li>• It would be helpful if you could send us ...</li> <li>• I am interested in (obtaining / receiving) ...</li> <li>• I would appreciate your immediate attention to this matter.</li> <li>• Please let me know what action you propose to take.</li> </ul>
<b>Offering help</b>	<ul style="list-style-type: none"> <li>• Would you like us to ...?</li> <li>• We would be happy to ...</li> <li>• We are quite willing to ...</li> <li>• Our company would be pleased to ...</li> </ul>
<b>Giving good news</b>	<ul style="list-style-type: none"> <li>• We are pleased to announce that ...</li> <li>• I am delighted to inform you that ..</li> <li>• You will be pleased to learn that ...</li> </ul>

<b>Giving bad news</b>	<ul style="list-style-type: none"> <li>• We regret to inform you that ...</li> <li>• I'm afraid it would not be possible to ...</li> <li>• Unfortunately we cannot / we are unable to ...</li> <li>• After careful consideration we have decided (not) to ...</li> </ul>
<b>Complaining</b>	<ul style="list-style-type: none"> <li>• I am writing to express my dissatisfaction with ...</li> <li>• I am writing to complain about ...</li> <li>• Please note that the goods we ordered on ( date ) have not yet arrived.</li> <li>• We regret to inform you that our order n° ----- is now considerably overdue.</li> <li>• I would like to query the transport charges which seem unusually high.</li> </ul>
<b>Apologising (US: Apologizing)</b>	<ul style="list-style-type: none"> <li>• We are sorry for the delay in replying to ...</li> <li>• I regret any inconvenience caused (by) ...</li> <li>• We would like to apologise for the (delay, inconvenience)...</li> <li>• Once again, please accept our apologies for ...</li> </ul>
<b>Orders</b>	<ul style="list-style-type: none"> <li>▪ Thank you for your quotation of ...</li> <li>▪ We are pleased to place an order with your company for..</li> <li>▪ We would like to cancel our order n° .....</li> <li>▪ Please confirm receipt of our order.</li> <li>▪ I am pleased to acknowledge receipt of your order n° .....</li> <li>▪ Your order will be processed as quickly as possible.</li> <li>▪ It will take about (two/three) weeks to process your order.</li> <li>▪ We can guarantee you delivery before ...(date)</li> <li>▪ Unfortunately these articles are no longer available / are out of stock.</li> </ul>
<b>Prices</b>	<ul style="list-style-type: none"> <li>▪ Please send us your price list.</li> <li>▪ You will find enclosed our most recent catalogue and price list.</li> <li>▪ Please note that our prices are subject to change without notice.</li> <li>▪ We have pleasure in enclosing a detailed quotation.</li> <li>▪ We can make you a firm offer of ...</li> </ul>
<b>Referring to</b>	<ul style="list-style-type: none"> <li>▪ Our terms of payment are as follows ...</li> </ul>



<b>payment</b>	<ul style="list-style-type: none"> <li>▪ Our records show that we have not yet received payment of ...</li> <li>▪ According to our records ...</li> <li>▪ Please send payment as soon as possible.</li> <li>▪ You will receive a credit note for the sum of ...</li> </ul>
<b>Enclosing documents</b>	<ul style="list-style-type: none"> <li>▪ I am enclosing ...</li> <li>▪ Please find enclosed ...</li> <li>▪ You will find enclosed ...</li> </ul>
<b>Closing remarks</b>	<ul style="list-style-type: none"> <li>▪ If we can be of any further assistance, please let us know.</li> <li>▪ If I can help in any way, please do not hesitate to contact me.</li> <li>▪ If you require more information ...</li> <li>▪ For further details ...</li> <li>▪ Thank you for taking this into consideration.</li> <li>▪ Thank you for your help.</li> <li>▪ We hope you are happy with this arrangement.</li> <li>▪ We hope you can settle this matter to our satisfaction.</li> </ul>
<b>Referring to future business</b>	<ul style="list-style-type: none"> <li>▪ We look forward to a successful working relationship in the future.</li> <li>▪ We would be (very) pleased to do business with your company.</li> <li>▪ I would be happy to have an opportunity to work with your firm.</li> </ul>
<b>Referring to future contact</b>	<ul style="list-style-type: none"> <li>▪ I look forward to seeing you next week.</li> <li>▪ Looking forward to hearing from you, ...</li> <li>▪ Looking forward to receiving your comments,</li> <li>▪ I look forward to meeting you on the (date).</li> <li>▪ I would appreciate a reply at your earliest convenience.</li> <li>▪ An early reply would be appreciated.</li> </ul>
<b>Ending business letters</b>	<ul style="list-style-type: none"> <li>▪ Sincerely, }</li> <li>▪ Yours sincerely,}           for all customers / clients</li> <li>▪ Sincerely yours,}</li> <li>▪ Yours faithfully,           in more formal letters when the name of an addressee isn't known</li> </ul>

	<p>▪ Regards, for those you already know and/or with whom you have a working relationship</p>
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**Abbreviations in Correspondence**

attn - attention: used for showing that a letter is for the attention of a particular person.

BYOB - bring your own bottle: used on invitations to show that you should take wine, beer, or something else to drink to a party.

cc - used on a business letter or email for saying that a copy is being sent to the person mentioned.

c/o - care of: used in an address on a letter or parcel that you are sending to someone at another person's house.

enc.- enclosed.

encl. - enclosed or enclosure: used at the top or bottom of a letter to show that something else is being sent with it.

fao - for the attention of: written in front of someone's name on a document, letter, or envelope to show that it is intended for them.

f.i.o. - for information only: written on a business letter or email to show that it is being sent to someone in order to give them information, and they are not expected to reply or take any action.

pp - written before someone's name when you are signing a letter for them.

PPS - written before a note at the end of a letter, after the PS note.

PS - postscript: used for introducing some additional information at the end of a letter after you have signed your name.

PTO - please turn over: used at the bottom of a page when there is more writing on the other side.

re - used in business letters for introducing the subject that you are going to write about.

ref. - reference: used in a business letter when you are giving the numbers and letters that show exactly which document or piece of information you are talking about.

RSVP - used on written invitations to ask the person invited to say whether they can go to a social event or not.

## Literature

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**Миссия университета** – генерация передовых знаний, внедрение инновационных разработок и подготовка элитных кадров, способных действовать в условиях быстро меняющегося мира и обеспечивать опережающее развитие науки, технологий и других областей для содействия решению актуальных задач.

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## **КАФЕДРА ИНОСТРАННЫХ ЯЗЫКОВ**

Объединенная кафедра иностранных языков, являющаяся подразделением Института Международного Развития и Партнерства, с 2015 года получила возможность - в частности, в рамках программы 5-100 - реализовать программы коммуникативного курса английского языка. Количество часов, предусмотренное для изучения иностранных языков, было увеличено в несколько раз, массово внедряются современные учебные материалы и пособия. В 2014-2015 учебном году процесс затронул только ряд факультетов, а в 2015-2016 распространился уже на всех студентов бакалавриата.

Студенты получили возможность изучать английский язык в большом объеме и по самым продвинутым методикам. Это потребовало от преподавателей дополнительной подготовки и переподготовки по коммуникативным методикам. В результате кафедра вышла на новый уровень образовательной деятельности, которая охватывает не только студентов бакалавриата, но и магистратуры и аспирантуры. Для аспирантов был введен новый курс делового английского языка, по-новому строится курс английского языка для специальных целей, создана Лаборатория Академического Письма, готовятся электронные образовательные платформы и ресурсы.

Безусловно, английский язык занимает главное место в сфере образовательной деятельности кафедры, но немецкий и французский языки также преподаются на высоком профессиональном уровне, и при небольшом количестве студентов подготавливаются элитные кадры, владеющие несколькими иностранными языками.

Каждое из направлений работы открывает перед кафедрой новые горизонты, требует постоянного совершенствования методической и практической подготовки преподавателей, делает работу преподавателей и сотрудников творческой, привлекает на кафедру новые кадры. Кафедра иностранных языков готова ответить на любые запросы Университета – у нее есть все возможности, ресурсы и кадры для того, чтобы предложить самые современные решения.

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