

## **14.6 Type of Business Letters**

Business letters are written for the fulfillment of several purposes. The purpose may be to enquire about a product to know its price and quality, availability, etc. This purpose is served if you write a letter of enquiry to the supplier. After receiving your letter the supplier may send you details about the product as per your query. If satisfied, you may give order for supply of goods as per your requirement. After receiving the items, if you find that the product is defective or damaged, you may lodge a complaint. These are the few instances in which business correspondence takes place. Let us learn the details about some important business letters.

### **i. Business Enquiry Letter**

Sometimes prospective buyers want to know the details of the goods which they want to buy, like quality, quantity, price, mode of delivery and payment, etc. They may also ask for a sample. The letter written to sellers with one or more of the above purposes is known as enquiry letter.

---

### Specimen of Business Enquiry Letter

Tel. 23241053  
Fax: 23244155

M/s Acron Electricals  
22/c, Main Road  
Darya Ganj, New Delhi-2

E-mail: [ele@acr.vsnl.net.in](mailto:ele@acr.vsnl.net.in)  
Website: <http://www.acronele.com>Fax.

Ref. PR/F/2002/27

Dated: July 27, 2002

M/s Bharat Fans  
Bharat Complex  
Hyderabad Industrial Estate  
Hyderabad - 500032

Subject: Enquiry about the prices of fans

Dear Sir,

We are dealing in retail trade of electrical appliances. We would be interested in selling your product, Bharat Fans through our retail showroom.

Could you, therefore, send us your quotations and let us know the terms and conditions of payment.

Thanking you,

Yours faithfully,  
For M/s Acron Electricals  
Sd/-  
(A.B.Kumar)  
Partner.

#### Points to be kept in mind while writing letters of enquiry-

- Letters of enquiry should clearly state the information required, which may be asking for a price list or a sample.
- Write specifically about the design, size, quantity, quality, etc. about the product or service in which the buyer is interested.
- The period or the date, till which information is required, may also be mentioned.

#### ii. Quotation Letter

After receiving the letter of enquiry from a prospective buyer, the sellers supply the relevant information by writing a letter that is called quotation letter. These letters are written keeping in view the information asked for like price list, mode of payment, discount to be allowed etc. Businessman should reply to the inquiries carefully and promptly.

### Specimen of Quotation Letter

Tel. 508632-35  
Fax. 508600

M/s Bharat Fans  
Bharat Complex  
Hyderabad Industrial Estate  
Hyderabad - 500032

E-mail: [bh@fan.vsnl.net.in](mailto:bh@fan.vsnl.net.in)  
Website: <http://www.bhfan.com>

Ref.-SL/F/2002/12

Dated: August 10, 2002

M/s Acron Electricals  
22/c, Main Road  
Darya Ganj, New Delhi-2

Subject: Your letter No. PR/F/2002/27 dated July 27, 2002

Dear Sir,

Thank you for your letter of enquiry. We would be glad to meet your requirements of selling our fan in your retail showroom.

Our quotations are given in the price list enclosed. We offer 10% discount on order above Rs. 50,000. Besides, we allow a grace period of 45 days for payment of dues to our regular customers.

We are confident that you will find our prices competitive and our terms and conditions reasonable. We look forward to meeting your requirements.

Thanking you,

Yours faithfully,  
For M/s Bharat Fans  
Sd/-  
(Des Gupta)

Encl: Price List & Terms and Conditions

Sales Manager