

### iii. Order Letter

In the previous section, we have studied about letters of enquiry and reply to enquiry i.e., quotation letter. The prospective buyer after receiving the reply to his enquiry letter may decide to place an order with that business house which offers goods at minimum price and at favourable terms and conditions. Letters written by a buyer to the seller giving the order to purchase the goods is called order letter.

#### Specimen of Order Letter

Tel. 3241053  
Fax. 3244155

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

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

Ref. PR/F/2002/32

Dated: August 22, 2002

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

Subject: Your letter of quotation No. SL/F/2002/12 dated August 10, 2002

Dear Sir,

Many thanks for your prompt reply to our enquiry letter of July 27, 2002. As we find your prices and terms quite reasonable, we wish to place a trial order as per the list enclosed.

As pointed out in our enquiry letter, quality is important. Should the goods meet our expectations, substantial orders will follow.

Payment will be made within the time limit prescribed in your quotation letter.

Thanking You,

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

Encl: Order List

#### iv. Complaint Letter

A complaint letter is written when the purchaser does not find the goods upto his satisfaction. It is normally written by the purchaser when he receives wrong, defective or damaged goods or receives incorrect quantity of goods. It can also be written directly to the transit authority when the goods are damaged in transit. Thus, we may define a letter of complaint as the letter that draws the **attention** of the supplier or any other party on account of supply of defective or damaged goods.

Points to be considered while writing a complaint letter-

- Complaint letters should be written immediately after receiving the defective goods.
- Mistakes as well as difficulty due to mistake should be mentioned clearly
- Proposal to correct the mistakes should be made
- Suggestions on how the complaint should be dealt with, i.e., mention of compensation, replacement, discount, cancellation etc, should be made.
- Mention period in which the corrective action should be taken
- Request to be careful in future.

#### Specimen of Complaint Letter

Tel. 3241053  
Fax. 3244155

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

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

Ref. PR/F/2002/27

Dated: September 5, 2002

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

Subject: Complaint regarding fans

Dear Sir,

I would like to draw your attention to the fact that some fans are found missing in the parcel, dispatched by you, which I received today. It appears that the following items were not included.

Bharat fan super quality      3 (Three)

Bharat fan standard          2 (Two)

We will appreciate if the above fans are sent to us or the amount credited to our account.

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

#### v. Recovery Letter

The letter written by the seller for collection of money for the goods supplied to the buyer is called recovery letter. The aim of recovery letter is to collect money without annoying the customers. The letter should include information regarding the amount of arrears argument for payment, and last date for payment. The language of recovery letter should be polite, so that the customer is not offended and future transactions with him are not adversely affected.

#### Specimen of Recovery letter

Tel. 508632-35  
Fax. 508600

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

E-mail: bh@fan.vsnl.net.in  
Website: http://www.bhfan.com

Ref.-SL/F/2002/12

Dated: December 10, 2002

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

Subject: Recovery of dues

Dear Sir,

We believe that the payment of our bill No. 1713 dated September 2, 2002 must have escaped your attention. As the payment is due since long, we would appreciate if you send us your cheque immediately. Please let us know whether payment is being withheld for some special reasons.

Thanking you,

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