

ДІЛОВА ІНОЗЕМНА МОВА АНГЛІЙСЬКА МОВА

Методичні вказівки

до НМП “Business Communication” до проведення самостійної роботи для здобувачів вищої освіти першого (бакалаврського) рівня 3-4 курсів денної та заочної форм здобуття освіти за спеціальностями 015 «Професійна освіта (за спеціалізаціями)» (освітні програми: «Професійна освіта (Харчові технології)», «Професійна освіта (Технологія виробів легкої промисловості)», «Професійна освіта (Психологія дизайну та іміджу)», «Професійна освіта (Дизайн)», «Економічна та бізнес-освіта»), 053 «Психологія» (освітня програма «Практична психологія»), 032 «Історія та археологія» (освітня програма «Краєзнавчо-туристична робота»), 071 «Облік і оподаткування» (освітня програма «Облік і оподаткування»), 073 «Менеджмент» (освітня програма «Торговельний менеджмент»), 075 «Маркетинг» (освітня програма «Маркетинг»), 076 «Підприємництво та торгівля» (освітня програма «Митна справа»)

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Д 46 **Ділова** іноземна мова. Англійська мова : методичні вказівки до НМП “Business Communication” до проведення самостійної роботи для здобувачів вищої освіти першого (бакалаврського) рівня 3-4 курсів денної та заочної форм здобуття освіти за спеціальностями «015 «Професійна освіта (за спеціалізаціями)» (освітні програми: «Професійна освіта (Харчові технології)», «Професійна освіта (Технологія виробів легкої промисловості)», «Професійна освіта (Психологія дизайну та іміджу)», «Професійна освіта (Дизайн)», «Економічна та бізнес-освіта»), 053 «Психологія» (освітня програма «Практична психологія»), 032 «Історія та археологія» (освітня програма «Краєзнавчо-туристична робота»), 071 «Облік і оподаткування» (освітня програма «Облік і оподаткування»), 073 «Менеджмент» (освітня програма «Торговельний менеджмент»), 075 «Маркетинг» (освітня програма «Маркетинг»), 076 «Підприємництво та торгівля» (освітня програма «Митна справа»)» [Електронний ресурс] / уклад. М. В. Пасічник. – Харків : ХНУ імені В. Н. Каразіна, 2025. – (PDF 83 с.)

Методичні вказівки до НМП “Business Communication” до проведення самостійної роботи спрямовані на формування у здобувачів вищої освіти професійно-орієнтованих компетенцій, необхідних для ефективної письмової комунікації в англійськомовному середовищі в процесі майбутньої професійної діяльності. Завдання розраховані на самостійне опрацювання з метою опанування базовим лексичним матеріалом, необхідним для написання найбільш живаних видів ділової кореспонденції.

Видання призначене здобувачам першого (бакалаврського) рівня вищої освіти 3-4 курсів денної та заочної форм здобуття освіти за спеціальностями 015 «Професійна освіта (за спеціалізаціями)», 053 «Психологія», 032 «Історія та археологія», 071 «Облік і оподаткування», 073 «Менеджмент», 075 «Маркетинг», 076 «Підприємництво та торгівля», а також магістрам та аспірантам.

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ВСТУП

В епоху розвитку сучасних інформаційних технологій діловий лист як і раніше, залишається важливим джерелом інформації. І хоча мобільний зв'язок і різні програми, типу Viber та WhatsApp все частіше використовуються для оперативного вирішення питань з партнерами по всьому світу, ділові листи дають можливість вирішувати найважливіші та найскладніші питання. Слід визнати, що постійне вдосконалення та широке використання інформаційних технологій впливають на шляхи передачі ділової документації. Наприклад, крім традиційної відправки в конверті поштою, частіше використовується електронна пошта та факс.

З урахуванням євроінтеграційних процесів, що відбуваються в Україні, розвитку міжнародної торгівлі та інтернаціоналізації бізнесу, стиранням національних кордонів, велика частина ділового листування відбувається англійською мовою. А це означає, що навчання письмовій комунікації англійською мовою має стати невід'ємною частиною професійної підготовки здобувачів освіти всіх рівнів.

Методичні вказівки складаються з 8-ми юнітів, у яких подано правила оформлення ділових листів, прийняті за кордоном, найбільш частотні мовні етикетні моделі, а також змістовні та композиційні особливості листів-запитів, пропозицій, замовлень, претензій тощо та правил їх перекладу. Кожен юніт містить загальну інформацію щодо складання певних листів англійською мовою, оригінальні зразки ділових листів, а також тренувальні вправи для вивчення стандартних штампів та виразів, націлених на формування практичних навичок з ділового листування.

Подані методичні вказівки також можуть бути корисними для магістрів та аспірантів, хто прагне розвивати навички писемного мовлення англійською мовою, наприклад, при складанні різного роду супровідних документів до наукових статей, а також усім, чия професійна діяльність пов'язана з веденням листування з англомовними адресатами.

UNIT 1. ENQUIRIES

Inquiry Letter

To show an inclination to know or learn about something is called an “Inquiry”. But an inquiry is not always the right to information. If someone makes an inquiry the person who is being inquired may or may not give the requested information. So one must be careful and inquire only about the things that s/he is expected to get the answers to. An Inquiry Letter is a request for some information that, if given, may prove useful to the writer. Since an Inquiry Letter is a request, the tone should not sound authoritative. The writer must remember that the reader may chose to give or not give the information especially if the letter is dominating in nature. When making an inquiry it is important that the writer gives details about himself/herself or her/his company so that the person who is being inquired can authenticate the source. The writer should also inform the reader why such an inquiry is being made.

An Inquiry Letter is an official letter so it should be typed and preferably couriered. From its contents it is evident that an Inquiry Letter will have to be lengthy but that cannot be helped.

DOS AND DON'T'S OF INQUIRY LETTER

An Inquiry Letter should give a brief introduction about the writer or her/his company. It should give all relevant details of what is being inquired about. Since an Inquiry Letter is a request, it should not sound authoritative. If lot of information is requested it is better to write them in bullet points so that no information is missed out. Since an Inquiry Letter is an official letter, it should be typed. Grammatical and punctuation errors should be carefully looked into. If the writer has a deadline by when s/he needs the information that should be communicated to the reader as well. If the letter is being written on a letterhead, the writer must make sure that the correct phone numbers and contact details are mentioned in the letter as it makes easier for the writer to make a contact.

Planning an Inquiry

The content of the **inquiry** depends on three things: first, how well you know the addressee; second, whether the addressee is a domestic or foreign company; third, on the type of product for which information is requested.

It is recommended to start the **inquiry** either by providing information about yourself or about how you learned about the addressee.

Next comes the main part of the **inquiry**, which may request various descriptive literature; direct information about the product you are interested in; you can also ask the addressee to send you samples of the product and inquire about the terms of the future transaction - prices, discounts, payment terms.

In conclusion, standard politeness formulas are most often used. You can also indicate other areas of cooperation in which you are interested, because if you make it clear to the addressee that you intend to become his regular customer, then you can count on more favorable prices and conditions.

Examples

ENQUIRY 1

London, April 5, 20..

E Fowler & Co. Ltd.

15 Moonlight Rd

Manchester

Great Britain

Dear Sirs

We were greatly impressed by the selection of gardening tools displayed on your stand at the Gardening Exhibition held in London last week.

We are a large store in the centre of London with a number of outlets all over the country and we would like to know more about your manufactures.

We shall be obliged if you will send us your up-to-date catalogues and price-lists quoting your best prices and most favourable terms of payment.

We look forward to hearing from you soon.

Yours faithfully

L Slocum (Mrs)

ENQUIRY 2

London, October 10, 20...

SuperFurniture Ltd.

19 Bee Rd

Manchester

UK

Dear Sirs

We have seen your advertisement in the July edition of "Furniture & Office Equipment" and it interested us greatly.

Our bank is opening new branches in Manchester and Leeds and we will require office furniture and equipment urgently.

We are inclined to place a considerable order with your company and therefore would expect a quantity discount off list prices, and our terms of payment are normally payment for collection or as a special concession on our part by Letter of Credit.

We shall appreciate it if you will send us your brochures, prospectuses and catalogues in duplicate.

We hope to hear from you soon.

Yours faithfully

E Lacombe

ENQUIRY 3

Leeds, November 15, 20...

Fish & Fish Products Ltd.

15 Cornflower St.

Leeds

Great Britain

Dear Sirs

We represent a chain of restaurants and cafeterias in Great Britain and are looking for a company engaged in the export of fish and fish products. The Chamber of Commerce of Great Britain has informed us of your address.

We are interested in tinned fish for shipment in equal lots at regular intervals during the next five months. We are ready to pay 50% by an irrevocable Letter of Credit.

We should be obliged to you if you would send us an offer for these goods stating the price of each item separately.

Your early reply will be very much appreciated.

Yours faithfully

A Smith

ENQUIRY 4

Glasgow, December 17, 20...

The Manchester Engineering Co.

15, Winston St.

Manchester

Great Britain

Medical Instruments

Dear Sirs

We are regular buyers of Medical Equipment and Instruments on your market. At the annual fair last month we saw your instruments and got some publications covering the latest models. We applied to the Chamber of Commerce and found out your address.

We have read your ad published in the "Medicine" journal and learnt that your list prices have been reduced by 5%. Taking into account your advanced technology and attractive prices we would ask you to send us further data concerning your terms of payment and delivery as well as technical documentation.

We hope your prices as well as terms and conditions will be competitive and look forward to placing an order with you.

We trust you will make every effort to meet our particular requirements.

Yours faithfully

S. Grey

EXERCISES

Ex.1. Find the English equivalents in the enquiries.

Рекламне оголошення у липневому номері; розмістити замовлення у компанії; надати знижку; платити акредитивом; рівними партіями; через рівні проміжки часу; поступка з чийогось боку; терміново потребувати, вислати пропозицію на щось, займатися експортом; вказати ціну кожної позиції окремо; брошури та проспекти у двох примірниках; великий магазин з низкою торгових точок країною; звернутися до Торгової палати; на щорічній виставці; передова технологія; на ринку; інформація щодо умов платежу.

Ex.2. Fill in the blanks with one of the following words. Mind your grammar.

in equal lots; advanced technology; to make every effort; regular buyers; outlet; by an irrevocable Letter of Credit; concession; to place; selection; competitive (2); to apply to; in duplicate; for collection; to find out

1. We are going _____ a considerable order with your company.
2. We trust you will _____ to meet our particular requirements.
3. We should appreciate it if you would send us your brochures _____.
4. As a _____ on our part we are ready to pay 50% in cash.
5. We have seen the _____ of your medical instruments displayed on your stand at the exhibition held in London last week.
6. We applied to the Chamber of Commerce and _____ your address.
7. They are interested in shipment _____ within the next six months.
8. We hope that your prices and terms of payment will be _____.
9. We are _____ of Medical Equipment and Instruments on your market.
10. The company _____ the Chamber of Commerce for information.
11. We have a number of _____ all over the country.
12. If your prices and terms of payment are _____ we will place a substantial order with you.
13. Our terms of payment are payment _____.
14. Taking into account your _____ and attractive prices we would ask you to send us further data concerning your terms of payment and delivery as well as technical documentation.
15. We are ready to pay the balance _____.

Ex.3. Complete the sentences.

1. We are a large store in the centre of Milan (з цілим рядом торгових точок) all over the country.
2. We hope your prices as well as (умови) will be competitive and look forward to (розміщення замовлення) with you.

3. We shall appreciate it if you will send us your prospectuses (у двох екземплярах).
4. They are going to (розмістити значне замовлення) with us.
5. We should be obliged to you if you would send us an offer for these goods (вказавши ціну кожної позиції окремо).
6. (На щорічному ярмарку) last month we saw your (прилади) and got some publications covering the latest models.
7. We have seen (Ваше рекламне оголошення) in the August edition of the "Medicine" journal.
8. Our terms of payment are 50% (на інкасо) and 50% (акредитивом).
9. We are interested in tinned fish (з відвантаженням рівним партіями) during the next three months.
10. Could you send us an offer for these goods (вказавши ціну кожної позиції окремо).
11. (Беручи до уваги) your advanced technology and attractive prices we would ask you to send us further data concerning (Ваших умов платежу) and delivery as well as technical documentation.
12. We would ask you to send us (додаткову інформацію щодо) terms of payment and delivery.
13. We are ready (надати Вам знижку) from list prices.
14. The goods will be shipped (через рівні проміжки часу) during the second quarter.
15. We represent (мережу ресторанів) and cafeterias in Great Britain and are looking for a company (зайняту) in the export of fish and fish products.

Ex.4. Fill in the blanks with articles where necessary.

1. We have seen your advertisement in _____ June edition of _____ "Furniture & Office Equipment".

2. We are inclined to place _____ considerable order with your company and would expect _____ discount off _____ list prices.
3. As _____ special concession on our part we are ready to pay by _____ irrevocable Letter of Credit.
4. We shall appreciate it if you will send us your prospectuses in _____ duplicate.
5. We are interested in _____ canned fish for _____ shipment in _____ equal lots at _____ regular intervals.
6. Could you send us _____ offer for _____ goods stating _____ price for each item separately.
7. We are _____ regular buyers of _____ medical equipment on your market.
8. _____ Chamber of Commerce has informed us of your address.
9. At _____ annual fair _____ last month we saw your instruments and got some publications relating to _____ latest models.
10. We are _____ large store in _____ centre of Manchester with _____ number of _____ outlets all over _____ country.

Ex.5. Fill in the blanks with prepositions/ particles where necessary.

1. We were impressed _____ the selection _____ your sweaters displayed _____ your stand _____ the Menswear Exhibition held _____ Rome _____ last week.
2. We are looking _____ _____ hearing _____ you _____ the near future.
3. We intend to place a considerable order _____ your company _____ your tinned fish.
4. Payment will be made _____ Letter _____ Credit to be opened _____ London Merchant Bank _____ 25 April _____ the latest.
5. We are ready to pay _____ cash _____ the machine-tools bought _____ you.
6. As a special concession _____ our part we are ready to grant you a discount _____ the list prices.
7. We shall appreciate it if you will send us your prospectuses _____ duplicate _____ separate cover.

8. Payment is _____ collection _____ shipping documents.
9. They will ship the goods _____ equal lots _____ regular intervals _____ the second half _____ this year.
10. We are looking _____ a company engaged _____ the export _____ tinned fish and are interested _____ monthly shipments _____ the goods.
11. We are ready to make you an offer _____ 10 lots _____ caviar.
12. Could you quote us _____ your gardening tools stating the price _____ each item separately.
13. We are regular buyers _____ medical instruments _____ your market.
14. Our representative saw your equipment _____ the annual fair and was favourably impressed _____ it.
15. We would ask you to send us your publications relating _____ the latest models.

PROGRESS TEST

Complete the following sentences in appropriate ways, using one word for each blank space.

1. We were greatly impressed by the selection of gardening tools displayed on your _____ at the Gardening Exhibition held in London last week.
2. We know that you are the _____ manufacturers of high _____ machinery in Great Britain.
3. The _____ of Commerce of Great Britain has informed us of your address.
4. We are inclined to _____ a considerable order with your company and therefore would expect a quantity discount _____ list prices.
5. The machines should be delivered _____ with all essential accessories and tools together with manuals in English and Ukrainian for _____ and maintenance.
6. We are ready to pay 50% by an irrevocable Letter of _____.
7. For order's _____ please acknowledge receipt.

8. To our regret this equipment is not available for _____ at present as it is _____ final service tests.
9. We are _____ buyers of Medical Equipment and Instruments on your market.
10. Our bank is opening new _____ in Manchester and Leeds.
11. We shall be obliged if you will send us your up-to-date catalogues and price-lists _____ your best prices and most favourable terms of payment.
12. We should be obliged _____ you if you would send us an offer for these goods stating the price of each _____ separately.

UNIT 2. OFFERS

An offer is a commercial proposal that describes in detail the value of purchasing a product or service from a company for a target segment or a specific buyer. In essence, an offer is a promise that a company makes to its potential clients. It should be clearly formulated in 2-5 sentences. An offer acts as a wrapper or package: it briefly describes the product in such a way that a potential buyer wants to receive this product.

The main task of an offer is to arouse interest in the client. A correctly formulated offer makes advertising communication with target consumers more effective.

8 Signs of a Good Offer

The right offer

- contains specifics - all indicators that cannot be measured must be removed or disclosed so that the client understands how much they need it.
- broadcasts confidence - people tend to doubt, so they trust those who demonstrate confidence more. To emphasize it and convince you of the quality of a product or service, use facts (real results) and figures.
- is personalized - the offer must be addressed to a specific person or target group. Trying to make one offer for everyone is a bad idea. It is better to convey to the client that the product is right for him.
- solves real problems - this is exactly why it is necessary to know the client's pains and desires. If you can divide your target audience into segments and create customer profiles, then you need to prepare an offer for each of these groups separately.
- sells the result - describe not the process, but the result for the user. To easily write an offer, rephrase the process into a result, answering the question of what the user will receive.
- contains numbers - an offer illustrated with numbers is read faster and it will be easier for the client to understand what exactly he needs to do and what the end result is.

-answers questions before they arise - if the client may have a question, it should be answered in the text of the offer itself, so that this does not lead to doubts and rejection of the offer.

-closes objections – usually representatives of the target audience have 1-2 key objections. They need to be clarified and closed in the text of the offer.

EXAMPLES

OFFER 1

London, 28th November 20...

United Textiles Inc.

55 Broad Street

New York 15, NY

USA

Dear Sirs

We thank you for your enquiry dated November 25th for Textiles of our manufacture. We offer you printed cotton cloth¹ equal to any sample you might select. Besides, should you so desire, you can buy different kinds of woolen textiles, produced at our factory in Manchester.

As for prices as well as terms and conditions you will find them stated herein.

QUANTITY: up to 20,000 m of any fabric.

QUALITY: equal to sample, in full accordance with government safety standards.

PRICES: as per Price-List No. 3a enclosed herewith.

DISCOUNTS: if the quantity is over 20,000 m, the price is subject to 5 per cent discount. Further discounts are granted subject to special agreement.

TERMS OF PAYMENT: 5 per cent in advance; 60 per cent by a Letter of Credit; the balance of 35 per cent by drafts.

TERMS OF DELIVERY: within 4 weeks of the acceptance.

All other terms and conditions are stated in the enclosed copy of the General Conditions which form an integral part of our sales contracts. This offer is subject to the goods being unsold upon receipt of your reply.

We hope to hear from you soon. Please, acknowledge receipt.

Yours faithfully

John Wright

Sales Manager

OFFER 2

Glasgow, September 8, 20...

Pilkington Bros. Ltd.

40 Cannon Street

London, EC, UK

Dear Sirs

Smith & Co., who have been doing business with us for at least 5 years past, have advised us that you will probably be replenishing your stocks of Caviar and tinned fish in the near future.

We have been in the business for 20 years and are proud of rich experience in producing delicious tinned products. At present we can offer you without obligation on our part 600 kg of Barrelled Caviar of British origin of 20... preparation.

We can supply you with Caviar in equal lots of 100 kg at regular intervals during the year. In addition to Barrelled Caviar, we offer Tinned Caviar with delivery during the year.

If you are interested in tinned fish, a wide range of which is produced by our company, please, let us know. Our full export price-list is enclosed herewith.

The grade of Caviar on the offer has always been sold very well in Britain, and the prices quoted for bulk purchase will enable you to sell it at highly competitive prices, while obtaining a good margin of profit.

We will be pleased to supply you with first order against settlement within 30 days of date of invoice, and with 2.5 % discount. Immediate shipment is guaranteed.

We advise you to place your order promptly, since we expect considerable response from other foreign customers to this special offer. This offer is subject to prior sale.

Yours faithfully

B. Novel

Vice-President

Encl.

OFFER 3

April 9, 20...

CIECH

Marszalkowska 5

Warszawa, Poland

Dear Sirs

We thank you for your enquiry of April 3 and are pleased to inform you that our agents in Warsaw hold stocks of all our products.

Details of our export prices and terms of payment are attached hereto, and we have arranged for a copy of our catalogue to be sent to you today. We would be happy to discuss discounts with you if you would kindly let us know how large your orders are likely to be.

We highly appreciate your interest in our products and look forward to the opportunity of doing business with you.

Faithfully yours

D.Jones

Encl.

OFFER 4

August 14, 20...

15 High Street

Glasgow

Scotland

Dear Sirs

We acknowledge receipt of your enquiry of August 8. Please, accept our apologies for the delay in sending a reply to your letter as we were so overloaded with orders from most of our regular customers that we failed to keep pace with the demand.

Now we face a problem of overstocking as two weeks ago we were suddenly flooded with urgent last-minute orders. We must ask you, therefore, to give the enclosed special price-list your immediate attention. To encourage all customers to lay in a good stock we are prepared to offer a trade discount of 4 per cent. All orders over \$500 received before 1st September are subject to the discount in question.

Faithfully yours

K.Robinson

Kate Robinson (Miss)

OFFER 5

New York, 4th January 20...

Finlay & Murrey Ltd.

4 Finsbury Square

London, EC2

England

Dear Sirs

As a result of the favourable supply situation we are able to offer you firm for immediate delivery our chemical products as per specification enclosed.

Prices are subject to variation without notice, in accordance with market fluctuations.

If you buy over 5,000 packs, we can offer you a discount of 5 per cent on list prices.

Please let us have your order by 31st January, as the price concession will not apply after that date. Our terms of payment are against invoice.

We look forward with pleasure to serving you.

Faithfully yours

Peter Gordon

EXERCISES

Ex.1. Find in the letters the English equivalents.

Товари за зразком; становити невід'ємну частину; залишок 30%; стандарти, які забезпечують безпеку; масова закупівля; створювати товарні запаси; бути перевантаженим замовленнями; надлишки товарних запасів; тратта; поповнювати запаси; без зобов'язань із нашого боку; продавати за конкурентними цінами; торгувати з будь-ким.

Ex.2. Fill in the blanks with one of the following words. Mind your grammar.

at highly competitive prices; without notice; discount; to do business with; to encourage; to hold stocks; price concession; offer; to replenish stocks with; to be subject to (3); to be overloaded with orders; drafts; response to the offer; trial

1. Our terms of payment are by _____.
2. Our agents _____ of our goods in that country.
3. We will give our immediate attention to your _____.
4. We intend to _____ new models.
5. We offer you the goods _____ your confirmation by cable.
6. We _____ Smith & Co. for ten years.
7. Prices are subject to variation _____, in accordance with market fluctuations.
8. Low prices and favourable terms of payment _____ us to place a _____ order with Brown & Sons, Ltd.
9. We failed to send you our samples as we _____.
10. As we sell our goods _____ we have a good margin of profit.
11. The goods are _____ prior sale.
12. Let us have your order by 31st January, as _____ will not apply after that date.
13. We expect a wide _____.
14. The orders received before the 1st May are _____ discount.
15. All orders over \$500 received before 1st September are subject to _____ in question.

Ex.3. Complete the sentences.

1. (Якщо ви хочете) the goods equal to sample will be shipped without delay.
2. To encourage all customers (створювати) a good stock we are prepared to offer a trade (знижку) of 4 per cent.
3. We offer you (без зобов'язань з нашого боку) 10,000 tons of Ore.

4. You are to deliver the goods (рівними партіями) at regular intervals.
5. In the near future our regular clients are going to (поповнити запаси) of tinned fish.
6. We will (організуємо відправку каталогу) to your address.
7. The (пропоновані) goods are of British origin.
8. Please, (прийміть наші вибачення) for the delay in sending a reply to your letter as we were so overloaded with orders (від наших постійних клієнтів) that we failed to keep pace with the demand.
9. (Залишок у) 30 per cent will be paid by (тратти).
10. We advise you to place your order (негайно), since we expect considerable (відгук) from other foreign customers to this special offer.
11. First we were overloaded with last-minute orders, later some of them were withdrawn and now we face (надлишки товарних запасів).
12. Our General Conditions (складають невід'ємну частину) of sales contracts.
13. The equipment meets major (стандарти, що забезпечують безпеку).
14. The prices quoted for bulk purchase (дозволять Вам) to sell the goods at highly competitive prices.
15. We can supply you with Caviar (рівними партіями) of 100 kg (через рівні проміжки часу) during the year.

Ex.4. Fill in the blanks with articles where necessary.

1. We are sending you under _____ separate cover _____ new pattern-books of our sub-contractors.
2. We have been in _____ business for 20 years and are proud of _____ rich experience in producing _____ delicious tinned products.
3. Our terms of payment are subject to _____ revision.
4. In _____ September we were overloaded with _____ last-minute orders.
5. We offer you _____ Printed Cotton Cloth equal to _____ sample.
6. Now we face _____ problem of overstocking.

7. All other terms and conditions are stated in _____ enclosed copy of _____ General Conditions which form _____ integral part of our sales contracts.
8. As _____ result we offer you firm _____ following articles.
9. _____ prices are subject to _____ variation without _____ notice.
10. For _____ quantities over 2,000 units, we can offer _____ discount of 5 percent on _____ list prices.
11. We look forward to _____ pleasure of serving you.
12. _____ offer is subject to _____ goods being unsold upon _____ receipt of your reply.

Ex.5. Fill in the blanks with prepositions/ particles where necessary.

1. We offer you different kinds _____ woolen textiles produced _____ our enterprise _____ Manchester.
2. The General Conditions _____ Sale form an integral part _____ our sales contracts.
3. This offer is subject _____ the goods being unsold _____ receipt _____ your reply.
4. Terms _____ payment: 10 per cent _____ advance; 60 per cent _____ a Letter of Credit; the balance _____ 30 per cent _____ drafts.
5. The goods _____ this offer fully conform _____ the state norms and safety standards.
6. We have been doing business _____ Smith & Co. _____ _____ least 5 years past.
7. We will probably be replenishing our stocks _____ the goods _____ some new models in the near future.
8. Our partners are proud _____ rich experience _____ producing first-class tinned products.
9. _____ present we can offer you _____ obligation _____ our part 6,000 kg _____ Caviar _____ British origin.
10. We offer you Caviar _____ 20... preparation.

11. We can supply you _____ Caviar _____ equal lots _____ 1,000 kg each.
12. The barrelled caviar will be shipped _____ regular intervals.
13. The prices quoted _____ bulk purchase will enable you to sell _____ highly competitive price.
14. We expect considerable response _____ foreign customers _____ this special offer.
15. Please, accept our apologies _____ the delay _____ sending a reply _____ your letter _____ May 26.

WORKSHOP

Make up a letter according to the situation.

Повідомте Вашому кореспонденту, що Ви направили на його прохання зразки нових видів тканин разом із останнім прейскурантом. Ви питаєте про перспективи продажу Ваших товарів на новому ринку. Як додатковий стимул Ви надаєте тривідсоткову знижку на замовлення вартістю понад 5 тис. дол. Нагадайте адресату, що Ваша пропозиція відкрита для акцепту до 10 серпня.

UNIT 3. ORDER LETTER

An order letter is a formal document that approves the purchase and sale of a product and provides product specifications. It may also comprise order characteristics, product specifications, quantity, colour, product, mode of payment, and shipment/delivery date(s), among other things. Purchase orders, or POs, are another term for order letters. The letter is written in formal language. You must take special care to provide complete and accurate information, as missing information results in delayed deliveries.

Guidelines to write an Order Letter

- The letter should be precise; no pep talk or informal conversation is required. Your objectives must be properly understood and articulated.
- The language should be simple and formal.
- Make no errors in the specs or numbers.
- Inform the seller when you expect delivery and how you intend to pay the fee.
- Jargon should be avoided.
- Don't be afraid to place your order, but remember to plan ahead of time.
- If you have any questions, please do not hesitate to contact the receiver.
- Instead of a simple A4 page, order letters are frequently written on the company's letterhead.

EXAMPLES

FORM OF ORDER 1

London, May 20, 20...

Smith & Co., Ltd.,

18 High Street,

Glasgow,

Great Britain

Dear Sirs,

Manchester

Dear Sirs

We have pleasure in ordering the following articles from your winter catalogue:

Item 3a Item 6b Item 5 Item 9c

First-class material and workmanship are essential. The quality is to be equal to sample.

We leave it to your discretion to supply a suitable substitute, should you not have what we require, but the price should not exceed \$1.75 per piece.

Please note that delivery is required by April 5 without fail. Your early attention to this order will be appreciated.

Faithfully yours

Andrew Hughes

ORDER 3

15th December, 20...

Modern Garden Implements Ltd.

Wendover Avenue

Birmingham UTT 8FR

England

Dear Sirs

We thank you for your revised price-list, sent to us on the 28th November. Your representative has visited us in London and we are glad to inform you that we would like to place a trial order for Gardening Tools of your manufacture if you could guarantee their delivery to London before the 15th December 20... .

We enclose an official order form for the above goods. The order will **provide** for a Proforma Invoice, including full particulars of discounts, freight rates and insurance.

We reserve the right to cancel the order and/or return the shipment at your risk and expense at any time after the 15th December.

Since this is our first transaction, the most acceptable mode of payment is by an irrevocable Letter of Credit. Our bank will therefore issue a Letter of Credit in your favour for the invoice value CIF London. We hope this to be suitable for you.

We look forward to getting your shipment and doing business with you.

Yours faithfully

James Ashey

ORDER 4

8 August, 20...

Petersen A.S.

Glostrupgade 154

Copenhagen S

Dear Sirs

We thank you for your kind letter of July 26 which had our closest attention. Enclosed please find our order No.6B for 4 Stadium Clocks, Model K-38, Price ... USD per unit.

We would like to stress that this is our trial order which would be followed by an order for another 8-10 clocks if the first consignment meets our requirements.

Delivery should be effected as early as possible, but take place before September 1. Payment is to be made by an irrevocable letter of credit to be opened with the Metropolitan Merchant Bank Ltd., Overseas Branch, London within ten days of receipt of your advice of readiness of the goods for shipment. Import Licence #

208579 has already been obtained. We are looking forward to your early confirmation.

Yours faithfully

S. Smith

Encl.

An Order Confirmation is a written confirmation of an order. This lets the customer know that their order is being processed. As soon as the order confirmation has been sent to the customer, it is legally binding - this means that the supplier is obliged to complete the order.

ORDER CONFIRMATION EXAMPLE

7 Nov 20...

K.Monk & Co., Ltd.

Birmingham B12 0BY

England

Dear Sirs

Your Order No.78969-6

We thank you for your order dated October 28 for Gardening Tools enumerated in Enclosure 1.

We confirm that we have the listed items available in stock and we guarantee delivery to London before November 30.

The goods will be dispatched as soon as we receive instructions. We will immediately inform you of the date of shipment.

We are looking forward to an early reply.

Faithfully yours

K.Monk

Encl.

EXERCISES

Ex.1. Find the English equivalents.

Обов'язково; переглянутий каталог; одержати імпорту ліцензію; бланк замовлення; пробне замовлення; спосіб платежу; за чийсь рахунок; зворотний бік замовлення; на чийсь ризик; передбачати щось; поштова адреса; вантажоодержувач; відкрити акредитив на чиюсь користь; повідомлення про готовність товарів до відвантаження; маркування; виставити акредитив; перераховувати будь-що; анулювати замовлення; попередня фактура.

Ex.2. Fill in the blanks with the following words. Mind your grammar.

form of order; revised; to form an integral part;
to reserve the right; to issue; workmanship; enumeration; to receive a visit;
postal address; trial order No. 1; proforma; on the reverse side; consignee;
mode of payment; in your favour; discounts

1. We are to guarantee good _____ for 6 months of the date of the delivery.
2. Our _____ is enclosed herewith.
3. Our terms and conditions are stated _____ of the order.
4. The _____ of the _____ is essential.
5. Our clients _____ to cancel their order provided the goods are delivered after the stipulated time.
6. We attach a _____ copy of our current catalogue of Machines.
7. Please, indicate your _____ .
8. Further _____ are granted subject to special agreement.
9. In your _____ of the documents _____ is missing.

10. Our bank will _____ a letter of credit _____.
11. We _____ of your representative concerning our _____.
12. All other terms and conditions are stated in the enclosed copy of the General Conditions which _____ of our sales contracts.

Ex.3. Complete the sentences.

1. We would like to place (пробне замовлення) for medical instruments with Brown & Co., Ltd.
2. Within 4 weeks of signing the contract you are (отримати імпорتنу ліцензію).
3. We leave it (на Ваш розсуд) to supply a suitable substitute.
4. We thank you for your (оновлений каталог верстатів) we are interested in.
5. We would like to place (пробне замовлення) for Gardening Tools of your manufacture.
6. We confirm that we have the (перелічені) items in stock and can ship them without delay.
7. First-class material and (якість виготовлення) are essential.
8. We (зберігаємо за собою право) to cancel the order at any time after January 15th.
9. The order will (передбачати) a Proforma Invoice, including full (подробиці) concerning discounts and freight.
10. We reserve the right to return the shipment (на Ваш ризик та за Ваш рахунок) at any time after the stated date.
11. Under the contract you shall (відкрити безвідкличний акредитив) for the total contract value plus 10 per cent with the Bank for Foreign Trade.
12. Please supply and deliver the goods described below (на умовах) specified herein and (на звороті) of this order as well as those enclosed herewith.
13. Your (підтвердження замовлення) should reach us by November 21.
14. You will find our (офіційна форма замовлення) enclosed herewith.

15. Our bank will therefore issue (акредитив) in your favour (на фактурну вартість) CIF London.

Ex.4. Fill in the blanks with articles where necessary.

1. _____ first-class material and workmanship are essential.
2. We can supply you with _____ suitable substitute.
3. We would like to place _____ trial order for _____ Model A.
4. _____ import licence No. 36/ AC8 has already been obtained.
5. We have received _____ visit from your representative in London.
6. Our bank will issue _____ Letter of Credit in your favour.
7. Gardening Tools in _____ question are enumerated in _____ Enclosure 1.
8. _____ order will provide for _____ proforma invoice.
9. We enclose _____ official order form for _____ above goods as you have confirmed that _____ listed units are in _____ stock.
10. If _____ first consignment meets our requirements, we will place _____ new order for _____ larger quantities.
11. Within 14 days of signing _____ contract you are to obtain _____ import licence.
12. Please supply and deliver _____ goods described below on _____ following terms and conditions.

Ex.5. Fill in the blanks with prepositions/ particles where necessary.

1. Brown & Co. have supplied us _____ the goods _____ the terms and conditions stated _____ the reverse side _____ the order.
2. We would like to place a trial order _____ Andrews & Robinson _____ CIF terms.
3. We are interested _____ Gardening Tools _____ your manufacture.
4. We could guarantee the delivery _____ the goods _____ London _____ the 15th _____ May.

5. We thank you _____ your revised quotation _____ Gardening Tools sent _____ us _____ separate cover.
6. The order will provide _____ a proforma invoice _____ full particulars _____ discounts, freight and insurance.
7. We have to return the shipment _____ your risk as the goods were received _____ the stipulated time.
8. All charges are _____ the expense _____ the Buyers.
9. As it is our first transaction, this way _____ payment is acceptable _____ us.
10. Payment is made _____ an irrevocable Letter of Credit issued _____ the Merchant Bank of Ottawa.
11. The Letter _____ Credit is established _____ your favour _____ the Merchant Bank _____ Ottawa.
12. We look forward _____ getting your shipment and doing further business _____ you.
13. This order will be followed _____ a new order _____ another 20,000 tons _____ Ore.
14. The Letter _____ Credit is to be opened _____ 10 days _____ receipt _____ your advice _____ the readiness _____ the goods _____ shipment.
15. We thank you _____ your order confirmation _____ the delivery _____ Tools enumerated _____ Enclosure 1.

WORKSHOP

Make up a letter according to the situation.

Ви дякуєте Intertextile за їх переглянутий прейскурант. Ви повідомляєте, що Вас відвідав представник Intertextile у Берліні, і Ви обговорили всі деталі угоди. З листом Ви надсилаєте бланк офіційного замовлення. Зауважте, що всі умови надруковані на зворотному боці замовлення.

UNIT 4. ACCEPTING OR DECLINING OFFERS AND ORDERS.

In the business world, being able to say “yes” in a confident and reassuring manner can be a valuable skill. After all, it’s a great way to show people that you trust their judgment, that you’re willing to take risks, and that you’re eager to move forward with projects. However, simply saying “yes” isn’t enough—you need to do it with assurance and positive reassurance. This can be done by writing a letter. It must be clear, complete, and follow exactly what was offered. If anything is changed, it's not acceptance but a counteroffer. Clear and Unconditional: Acceptance must be straight to the point and match the offer.

Knowing how to say no politely and professionally is also important in the business world. Whether you're declining a job offer, rejecting a sales pitch, or turning down a project, saying no can be difficult. Especially if English is not your native language and you're new to learning business English. However, using the right phrases can make all the difference in maintaining positive relationships and avoiding misunderstandings.

"Thank you for considering me, but I must respectfully decline."

This phrase expresses appreciation for the opportunity while also firmly declining. It shows that you value the other person's time and effort, but that you have made a decision that cannot be changed. This is handy when declining job offers or business proposals.

"I appreciate your interest, but unfortunately, I'm unable to commit at this time."

This saying acknowledges the other person's interest while being clear and direct about your decision. It shows that you are taking their request seriously but cannot fulfill their request at the moment. This phrase is helpful when declining invitations or business proposals.

"I understand where you're coming from, but I don't think it's the right fit for me."

This is a polite way to decline a business proposal or sales pitch. It acknowledges the other person's effort and interest. At the same time, it is honest about your

decision. This one is helpful for declining a product or service that doesn't meet your needs or expectations.

"Thank you for the opportunity, but I'm afraid it's not something I can take on right now."

This expression is an excellent way to decline a business request, such as a speaking engagement or additional projects. It shows that you appreciate the offer but cannot accept it now. This is particularly useful when you're declining an opportunity that you may be interested in in the future.

EXAMPLES

LETTER 1 (Request to reduce prices)

November 5, 20...

Dear Sirs

We have considered your letter October 25, 20... offering us your optical equipment for our plant in Glasgow. We should state that the quality of your products is very high and suits us all right.

The problem is that the prices for your Models 452 and 234 are considerably higher than those for similar models by your competitors by some 10 and 12 per cent respectively. We should be prepared to buy 10 units each on the terms and conditions quoted by you if you reduce your prices by at least 5 per cent.

We hope to hear from you soon.

Yours faithfully

J. McClellan

LETTER 2 (Declining an offer on the ground of high prices)

April 26, 20...

Dear Mr Black

Thank you for your quotation dated April 18 for sports equipment. I appreciate your trouble in this matter but as your prices are considerably higher than those I have been quoted by other dealers, I regret I cannot give you an immediate order. We are willing to place an order with your company provided your prices are revised.

Anyway, I shall bear your company in mind when I require other products in the future.

Yours sincerely

Carl Daniels

LETTER 3 (Revised offer)

Dear Mr. Daniels,

I am sorry to learn from your letter of April 26, 20... that you find our prices too high. We do our utmost to keep prices as low as possible without sacrificing quality. To this end we are constantly investigating new methods of manufacture.

Considering the quality of the goods on the offer we do not feel that the prices we quoted are at all excessive. However, bearing in mind the special character of your trade, we are prepared to offer you a special discount of 4% on first orders for \$6,000. This allowance is made because we should like to do business with you if possible, but I must stress that it is the furthest we can go to help you.

I hope this revised offer will enable you to place an order.

Sincerely yours,

John Black

LETTER 4 (Order confirmation)

Dear Sirs

We were very pleased to receive your order of June 23 for fabrics, and welcome you as one of our customers.

We confirm supply of the fabrics at the prices stated in your letter. Delivery should be made by our own vehicles early next week. We feel confident that you will be completely satisfied with these goods and that you will find them of exceptional value for money.

As you may not be aware of the wide range of goods we have available, we are enclosing a copy of our catalogue.

We hope that our handling of your first order with us will lead to further business between us and mark the beginning of a happy relationship.

Yours faithfully

F. Christie

Executive Director

LETTER 5 (Acknowledging an offer)

November 27, 20...

Dear Sirs

We acknowledge receipt of your trial order No.925-P for 450 wrist watches (Models X29 – Z34), which we received today. Your order is now being processed for immediate dispatch and will be ready for airfreight shipment for delivery to Heathrow Airport London early next week. As requested, we will enclose a packing note with the goods.

We are sure you will be pleased with this new line of wrist watches and look forward to working with your company again soon. We hope that this initial order will lead to further business.

Faithfully yours

T. Sawyer

Sales Manager

LETTER 6 (Giving most favourable credit terms to a new customer)

March 23, 20...

Dear Mr Johnson

We welcome you as a new customer and appreciate very much your order of May 15, 20..., which will be shipped on the 24th by air express. As agreed upon, this order as well as future orders will be shipped to you on our most favourable credit terms.

We are packing our latest window display cards with this order. Within the new few days you will hear from our promotion department, a service that is conducted exclusively for our customers. Please feel free to make use of this service at any time without any obligation or charge.

We are looking forward to pleasant business relations with your company.

Sincerely yours

D.Thompson

LETTER 7 (Refusing an order)

December 19, 20...

Dear Mr Galen,

Thank you for Order No.341-34 you placed with us on December 15, 20... . Unfortunately, we do not feel that we can offer the trade discount which you have asked for, viz. 25 per cent as we grant our usual trade discount of 20 per cent to all our customers regardless of the quantity they purchase.

We would like to remind you that our prices are highly competitive. For us it would not be worthwhile supplying on the allowance you have asked for. Therefore, in this instance, I regret that we have to turn down your order.

Sincerely yours,

R. Carlson

EXERCISES

Ex.1. Find in the letters the English equivalents.

Переглядати ціни; оформляти замовлення; первісне замовлення; постачання нашими транспортними засобами; аналогічна модель; знизити ціни на 5%; призначати умови; широкий асортимент; розміщувати замовлення в будь-якій компанії; мати на увазі будь-кого; із цією метою; спосіб виробництва; пропоновані товари; підтвердження замовлення; відвантаження авіатранспортом; торгова знижка; відхиляти замовлення.

Ex.2. Fill in the blanks with one of the following words. Mind your grammar.

respectively; to process; to be willing; similar; to sacrifice; to suit; to quote (2); on the offer; to bear in mind; excessive; to feel confident; provided; to this end; to offer; by our own vehicles; range; initial
--

1. We should state that the quality of your products is very high and _____ us all right.

2. Delivery should be made _____ early next week.

3. I shall _____ your company when I require other products in the future.
4. _____ we are constantly investigating new methods of manufacture.
5. I appreciate your trouble in this matter but as your prices are considerably higher than those I _____ by other dealers, I regret I cannot give you an immediate order.
6. We should be prepared to buy 10 units each on the terms and conditions _____ by you if you reduce your prices by at least 5 per cent.
7. We hope that this _____ order will lead to further business.
8. Your order _____ for immediate dispatch and will be ready for airfreight shipment for delivery to Heathrow Airport London early next week.
9. The problem is that the prices for your Models 452 and 234 are considerably higher than those for _____ models by your competitors by some 10 and 12 per cent _____.
10. We do our utmost to keep prices as low as possible without _____ quality.
11. However, bearing in mind the special character of your trade, we are prepared to _____ you a special discount of 3% on a first order for \$2,000.
12. We _____ to place an order with your company _____ your prices are revised.
13. As you may not be aware of the wide _____ of goods we have available, we are enclosing a copy of our catalogue.
14. Considering the quality of the goods _____ we do not feel that the prices we quoted are at all _____.
15. We _____ that you will be completely satisfied with these goods and that you will find them of exceptional value for money.

Ex.3. Complete the sentences.

1. Unfortunately, we do not feel that we can offer (торгову знижку) which you have asked for, viz. 25 per cent as we grant (нашу звичайну торгову знижку) of 20 per cent to all our customers (незалежно від) the quantity they purchase.

2. However, (враховуючи особливий характер) of your trade, we are prepared to offer you a special discount of 4% on a first order for \$6,000.
3. Therefore, in this instance, I regret that we have to (відхилити) your order.
4. As you may not be aware of (широкому асортименті) of goods we have available, we are enclosing a copy of our catalogue.
5. As agreed upon, this order as well as future orders will be shipped to you (на найсприятливіших кредитних умовах).
6. Please feel free to make use of this service at any time (без зобов'язань) or charge.
7. We acknowledge receipt of (Вашого пробного замовлення) No.925-P for 450 wrist watches.
8. We hope that (це початкове замовлення) will lead to further business.
9. Within the new few days you will hear from our promotion department, a service that is conducted (виключно для наших клієнтів).
10. We hope that (наше виконання) of your first order with us will lead to further business between us and mark the beginning of a happy relationship.
11. Your order (оформляється в даний час) for immediate dispatch and will be ready for airfreight shipment for delivery to Heathrow Airport next week.
12. We (вітаємо Вас як нашого нового клієнта) and appreciate very much your order of May 15, 20..., which will be shipped on the 24th by air express.
13. For us (було б безглуздо) supplying on the allowance you have asked for.
14. We are sure you will be pleased with this new line of wrist watches and (чекаємо з нетерпінням) working with your company again soon.
15. Considering the quality of the goods on the offer we do not feel that the prices we quoted are at all (надто високі).

Ex.4. Fill in the blanks with articles where necessary.

1. We should state that _____ quality of your products is very high and suits us all right.

2. Considering _____ quality of _____ goods on _____ offer we do not feel that _____ prices we quoted are at all excessive.
3. Anyway, I shall bear your company in mind when I require _____ other products in _____ future.
4. I regret I cannot give you _____ immediate order.
5. We confirm supply of _____ fabrics at _____ prices stated in your letter.
6. We welcome you as _____ new customer and appreciate very much your order of May 15, 20..., which will be shipped on _____ 24th by _____ air express.
7. We do our utmost to keep _____ prices as low as possible without sacrificing _____ quality.
8. _____ problem is that _____ prices for _____ Models 452 and 234 are considerably higher than those for similar models by your competitors by some 10 and 12 per cent respectively.
9. _____ order is now being processed for _____ immediate dispatch and will be ready for _____ airfreight shipment for _____ delivery to _____ Heathrow Airport London early next week.
10. As you may not be aware of _____ wide range of _____ goods we have available, we are enclosing _____ copy of our catalogue.
11. We are willing to place _____ order with your company provided your prices are revised.
12. We hope that our handling of your first order with us will lead to _____ further business between us and mark _____ beginning of _____ happy relationship.
13. However, bearing in _____ mind _____ special character of your trade, we are prepared to offer you _____ special discount of 4% on _____ first order for \$6,000.
14. Within _____ new few days you will hear from our promotion department, _____ service that is conducted exclusively for our customers.
15. As requested, we will enclose _____ packing note with _____ goods.

Ex.5. Fill in the blanks with prepositions/ particles where necessary.

1. Please feel free to make use _____ this service _____ any time _____ any obligation or charge.
2. Therefore, _____ this instance, I regret that we have to turn _____ your order.
3. _____ us it would not be worthwhile supplying _____ the allowance you have asked _____.
4. As agreed upon, this order as well as future orders will be shipped _____ you _____ our most favourable credit terms.
5. Thank you _____ Order No.341-34 you placed _____ us _____ December 15, 20....
6. We should be prepared to buy 10 units each _____ the terms and conditions quoted _____ you if you reduce your prices _____ _____ least 5 per cent.
7. Anyway, I shall bear your company _____ mind when I require other products _____ the future.
8. We are looking _____ _____ pleasant business relations _____ your company.
9. I appreciate your trouble _____ this matter but as your prices are considerably higher than those I have been quoted _____ other dealers, I regret I cannot give you an immediate order.
10. We welcome you as a new customer and appreciate very much your order _____ May 15, 20..., which will be shipped _____ the 24th _____ air express.
11. Unfortunately, we do not feel that we can offer the trade discount which you have asked _____, viz. 15 per cent as we grant our usual trade discount _____ 10 per cent _____ all our customers _____ _____ the quantity they purchase.
12. We feel confident that you will be completely satisfied _____ these goods and that you will find them _____ exceptional value _____ money.
13. _____ the new few days you will hear _____ our promotion department, a service that is conducted exclusively _____ our customers.
14. However, bearing _____ mind the special character _____ your trade, we are prepared to offer you a special discount _____ 4% _____ a first order _____ \$6,000.

15. The problem is that the prices _____ your Models 452 and 234 are considerably higher than those _____ similar models _____ your competitors _____ some 10 and 12 per cent respectively.

WORKSHOP

Make up letters according to the situations.

Assignment 1

Ви бажаєте розмістити замовлення на електропобутові прилади у «Джонсон енд Сміт». Вас повністю влаштовує якість їхніх товарів, проте ціни, на Вашу думку, дуже високі. Ви просите як поступку при розміщенні пробного замовлення надати Вам знижку в 10%.

Assignment 2

Ви відхиляєте пропозицію компанії у зв'язку з тим, що Вас не влаштовують запропоновані умови платежу (акредитив), і Ви вважаєте, що ціни, що запитуються вище, ніж ціни конкурентів.

Assignment 3

Ваша компанія підтверджує замовлення, розміщене у Вас два тижні тому. Ви вказуєте, що ціни та умови не змінилися. Ви сподіваєтеся, що Ваші нові партнери будуть і надалі купувати у Вас товари.

UNIT 5. REVISION OF TERMS

EXAMPLES

LETTER 1 (Advice of the delay in delivery)

September 24, 20...

Dear Sirs

Thank you for your Order No.234 for video equipment which is now being processed.

We have to inform you, however, that owing to non-delivery of essential components we shall be unable to meet the deadline stipulated for delivery. There will be an estimated delay of about 20 days. The units themselves have been assembled and now need completing.

We regret this unfortunate situation and would ask you to bear with us. We should appreciate your confirmation that you will accept late delivery. If you wish to cancel the order it would be quite understandable.

Please let us know your decision as soon as possible. Thank you for your consideration. We look forward to your early reply.

Sincerely yours

R.Thomas

LETTER 2 (Failing to keep pace with the demand)

July 27, 20...

Dear Ms Brownie

We were pleased to receive your order dt 23 July for our new printers AD-324. But as you state that delivery is to be completed within one month, we deeply regret that we are not able to supply the goods so urgently.

The manufacturing plant cannot keep pace with the increasing demand for this popular type of printers. We placed an order for 500 units two weeks ago but were informed that all orders were being filled in strict rotation. Our own order will not be met before the beginning of November.

I understand from our phone conversation this morning that your customers are unwilling to consider other models. In the circumstances I hope you will manage to meet your requirements from other source. May I suggest that you try Northern Computer Services Ltd.? They, as a rule, carry large stocks and may be able to help you. For your information I am sending you their address and office phone number enclosed herewith. If you have any questions, do not hesitate to contact me any time. I hope to be of any further assistance to you.

Sincerely yours

J.Chase

LETTER 3 (Goods are out of stock)

March 10, 20...

Dear Mr. Johnson

We were pleased to receive your order of February 26, 20... .

Unfortunately we regret that we are at present out of stock of the model you ordered. This is due to the prolonged cold weather which has increased demand considerably. The manufacturers have, however, promised us a further supply by the end of this month and if you could wait until then we would fulfil your order promptly.

We are sorry not to be able to meet your present order immediately, but hope to hear from you soon that delivery at the beginning of the next month will not inconvenience you unduly.

Yours sincerely

H.Carter

LETTER 4 (Cancelling an order)

November 4, 20...

Dear Sirs

We refer to our letter of October 12 when we stressed the importance of dispatching order No. 246 so that it reached here by October 26.

As we have not received confirmation from you that the goods have been sent, we have no alternative but to cancel this order.

We regret this action, but you should know that we have to as our customers insist on delivery by the due time.

Faithfully yours

S.Hamilton

Sales Manager

LETTER 5 (Offering substitutes)

April 10, 20...

Dear Sirs

We were pleased to receive your letter of April 3 together with your order for a number of items included in our quotation reference 123 KB.

All the items ordered are in stock except for Cushion Covers in strawberry pink. Stocks of these have been sold out since our quotation, and the manufacturers inform us that it will be another 4 weeks before they can send replacements.

As you state that delivery of all items is a matter of urgency, we have substituted Cushion Covers in fuchsia pink, identical in design and quality with those ordered. They are attractive and rich-looking, and very popular with our other customers. We

hope you will find them satisfactory. If not, please return them at our expense. We shall be glad either to exchange them or to arrange credit.

All items will be on our delivery schedule tomorrow. We hope you will be pleased with them. We hope to receive an early reply.

Sincerely yours

A.Morgan

EXERCISES

Ex.1. Find in the letters the English equivalents corresponding to the following phrases.

Обробляти замовлення; завдавати занепокоєння; товар-замінник; збирати обладнання; розпродати запаси; крайній термін; задовольняти зростаючий попит; контр-оферта; виконувати замовлення у суворій послідовності; аналогічна якість; тривалий період холодної погоди; анулювати замовлення; миритися з чимось; графік постачання.

Ex.2. Fill in the blanks with one of the following words. Mind your grammar.

to carry; understandable; by separate post; to bear; to supply the goods; margins; to meet the deadline; replacements; to reach; from stock; in strict rotation; to keep pace with; to refer; matter of urgency; design; repeat orders; to undergo
--

1. We have to inform you, however, that owing to non-delivery of essential components we shall be unable _____ stipulated for delivery.

2. The manufacturing plant cannot _____ the increasing demand for this popular type of printers.

3. The large number of _____ we regularly receive from leading distributors and dress manufacturers is clear evidence of the widespread popularity of this brand.

4. If you wish to cancel the order it would be quite _____.
5. The prices quoted in our letter of August 15 leave us with only the smallest of _____.
6. Stocks of these have been sold out since our quotation, and the manufacturers inform us that it will be another 4 weeks before they can send _____.
7. We placed a considerable order ten days ago but were informed that all orders were being filled _____.
8. We _____ to our letter of October 12 when we stressed the importance of dispatching order No. 246 so that it _____ here by October 26.
9. The wool used in the manufacture of our Thermaline range _____ a special process which prevents shrinkage and increases durability.
10. As you state that delivery of all items is _____, we have substituted Cushion Covers in fuchsia pink, identical in _____ and quality with those ordered.
11. We also manufacture other textiles in which you may be interested and are sending a complete range of patterns _____.
12. As you state that delivery is to be completed within one month, we deeply regret that we are not able _____ so urgently.
13. They _____ large stocks and may be able to help you.
14. We regret this unfortunate situation and would ask you _____ with us.
15. All these are selling very well in many countries and can be supplied _____.

Ex.3. Complete the sentences.

1. The fact that we are the largest suppliers of woolen sweaters in this country (саме собою є свідченням) of the good value of our products.
2. We are sorry not to be able to meet your present order immediately, but hope to hear from you soon that delivery at the beginning of the next month (не завдасть незручностей) you unduly.
3. Fashions constantly change and in recent years (попит на) watered silks has fallen (до такого рівня) that we no longer produce them.

4. As we have not received confirmation from you that the goods have been sent, we have no alternative but (анулювати це замовлення).
5. We placed an order for 500 units two weeks ago but were informed that all orders (виконувались строго по порядку).
6. We have substituted Cushion Covers in fuchsia pink, (ідентичними з дизайну) and quality with those ordered.
7. The large number of (повторних замовлень) we regularly receive from leading distributors and dress manufacturers is (явним свідченням) of the widespread popularity of this brand.
8. We have carefully considered (Ваша контр-пропозиція) of August 23, 20... to our offer for woolen sweaters.
9. If you decide to place an order we (можемо виконати) it within one week.
10. We regret this unfortunate situation and would ask you (терпляче ставитися) with us.
11. Northern Computer Services Ltd. (має) large stocks and may be able to help you.
12. (Усі замовлені моделі) are in stock except for Cushion Covers in strawberry pink.
13. (Ціни, призначені) in our letter of August 15 leave us with only the smallest of margins.
14. The wool used in the manufacture of our new range (проходить особливий процес) which prevents shrinkage and increases durability.
15. We also manufacture other textiles in which you may be interested and are sending (повний асортимент зразків малюнків) by separate post.

Ex.4. Fill in the blanks with articles where necessary.

1. _____ fact that we are _____ largest suppliers of _____ woolen sweaters in this country is in itself _____ evidence of _____ good value of our products.

2. _____ large number of _____ repeat orders we regularly receive from _____ leading distributors and dress manufacturers is _____ clear evidence of _____ widespread popularity of this brand.
3. If you decide to place _____ order we can meet it within _____ week.
4. _____ fashions constantly change and in _____ recent years _____ demand for _____ watered silks has fallen to such _____ extent that we no longer produce them.
5. All _____ items ordered are in _____ stock except for Cushion Covers in _____ strawberry pink.
6. _____ prices quoted in our letter of August 15 leave us with only _____ smallest of _____ margins.
7. At _____ low price of only \$8 per metre, this rayon is much cheaper than _____ silk and its appearance is just as attractive.
8. As you state that _____ delivery of all items is _____ matter of urgency, we have substituted _____ Cushion Covers in _____ fuchsia pink, identical in _____ design and quality with those ordered.
9. We also manufacture _____ other textiles in which you may be interested and are sending _____ complete range of _____ patterns by _____ separate post.
10. They are in _____ fact lower than those of our competitors for _____ goods of _____ similar quality.
11. This is _____ finely woven, hard-wearing, non-creasable material with _____ most attractive lustre.
12. _____ wool used in _____ manufacture of our Thermaline range undergoes _____ special process which prevents _____ shrinkage and increases _____ durability.

Ex.5. Fill in the blanks with prepositions/ particles where necessary.

1. We hope you will give further thought _____ this matter, but if you then still feel you cannot accept our offer we hope it will not prevent you _____ contacting us _____ some future occasion.

2. Our own order will not be filled _____ the beginning _____ November.
3. We are sorry not to be able to meet your present order immediately, but hope to hear _____ you soon that delivery _____ the beginning _____ the next month will not inconvenience _____ you unduly.
4. Fashions constantly change and _____ recent years the demand _____ watered silks has fallen _____ such an extent that we no longer produce them.
5. _____ the circumstances I hope you will manage to meet your requirements _____ other source.
6. Stocks _____ these have been sold _____ _____ our quotation, and the manufacturers inform us that it will be another 4 weeks _____ they can send replacements.
7. We regret _____ this action, but you should know that we have to as our customers insist _____ delivery _____ the due time.
8. The wool used _____ the manufacture _____ our Thermaline range undergoes a special process which prevents shrinkage and increases durability.
9. The manufacturers have, however, promised us a further supply _____ the end _____ this month and if you could wait until then we would fulfil your order promptly.
10. Unfortunately we regret that we are _____ present _____ _____ stock _____ the model you ordered.
11. We have to inform you, however, that _____ _____ non-delivery _____ essential components we shall be unable to meet the deadline stipulated _____ delivery.
12. The prices quoted _____ our letter _____ August 15 leave us _____ only the smallest _____ margins.
13. The fact that we are the largest suppliers _____ woolen sweaters _____ this country is _____ itself evidence _____ the good value _____ our products.
14. The manufacturing plant cannot keep pace _____ the increasing demand _____ this popular type _____ printers.

15. The large number _____ repeat orders we regularly receive _____ leading distributors and dress manufacturers is clear evidence _____ the widespread popularity _____ this brand.

WORKSHOP

Make up letters according to the situations.

Assignment 1

Ви отримали замовлення на довідники та енциклопедичні видання. Ви очікували, що друкарня вчасно виконає його. Але у зв'язку з ремонтними роботами в цехах Вашої друкарні, мабуть, термін поставки не буде дотримано. Ви просите вибачення і просите Ваших партнерів, щоб вони підтвердили, що згодні на відстрочку в 10 днів.

Assignment 2

Ви отримали лист, що містить замовлення на дерев'яні стелажі (racks) із сосни. Ви не можете поставити стелажі вказаного асортименту, оскільки багато замовлених моделей вже розпродані або замінені новими. Запропонуйте Вашим клієнтам новий переглянутий каталог та особливо позначте моделі, які за габаритами аналогічні до зазначених у замовленні. Зауважте, що ціни на нові моделі знаходяться в тих же межах (in the same band), що й ціни на замовлені стелажі.

UNIT 6. INSURANCE CORRESPONDENCE

In today's fast-paced world, understanding **insurance correspondence** is essential for managing your insurance needs effectively. Insurance correspondence refers to the communication that occurs between insurance companies and policyholders. This includes letters, emails, policy documents, billing statements, and claims notifications. The clarity and effectiveness of this communication can significantly impact a policyholder's experience, knowledge, and satisfaction with their insurance provider.

Importance of Insurance Correspondence

The significance of insurance correspondence cannot be overstated. Clear communication helps both the insurer and the insured in several ways:

- **Transparency:** Clear correspondence ensures that policyholders understand their coverage.
- **Promptness:** Quick responses to inquiries maintain a good relationship between insurer and insured.
- **Record Keeping:** Written documents serve as official records for future reference.

When policyholders receive timely and informative correspondence, they are more likely to feel confident about their coverage. This fosters a sense of trust and peace of mind.

Types of Insurance Correspondence

There are several types of correspondence that policyholders may receive or initiate. Understanding these can help you navigate your insurance experience more efficiently:

- **Policy Documents:** These set the terms of insurance coverage and outline rights and responsibilities.
- **Billing Statements:** Monthly or annual statements inform you about premium payments and due dates.

■ **Claims Notifications:** Communications related to the status of claims submitted for coverage.

■ **General Inquiries:** Questions regarding coverage, claims process, or additional policies.

Each type of correspondence serves a unique purpose and helps in maintaining the relationship between the insurer and the insured. Insurance correspondence often contains specific terms that may be confusing. Here's a quick guide to help:

■ **Premium:** The amount paid periodically to an insurer for coverage.

■ **Deductible:** The amount a policyholder pays out-of-pocket before the insurance company covers the remaining costs.

■ **Exclusions:** Specific situations or conditions not covered by a policy.

Familiarizing yourself with these terms aids in understanding policy documents and other correspondence better.

In conclusion, understanding insurance correspondence is key to becoming a knowledgeable and proactive policyholder. By recognizing the importance of clear communication, avoiding common mistakes, and applying effective writing skills, you can greatly enhance your insurance experience. Remember, the quality of communication greatly influences your satisfaction and understanding, so invest time in perfecting it.

EXAMPLES

LETTER 1 (Request to quote for insurance)

May 3, 20...

Dear Sirs

Please quote us a rate for the insurance against all risks, warehouse to warehouse, of a shipment of 10 (ten) cases of cycles, London to Valetta, by M.V. *Star* of the Blue Sea

Line. The value of the shipment in question is \$ 18,000. The insurance is needed as from June 15, 20... .

Looking forward to hearing from you.

Yours faithfully

Andrew Wine

Andrew Wine

LETTER 2 (The goods arrived damaged)

December 15, 20...

Dear Sirs

Our order No. 235246/FTD

We received your consignment of filing cabinets and folders (Order No. 235246/FTD) on Dec.12, 20... .

Our Agent noticed that cases 9, 10 and 11 were broken. It looks as if some heavy object was dropped on these cases. We opened the cases and contacted the Lloyd's surveyor in Barcelona. He is examining the damage at the moment and no doubt will send a detailed report as soon as possible. He is also investigating crates 20 and 21.

The following items are broken:

- 7/seven/ TWA35 Filing Cabinets (severely dented);
- 63 /sixty three/ Cuefile looseleaf folders (destroyed by seawater).

This was a CIF shipment and you hold the insurance policy. We should be obliged if you would take up the matter with the insurers. The Insurance Certificate number is AS/298475. Should you so desire, we will send it to you without delay.

We enclose a report by our agent that the damage was noticed on Dec. 12, 20... in the port of Barcelona.

We would like you to send replacements for the damaged articles as soon as possible. On our part we will arrange credit in a day or two. Please, acknowledge receipt.

Sincerely yours

James Brown

J. Brown

LETTER 3

April 23, 20...

Dear Sirs

Policy No. 26534

We forward two declaration forms, duly completed, for shipments to Bombay and Melbourne respectively. As this will nearly exhaust the amount of the cover under our policy No. 26534 we shall be glad if you renew this for a further \$ 10,000. At the same time please let us have a supply of declaration forms as we are sending you our last two copies enclosed herewith.

We wish to renew our floating policy No.26534 on the same terms as before, to cover consignments of textile machinery to Bombay and Melbourne.

Yours faithfully

George Wilson

George Wilson

LETTER 4 (Advice of an accident)

March 5, 20...

Dear Sirs

Confirming our telephone conversation we have to inform you that the M.V. *Anna* had an accident on March 3, 20... .

In heavy weather off the coast of France the vessel's rudder was damaged and she was rendered helpless, having in consequence to be towed to Bordeaux, where repairs are now being undertaken. The expenditure thus incurred will be payable by the ship, freight and cargo in proportion to their respective value, and we, as average adjusters, have been appointed to prepare the necessary adjustment.

Faithfully yours

D. Larson

Daniel Larson

LETTER 5 (Insurer's reply to request to insure the goods)

May 16, 20...

Dear Mr Simpson,

Thank you for your letter of May 12, in which you asked about cover for a shipment of computers from Tisbury to Wellington.

I note from the details attached to your letter that the net amount of the invoice is £22,000, and payment is by letter of credit. I would therefore suggest a valued policy against all risks for which we can quote £4.35p%.

We will issue a cover note as soon as you complete and return the enclosed declaration form.

Yours sincerely,

D.Adler

D.Adler

LETTER 6 (Information on the assessor's report)

October 28, 20...

Dear Mr. Shane,

Policy No. RG3087567

I have now received our assessor's report with reference to your claim CF5646 in which you asked for compensation for the damage to two turbine engines shipped ex-Liverpool by *MV Freemont* on October 11 for delivery to your customer, D.V. Industries, Hamburg.

The report states that B/L. No.3459 was claused by the master of the vessel with a comment on cracks in the casing of the machinery. Our assessor believes that these cracks were responsible for the casing weakening during the voyage and splitting, which eventually caused damage to the turbines themselves.

I am sorry that we cannot help you further, but the company cannot accept liability for the goods unless they are shipped clean. See Clause 23A of the Policy.

Sincerely yours,

D.Adler

D.Adler

Manager

EXERCISES

Ex.1. Find the English equivalents.

Генеральний поліс; диспашер; ковернот; угода про покриття збитків; підлягати сплаті; загальна аварія; бути власником поліса; сюрвеєр; відшкодувати збитки; наражати на небезпеку; приватна аварія; діспаша; страхова премія; сумлінність; аварійне застереження; оцінювач; страховий сертифікат;

відновлювати страховий поліс; обсяг страхового покриття; коносамент, що містить застереження.

Ex.2. Fill in the blanks with one of the following words. Mind your grammar.

assessor's report; cover; to be towed; average adjusters; declaration form; particular average; expenditure; rudder; casing; valued policy; indemnity; cover note; claused; surveyor; claim

1. The report states that B/L. No.3459 was _____ by the captain of the vessel with a comment on cracks in the _____ of the machinery.
2. In their letter of May 12 they asked us about _____ for a shipment of computers.
3. The _____ thus incurred will be payable by the ship, freight and cargo in proportion to their respective value, and we, as _____, have been appointed to prepare the necessary adjustment.
4. We will issue a _____ as soon as you complete and return the enclosed _____.
5. The idea of insurance is to obtain _____ in the event of any happening that may cause loss of money; insurance is against risk.
6. We opened the cases and contacted the Lloyd's _____ in Barcelona.
7. _____ means partial loss or damage accidentally caused to the ship or to a particular lot of goods.
8. I would therefore suggest a _____ against all risks.
9. In heavy weather off the coast of France the vessel's _____ was damaged and she was rendered helpless, having in consequence _____ to Bordeaux.
10. I have now received our _____ with reference to your _____ CF5646 in which you asked for compensation for the damage to two turbine engines which were shipped ex-Liverpool on the MV Freemont on October 11 for delivery to your customer, D.V. Industries, Hamburg.

Ex. 3. Complete the sentences.

1. Therefore, insurance company (оцінювачі), (сюрвеєри) and assessors try to place the insured person or institution in the same financial position after the loss as he/ it was before it.
2. (Загальна аварія) means any extraordinary loss, damage or expenditure (понесені) for the purpose of preventing all the interest imperilled – the ship, the (вантаж) and the freight.
3. The (сюрвеєр) is examining the damage at the moment and no doubt will send a detailed report as soon as possible. He is also investigating (ящики) 20 and 21.
4. This was a CIF shipment and you (є власником) the insurance policy.
5. We would like you to send (заміну) for the (пошкодженням найменуванням) as soon as possible.
6. As this will nearly (вичерпує) the amount of the (страхового покриття) under our policy No. 26534 we shall be glad if you (відновити) this for a further €10,000.
7. I would therefore suggest a (таксований) policy (проти всіх ризиків) for which we can quote £4.35p%.
8. I note from the details attached to your letter that the net amount of the (рахунка-фактури) is £22,000, and payment is by (акредитивом).
9. We wish to renew our (генеральний поліс) No.26534 on the same terms as before, to cover consignments of (текстильного обладнання) to Bombay and Melbourne.
10. The expenditure thus incurred will (підлягати оплаті) by the ship, freight and cargo in proportion to their respective value, and we, as (диспашери), have been appointed to prepare the necessary adjustment.

Ex.4. Fill in the blanks with articles where necessary.

1. It looks as if some heavy object was dropped on these cases. We opened _____ cases and contacted _____ Lloyd's surveyor in _____ Barcelona.

2. Our assessor believes that ____ cracks were responsible for ____ casing weakening during ____ voyage and ____ splitting, which eventually caused ____ damage to ____ turbines themselves.
3. ____ insurance is ____ way of ____ spreading, or ____ distributing, risks.
4. At ____ same time please let us have ____ supply of ____ declaration forms as we are sending you our last two copies enclosed herewith.
5. If ____ large number of ____ people pay ____ premiums to ____ large central “pool”, then ____ risks of ____ damage or ____ total destruction on ____ proportionately few occasions when it happens can be covered.
6. ____ expenditure thus incurred will be payable by ____ ship, ____ freight and ____ cargo in ____ proportion to their respective value, and we, as ____ average adjusters, have been appointed to prepare ____ necessary adjustment.
7. I am sorry that we cannot help you further, but ____ company cannot accept ____ liability for ____ goods unless they are shipped clean.
8. ____ report states that ____ B/L. No.3459 was claused by ____ captain of ____ vessel with ____ comment on ____ cracks in ____ casing of ____ machinery.
9. This was ____ cif shipment and you hold ____ insurance policy.
10. As this will nearly exhaust ____ amount of ____ cover under ____ policy No. 26534 we shall be glad if you renew this for ____ further \$ 10,000.

Ex.5. Fill in the blanks with prepositions/ particles where necessary.

1. ____ heavy weather ____ the coast ____ France the vessel’s rudder was damaged and she was rendered helpless.
2. We wish to renew our floating policy No.26534 ____ the same terms as before, to cover consignments ____ textile machinery ____ Bombay and Melbourne.
3. Please quote ____ us a rate ____ the insurance ____ all risks, warehouse ____ warehouse, ____ a shipment ____ 10 (ten) cases ____ cycles, London ____ Valetta, ____ M.V. *Star* ____ the Blue Sea Line.

4. We enclose a report ____ our agent that the damage ____ the cases was noticed ____ Dec. 12, 200... ____ the port ____ Barcelona.
5. ____ our part we will arrange ____ credit ____ a day or two.
6. Should you so desire, we will send it ____ you ____ delay.
7. ____ heavy weather ____ the coast ____ France the vessel's rudder was damaged and she was rendered helpless, having ____ consequence to be towed ____ Bordeaux.
8. We forward two declaration forms, duly completed, ____ shipments ____ Bombay and Melbourne respectively.
9. I note ____ the details attached ____ your letter that the net amount ____ the invoice is £ 22,000, and payment is ____ letter ____ credit.
10. I have now received our assessor's report ____ reference ____ your claim CF5646 ____ which you asked ____ compensation ____ the damage ____ two turbine engines which were shipped ex-Liverpool ____ the MV Freemont ____ October 11 ____ delivery ____ your customer, D.V. Industries, Hamburg.

WORKSHOP

Make up letters according to the situations.

Assignment 1

Ви хочете застрахувати партію комп'ютерів, яка буде відвантажена з Ліверпуля до Барселони. Ви хочете застрахувати вантаж від усіх ризиків. З'ясуйте, яку страховку Ви можете отримати та попросіть надіслати Вам екземпляр страхової декларації.

Assignment 2

Ви надсилаєте на адресу страхової компанії листа із заповненим бланком страхової декларації для того, щоб продовжити генеральний поліс на суму 10 тис. доларів США. Попросіть, щоб Вам надіслали ще кілька екземплярів декларацій, оскільки вони закінчилися.

UNIT 7. CLAIMS AND COMPLAINTS

A claimant is a person who asks for a reimbursement for any damage done to life or property. A claim is when damage is informed and refund is requested.

But a claim can be requested only when there has been a prior understanding between the claimant and the company who is expected to clear the claim.

A Claim Letter is a tool informing a company of the partial or full damage done and requesting a decent reimbursement against it. It however may either be written by the claimant informing about the loss or the company giving the reimbursement informing the claimant of the reimbursement that is on its way may also write it.

DOS AND DON'T'S OF CLAIM LETTER

- ü A Claim Letter should be written by the claimant as soon as the damage is done
- ü It should be written by the company as soon as the reimbursement is being sent
- ü The letter must bear the date on the top left corner indicating details of its origin
- ü It should be brief and to the point

- ü Only the details of the policy and reimbursement requested/agreed should be dealt with in the letter

- ü A Claim Letter should always have a reference number against which the claim is being requested/agreed so that it becomes easy to track its past record

- ü The letter should always be only addressed to the person with the full name and address who is being given the claim or to the company with its full address who is being requested for the reimbursement against the claim

- ü A Claim Letter should give all details about the policy against which the claim is being made. For example, the claim reference number, date when the policy was taken, terms of the policy, how much reimbursement is due, what is the timeframe within which the reimbursement will come through

- ü A Claim Letter has to always be accompanied by documents supporting the damage or loss, for example the police report, death certificate, etc

EXAMPLES

LETTER 1 (Reply to Claim)

April 10, 20...

Ms Susan Kohen

Welsh Trading Company, Ltd

56 West Road

Cardiff

CF4 2FT

Dear Sirs

Contract No 345

We acknowledge receipt of the letter of April 8, 20... claiming an allowance of 1.20 dollars per kilo on 5,000 bags of Coffee shipped by m/v *Victoria*.

We have carefully examined the samples from this consignment and offer you, without prejudice, an allowance of 75 US cents per 50 kilos in full settlement of your claim.

Failing your acceptance of this offer, the claim will be submitted to arbitration.

Yours sincerely

George Wollen

Sales Manager

LETTER 2 (Claim for missing goods)

May 15, 20...

Kitchen-Ware Supplies, Ltd.

Cotton Road

Exeter

England EX4 9DT

Dear Sirs

Order No 153

We refer to our order (No 153) for China-Ware. Our agent took delivery of the consignment in accordance with the instructions contained in your advice of despatch.

Unfortunately, only 1800 cups were despatched. The 2000 saucers, packed separately according to our instructions, arrived in good order and condition. However, they are not much use to us without the missing 200 cups.

There is a clear discrepancy between the packing lists which arrived and your invoice. Whether there has been pilferage or not is a matter for the Lloyd's agent, who is investigating the matter at the moment.

We must ask you to arrange for the despatch of replacements for the missing cups at once, as we must meet the delivery time agreed upon with our own customers.

Yours sincerely
Robert Leclerc

LETTER 3 (Reply to Claim)

May 16, 20...

Mr Leclerc
Lournier, SA
Rue de Rivoli
Paris

Dear Sirs

Order No 153

We have received your letter of September 4, 20... concerning the above-mentioned order. We regret that you did not receive the whole consignment of China Ware.

Our Forwarding Agents have informed us that the crates (Nos. 15-17) were left behind at the warehouse of the Port of London. They are arranging for the despatch

of the three crates short-shipped on board the m/v *Catherine* which is to arrive in Marseilles on May 18, 20... .

We apologize for the inconvenience caused by this short-shipment which was due to circumstances beyond our control. We will contact our Forwarding Agents and the port authorities to prevent delays occurring in this way in future.

Yours sincerely

Michael Brown

Managing Director

EXERCISES

Ex.1. Find the English equivalents in the letters.

Відповідно до умов контракту; на підставі якого укладено контракт; пред'явити претензію будь-кому; різниця у ціні; надати знижку; без шкоди для прав; повне врегулювання претензії; направити претензію до арбітражу; повідомлення про відправлення; розбіжність між пакувальним листом та рахунком-фактурою; розкрадання; неповантажені ящики; причини, що не залежать від нас.

Ex.2. Fill in the blanks with one of the following words. Mind your grammar.

without prejudice; examination; beyond sb's control; discrepancy; at the warehouse; short-shipped (2); inferior to; to submit; pilferage; replacement; to investigate; difference; port authorities; consignment
--

1. After a careful _____ of the Goods we are making the following claim on you.
2. Our Forwarding Agents have informed us that the crates (Nos. 15-17) were left behind _____ of the Port of London.
3. We are claiming from you the amount of 5.000 dollars being _____ in price between Wheat Grade A and Grade B.

4. We will contact our Forwarding Agents and _____ to prevent delays occurring in this way in future.
5. The Goods are _____ the sample on the basis of which the contract was concluded.
6. There is a clear _____ between the packing lists which arrived and your invoice.
7. They are arranging for the despatch of the three crates _____ on board the m/v *Catherine*.
8. Failing your acceptance of this offer, the claim will _____ to arbitration.
9. We have carefully examined the samples from this consignment and offer you _____ an allowance of 36 USD per 50 kilos in full settlement of your claim.
10. The Lloyd's agent _____ the matter at the moment.
11. We apologize for the inconvenience caused by the short-shipment which was due to circumstances _____.
12. As the goods are _____, we have to claim for damages.
13. Whether there has been _____ or not is not clear yet.
14. Our agent took delivery of _____ in accordance with the instructions contained in your advice of despatch.
15. We must ask you to arrange for the despatch of _____ for the missing part of the Goods at once.

Ex.3. Complete the sentences.

1. We have carefully examined the samples from this consignment and offer you (без шкоди для наших прав без шкоди для наших прав) an allowance of 50 US cents per 100 kilos in full settlement of your claim.
2. Failing your acceptance of this offer, the claim (буде направлено до арбітражу).
3. The Goods are (гірше за зразок) on the basis of which the contract was concluded.

4. After a thorough examination of the Wheat we (пред'являємо Вам наступну претензію).
5. We are arranging for the despatch of the three crates (які залишилися непогруженими) on board the m/v *Victoria*.
6. We apologize for the delay of the goods which was due to (з незалежних від нас причин).
7. There is a clear (розбіжність) between the packing lists and the invoice.
8. Our agent (прийняли постачання партії товарів) in accordance with the instructions contained in your advice of despatch.
9. Whether there has been (розкрадання) or not is a matter for a special investigation.
10. We are claiming from you the amount of \$ 5,000 being (різниця в ціні) between Barley Grade A and Grade B.
11. We have examined the consignment of Coffee shipped by m/v *Victoria* against Contract no. 345 and (відповідно до умов контракту) we find that the Goods are inferior to the sample on the basis of which (укладено контракт).
12. We ask you to arrange for the despatch of (заміни) for the missing part at once.

Ex.4. Fill in the blanks with articles where necessary.

1. We have examined _____ consignment of Wheat shipped by _____ m/v *Victoria* against _____ Contract no. 234.
2. After _____ thorough examination of _____ Coffee we are making _____ following claim on you.
3. We are claiming from you _____ amount of \$ 7,200 being _____ difference in _____ price.
4. There is _____ clear discrepancy between _____ packing lists which arrived and _____ invoice.

5. Failing you acceptance of _____ offer, _____ claim will be submitted to _____ arbitration.
6. Whether there has been pilferage or not is _____ matter for _____ Lloyd's agent who is investigating _____ matter at _____ moment.
7. We apologize for _____ inconvenience caused by _____ short-shipment which was due to _____ circumstances beyond our control.
8. _____ goods are inferior to _____ sample on _____ basis of which _____ contract was concluded.
9. We acknowledge _____ receipt of _____ letter of April 7, 20... claiming _____ allowance of 41.20 dollars per kilo on 5000 bags of Coffee shipped by _____ m/v *Victoria*.
10. We must ask you to arrange for _____ despatch of _____ replacements for _____ missing cups at once, as we must meet _____ delivery time agreed upon with our own customers.
11. We have carefully examined _____ samples from _____ consignment and offer you, without _____ prejudice, _____ allowance of 475 cents per 50 kilos in _____ full settlement of _____ claim.
12. Our Forwarding Agents have informed us that _____ crates (Nos. 15-17) were left behind at _____ warehouse of _____ Port of London.

Ex.5. Fill in the blanks with prepositions/ particles where necessary.

1. We acknowledge receipt _____ letter _____ September 9, 20... claiming an allowance of 1.20 US dollars _____ kilo _____ 4,000 bags of Coffee shipped _____ m/v *Victoria*.
2. Failing your acceptance _____ this offer, the claim will be submitted _____ arbitration.
3. We refer _____ our order _____ Paraffin Wax.
4. We apologize _____ delay _____ shipment which was _____ _____ reasons _____ our control.

5. We are contacting _____ our Forwarding Agents and the port authorities to prevent delays _____ this way _____ future.
6. After a thorough examination _____ the Goods we are making the following claim _____ you.
7. We find that the Goods are inferior _____ the sample _____ the basis _____ which the contract was concluded.
8. There is a clear discrepancy _____ the packing list and the invoice.
9. We ask you to arrange _____ the despatch _____ replacements _____ the missing part _____ the Goods.
10. We are claiming _____ you the amount _____ 3,000 US dollars being the difference _____ price between Wheat Grade A and Grade B.
11. After a careful examination _____ the samples _____ this consignment we offer, _____ prejudice, an allowance _____ 450 US cents _____ 50 kilos _____ full settlement _____ your claim.

WORKSHOP

Make up letters according to the situations.

Assignment 1

Ви отримали товар, якість якого значно нижча за зразок, на підставі якого було укладено контракт. Напишіть лист продавцю і вимагайте заміни неякісного товару, або 10% знижку з усієї вартості товару. Вкажіть також у листі, що якщо продавець відмовиться виконати Ваші умови, то Ви звернетесь до арбітражу.

Assignment 2

Ви отримали листа, в якому покупці повідомляють про недопостачання товару за контрактом № 15-02. Зв'язавшись з Вашими експедиторами, Ви з'ясували, що, дійсно, 4 ящики не були завантажені на теплохід. Складіть лист, у якому Ви просите вибачення і викладаєте вжиті Вами кроки, спрямовані на те, щоб подібна ситуація не повторилася в майбутньому.

UNIT 8. TRANSPORTATION AND SHIPPING. PACKING

International shipping opens your business to new markets and exciting growth possibilities. However, you need to make sure you understand the rules and regulations of exporting and importing, and crucially, you need the proper shipping documents.

International commerce relies on documentation that fulfills the criterion and regulations set by the country of origin and the destination country. It's critical to be prepared with detailed information about your shipment, business, and the reason you are shipping. If required, you will need to obtain proper licensing for your products as well.

The documentation process of international shipping is a vitally important part of assuring smooth international transactions. International shipping documents decide the fate of your shipment, if not properly done, which could lead to shipments being delayed or held at the customs.

Transportation, being a service to business, plays a very important role as large amounts of merchandise are transported between different countries by sea, air, rail, and road.

Road transport is comparatively cheaper, but takes much time. In recent years haulage (trucking) has greatly increased offering faster services and modern facilities. Carriage by rail is faster. This type is preferred when transporting perishable or bulk goods. Air transport is used for speed and is consistently increasing as it is undoubtedly the best method for carrying certain types of goods. Its disadvantages are numerous and obvious.

Most traditional type of transport, i.e. by sea, has many limitations, being a very complicated business. Parties to that service have to observe a lot of rules and regulations that have been piled up for years.

In recent years modern types of transport have greatly encouraged the use of containers, which provide speedy, safe, and relatively inexpensive door-to-door deliveries, and are becoming more and more popular with exporters alike.

EXAMPLES

LETTER 1 (Advice of dispatch and packing particulars)

September 17, 20...

Dear Sirs

We advise you that the consignment you ordered last month was dispatched on September 15 and is to arrive within two weeks.

The engine parts have been wrapped in waterproof greased paper and packed into standard crates suitable for the type of equipment to be delivered.

Units have been packed separately into boxes attached to the inside of each crate. Lifting hooks are provided at four points. Please note that these crates are non-returnable.

The generators have been bolted into specially made crates and surrounded by hard padding. For each crate the sum of \$20 is charged. The amount is repayable if you return crates in reasonable condition.

Faithfully yours

A. Claws

LETTER 2 (Advice of dispatch)

March 30, 20...

Dear Sirs

We acknowledge receipt of your confirmation that your consignment should be sent by ferry and rail, and we have accordingly shipped the 2 lb. tins in 10 crates, each crate containing 6 strong cardboard cartons, which in turn contain 24 tins each. The 4 lb. tins are in further 10 crates, each carton containing 12 tins. Gross weight of each crate is 6 cwt. Marking:

We trust the consignment arrives safely.

Yours faithfully

S. Andersen

S. Andersen

LETTER 3 (Details of packing)

Monsieur J. LELOT

Service des Achats

Société UNICOUPE

191, av Halévy

69002 LYON CEDEX 02

FRANCE

Dear Mr. J. Lelot

We are pleased to confirm your order enclosed with your letter of 5th June 20... .

The goods will be forwarded packed in special cases so as to avoid damage in transit according to your instructions, delivery by refrigerated lorry to your Leeds warehouse. A copy of the waybill will be sent to you within a week. The special shockproof packing will be charged at €2 per package. Pallets will be charged at cost. We are sure you will find our packing excellently suited to your requirements.

Sincerely yours

T. Collins

T. Collins

LETTER 4 (Details of transportation)

April 8, 20...

Dear Sirs

As you requested in your letter dated 4th April, we are sending 200 crates by rail to Boulogne where our agent will personally supervise loading on board the Boulogne – Folkestone ferry.

We would remind you that these new boxes must not under any circumstances be stored in an enclosed space or near a heat source. Please acknowledge receipt of the goods immediately by fax.

Faithfully yours

J.Smith

J.Smith

LETTER 5 (Shipment of short-shipped goods)

May 19, 20...

Dear Sirs

Your Order No. 2345

We received your letter of 12th May concerning the above order. We regret that you did not receive the full consignment of cutlery.

Our forwarding agents have informed us that the crates (Nos. 27-29) were left behind on the wharf in the port of shipment. They are arranging for the dispatch of the three crates short-shipped on board the M.V. *Marine Star* which is due to arrive in Marseilles on the 2nd June. The dispatch will be franco domicile, with duty paid.

We apologize for the inconvenience caused by the short-shipment, which was due to circumstances beyond our control. We shall contact our agents and the port authorities to prevent delays occurring in this way in the future.

Yours faithfully

A.King

LETTER 6 (Consequences of non-compliance with packing instructions)

August 9, 20...

Dear Sirs

Your Order No. 024875

We received your letter of August 3 yesterday. We regret very much the damage caused to the four crates. We are very concerned to hear that your packing instructions were not carried out.

We have been in touch with our packers and we have asked them to send a detailed report. We have no explanation to offer yet, but will give a full account as soon as we can.

In the meantime, we have arranged for the dispatch of four replacement crates, and we have asked our packers to carry out the packing instructions carefully.

We apologize for any inconvenience caused by the error. We shall ensure that similar mistakes do not occur again.

Faithfully yours,

B.Knight

B.Knight

EXERCISES

Ex.1. Find the English equivalents.

Ножовий товар; пакувальна компанія; перевезення; не підлягає поверненню; протиударна упаковка; причал; стягувати за собівартістю; насипні вантажі; піддон; набивний матеріал; транспортування; швидкопсувні товари; промаслений папір; скріплювати болтами; центнер; невідвантажений; закрите приміщення.

Ex.2. Fill in the blanks with one of the following words. Mind your grammar.

greased; to pile up; forwarding agent; enclosed space; to observe; short-shipment; to supervise; shockproof; port of destination; account; in the meantime; heat source; padding; waybill; short-shipped; by rail; wharf; beyond sb's control; at cost; to wrap; repayable

1. They are arranging for the dispatch of the three crates _____ on board the M.V. *Marine Star* which is due to arrive at _____ on August 23.
2. _____ we have arranged for the dispatch of four replacement crates.
3. A copy of the _____ will be sent to you within a week.
4. We would remind you that these new boxes must not under any circumstances be stored in _____ or near _____.
5. Pallets will be charged _____.
6. We are sending 50 crates _____ to Boulogne where our agent will personally _____ loading on board the Boulogne – Folkestone ferry.
7. If you have any explanation to offer, we are expecting a full _____.
8. The amount is _____ if you return crates in reasonable condition.
9. Our _____ have informed us that the crates were left behind on _____ in the port of shipment.
10. Parties to that service have _____ a lot of rules and regulations that _____ for years.
11. We apologize for the inconvenience caused by _____, which was due to circumstances _____.
12. The special _____ packing will be charged at 5 euros per package.
13. The engine parts _____ in waterproof _____ paper and packed into standard crates suitable for the type of equipment to be delivered.
14. The generators have been bolted into specially made crates and surrounded by _____.

Ex.3. Complete the sentences.

1. We have been in touch with (пакувальною компанією) and we have asked them to send a detailed report.
2. (Автомобільний транспорт) is comparatively cheaper, but takes much time. In recent years (транспортування) has greatly increased offering faster services and modern facilities.
3. We have to remind you that these new boxes must not under any circumstances be stored (у закритому приміщенні) or (поряд із джерелом тепла).
4. (Частини двигуна) have been wrapped in (водонепроникну) greased paper and packed into standard crates suitable for the type of equipment to be delivered.
5. The goods will be forwarded packed in special cases so as to avoid damage (у дорозі) according to your instructions, delivery by refrigerated lorry to your Leeds (склад).
6. We apologize for the inconvenience caused by (недопостачанням), which was due to (обставин, незалежних від нас).
7. The generators have been bolted into specially made crates and surrounded by (щільним набивним матеріалом).
8. A copy of the (транспортної накладної) will be sent to you within a week.
9. Carriage by rail is preferred when transporting (швидкопсувні) or (насіпні) goods.
10. We acknowledge receipt of your confirmation that your consignment should be sent (поромом та залізницею).
11. The amount (підлягає поверненню) if you return crates in (прийнятному) condition.
12. The special (протиударна) packing will be charged at \$5 per (вантажне місце).
13. We regret that you did not receive the full consignment of (ножового товару).
14. We are very concerned to hear that your packing instructions (не виконані).

Ex.4. Fill in the blanks with articles where necessary.

1. _____ air transport is used for _____ speed and is consistently increasing as it is undoubtedly _____ best method for carrying _____ certain types of _____ goods.
2. _____ engine parts have been wrapped in _____ waterproof greased paper and packed into _____ standard crates suitable for _____ type of _____ equipment to be delivered.
3. _____ generators have been bolted into _____ specially made crates and surrounded by _____ hard padding.
4. They are arranging for _____ dispatch of _____ three crates short-shipped on _____ board _____ M.V. *Marine Star* which is due to arrive in Marseilles on _____ 2nd June.
5. _____ amount is repayable if you return _____ crates in _____ reasonable condition.
6. We acknowledge _____ receipt of your confirmation that _____ consignment should be sent by _____ ferry and rail.
7. _____ copy of _____ waybill will be sent to you within _____ week.
8. We would remind you that _____ new boxes must not under any circumstances be stored in _____ enclosed space or near _____ heat source.
9. We regret that you did not receive _____ full consignment of _____ cutlery.
10. Our forwarding agents have informed us that _____ crates were left behind on _____ wharf in _____ port of _____ shipment.
11. In _____ meantime, we have arranged for _____ dispatch of _____ four replacement crates, and we have asked our packers to carry out _____ packing instructions carefully.
12. We apologize for any inconvenience caused by _____ error.

Ex.5. Fill in the blanks with prepositions/ particles where necessary.

1. Parties _____ that service have to observe a lot of rules and regulations that have been piled _____ _____ years.

2. Units have been packed separately _____ boxes attached _____ the inside _____ each crate.
3. Tins _____ 10 crates, each crate containing _____ 6 strong cardboard cartons, which _____ turn contain 24 tins each.
4. Lifting hooks are provided _____ four points.
5. They are arranging _____ the dispatch _____ the three crates short-shipped _____ board _____ the M.V. *Marine Star* which is due to arrive _____ Marseilles on the 2nd _____ June.
6. The goods will be forwarded packed _____ special cases so as to avoid damage _____ transit _____ your instructions, delivery _____ refrigerated lorry _____ your Leeds warehouse.
7. We shall contact _____ our agents and the port authorities to prevent delays _____ occurring _____ this way _____ the future.
8. _____ your request we are sending 200 crates _____ rail _____ Boulogne where our agent will personally supervise loading _____ board _____ the Boulogne – Folkestone ferry.
9. The forwarding agents have informed us that the crates were left _____ the wharf _____ the port of shipment.
10. We apologize _____ the inconvenience caused _____ the short-shipment, which was due to circumstances _____ our control.
11. We regret very much _____ the damage caused _____ the four crates.
12. We have been _____ touch _____ our packers and we have asked them to send a detailed report.

WORKSHOP

Make up letters according to the situations.

Assignment 1

Повідомте, що отримані Вами товари були упаковані неналежним чином, внаслідок чого частина товару стала непридатною. Ви просите надіслати заміну в найкоротший термін.

Assignment 2

Повідомте Вашим клієнтам, що партія замовленої ними фарби була відвантажена. Ви виконали всі домовленості:

- ☞ Упаковка. У 10 картонних ящиків, по 40 банок у кожному.
- ☞ Відвантаження. Т/Г «Вікторія» з Ліверпуля 20 серпня із прибуттям до Мобаси (Mobasa) 29 вересня.
- ☞ Маркування. Найменування вантажовідправника та вантажоодержувача. Вогнебезпечно. Фарба. Обережно. Ящики мають бути пронумеровані по порядку (1-10).

Повідомте, що Ви вручили всі документи, що стосуються цієї партії товару, експедиторам Ваших клієнтів, і сподівається, що Ваші клієнти отримають товар у повній безпеці.

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Електронне навчальне видання комбінованого використання
Можна використовувати у локальному та мережному режимі

Пасічник Марина Вікторівна

ДІЛОВА ІНОЗЕМНА МОВА АНГЛІЙСЬКА МОВА

Методичні вказівки

до НМП “Business Communication” до проведення самостійної роботи для здобувачів вищої освіти першого (бакалаврського) рівня 3-4 курсів денної та заочної форм здобуття освіти за спеціальностями 015 «Професійна освіта (за спеціалізаціями)» (освітні програми: «Професійна освіта (Харчові технології)», «Професійна освіта (Технологія виробів легкої промисловості)», «Професійна освіта (Психологія дизайну та іміджу)», «Професійна освіта (Дизайн)», «Економічна та бізнес-освіта»), 053 «Психологія» (освітня програма «Практична психологія»), 032 «Історія та археологія» (освітня програма «Краєзнавчо-туристична робота»), 071 «Облік і оподаткування» (освітня програма «Облік і оподаткування»), 073 «Менеджмент» (освітня програма «Торговельний менеджмент»), 075 «Маркетинг» (освітня програма «Маркетинг»), 076 «Підприємництво та торгівля» (освітня програма «Митна справа»)

(Укр., англ. мовами)

В авторській редакції

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