

AECS – ANUPURAM

ENQUIRY LETTER

MODULE 2 OF 2

RECAP:

A formal letter has seven parts:

1. The Address of the sender including the Date
2. The Inside Address
3. The Salutation
4. Subject Heading
5. The Body of the Letter
6. The Subscription
7. The Signature

1. Date:

- ❖ The date is put at the top of the page for any business communication.
- ❖ The date is a critical piece of information documenting when the correspondence was sent.
- ❖ This is important for correspondence that may be kept for future reference.

2. Address:

- ❖ The address of the person receiving the correspondence includes a formal name, street address, city, state, and zip code.
- ❖ Don't forget to double-check the spelling of the person's name.

- ❖ A misspelled name is careless, unprofessional and can negatively impact the response to the letter.

3. Salutation:

- ❖ The salutation is the formal way of addressing the person.
- ❖ Common salutations are ***Dear*** or ***To Whom It May Concern.***
- ❖ Some people have sensitivities to what name is used in addressing them so be sure to take the time to identify the person's most commonly used name.
- ❖ For example, if the person's name is Robert, try to find out if he goes by Robert, Rob or Bob. For instance – ***Dear Bob***

4. Introduction:

- ❖ The first few sentences of a letter are introductory.
- ❖ The introduction section introduces the subject of the letter.
- ❖ It is a summary in a sentence or two that explains the goal of the letter.
- ❖ For example, an introduction may be something like:
- ❖ ***I am writing today to further explore a vendor relationship with XYZ Corporation.***

5. Body of the Letter:

- ❖ The body of the letter is where the bulk of the information is shared.
- ❖ The body of the letter explains in detail all aspects of what is being communicated.
- ❖ This would include detail of the information being shared.
- ❖ For instance, the body may be something like this:
- ❖ ***We understand that XYZ Corporation can provide tools for 10% less than other competitors. And, that the focus on service after the sale is amongst the best in the industry.***

6. Closing:

- ❖ The closing of the letter summarizes what the letter was about and any next steps or action items.
- ❖ This section gives the reader a heads up that the communication is coming to a close.
- ❖ For instance, the closing may be something like this:
 - ❖ ***Please call me at your earliest convenience to discuss a vendor relationship and to explore if we can come to a mutually beneficial relationship. I look forward to speaking with you soon.***

7. Signature:

- ❖ The signature section has a complimentary closing.
- ❖ Examples are ***Sincerely, Warmest Regards, Respectfully Yours, Very Truly Yours, or Cordially Yours.***
- ❖ Be sure to gauge the audience when selecting a complimentary closing.
- ❖ After the complimentary closing, space is left for the signature that goes above the typed name and title of the person sending the letter.

ENQUIRY LETTER FORMAT

- ❖ The Format of an Enquiry Letter is as follows –
- ❖ 1. **Sender's address:** Include an email and phone number, if required.
- ❖ 2. **Date:** Below address. Leave one space or line.
- ❖ 3. Receiver's address
- ❖ 4. The subject of the letter
- ❖ 5. Salutation (Sir / respected sir / madam)
- ❖ 6. Body

Paragraph 1: Introduce yourself and the purpose of writing the letter

Paragraph 2: Detail of the enquiry

Paragraph 3: Conclude / end

- ❖ 7. Complimentary Closing
- ❖ 8. Sender's name, signature and designation (if any)

LETTERS OF ENQUIRY/ASKING FOR INFORMATION

QUESTION 1:

SPORTS FIRM—ASKING FOR CATALOGUE

You are Sahil, the Sports Secretary of your school. Write a letter to Globe Enterprises, New Delhi, a leading firm dealing in sports goods, requesting them to supply their trade catalogue. You may mention the items you intend to buy and ask for a discount on the catalogue prices.

Answer:

ABN School
Mathura
10 March 20XX

Messrs Globe Enterprises
F-4, Greater Kailash-II
New Delhi

Sub : Trade Catalogue for Sports Goods

Dear Sirs,

We have to buy sports material in bulk for various games and sports for our school for the new academic session beginning w.e.f. 1st April.

We are interested in cricket bats and balls, hockey sticks, balls, goalkeeper's full kit, footballs, volleyballs, basket balls, table tennis balls and bats etc. We also need items for uniform namely, sports T-shirts, shorts and vests of different sizes.

Your firm has been mentioned to us as one of the best dealers in sports goods. I shall be glad if you send me your catalogue together with quotations for large quantities. Please do mention the time required to effect delivery and the terms of payment.

I hope you will facilitate business by quoting the lowest possible rates. I am confident that you will patronise us by giving some discount also. Please mention the rate of discount on the catalogue prices.

Yours faithfully,

Sahil
Sports Secretary

QUESTION 2:

CATALOGUE BOOKS

You are Meena of C-23, Chitra Park, Jabalpur. Write a letter to M/s Full Marks (Pvt) Ltd, Daryaganj, New Delhi asking for a catalogue of books, terms and conditions of supply and mode of payment etc.

Answer:

C-23 Chitra Park
Jaipur
25 May 20XX

M/s Full Marks Pvt Ltd
Daiyaganj
New Delhi

Sub : Request for Catalogue

Sir,

I am interested in purchasing a few of your publications on spoken English by post. I shall be very grateful if you could send me the latest catalogue on these books.

Please specify if any audio/video cassettes are also available along with the books. I am enclosing a self-addressed envelope for prompt despatch. I am also interested in knowing your terms and conditions regarding the payment, time and mode of delivery, etc. Hoping you would look into my request on priority.

Yours faithfully,

Meena

Question 3:

You are Rajni / Rahul, living at E-95, Sector-12, Dwarka. You read an advertisement about short term course in computer Programming by Zee Computer World, Pitampura, Delhi. Write a letter seeking all relevant details of the course.

Solution :

E-95
Sector-12, Dwarka

12 July 2016

The Director
Zee Computer World
Pitampura
Delhi

Subject : Inquiry about short term computer course.

Sir,

I have seen your advertisement about computer programming course which appeared in The Hindu dated 7 July 2016. Prima Facie it appears to be appealing and interesting. I have passed my Senior Secondary Exam with 85% marks. I want to join

this programme but before that I would like to know the following details of the programme :

- (i) Duration of the Course
- (ii) Timings and fee structure
- (iii) Eligibility criteria for the course
- (iv) No. of students in a batch
- (v) Facility of evening or part time batches
- (vi) Whether recognised by any university or not
- (vii) Facility for transport
- (viii) Future prospect of the course.

Please send me a copy of prospectus as I am sending a self addressed envelope with this letter. Send me the information at the earliest.

Yours sincerely,
Rajni / Rahul

Question 4:

You are the manager of Rich Lucky Trading Company 345, Nathan Rd, Kowloon, H.K. you are requesting for Catalogue from Hi-fashion Garment Ltd, Unit 398, Shek Kip Mei Industrial Estate. Write a letter of enquiry.

Rich Lucky Trading Company
345, Nathan Rd,
Kowloon, H.K.

28 September 2009

Hi-fashion Garment Ltd
Unit 398
Shek Kip Mei Industrial Estate

Subject : Request for catalogue

Dear Sir or Madam,

Please send me your current catalogue.

Your company was recommended to me by Ms. Elsie Wong of Far Eastern Logistics. Our African customer is interested in importing a range of printed 100% cotton cloth.

I look forward to hearing from you.

Yours faithfully,
(signature)
K.K. Chan
Merchandiser

End of Module 2 of 2
Thank you