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B. Com part-1 Subsidiary paper -2 Business management and communication

Ques- Give a specimen of Enquiry letter along with its reply.

Ans. MEANING OF ENQUIRY LETTER

A major part of any business activity consists of enquiry. When a buyer wants to get some information about the product price, quantity, terms and conditions of sales, availability of goods etc., he writes a letter of enquiry to the sellers. While writing enquiry letter, direct and straight forward approach should be used with positive and confident tone. Enquiry letter should be written in simple, clear

And precise way saying about our requirement. At last, express your gratitude for the time, the reader has spent in reading the letter.

Request Letter for Enquiry

***Gupta Pustak Bandar
(Book Seller)***

***Phone: 534567
152, Court Road***

***Reference : 1229/06
Lucknow***

18 Sep., 2006

To,

***Swati Prakashan
54, Sadar Bazar,
Meerut.***

Subject : Trade Enquiry

Dear Sir,

***Please send us your latest illustrated catalogue and price list
and inform us of your business terms and conditions.***

***We expect to place the order with you if quality and prices are
suitable to our satisfaction.***

Yours sincerely,

Gupta Pustak Bhandar

Ramesh Gupta

(Partner)

Quotation Letter : The letter written for replying the enquiry letter is known as quotation letter. Generally, replies contain prices, quotations and other terms of trade such as, discount, credit,

Delivery etc. Price list and quotation may be attached with the letter. These letters convey all the information clearly and correctly, sought by the customer. At last, word of thankfulness should be

Mentioned in the letter.

Reply of Enquiry letter

Swati Prakashan

(Publishers and Distributors of Books)

Telephone : 234677

54, Sadar Bazar

Reference : 289/06

Meerut

25 Sep., 2006

M/s. Gupta Pustak Bhandar

Court Road, Lucknow

Subject: Reply of trade inquiry

Dear Sir,

We are pleased to receive your letter dated Sep. 18, 2006 enquiring about the terms and conditions regarding trading with us. Thank you very much for the interest you have shown in our publication. Latest catalogue and price list of our publication have been enclosed herewith.

We allow 22.5% discount of the catalogue price for cash sale and 20% for credit sale if payment is made within 1 month. Packing and forwarding charges will be borne by us, if the order exceeds Rs.

15,000/-

We hope that the rates of discount will surely suit you and you will give us a chance of service by sending a valuable-order.

Enclosure: Price List

Yours Sincerely,

For Swati Prakashan

(Syresh Kumar)

Manager Sales