**ORDERS, ORDER ACKNOWLEDGEMENTS**

Placing an order is simple from the point of view of letter writing.

Orders are usually written on a company’s official order form which has a date and a reference number that should be quoted in any correspondence referring to the order. If the order is telephoned, it should be confirmed in writing, and an order form should always be accompanied by either a compliments slip or a covering letter. A covering letter is preferable as it allows you the opportunity to make any necessary points and confirm the terms that have been agreed.

Very often the purchasing department or the buyer fills an order form (although he may prefer to write a covering letter) to make certain points quite clear.

The supplier sends an order acknowledgement promptly, to thank his customer for the order. If prices or delivery times have changed, the customer must be notified. If the goods ordered are no longer available, a substitute may be offered.

**I. Introductory Phrases (Orders)**

*- In reply to your letter (fax) of … we thank you for …*

*- We are pleased to enclose our order № …*

*- We enclose our order for …*

*- We accept your offer and have pleasure in placing an order with you for …*

*- Please, send (supply us) the under-mentioned goods…*

*- Please, send the copy of this order to us, signed, as an acknowledgement…*

*- With reference to your quotation, we enclose our order for immediate delivery…*

*- As the goods are urgently required, we will be grateful for delivery by …*

*- Please, confirm that you can supply …*

*- Please find enclosed our Order No.B4521 for…*

*- The enclosed order (No. R154) is for….*

*- Thank you for your reply of 14 May regarding our email about the mobile phones. Enclosed you will find our official order (No.B561) for…*

*- I would like to place a trial order for… . Please find enclosed…*

**II. Introductory Phrases (Order Acknowledgements)**

 *The structure of an**order acknowledgement*: (1) acknowledge order, (2) give necessary details (expected delivery dates, confirmation numbers), (3) thank customer for the order and for choosing your company, (4) explain how they can contact you if they have questions about their order, (5) entice reader to order again (perhaps with information about new product/service or with a discount).

*- Thank you very much for your order №… of (dated) –…*

*- We are pleased to acknowledge your order for…*

*- Your order is already being carried out/executed/ and delivery will be made in accordance with your instructions.*

*- We confirm that delivery will be made by … as requested.*

*-Delivery will be made immediately on receipt of your cheque /Letter of Credit*

*- We trust that this initial order will lead to further dealings between our two companies.*

*- As requested we enclose (are enclosing) the copy of your order, duly signed as an acknowledgement.*

*- Thank you for your order No.338B which we received today. We are now dealing with it and you may expect delivery within the next three weeks.*

*- Your order No.6712/1 is now being processed and should be ready for dispatch by the end of this week.*

*- We are pleased to inform you that we have already made your order, No. 9901 for… , and are now making arrangements for shipment to… .*

**III. Additional Information**

**Payment**

Confirm the **terms of payment**.

*- As agreed you will draw on us at 30 days, D/A, with the documents being sent to our bank…*

*- We would like to confirm that payment is to be made by irrevocable letter of credit, which we have already applied to the bank for.*

*- Once we have received your advice, we will send a bank draft to…*

*- … and we agreed that payments would be made against quarterly statements…*

**Discounts**

Confirm the agreed discounts.

*- We would like to thank you for the 30% trade discount and 10 % quantity discount you allowed us.*

*- Finally, we would like to confirm that the 25% trade discount is quite satisfactory.*

*- … and we will certainly take advantage of the cash discounts you offered for prompt settlement.*

**Delivery**

Confirm the delivery dates.

*- It is essential that the goods are delivered before the beginning of November, in time for the Christmas sales period.*

*- Delivery before 28 February is a firm condition of this order, and we reserve the right to refuse goods delivered after that time.*

*- Please confirm that you can complete the work before the end of March, as the opening of the store is planned for early April.*

**Methods of delivery**

Many companies use **forwarding agents** who are specialists in packing and handling the documentation to ship goods. Nevertheless, to ensure prompt and safe delivery, it is a good idea to advise the company on how you want the goods packed and sent. This means that if the consignment arrives late, or in a damaged state, your letter is evidence of the instructions you gave.

*- … and please remember that only air freight will ensure prompt delivery.*

*- Please send the goods by express freight as we need them urgently.*

*- We advise delivery by road to avoid constant handling of this fragile consignment.*

*- Could you please ship by scheduled freighter to avoid any unnecessary delays?*

**Packing**

Advise your supplier how you want the goods packed. Note, in the first example, that crates are often marked with a sigh – a diamond, a target, a square, a lion, etc. – that can be recognized by the supplier and customer.

*- Each piece of crockery is to be individually wrapped in thick paper, packed in straw, and shipped in wooden crates marked 0 and numbered 1 to 6.*

*- The carpets should be wrapped, and the packaging reinforced at both ends to avoid wear.*

*- The machines must be well greased with all movable parts secured before being loaded into crates, which should be clearly marked with your castle logo for easy identification.*

**III. Refusal of Orders**

There are a number of reasons for a company to refuse an order, and some of the most common are given below. Whatever your reason, you must be polite: the words ‘reject’ and ‘refuse’ have a very negative tone, therefore it is better to use ‘decline’ and ‘ turn down’ instead.

**1) Out of stock.**

You may be out of stock of the product ordered, or you may no longer make it. Note that, in either case, you have an opportunity to sell an alternative product, but remember not to criticize the product you can no longer supply.

*- We are sorry/we regret/to let you know/to inform you/ that we cannot execute your order because…*

*- We regret to inform you that the goods ordered are out of stock/no longer available.*

*- We can offer you a substitute which is the same price and of similar quality to the goods ordered.*

*- We are sorry to say that we are completely out of stock of this item and will be six weeks before we get delivery, but please contact us then.*

*- We no longer manufacture this product as demand over the past few years has declined.*

*- Thank you for your order for… . Unfortunately we have run out of… you asked for. As you particularly specified this material, we will not offer a substitute, but will inform you immediately we receive delivery of a new consignment. This will be within the next two months.*

**2) Bad reputation.**

The customer may have a bad reputation for setting their accounts or, in the case of a retailer of, say, electrical or mechanical products, may have offered a poor after-sales service which could in turn affect a manufacturer’s or supplier’s reputation. In these cases, it is better to find a diplomatic way of saying ‘no’.

*- We would only be prepared to supply on a cash basis.*

*- I am sorry to say that we must turn down your order as we have full order books at present and cannot give a definite date for delivery.*

**3) Unfavourable terms.**

The supplier may not like the terms the customer has asked for, either for delivery:

*- Delivery cannot possibly be guaranteed within the time given in your letter.*

*- Two months must be allowed for delivery as we are dependent on our suppliers for raw materials.*

or discount:

*- It would be economical for us to offer our products at the discounts you suggest as we work on a fast turnover and low profit margins.*

*- The usual trade discount is 15% in this country, which is 5% lower than the figure mentioned in your letter.*

*- The discount you asked for is far more than we offer any of our customers.*

or payment:

*- We only accept payment by letter of credit.*

*- We never offer quarterly terms on initial orders, even to customers who can provide references. However, we might consider this sort of credit once we have established a trading relationship.*

*- Our company relies on quick sales, low profits, and a fast turnover, and therefore we cannot offer long-term credit facilities.*

**4) Size of order.**

The quantity required might be too large or too small.

*- We are a small company and could not possibly handle an order for 20,000 units.*

*- Our factory only sells material in 30-metre rolls which cannot be cut up.*

**IV. Closing Phrases**

*- We hope that this will be the first of many orders we place with you.*

*- We will place further orders if this one is completed to our satisfaction.*

*- If our sales targets are met, we shall be placing further orders in the near future.*

*- I look forward to receiving your advice / shipment / acknowledgement / confirmation.*

*- We hope that you will have a good turnover and that we will be dealing with your company in the future.*

**V. Sample Letters**

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***В. Cottwold & Co. Ltd***

Nesson House, Newell Street, Birmingham B3 3 EL

Phone: 021 236 6571 Fax: 021 236 8592 Telex: 341641

Satex S.p.A. Your ref: D/1439

Via di Pietra Papa Our ref: Order DR 4316

00146 Rome

ITALY 9 March 2016

Attn. Mr. D. Causio

Dear Sir,

Please find enclosed our order No. DR 4316 for men's and boys' sweaters in as­sorted sizes, colours and designs.

We have decided to accept the 15% trade discount you offered and terms of payment viz. documents against payment, but would like these terms reviewed in the near future.

Would you please send the shipping documents and your sight draft to Northmin-ster Bank (City Branch), Deal Street, Birmingham B3 1SQ.

If you do not have any of the listed items in stock, please do not send substitutes in their place.

We would appreciate delivery within the next six weeks, and look forward to your acknowledgment.

Yours sincerely,

Lionel Crane

Lionel Crane

Chief Buyer

Enc: order form No. DR 4316

**ORDER No. DR 4316**

***B. Cottwold & Co. Ltd***

Nesson House, Newell Street, Birmingham B3 3EL

Phone: 021 236 6571 Fax: 021 236 8592 Telex: 34641

Satex S.p.A

Via di Pietra Papa

00146 Roma

ITALY Authorized

 (signature)

Quantity Item description Price c.i.f. London

50 V Neck 30 Red/20 Blue £13.80

30 Roll Neck: 15 Black/15 Blue £ 9.40

30 Crew Neck: 15 Green/15 Beige £ 16.00

40 Crew Neck: 20 Green/20 Beige £ 12.60

Note: Subject to 5% quantity discount

Comments: 15% Trade Disc. Date: 9 March 2016

 Del. 6 weeks

**Points to remember**

1. Even if you use an official order form when placing an order, it is a good idea to send a covering letter confirming terms of payments, discounts, delivery, and packing.

2. Orders should be acknowledged as soon as they are received. Email is a convenient way of acknowledging them quickly.

3. If there are problems with delivery, tell your customer immediately what you intend to do to correct them. Apologize for the inconvenience.

4. If you turn an order down, be polite, and generalize the terms you use so that the customer does not think this refusal only applies to them.