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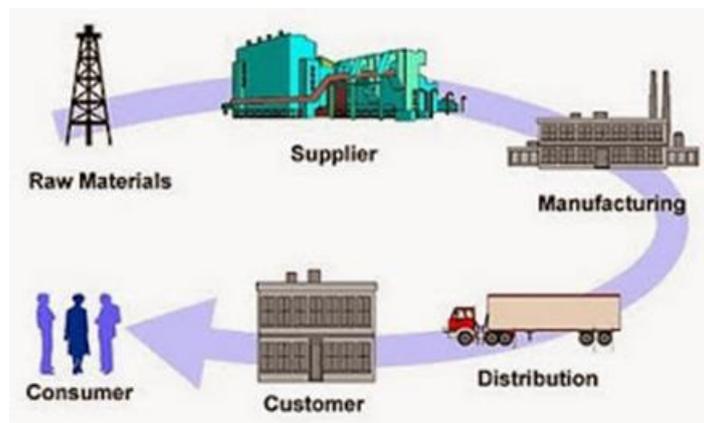
## SURFACE

This textbook is intended for students who take English for Logistics and Supply Chain 1 subject. This book aims to enhance students' knowledge of its specific terms, to enhance their abilities of comprehension and to develop their communication abilities in supply chain aspects. The textbook contains ten units, each dealing with a key supply chain concept, and some reference materials. The textbook comprises texts from the authentic sources; the texts are adapted to match the educational needs to ensure that students have understood the key ideas contained in each text.

## Unit One

### Supply Chain

A **Supply chain** is the entire process of making and selling commercial goods, including every stage from the supply of materials and the manufacture of the goods through to their distribution and sale. The supply chain is all of the various stages, in order, of a product's progress from raw materials through production and distribution of the finished product, until it reaches the consumer.



Here are the terminologies with Thai meanings for supply chain:

Vocabs	Meanings in Thai	Vocabs	Meanings in Thai
Supply Chain	การจัดการกลุ่มทรัพยากรและกระบวนการต่าง ๆ ให้ดำเนินการอย่างสอดคล้องเป็นกระบวนการเดียวกัน	Operations	กิจกรรมที่เกี่ยวข้องกับการเปลี่ยนหรือแปรรูปวัตถุดิบให้ออกมาเป็นสินค้า เป็นขั้นตอนการผลิต
Upstream	ต้นน้ำ		
Middle Stream	กลางน้ำ	Outbound Logistics	กิจกรรมที่เกี่ยวข้องกับการจัดเก็บ รวบรวม จัดจำหน่ายสินค้าและบริการไปยังลูกค้า
Downstream	ปลายน้ำ		
Upstream Supply Chain	ห่วงโซ่อุปทานที่เข้าสู่ผู้ผลิต	Marketing and Sales	กิจกรรมที่เกี่ยวข้องกับการชักจูงให้ลูกค้าซื้อสินค้าและบริการ
Internal Supply Chain	ห่วงโซ่อุปทานภายในกระบวนการผลิต		

Vocabs	Meanings in Thai	Vocabs	Meanings in Thai
Downstream Supply Chain	ห่วงโซ่อุปทานที่เข้าสู่ลูกค้า	Customer Services	กิจกรรมที่ครอบคลุมถึงการให้บริการเพื่อเพิ่มคุณค่าให้กับสินค้า รวมถึงการบริการหลังการขาย
Supply Chain Management	การจัดการห่วงโซ่อุปทาน		
Material	วัตถุดิบ	Technology Development	กิจกรรมเกี่ยวกับการพัฒนาเทคโนโลยีและระบบสารสนเทศที่ช่วยในการเพิ่มคุณค่าให้สินค้าและบริการหรือกระบวนการผลิต
Just in Time	การส่งมอบแบบทันเวลา		
Customers Satisfaction	ความพอใจแก่ลูกค้า		
Transportation	การขนส่ง	Human Resource Management	กิจกรรมที่เกี่ยวข้องกับการบริหารทรัพยากรบุคคลตั้งแต่วิเคราะห์ความต้องการ สรรหา และคัดเลือก ประเมินผล พัฒนา ฝึกอบรม ระบบ เงินเดือนค่าจ้าง และแรงงาน
Reverse Logistics	การรับสินค้าคืน หรือส่งสินค้ากลับ		
Purchasing	การจัดซื้อ		
Plant and Warehouse Site Selection	การเลือกที่ตั้งโรงงานและคลังสินค้า		
Part and Service Support	การจัดเตรียมอะไหล่และชิ้นส่วนต่างๆ	Firm Infrastructure	โครงสร้างพื้นฐานขององค์กร ได้แก่ ระบบบัญชีระบบการเงิน การบริหารจัดการขององค์กร
Information Management	การจัดการด้านข้อมูล		
Packaging	การบรรจุหีบห่อ	Value Added : VA	กิจกรรมที่ก่อให้เกิดมูลค่าเพิ่ม
Customer Service	การบริการลูกค้า	Non Value Added : NVA	กิจกรรมที่ไม่ก่อให้เกิดมูลค่าเพิ่ม
Forecasting	การพยากรณ์	LEAN	คือการออกแบบและการจัดการกระบวนการ,ระบบ, ทรัพยากร ทั้งหมด ตั้งแต่จากผู้จัดส่งวัตถุดิบไปสู่ผู้บริโภคอย่างเหมาะสม ทำให้สามารถส่งมอบผลิตภัณฑ์ได้อย่างถูกต้องเหมาะสมในครั้งแรกที่ดำเนินการ โดยให้เกิดการสูญเสียน้อยที่สุด (Minimum Waste) หรือมีส่วนเกินที่ไม่จำเป็นน้อยที่สุด โดยความสูญเสียดังกล่าวจะประเมินจากกิจกรรมหรือกระบวนการทั้งหมดที่ใช้ทรัพยากร โดยไม่ก่อให้เกิดมูลค่าเพิ่ม (Non-value added) ในการผลิต
Barcode	รหัสแท่ง		
Warehouse	คลังสินค้า		
Inventory	สินค้าคงคลัง		
Manufacturers	ผู้ผลิต		
Wholesales	ผู้จำหน่ายรายใหญ่		
Retail	ผู้จำหน่ายรายย่อยหรือผู้ค้าปลีก		
Customer	ผู้บริโภค		
Procurement	การจัดซื้อจัดหา		

Vocabs	Meanings in Thai	Vocabs	Meanings in Thai
Manufacturing	การผลิต	product variety	ความหลากหลายของผลิตภัณฑ์
Distribution	การจัดจำหน่าย	Make to order	ระบบการผลิตแบบตามคำสั่งซื้อ
Customer Service and Support	การให้บริการลูกค้าและกิจกรรมสนับสนุน	Make to stock	ระบบการผลิตที่ผลิตต่อครั้งเป็นปริมาณมาก
Logistics Communication and Order Processing	การสื่อสารด้านโลจิสติกส์และกระบวนการสั่งซื้อ	Storage	คลังสินค้าสำหรับเก็บรักษา
Inventory Management	การบริหารงานวัสดุคงคลัง	Distribution Center	คลังสินค้าสำหรับกระจายสินค้า
Distribution Center	ศูนย์กระจายสินค้า	Bonded Warehouse	คลังสินค้าทัณฑ์บน
Order Processing	การดำเนินการตามคำสั่งซื้อของลูกค้า	Silo & Tank	คลังสินค้าประเภทไซโลและถังกิจกรรมหลักของการคลังสินค้า
Inventory Management	การบริหารสินค้าคงคลัง		
Warehousing and Storage	การบริหารคลังสินค้า	Goods Receipt	การรับสินค้า
Material Handling	การขนถ่ายวัสดุในการผลิต	Identify goods	การตรวจพิสูจน์ทราบ
Fixed Cost	ต้นทุนคงที่	Sorting goods	การตรวจแยกประเภท
Variable Cost	ต้นทุนผันแปร	Holding goods	การดูแลรักษาสินค้า
Back Haul Cost	ต้นทุนเที่ยวกลับ	Picking	การนำออกจากที่เก็บ
Low Cost	ต้นทุนที่ต่ำลง	Packaging	การบรรจุ
Cost of Capital	ต้นทุนทางการเงิน	Post Manufacturing Service	การให้บริการหลังการผลิต
Devalue	ลดมูลค่าสินค้าเสื่อมสภาพ	Staging goods	การเตรียมการจัดส่งสินค้า
Write-Off	ค่าสูญเสียดังกล่าว	Shipping	การจัดส่ง
Multimodal Transport	การขนส่งหลายรูปแบบ	Cross-Dock Warehouse	คลังสินค้าชนิดทำเปลี่ยนถ่ายสินค้า
Cost of Capital	ต้นทุนทางการเงิน	Modern trade	ธุรกิจค้าปลีกสมัยใหม่
Value chain	สายโซ่แห่งคุณค่า	Pallet	พาเลท ไม้รองรับสินค้า
Inbound Logistics	กิจกรรมที่เกี่ยวข้องกับการได้รับ การขนส่ง การจัดเก็บและการแจกจ่ายวัตถุดิบ	Conveyor	เครื่องลำเลียง
		Crane Elevator Hoist Monorail	เครื่องยกย้ายต่างๆ

Vocabs	Meanings in Thai	Vocabs	Meanings in Thai
Optical Character Recognition (OCR)	ระบบนี้จะใช้ตัวอักษรพิเศษที่ออกแบบมาเพื่อให้สามารถอ่านได้ทั้งตาเปล่าและเครื่องอ่าน	Auto Identification (Auto-ID)	เป็นระบบการบันทึกข้อมูล บ่งชี้ แสดงสถานะของสิ่งที่เราให้ความสนใจ เช่น สินค้าสัตว์ หรือแม้กระทั่งคน
		Biometric System	เป็นระบบ Auto-ID ใช้ตรวจสอบลักษณะเฉพาะของบุคคล เช่น ลายนิ้วมือ เสียง ม่านตา
GLN: Global Location Number	เลขหมายประจำตัวตำแหน่งที่ตั้งที่ใช้ทั่วโลก SSCC: Serial Shipping Container Code เลขหมายเรียงลำดับบนบรรจุภัณฑ์เพื่อการขนส่ง RSS : Reduced Space Symbology เป็นระบบสัญลักษณ์ มาตรฐานที่เหมาะสมสำหรับใช้ติดผลิตภัณฑ์ ที่มีขนาดเล็กหรือพื้นที่จำกัด เช่น ผลิตภัณฑ์ยาหรือเวชภัณฑ์ต่างๆ	Purchase Order Execution	การออกไปคำสั่งซื้อ
		Goods or Service Receipt	การรับสินค้าหรือบริการ
		Invoice	ใบแจ้งราคาสินค้าที่ขายให้
		Multi-modal	การขนส่งสินค้าหลายทาง
		Multi-user	คลังสินค้ารวม
		National Distribution Centre (NDC)	ศูนย์กระจายสินค้าระดับชาติ
		Inbound logistics	โลจิสติกส์สินค้าขาเข้า
RFID: Radio-frequency Identification	เป็นระบบระบุลักษณะของวัตถุด้วยคลื่นความถี่วิทยุ มีลักษณะเป็นป้ายอิเล็กทรอนิกส์ (RFID Tag) ที่สามารถอ่านค่าได้โดยผ่านคลื่นวิทยุจากระยะห่าง เพื่อตรวจสอบ ติดตามและบันทึกข้อมูลที่ติดอยู่กับป้าย ซึ่งนำไปฝังไว้ในหรือติดอยู่กับวัตถุต่างๆ เช่น ผลิตภัณฑ์ กล่อง หรือสิ่งของใดๆ สามารถติดตามข้อมูลของวัตถุ 1 ชิ้นว่า คืออะไรผลิตที่ไหน ใครเป็นผู้ผลิต ผลิตอย่างไร ผลิตวันไหน และเมื่อไหร่ ประกอบไปด้วยชิ้นส่วนกี่ชิ้นและแต่ละชิ้นมาจากที่ไหน รวมทั้งตำแหน่งที่ตั้งของวัตถุนั้นๆ ในปัจจุบันว่าอยู่ส่วนใดในโลก โดยไม่จำเป็นต้องอาศัยการสัมผัส (Contact-Less) หรือต้องเห็นวัตถุนั้นๆ ก่อนทำงานโดยใช้เครื่องอ่านที่สื่อสารกับป้ายด้วยคลื่นวิทยุในการอ่านและเขียนข้อมูล	Outbound logistics	โลจิสติกส์สินค้าขาออก
		retail	การขายปลีก
		wholesale	การขายส่ง
		Rail freight	การขนส่งสินค้าทางรถไฟ
		Sea freight	การขนส่งสินค้าทางทะเล
		Road freight	การขนส่งสินค้าโดยรถ
		Real-time	การรายงานผลขณะที่ยังดำเนินการ
		Routing	การจัดเส้นทาง
		Sourcing	การจัดหาสินค้า
		Sub-assembly	การประกอบสินค้า
		Supply chain management	การบริหารจัดการซัพพลายเชน
		Temperature	อุณหภูมิ

Vocabs	Meanings in Thai	Vocabs	Meanings in Thai
Vendor consolidation	การรวมสินค้าของ พ่อค้า	Track-and-trace	การติดตามสถานการณ์ ส่งสินค้า
Visibility	ความสามารถในการ ติดตามสถานการณ์ ขนส่งได้อย่างโปร่งใส ชัดเจน	Unit cost	ค่าใช้จ่ายต่อหน่วย
		Value-added services	การบริการเสริม

Example sentences contained “Supply chain”:

*That will secure thousands more jobs in the supply chain.*

*Times, Sunday Times (2012)*

*The supply chain can be fragile.*

*Times, Sunday Times (2011)*

*We will have to work very hard with suppliers, supply chains and profitability.*

*The Sun (2006)*

*The chip company forms one end of the supply chain, with retailers at the other end.*

*Times, Sunday Times (2006)*

*Unions fear a further 60,000 jobs could go in the supply chain.*

*The Sun (2016)*

*It's not entirely obvious at the moment what technology a retailer or supply chain manager would adopt.*

*Times, Sunday Times (2008)*

*But there is also a responsibility for SMEs to look forward and see what might be happening in the supply chain.*

*Times, Sunday Times (2013)*

*The report says the job losses have not ended, with the impact on the wider supply chain yet to be fully felt.*

*Times, Sunday Times (2015)*

*It was the threat also to the huge rail industry supply chain, the biggest cluster of rail industry companies in Europe.*

*Times, Sunday Times (2015)*

**Example: Conversation between salesman and customer.**

*Customer:* How much does this car cost?

*Salesman:* Well, come on in and we'll sit down and discuss that right now. How much do you want to pay?

*Customer:* I really was just wondering what the price is.

*Salesman:* Well, figuring in tax, license, dealer prep, and registration, I can let this car go for fifteen thousand dollars.

*Customer:* I was thinking a little lower than that.

*Salesman:* Let's keep talking here. I am sure we can work something out. What price are you thinking is fair?

*Customer:* I was thinking more like thirteen thousand dollars.

*Salesman:* You know, you look like you are a sweet kid. I'll give it to you for fourteen thousand dollars.

*Customer:* That would be a good price if the car was in great shape, but it is registered as having been in an accident.

*Salesman:* Alright, thirteen thousand seven hundred and fifty, and that's my final offer.

**Exercise 1: Deliveries and Suppliers**

*Emma:* Jared, can I talk to you for a second?

*Jared:* Sure, what can I do for you?

*Emma:* I'm concerned about the delays we're experiencing with some of our suppliers.

*Jared:* We're doing everything to get back on schedule.

*Emma:* Could you give me an approximate timeline?

*Jared:* A number of deliveries are arriving tomorrow. Unfortunately, this time of year is often troublesome.

*Emma:* Oh... that's not good. We can't make excuses to our clients. Are all shipments affected?

*Jared:* No, but it is summer time and some companies are cutting back until September.

*Emma:* Where are most of our suppliers located?

*Jared:* Well, most of them are in China, but there are a few in California.

*Emma:* How does that affect deliveries?

*Jared:* Well, there are weather delays and shipment delays due to reduced production. Sometimes, larger packages are delayed because of a bottleneck at the distribution point.

*Emma:* Is there any way around these delays?

*Jared:* Well, we often work with delivery services such as Fed ex or DHL for our most urgent shipping. They guarantee door-to-door deliveries within 48 hours.

*Emma:* Is it expensive?

*Jared:* Of course, it is very expensive at that cuts into our bottom line.

**Check your understanding with this multiple choice comprehension quiz.**

1. Why is Emma concerned?
  - a. They're delaying shipments to suppliers.
  - b. They're experiencing delays from suppliers.
  - c. They're back on schedule.
2. What are they doing?

- a. Trying to get back on schedule
- b. Not worrying about the problem
- c. Taking legal action against the suppliers

3. Which excuse does Jared give?

- a. That the suppliers are unreliable.
- b. That the time of year is often troublesome.
- c. That they changed suppliers.

4. Where are most of the suppliers located?

- a. In California
- b. In Japan
- c. In China

5. Which is NOT a reason given for the delays?

- a. Weather delays
- b. Reduced production
- c. Payment difficulties

6. How do they sometimes resolve these problems?

- a. They change suppliers.
- b. They use delivery services.
- c. They manufacture their own products.

**Exercise 2: Complete this email about an urgent shipment with prepositions from the box.**

By	On	With	In	Out	To	Between	Of
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Sonja  
 I'm afraid there is a problem \_\_\_\_ (1) the scheduled deliveries \_\_\_\_ (2) France next week. Our customer GPL Pharma in Brest has just informed me that they are already \_\_\_\_ (3) of stock and need an urgent delivery of the 5mg 30 and 90 piece packs this week instead \_\_\_\_ (4) next week.  
 If possible, we must try to make one partial delivery \_\_\_\_ (5) Wednesday (or as soon as the packaging is finished) of the 5mg 30 packs.

We need a direct truck \_\_\_\_ (6) our production plant in Germany and Brest. If we can ship the first part on Wednesday morning, the truck should arrive \_\_\_\_ (7) Brest on Thursday afternoon.

The second delivery should be made on Friday with the rest of the 5mg and 90 packs. As the products are needed \_\_\_\_ (8) Monday, the truck must be unloaded in Brest on Saturday or Sunday.

Please let me know if there are any problems!

Regards  
 Hasan Zaman  
 Logistic Manager

## Unit Two

### Communicating with the Supplier

If you are on the search for a new supplier, there are some basic questions that you will need to ask. These inquiries will be your basic introduction, but will actually build your foundation for years of a good working relationship.

The answers to these questions will be a vital part of choosing whom you want to work with, how you are going to partner together and if they are going to be able to take care of you in times of need.

In fact, these questions are so important that if you're already buying from a particular supplier and you forgot to ask a few of these questions, you'll probably want to go back and ask anyways.

This will help you be fully prepared to partner together~ the more you know now, the better.

Here's everything you should be asking your suppliers (whether you've worked with them for years or not).

#### **The 8 Most Important Questions You Need To Ask Your Suppliers**

##### **1. Do You Have A Minimum Order?**

Most suppliers have a minimum order. Depending on the industry that your supplier serves, it could be one case, one pallet or one truckload. As a buyer, you'll need to know what their minimums are to understand if:

- a) you are working with the right type of supplier for your type of business, and
- b) to make sure you order enough in the future.

These minimum orders are put in place because of efficiency reasons for your manufacturers' own warehouse. For example, if it takes them one hour to set up their production line, they're not going to want to fill just one case in that time before they shut it down again.

These minimums help them keep their prices as competitive as possible for you.

## **2. Do You Have A Volume Discount, And Where Are The Price Breaks?**

Many suppliers offer a price break for ordering more volume. The more you buy, the more you save. Why? It's not just about rewarding those who buy more. In fact, larger orders allow their warehouse to work in more efficiency which saves them money. When they save money, you save money!

The key for you is going to be finding out where these price breaks are and seeing if you can take advantage of them by re-arranging or consolidating your orders.

## **3. What Will My Total Costs Be?**

The total costs are the most important price you're doing to get. That's what actually matters to your business- it's the amount of money that will come out of your pocket. A product can be really competitively priced, but if you have to add in an astronomically high shipping rate, your costs are not all that cheap anymore.

Ask for an FOB cost at their dock, and then get an estimate for the shipping. Once you put those two numbers together, you should be good to go!

Once in a while, some suppliers will have extra fees for things like pallets, packaging, labels, or handling fees. Make sure you ask for the total cost of a potential order and get all of these "extras" out in the open *before* you place your order.

## **4. What Are My Payment Terms?**

Many industrial or business suppliers offer credit terms, if you qualify. These terms may be 15, 30 or 60 days depending on the standard in your industry. This means that, for up to a particular dollar amount, you will be billed for what you ordered and you'll get to pay later. For example, if you have terms of "**\$50,000, Net 15**", this means that you have 15 days to pay for your order after it ships. However, your order will have to be under \$50,000, or if it isn't, you'll have to prepay some of that cost.

Other suppliers may require cash on delivery (COD), or pre-payment with a check, wire transfer or credit card before you order. Just have that conversation from the get go, so you know what you can expect and when you'll have to pay.

## **5. Under What Circumstances Will My Prices Change?**

Some products have prices that stay the same for years. Other items, like bulk olive oil for example, have prices that are always changing because the products are commodities. In this case, you can expect that your rates will change over time~ but exactly how often though? That depends on the product, how much you buy, and the market.

Talk to your supplier about what kinds of market changes will make your price go up or down. Ask them as many questions as possible to learn about the commodity market for your product, so you know what kinds of fluctuations you can expect.

## **6. When do I take ownership of this product?**

Some suppliers have you take ownership when the product leaves their docks. Other times, you don't take ownership of a bulk ingredient until it delivers at your door.

The easiest way to tell is to ask your supplier what the FOB point is. The FOB point is the point where the ownership of the product transfers. If it's FOB your supplier, you take ownership of the product when it leaves their doors. If it's FOB your docks, it's their responsibility until it safely arrives to you. The standard in the bulk oil industry is FOB your supplier.

## **7. Can you give me a liability insurance certificate?**

Any industrial supplier should be able to provide you with a liability insurance certificate. This insurance is something that can protect your business in the event that there is a product recall or other issue. It's important that you get proof of insurance from *any* supplier, in every industry you buy from.

Make sure that the limits are adequate to meet your needs (\$1,000,000 in liability is the general standard for suppliers who work with food manufacturers). Also, ask for an updated copy each year.

## **8. What is your full product line?**

Many times, you may be so focused on the product that you're desperate to source that you may not think about other products this supplier would be able to help you out with until later. Perhaps they offer different items that your R&D

team has been working on, or they could stand in as an alternative supplier for a different category in times of need.

It's a good practice to always ask for their full product line when you begin conversations, so that you can keep it on hand. Do a quick review to see if there are any other products that you should ask for quotes on in the future.

### **Key takeaways for business owners & purchasing managers**

Make sure you ask your current and potential suppliers as many questions as possible. It will keep both parties happy, and will avoid any confusion in the future.

Asking the right questions will also help keep your business prepared and protected. You don't want to get into a pickle later because you didn't ask enough questions now!

If you are new to the purchasing process in the manufacturing realm.

And don't forget, here's the list of questions you should be asking. You can copy and paste this list into your notes, to make sure that you don't miss a thing.

1. *Do you have a minimum order?*
2. *Do you have a volume discount and where are the price breaks.*
3. *What will my total costs be?*
4. *What are my payment terms?*
5. *Under what circumstances will my prices change?*
6. *When do I take ownership of this product?*
7. *Can you give me a liability insurance certificate?*
8. *What is your full product line?*

### **Learn more about the vocabularies of supply chain**

*delay* = put back in time something that is scheduled

*supplier* = a manufacturer of parts, items, etc.

*to get back on schedule* = when you are behind schedule, try to catch up

*timeline* = the expected times when events will happen

*delivery* = when products, parts, items, etc. arrives at a company

*shipment* = the process of sending products, items, parts, from the manufacturer to the client company

*to cut back* = reduce

*to make excuses* = give reasons why something bad happened

*increased / reduced production* = production which is becoming more or less  
*package* = items in a box that are shipped  
*bottleneck* = difficulties in keeping something going because of some limitation  
*distribution point* = the place where items are divided up for deliveries to individual clients  
*bottom line* = total profit or loss  
*to cut into* = reduce something

### **Example 1:**

*Jessie:* Good morning. This is Jessie Adams calling from HCS. I wanted to place an order.

*Rudy:* Certainly. Are you ordering from our catalogue?

*Jessie:* Yes, I have the item numbers. But, before I place the new order, I wanted to check on some items we have on backorder.

*Rudy:* Sure, let me pull up your account. It looks like you have two items that are still outstanding, but we should have that to you by the end of the week.

*Jessie:* Can you give me a delivery date?

*Rudy:* It should arrive no later than the 19th.

*Jessie:* Okay. Let me give you the new order. The first item is 2456. We'd like 50 boxes. Last time, we were able to buy in bulk and got the wholesale price. I'm hoping we can negotiate that again for this order.

*Rudy:* That's not a problem. What are the other items?

*Jessie:* The second item is 6849. We'd like 40 of them.

*Rudy:* There's a price reduction on that item of 10%. That brings the net price to \$19. Anything else?

*Jessie:* That's it for now. There are a few things we need to order, but I still need to submit a requisition for a purchase order. Can you fax over an invoice for the items I just ordered?

*Rudy:* Sure, I'll get that to you by the end of the day. We appreciate your order.

*Jessie:* No worries. Thanks.

## Example 2: Sample of Ordering

### Letter of Ordering Goods Sample

Turner Lampshades  
1685 Riverside Drive  
Blairsville, GA 30512

Dear Turner Lampshades,

My name is Barbara. I would like to order 13 oriental lampshades from your catalogue. Their item number is #4564323534. They are listed at \$10 each.

I have included a certified check for \$130. That should cover the cost of the lampshades.

The address I would like these lampshades shipped to is:

Barbara D. Martin  
3940 Lucky Duck Drive  
Monroeville, PA 15146

## Business letters

**Order letter**  
Pradeep Milk Dairy  
(Retailer in Milk Products)

To,

M/s Radheyshyam & Co.  
Azad Chowk,  
Mandla

26/8, Gate no.2  
Wright Town  
Jabalpur  
Dated 25 feb, 2011

Dear sir,

we received sample of your butter and we are pleased to inform that it proved satisfactory after test. We place order for 1000 packets @ rs.25 per pkt. Goods should be delivered within 15 days from the date of this letter.

Payment will be made within two weeks on receipt of goods will be rejected if not found as per sample.

Yours faithfully,  
Narendra Kumar  
(manager)

# Sample purchase order letter

Color world  
New Market, Dhaka-1200

September 01, 2012  
Manager  
Sales Division  
National Paints Co. Ltd.  
Tongi, Gagipur

**Subject: Order for various paints**

Dear Sir,  
Thank you for your quotation and the price list. We glad to place our first order with you for the following items:

SL No	Description	Quantity	Weight	Unit Price	Amount
1	Enamel paint	25 Tins	10 Ibs	1000	25000
2	Synthetic paint	20 Tins	200 Ibs	200	40000
3	White paint	10 Tins	10 Ibs	500	5000
<b>Total</b>					<b>70,000</b>

The above goods are required immediately as our stock is about to exhaust very soon. We request you to send the good through your "Motor" van as the carriage inward is supposed to be borne by you.

We shall arrange payment within ten (10) days to comply with 5/10. Net 30 terms. Please send all commercial and financial documents along with goods. We reserve the right to reject the goods if received late.

Yours faithfully,  
M.M. Ziaul Islam  
Purchase Manager  
Color World



## Dealing with Errors and Mistakes in trade Documents, Statements and Invoices

When dealing with errors it is particularly important to use polite and diplomatic language. It is also a good idea to use passive sentences to make your statements less direct and personal. If we want to inform someone that there has been a mistake, we often use impersonal expressions with the verbs seem and appear.

*It seems/appears that a mistake has been made with regard to the customs invoice.*

*There seems to be a discrepancy between the items listed on your June statement and the goods delivered.*

*When checking your statement, we noted that invoice TX 235 has been debited twice.*

*It is important to say what we will do or expect the other person to do:*

*We are returning your invoice as the 2 per cent discount has not been deducted from the total amount.*

*Could you please let us have a corrected/an amended invoice by return?*

*Please confirm the corrected amount of ....*

*Could you make sure that weight and dimensions of the items are specified on the commercial invoice?*

### Example 3: Placing an order on the telephone

**Gigi:** Good morning, this is Gigi Hadid from Max Limited calling. May I speak to Ms Jenner?

**Kendall:** Good morning Ms Hadid, this is Kendall Jenner.

**Gigi:** Hello, I'd like to place an order for a number of your Zillion chandelier.

**Kendall:** Sure. How many are you interested in ordering?

**Gigi:** Quite a few. Do you have many available in the warehouse?

**Kendall:** We keep a large supply in stock. There's also a showroom with quite a few on hand. It shouldn't be a problem.

Gigi: That's brilliant. I'd like 35 units by the next two weeks. Could I get an estimate before placing the order?

Kendall: No worries, I'll have it for you by this afternoon.

Gigi: What does the estimate include?

Kendall: Estimates include merchandise, packaging and shipping, duty if required, any taxes and insurance.

Gigi: Do you make it door-to-door?

Kendall: Certainly, all shipments are door-to-door. Delivery dates depend on your location, but we can usually deliver within 7 working days.

Gigi: That's great. Thank you for your help.

Kendall: It's my pleasure. You can expect an e-mail by 4 this afternoon.

**Exercise 1: Answer the following questions.**

1. What was Ms Hadid calling about?
2. What was she interested in ordering?
3. What would Ms Hadid like before placing an order?
4. What type of shipment does Ms Jenner's company provide?
5. How long does it usually take to deliver the goods?

**Exercise 2: Fill in the gaps with the correct words**

*package, timeline, supplier, get back on schedule / delay, shipment / delivery, cut back / bottom line*

1. We'll need to get a new \_\_\_\_\_ for those parts.
2. What's the \_\_\_\_\_ for the project? When will it start and when will it finish?
3. I'm afraid we need to \_\_\_\_\_ travel because it's hurting our \_\_\_\_\_.
4. Do you think we can \_\_\_\_\_ by the end of the month? This \_\_\_\_\_ is destroying our business!
5. Please take that \_\_\_\_\_ to room 34.
6. We received a \_\_\_\_\_ last Monday of various parts. Unfortunately, the \_\_\_\_\_ was more than seven days late!

#### Exercise 4: There are six mistakes in this email. Can you correct them?

Email
<p>Subject: Advice of Dispatch</p> <p>Dear Cheng Please find attach the following documents: delivery note N 70007108, packing list and shipping order.</p> <p>Our forwarder has just picked up the goods from our warehouse. The goods should be at your disposal at Monday 31 October 2009.</p> <p>Please notice that a copy of the batch certificate will be send to you as soon as possible by email. Ass as we receive the original batch certificate we will send it to you.</p> <p>If you have any further questions, please let me know.</p> <p>Regards Ana Garcia Logistic Manager</p>

### Unit Three

#### Transportation

How the Goods Travel from Seller to Buyer, the goods sold or purchased must be transported from the seller to the buyer. In our modern times, there are several ways of transporting the goods, depending on the urgency of the delivery and the costs to be paid. Transport can take place either by land, i.e. by road and / or rail as well as by sea and /or by air. In each case a lot of papers, forms, and documents have to be filled in. The forwarders or forwarding agents know exactly what papers are needed in each case. A well-organised transporting agency meets the following requirements: the vehicles they possess or rent have a permit to carry the goods, and their drivers are competent; they have an efficient sales organisation, i.e. they have offices both in the home country and abroad; they have an efficient staff, who know the paperwork involved, as well as how to receive the goods or how to plan their distribution. A forwarding agent's office also has different departments for different things: one department receives the bookings for transport; one writes out the necessary documents, one combines the freight routes. It is usually the traffic-planning department that plans the use of vehicles, and takes care that the vehicles are available at a certain place at the time agreed. They must also consider whether the vehicle is suitable for the kind of goods transported, for instance perishable or inflammable goods. Usually one

section of the department deals with the outgoing traffic and another with the incoming traffic. Naturally, these two sections must co-operate, otherwise too many vehicles would do “empty legs”, i.e. run too many empty miles. To avoid this, the company uses so-called position lists, from which the loading and unloading sites can easily be seen. They also show the quantity of the goods carried, as well as days required for loading and unloading. The list can be completed by means of timetables and with the foreign agent’s instructions. At each place there must be personnel who are well familiar with the formalities connected with customs clearance, as in foreign trade, taking goods through the customs is an essential part of the forwarders’ duties.

Vehicles used in different modes of transport (road, rail, sea and air) use different means of transport for forwarding goods and passengers.

### **Road haulage, Trucking**

1. a vehicle
2. a lorry (BrE), a truck (AmE)
3. an open truck
4. a covered truck
5. a heavy goods vehicle, a juggernaut
6. a tipper truck
7. a lorry with a trailer (BrE), a trailer truck (AmE)
8. a semitrailer
9. an articulated lorry
10. a long vehicle
11. a coach
12. a removal van
13. a refrigerated lorry
14. a tanker, a tanker lorry

### **Sea Transport, Marine/Maritime Transport**

1. a steamship (S/S, SS, s/s)
2. a passenger liner, a cruise ship
3. a merchant vessel, a cargo liner, a freighter
4. a supertanker, a very large crude carrier (VLCC)
5. a container vessel, a lift-on lift-off ship
6. a roll-on roll-off ship, a RO/RO ship

7. a bulk cargo ship, a bulk carrier
8. a dry-cargo ship
9. a general-cargo ship
10. an oil tanker, a tanker
11. an ocean-going vessel
12. a ferry(boat)
13. a barge
14. a towboat
15. a lifeboat, a rescue boat
16. a lighter
17. a tramp (steamer)
18. a hovercraft

### **Railway Transport**

1. a freight train (AmE), a goods train (BrE)
2. a (goods) truck, a freight car (AmE)
3. a flat truck, a flatcar
4. a dump wag(g)on, a tip truck
5. a passenger train
6. a carriage, a car
7. a sleeping car, a sleeper
8. a high-speed train, an express train
9. a commuter train
10. a shuttle
11. a locomotive, an engine
12. a railcar

### **Air Transport**

1. an airplane, an aircraft
2. a jet (liner)
3. a jumbo jet
4. a supersonic airliner
5. a helicopter
6. an aircraft-carrier
7. a charter flight

## Handling Payment

It is common to let trading partners know when payment is requested, has been made, or has been received. This is usually done in a short standard email or letter. More complicated international transactions sometimes require additional information.

### Requesting and arranging payment

*Please find attached our pro forma invoice for order N\*45-585.*

*We enclose a copy of your invoice. The original will be sent to you together with the documents on settlement of our draft.*

*We have instructed our bank today to transfer/remit the amount of \$6,320 to your account with Royal Bank of Scotland*

*Please find enclosed a cheque for 745.55 in payment for your invoice N^398379.*

*We enclose our draft for \$23,294 drawn on Pacific Bank, Seattle. Could you please acknowledge receipt?*

### Acknowledging payment

*Thank you for your credit transfer for \$4,5000 in payment of our July statement. Our bank has advised us today that your transfer for invoice N\*Fr 93937 has been credited to our account.*

*We have received your draft for invoice no39598. Thank you for sending it so promptly.*

## Packing and Shipping of Goods

### 1 Discussing Packing and Shipping Issues

Then what about transportation? I'm concerned about the danger of damage to goods in transit. My product is particularly subject to breakage and heat damage.

☺ Packaging is really important, as all kinds of damage may be caused to shipments: moisture, corrosion, droppage, evaporation, chemical reactions, and pilferage. It's essential to arrange for safe packing.

☺ Can I insure whatever goods I ship against any risk?

☺ Practically, yes. But I still want to point out that you must pick the correct way of packing, and mark the cases or crates or whatever containers you use with the proper warnings like fragile or this side up or handle with care or stow away from heat. It's true, though, that the modern container service and the ro-ro ships have cut down damage en route to a minimum of what it was 20 years ago. Other advantages of the container service are that you really can reduce packaging costs, you get faster loading and unloading and handling time in general, and you also avoid split deliveries that way.

☺ I understand I have to contact a freight forwarder to have my goods transported. How are their fees estimated? On a per shipment basis?

☺ Yes, and on the value of the shipment, and on the services performed. They usually take care

of all documentation after you have written out the Commercial Invoice and the Export Goods Declaration, so you need not bother too much.

☺ Do they also reserve the shipping space in advance?

☺ Certainly. They take care of everything.

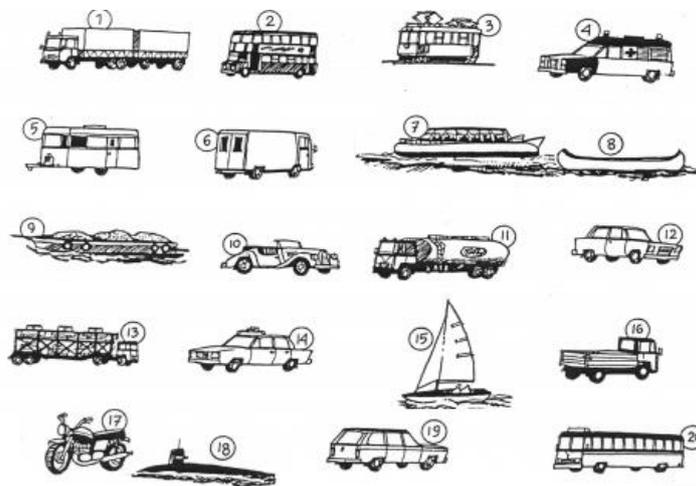
Big ports have changed completely in the last thirty years. Docks and ships look quite different nowadays. Instead of forests of tall thin cranes lifting pallets, we see a few huge heavily built transporter cranes lifting big steel boxes. Instead of hundreds of stevedores working in the holds and on the quayside we see no men at all; we just see huge machines. Instead of long warehouses at the dockside, we see open spaces with stacks of boxes. Lines of goods trains with the same boxes stand nearby. The ships themselves look like huge steel tanks with lots of smaller tanks stacked in them.

*Containers* are steel boxes of different sizes but usually 8 by 8 by 20 or 40 feet (2.4 x 2.4 x 5.9 or 12 metres). This size is limited by the width of the roads. But all containers are the same width and height. This is a revolution in transport. The advantages are:

- ✓ Handling at docks can be done by machines.
- ✓ Very few stevedores are needed.

- ✓ Unloading and loading a container ship is very fast and turnaround (the time spent in port) is much shorter. Goods can be delivered more quickly by fewer ships.
- ✓ Packing can be done in suppliers' factories. Containers needn't be opened except for customs inspection until they reach the customers.
- ✓ Warehouses are unnecessary. Containers are waterproof and can be stacked outside in the rain.
- ✓ Refrigerated containers can be connected to electrical outlets at the dockside and in the ship.

**Exercise 1: Write the number of each drawing next to the correct word.**



- |                     |                     |                            |                     |
|---------------------|---------------------|----------------------------|---------------------|
| 1. saloon car ..... | 2. caravan .....    | 3. van .....               | 4. hovercraft ..... |
| 5. submarine .....  | 6. estate car ..... | 7. articulated lorry ..... |                     |
| 8. sports car ..... | 9. tanker .....     | 10. transporter .....      |                     |
| 11. motorbike ..... | 12. yacht .....     | 13. coach .....            | 14. lorry .....     |
| 15. bus .....       | 16. barge .....     | 17. ambulance .....        | 18. taxi .....      |
| 19. canoe .....     | 20. tram .....      |                            |                     |

**Exercise 2: Answer the following questions.**

1. Why is safe packing of goods really important?
2. What goods are subject to the following kinds of damage:  
\* moisture \* corrosion \* droppage \* evaporation \* pilferage
3. What should the dispatcher pay attention to besides packing of goods?
4. Why has damage to goods en route been cut down to a minimum nowadays?
5. What does the transportation fee of goods depend on?

6. The ports have changed completely in the last decades. What differences could you point out concerning:
  - loading and unloading of ships - manpower in ports
  - warehouses - the ships
7. What are the usual container sizes?
8. What is the greatest advantage of using containers in transportation?

**Exercise 3: Complete the sentences with words from the box.**

So	Because	Although	Due
In spite of	As a result	Despite	Because

1. Our customer wants to ship valuable freight, \_\_\_\_\_ we need to think about insurance.
2. As part of the shipment seems to be damaged \_\_\_\_\_ of rough handling.
3. \_\_\_\_\_ the customer needed them urgently; the goods couldn't be delivered at the weekend.
4. The flight was cancelled \_\_\_\_\_ to bad weather.
5. The driver had the wrong address, \_\_\_\_\_, it took him three hours to deliver the pallets.
6. The consignment arrived on time \_\_\_\_\_ all the customs formalities at the border.
7. We are unable to ship today \_\_\_\_\_ we've had problems with our dispatch.
8. \_\_\_\_\_ being well secured, load was damaged on arrival.

Question 8: Choose the correct words to complete these sentences.

1. The documents stated the wrong quantities. As a reason/result/cause, the shipment was not accepted at the warehouse.
2. The delay was found/noticed/caused by an accident on the motorway.
3. When I spoke to the logistics manager, it noticed/saw/turned out that they had used different packing material.
4. Unfortunately, we are unable to deliver the consignment due to/because/so technical problems in our warehouse.
5. Although/in spite of/but the delay, the delivery will still arrive on time.
6. What is the cause/reason/result for this delay?

## Unit Four

### Packaging

#### What is Packaging?

We generally discuss two types of packaging: *consumer packaging*, or interior packaging and *industrial* or exterior *packaging*. The former provides information important in selling the product, in motivating the customer to buy the product, or in giving the product maximum visibility when it competes with others on the retail shelf. Consumer packaging, which has to appeal to the customer, is often referred to as a *silent salesperson*.

On the other hand, industrial or exterior packaging is of primary concern to the logistics manager. This packaging protects goods that a company will move and store in the warehouse and also permits the company the effective use of transportation vehicle space. It also has to provide information and handling ease.

We cannot design the interior package without considering the exterior package. Therefore, marketing and logistics have to co-ordinate the consumer and industrial dimensions of the packaging.

#### Types of Packaging

Good packaging is essential because it ensures that goods arrive at their destination in good condition. Therefore, the choice of packaging must suit the product, the means of carriage, handling facilities and any changes in climate during transport. In some countries, import duties are assessed according to the gross weight of shipments, which includes packaging. Therefore, the heavier the packaging, the higher the duties will be.

Packing and handling instructions might be given in the order.

#### The way products are packaged for sale.

Many quantities are set for us by the way various products are prepared or packaged for sale. Read through the following and remember the items on the packing list and the way they are packed;

*a bar of soap*  
*a loaf of (pl. loaves) wholemeal bread*  
*a carton of low-calorie yoghurt*  
*a 500g tin of baked beans*  
*a packet of salt and vinegar flavoured crisps*  
*a bunch of grapes*  
*a pack of eight different breakfast cereals*  
*a few sheets of greaseproof paper*  
*a roll of toilet paper*  
*a box of matches*  
*a bundle of firewood*  
*a sack of coal*  
*a bottle of cognac*  
*a barrel of English beer*  
*a can of Australian lager*  
*a crate of brown ale (24 bottles)*  
*a jar of pickled onions*  
*a 5 lb bag of potatoes*  
*a giant-sized block of ice-cream*  
*a set of spanners*

>1 lb = 1 pound = 0.454 kilograms (*The grapes cost \$2 a pound.*)

**Exercise: Rewrite the below sentences using the passive.**

1. They transport goods in containers.
2. They lift the containers from one means of transport to another.
3. They can pack goods into containers very quickly.
4. They are planning a new revolutionary container type.
5. They have to think of a suitable form of packing.

**Bar Coding**

A discussion of packaging would be incomplete without a discussion of bar coding. Linear barcode symbols that an optical scanner can read are having a major impact upon distribution logistics. Although the use of bar code technology caught on in the 1970s and took a huge leap in the 1980s, only 10 per cent of companies had complete implementation at the end of the 1990s. Every

time we go shopping at a supermarket, the price of each item is read from the bar code (or: the Universal Product Code = UPC). Bar codes appear on just about everything we buy. They are patterns of thick and thin stripes, or bars, which an electronic scanner reads. The stripes represent the 13-digit number underneath. An 8-digit bar code is used if there is not enough space on the packaging.

There are four main pieces of information on a bar code. The first two numbers represent the *country* in which the product was registered. This does not have to be the country of manufacture. The code for the UK and Ireland is 50. Some countries have three-digit codes:

South Korea is 880 – to commemorate the 1988 Seoul Olympics.

***Some examples of country codes:***

00-09 US and Canada

30-37 France

400-440 Germany

45,49 Japan

57 Denmark

80-83 Italy

93 Australia

There are also two **special codes** that take the place of country codes for the following:

977 Newspapers and magazines

978 Books

Next comes the *manufacturer's or supplier's code*. Each manufacturer has a unique five-digit code.

For example;

Cadbury\* is 00183, Nestlé \* is 00243 and McVitie \* is 00168.

\*Cadbury: chocolate manufacturer

\*Nestlé: food manufacturer; products include coffee and chocolate

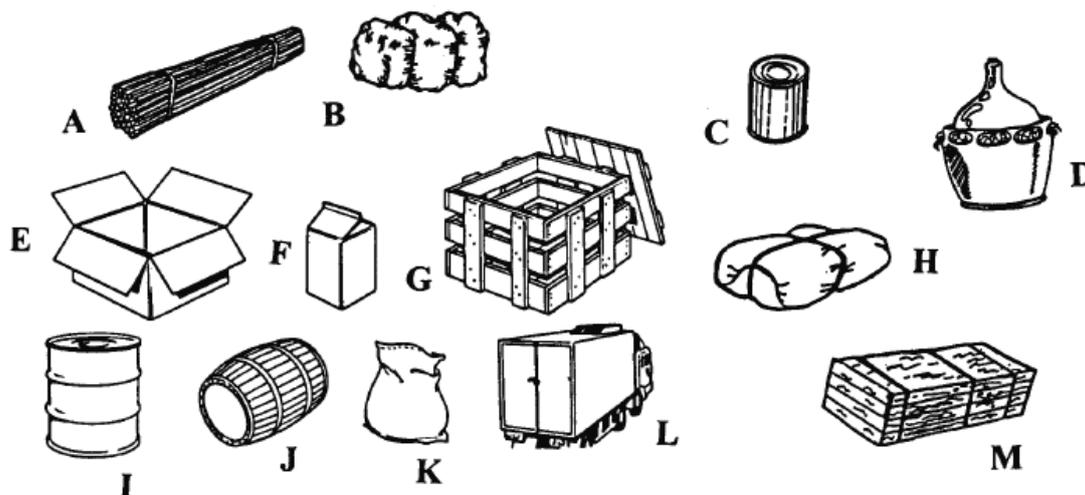
\*McVitie: food manufacturer

The second group of five numbers represents the *product and the package size*, but not the price. The manufacturers can choose any number they want. Different producers can have the same number for their goods. 20389 might be a tube of toothpaste for one manufacturer and a tin of tomatoes for another.

Finally, the code finishes with *a check digit* that makes sure the bar code has been keyed in correctly. If not, the item will either not be recognised or will be shown as a totally different product.

Bar codes also help shops with re-ordering. A shop's computer recognises the whole shape of a bar code when it passes across the scanner at a shop's checkout counter. It reads the bar code and the price of the product appears on the till display. At the same time one item is deducted from the stock total.

Exercise 1: Label the pictures with the words given below.



1. container 2. pallet 3. box, case 4. crate 5. carton  
 6. bag, sack 7. drum 8. barrel 9. tin, can 10. bale  
 11. bundle 12. carboy 13. parcel, pack(et), package

Exercise 2: Label this bar code.

978                      0582                      33454                      0  
 .....                      .....                      .....                      .....

## Unit Five

### Import and Export

words	meanings
bill of lading	<i>n.</i> list of goods and shipping instructions; waybill
c.&f.	<i>abbr.</i> cost & freight: includes shipping to named port but not insurance
c.i.f.	<i>abbr.</i> cost, insurance & freight: includes insurance and shipping to named port

words	meanings
cargo	<i>n.</i> goods or products that are being transported or shipped
certificate of origin	<i>n.</i> a document that shows where goods come from
container	<i>n.</i> huge box to hold goods for transport - <b>container port</b> <i>n.</i> <b>to containerise</b> <i>v.</i>
customs	<i>n.</i> 1 government tax or duty on imported goods 2 officials who collect this tax
declare	<i>v.</i> to make a statement of taxable goods - <b>customs declaration form</b> <i>n.</i>
f.a.s.	<i>abbr.</i> free alongside ship [includes delivery to quayside but not loading]
f.o.b.	<i>abbr.</i> free on board: includes loading onto ship
freight	<i>n.</i> goods being transported; cargo
irrevocable	<i>adj.</i> that cannot be undone; unalterable - <b>irrevocable letter of credit</b> <i>n.</i>
letter of credit	<i>n.</i> a letter from a bank authorising a person to draw money from another bank
merchandise	<i>n.</i> things bought and sold; commodities; wares - also <i>v.</i>
packing list	<i>n.</i> a document that is sent with goods to show that they have been checked
pro forma invoice	<i>n.</i> an invoice or request for payment sent in advance of goods supplied
quay	<i>n.</i> a solid, artificial landing place for (un)loading ships; wharf - <b>quayside</b> <i>n.</i>

words	meanings
<b>ship</b>	<b>v.</b> to send or transport by land, sea or air - <i>also n. shipment n.</i>
<b>shipping agent</b>	<b>n.</b> a person acting for or representing a ship or ships at a port
<b>waybill</b>	<b>n.</b> list of goods and shipping instructions; bill of lading - <b>air waybill n.</b>

**Exercise 1:** Read the following text from a logistics company magazine about new trends in third-party logistics. Then label the paragraphs with the correct headings from the list.



Customers today are demanding more complex logistics solutions. --

Super-3PLs provide comprehensive solutions to logistics problems. --

**Exercise 3:** USTF, international freight forwarders based in Chicago, give some shipping instructions on their website. Complete the sentences with words from the box.

Mark	Clearance	Withstand	Weight	Appointed	Exhibitor	Importing	Individually
------	-----------	-----------	--------	-----------	-----------	-----------	--------------

[www.expo\\_chicago.com](http://www.expo_chicago.com)

**Shipping Instructions**  
As the official international freight forwarder \_\_\_\_\_ by EXPO CHICAGO, we will co-ordinate all international shipments and arrange customs \_\_\_\_\_ for this event. Please carefully read the following information regarding shipping requirements for \_\_\_\_\_ goods into the US.

**Packing and Marking**

1. Ensure that all boxes are securely packed in order to \_\_\_\_\_ handling by carriers and onsite contractors.
2. Clearly \_\_\_\_\_ all cartoons, cases, or crates on two sides.
3. If you ship your goods in a container, make sure that all cartons are \_\_\_\_\_ marked and labeled in the following manner:

Address:  
Name of \_\_\_\_\_:  
Number of stand:  
Case number (....) of (....)  
Total \_\_\_\_\_ in kg:

**Exercise 4:** To which sentences do these words refer? Enter the correct answer.

merchant
lading
discount
traded
debts

1. Selling a bill or a financial instrument at a  means selling it at a less than 100%.
2. Letters of credit can be  like other financial assets.
3. An accepting house is a specialized  bank.

4. A bill of  proves the ownership of goods.

5. Factoring is a way of trading .

## Unit Five

### Answer for exercise 4

1. Discount
2. Traded
3. Merchant
4. Landing
5. Debt

## Unit Six

### Documentation

#### Purpose of a Business Letter

A business letter is a formal way of communicating between two or more parties. There are many different uses and business letters. Business letters can be informational, persuasive, motivational, or promotional. Business letters should be typed and printed out on standard white paper.

#### Enquiry and Request Letter

Letter of enquiry describes what the writer wants and why. The more unusual the request, the more convincing the reason needs to be.

#### Content

Subject Heading, this should inform the reader that this is an enquiry or request; e.g.

Example-

- *Enquiry about textbooks*
- *Request for product samples*
- *Query about website*

- *Question regarding product components*

### **First Paragraph**

This should tell the reader what you want; e.g.

*Please send me... (for things that the organisation offers to send)*

*I would be grateful if you could tell me... (for things that are not normally offered)*

*I am writing to enquire whether... (to see if something is possible)*

*I would especially like to know... ( + a more detailed request)*

*Could you also... ( + an additional enquiry or request)*

### **Second Paragraph**

*This paragraph tells the reader why you are contacting his or her organisation, and gives further details of the enquiry.*

### **Closing Remarks**

- *Thanks. (For a very informal and normal enquiry or request)*
- *I look forward to hearing from you.*
- *I am looking forward to hearing from you.*
- *Thank you for your assistance.*
- *Thank you very much for your kind assistance.*
- *I appreciate that this is an unusual request, but I would be very grateful for any help you could provide. I look forward to hearing from you.*

If you think the reader might have further questions, you can suggest that he or she contact you;

*'If you have any questions, please do not hesitate to contact me'*

### **Thing you might not know: enquiry and inquiry**

When you mean to say you want to ask or request information, in American English 'inquiry' is used for this meaning which favors the 'I' spelling. British English uses both *enquiry* and *inquiry* but not in the same way as American English. *Enquiry* literally means to request information or to ask; *inquiry* for British English is used only when talking of investigation.

## Samples of Enquiry and Request Letters

Golden Gate Engineering  
Prince Square, Prince Street, Kowloon

8th May 2007

Pro Skills Training  
Jubilee Building  
Silver Road  
Wan Chai

Dear Sir or Madam,

Enquiry about Quality Control Course

I am writing to enquire whether your company could offer a course on Quality Control for our managers.

I saw your advert in the HK Daily on Friday, 4 May 2007, and the Quality Control Training Course (Ref.: QC 101) mentioned in the advert might be suitable for us. I would like to know if it is possible for you to offer a 3-month training course starting before or, at the latest, on Friday, 25 May 2007, for a group of 20. Could you send us some information about the teaching staff and the possible schedule for this course?

I am looking forward to receiving your reply.

Yours faithfully,

*Allen Wu*

Allen Wu  
Managing Director

PT. MULYA INTERNASIONAL  
Jln. Bunga Melati No. 17  
Jakarta 10019

23<sup>rd</sup> December, 2010

PT. Surya Abadi  
124 Jln. Jaya Raya  
Bandung 25026

Dear Sirs,

Our company is a company that specializes in selling various leather products such as leather wallets, leather shoes and so forth. We will soon open several branches in various areas in Java. although we will open branches in various regions, we would like distribution of goods to be shipped for sale in our company running smoothly and the goods we sell good quality goods with prices that can reach the surrounding community.

Some time ago we read a profile of your company, your company produces goods in a newspaper. We are very interested to cooperate with your company. Therefore we are very happy if your company is willing to send the list of goods and price list production. If your company has regional branches in Central Java and East Java, we also ask to include the address of a branch office in your company so that later if your office area is very easy walking distance from our company, we can order the goods from the nearest branch office.

We also hope that your company can provide special offers for our company. We are expecting a reply from you to cooperate with our company.

Yours Faithfully,

Deni Santoso  
Purchase Manager

14 Plowden Road  
Torquay  
Devon  
TQ6 1RS  
Tel 0742 06538

22 December 2007

The Secretary  
Hall School of Design  
39 Beaumont Street  
London  
W4 4LJ

Dear Sir or Madam

I should be grateful if you would send me information about the regulations for admission to the Hall School of Design. Could you also tell me whether the school arranges accommodation for students?

Yours Faithfully

Allan P

Allan Parker

**Exercise:** You work for a 5-star hotel named 'Emerald Park Hotel' as the Executive Room Division Manager. Now the hotel mattresses need to be changed as they have been used for 5 years. So you write an enquiry email to a mattress factory named 'Secured Dreams' for the wholesale price of 200 king size and 400 single size mattresses and request a quotation as well.

## Order Email

An order email is the one that is written by the person or company placing the request of purchase from another company. This letter comes into action only when a detailed study of the desired product has been done in the market and based on promised service, quality and price of the product, a decision for a purchase has been made.

An order email should be carefully drafted as it needs to pen down all the terms and conditions of the purchase for the benefit of both involved parties. It should include details such as product specifications, quantities, price agreed on, delivery date, etc. It should be addressed to the person responsible for the execution of the order with a copy to the head of department. Since it is completely an official letter it should be typed.

### Sample of Order Letter

**SAVE AND DELETE COMPUTER CENTER**

**East Daan Bago**

**Samal, Bataan**

**March 28, 2006**

**Mr. Eric Ramos**

**Sales Manager**

**Enigma Corporation**

**Angeles City**

**Dear Mr. Ramos,**

**Please send us one (1) box of 3.5 Sony diskettes and (1) 17" red fox monitor, color black. Terms of payment will be the same as those of our previous orders.**

**We would appreciate it very much if you could send these items immediately.**

**Very truly yours,**

*Marc Navaro*

**Marcello Navaro**

**Manager**

**Exercise:** After comparing the prices from many mattress suppliers, you decide to take the 'Secured Dreams'. Now, you write an email to inform them that you want to order 200 king size and 400 single size mattresses. Remember to write the order clearly to avoid further complication and mistake.

### **Order Acknowledgement Letter**

An order acknowledgement letter is to confirm that an order has been received and the date the order will be shipped. An acknowledgment is important because it lets your customer know detailed specifics about their order and when they can expect it to arrive. It also offers a contact number and email address in the event the customer has questions about the order. An order acknowledgment letter can be customised to fit your unique situation and can be sent via regular mail or email. It should include— the names of the company with whom the order was placed and the customer's name, order information: order number, amount paid and the shipment date, customer service: if the customer has questions, gives a customer service contact number and email.

A sales order acknowledgement should-

*Thank the customer for his/her order*

*Summarise the contents of the order*

*Give any relevant delivery details*

## Sample of Order Acknowledgement Letter

	[Your Name]
	[Your Address]
	[phone number - optional]
	[email address - optional]
	Date
[Name of Recipient]	
[Company address]	
Dear [Name of Recipient]:	
We wanted to let you know that we received your order number IQ 12.113.674-2, in the amount of £1,400, as described in the attached copy of the order. Your order will be shipped approximately in 16 days.	
If you have any questions about your order or need any other assistance, please do not hesitate to contact us at by phone or email. One of our representatives will be more than happy to assist you. Please be sure to have your order number available when calling and to include it in any correspondence to us.	
Thank you for doing business with us, we appreciate it.	
Yours Sincerely,	
[Your Name]	
Enclosure	

**Exercise:** You, as a purchasing manager of the 'Secured Dreams'— you received an order from your customer of the mattress order from the 'Emerald Park Hotel'. The order is 200 king size and 400 single size mattresses. You need to write the acknowledgement letter to your customer and tell that you will take the action promptly; your customer can also contact you anytime for any further enquiries.

## Unit Seven

### Complaint Letter/ Email about Order Mistakes

Writing a letter of complaint is something most people have to do at some point in their lives. Whether you're dissatisfied with a company's product or service, it is usually possible to resolve the issue in a mutually beneficial way through a firm but polite letter of complaint. Writing a complaint letter should not be complicated or scary - all you need to do is clearly state the facts and politely request a resolution.

#### Sample of Complaint Letter

## Complaint Letter

Sender Name  
Sender's Title or Position  
Sender's Organization Name  
Sender Street Address  
City, State, Zip Code

Date: DD/MM/YYYY

Recipient's Name  
Recipient's Position or Title  
Recipient's Organization Name  
Recipient's Street Address  
City, State, Zip Code

Dear Sir/ Madam,

I am writing this letter to bring your attention that I am not satisfied with your quality of services provided at \_\_\_\_\_ (business name). I am talking about the services I took on DD/MM/YYYY and want to let you know I was very upset with your staff's performance. They used to deal with me quite inefficiently and did not show their interest which they must show while dealing with regular customers.

I have been a regular client of your business but now I am completely disappointed. I expect quality services from you and request you to address this issue with immediate attention. I expect full compensation and look forward to your replies within shortest time.

Yours Sincerely  
Write Your Name Here

**Exercise:** You, as the Executive Room Division Manager of the hotel, receiving the ordered mattresses but when you and your secretary checked out the product carefully— found that there are some of them have obvious defects like untidy stitches on its edges or some minor stains that should not occur to a brand-new product. So, you write a complaint letter to the purchasing manager since the disappointed issue occurs. They, to take a responsibility, and you would like them to come and change some of the defected items.

### **Adjustment Letter**

Doing business is not always easy. Sometimes, there are some circumstances that are out of your hands. Although you tried so hard to avoid customer's disappointment, it does not happen. Therefore, at times some of customers send out complaint letters. Nonetheless, it is your role to remain calm and to use this complaint as opportunity to fix it— to deliver the services they expect, even to exceed their expectation. To resolve customer's complaint, you can write an adjustment letter. This adjustment letter should be delivered not longer than one working day after you receive customer complaint letter. Make sure you put the date on it. A good adjustment letter cannot only prevent customers from leaving you for good but also strengthen their loyalty to you. A good and effective adjustment letter should consist of the following items:

1. Acknowledgment of receipt of complaining customer.
2. Expression of your apology
3. Explanation of the problem
4. Solution of the problem: It can be an action or reimbursement.

Another case of writing an adjustment letter is that whenever you know in advance that your product will not be finished or supplied or you cannot deliver on time or any problems which will be caused your customers' satisfaction. The adjustment letter should be written to inform your customers as soon as you can.

## Sample of Adjustment of Complaint Letter

Ever Long Batteries  
171 Choi Hung Road  
Hung Hon, Hong Kong  
Tel/Fax (852) 2235 2449

19 May 2014  
Mr. J Wong  
Purchasing Officer  
Fortune Goods, 317 Orchard Road  
Singapore

Dear Mr. Wong

**Order No. 2639/L**

Thank you for your letter of Wednesday, 14 May 2014 regarding your order no. 2639/L. We understand that this is a difficult situation for you.

We have investigated the situation, and found that you ordered 12,000 Ultra super-long-life premium batteries. Please see the enclosed copy of your order form. Our dispatch office therefore sent 1,200.

If you need the remaining batteries urgently, the balance of 10,800 batteries can be dispatched today by express courier to your store and would arrive by Monday, 26 May 2014.

Please phone me at the number given above if you would like to order these batteries.

We look forward to receiving your further orders.

Yours sincerely,

*Pat Cheng*

Patrick Cheng  
Distributions Manager

## Sample of an Adjustment (Cancellation) Letter

### Order Cancellation Letter Sample

**Electra Trading Concern**  
North-South Plaza  
Banani, Dhaka  
Phone: 953718, 953817

September 1, 04  
Sales Manager Proton Electronics  
Airport Road, Dhaka

**Ref: Cancellation of Order No: 01/33/04 dated 15.08.04**

Dear Sir,

We hope that you have received our order No. 01/33/04 dated 1.07.04 for supply of thirty (30) Sony Television to be supplied to us on or before 30<sup>th</sup> August 04.

We regret to inform you that you have neither executed the order within the agreed date nor inform us your inability to execute the order. We have to suffer much for the no delivery of the Sony Television within the time.

We have therefore, decided to cancel the order for your failure to execute the order in time as time was of prime importance in this respect.

We, therefore, request you to kindly treat our order as canceled. Please note that we shall refuse the goods, if delivered, because of cancellation of the order.

With thanks,

Yours faithfully,

Riaz Mohammad  
Sales Manager,  
Electra Trading Concern

**Exercise:** Now it's your turn, as a purchasing manager of the 'Secured Dreams' to show a sincere apology to the hotel and offer compensation. You write an adjustment letter and your compensation offer, that is, you will take a prompt action on the exchanged product within 3 days: along with, an offer, a free of charge of 4 extra single size mattresses to satisfy your customer and promise that the mistake will not be repeated.

## Sample of an Adjustment Letter to Inform Customers in Advance

This adjustment letter is a sample when you know that your product will be delayed on delivery and the letter must be written to inform customers.

**White Sand Furniture, Inc.**  
**Columbus, Ohio 45453**  
**(315) 565-6777**

October 16, 2010

Mr. James Wilson  
Royalty Furniture, Inc.  
P.O. Box 3132  
Austin, TX 78703

Dear Mr. Wilson:

**Subject: October 14 letter about Late Order**

We have just received your October 14 letter about your order which did not arrive on time. We are extremely sorry that we have not been able to deliver your order as scheduled. We really regret to inform you that the delay was caused by the late arrival of some of the raw materials.

However, we managed to deliver the furniture you ordered a few days ago. We believe it will reach you in two days. We hope it will be ready for the season.

Once again, Please allow us to express our sincere apology for the delay and the inconvenience it has caused you. It was really due to the fact that is beyond our control.

We will struggle to prevent this incident from happening again in future and hope we can continue our business as usual. Should you need to contact us, please use this number (315) 1234567.

Sincerely,

*Nick Andrews*

Nicholas Andrews  
Customer Relation Manager

### Exercise 1: Write correct answers in the blank

1. to argue or discuss an amount or price (used on markets)  
\_\_\_\_\_ bargain
2. articles of trade/ products  
\_\_\_\_\_ goods
3. a businessperson who sells goods in a shop or store in a large quantity  
\_\_\_\_\_ retailer
4. the act of bringing something (as goods or mail) to a person or business  
\_\_\_\_\_ delivery
5. a person who buys products or services  
\_\_\_\_\_ buyer
6. an individual unit/ product  
\_\_\_\_\_ item
7. the action of offering lower prices to customers  
\_\_\_\_\_ sales
8. goods or services bought from a foreign country  
\_\_\_\_\_ import
9. offering goods and services for sale  
\_\_\_\_\_ supply
10. discuss an amount or price (used in business)  
\_\_\_\_\_ negotiate

### Exercise 2: True/False questions

1. the act of reducing the selling price of a product → discount  
True
2. someone who sells or exchanges goods or services for money → seller  
True
3. a business that produces some product → manufacturer  
True
4. how much there is of something that you can quantify (amount) → supply  
False  
It should be → quantity
5. goods or services sold to a foreign country → import  
False

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