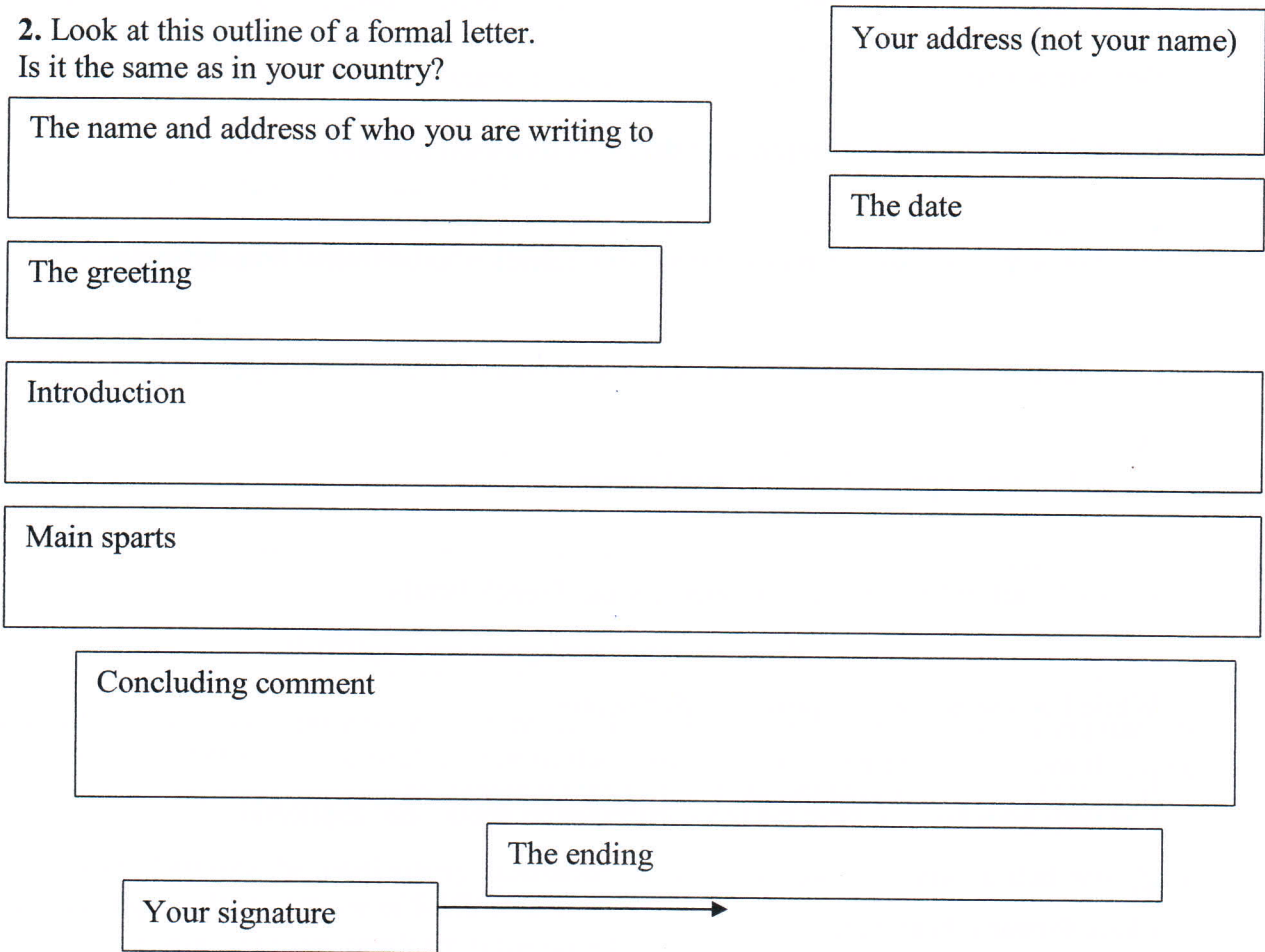


Writing a formal letter

1. Match the greetings and endings.
Which are formal? Which are informal?

1 Dear Helen 2 Dear Sir or Madam 3 Darling Rosie 4 Dear Ms McDonald	a Yours Bob b Yours faithfully Robert J Fleming c Love Bob d Yours sincerely Robert Fleming
--	--

2. Look at this outline of a formal letter.
Is it the same as in your country?



3. Read the letter. Separate the different parts and write them in the boxes in the outline above.

Rua Luis de Deus 18, 3000 Coimbra, Portugal. 29th March 2000. The Principal, The Oxford English College, 234 Hilton Rd, Eastbourne BN43UA. Dear Sir or Madam, I saw your advertisement for English classes in this month's English Today magazine and I am interested in coming to your school this summer. I have studied English for three years but I have never been to England and I feel that this is now necessary, especially to improve my pronunciation. Please could you send me more information about your courses, and an application form? I would also like some information about accommodation. I look forward to hearing from you as soon as possible. Yours faithfully, Ana Maria Fernandes.

4. Write a similar letter about yourself

Exercises

1. EXAMPLE: I be very surprised/ receive/ letter/ you this morning.

ANSWER: I was very surprised to receive a letter from you this morning.

27 Poets Road
Cambridge
5 December 1984

The Personnel Officer
Cantab Export Ltd
1 Hill Street
Cambridge, CB1 2 EU

Dear Sir/Madam,

I write/ reply/ your advertisement/ yesterday's Evening Guardian.

a)
In it you say/ you look/ secretary/ good typing skills who be fluent/ French English.

b)
I just complete/ two – year bilingual secretarial course/ my local college.

c)
At/ end/ course I pass all/ exams/ good marks.

d)
Before I start it/ I spend/ year/ France/ living/ French family.

e)
While I be there/ I learn/ speak French fluently.

f)
I be very grateful/ you send me more information about/ job/ application form.

g)
I look forward/ hear/ you.

h)
Yours faithfully,

Janet Waters

2. Fill in the spaces from the boks below

- | |
|--|
| <p>a) I do hope it has been found
b) I would be grateful if you could send it
c) I will of course pay for postage
d) I am writing to enquire whether</p> |
|--|

22 Prince Avenue
Horbury
March 27th 1999

The Manager
Sherbon Hotel
Vermont

Dear Sir/ Madam,

(5)
you have found a camera which I left in my hotel room last weekend. I was staying in room 201 from 21st – 23rd. I am almost certain that I left the camera in the bedside cabinet.

(6)
since it is a very expensive model. It is a Nikon compact, in a black leather case with a red and black strap.

(7)
by registered post to the above address.

(8)

Yours faithfully,
I. Crompton.

Writing a covering letter for job applications

Louisa Barry wants to apply for a job through Horizons Unlimited, so she is sending her CV and a covering letter. Put Louisa's letter in the correct order. (There may be more than one possibility.) How many paragraphs do you think the letter should have?

- a) I would therefore be particularly interested in any secretarial positions that you have available, especially in France or Switzerland.
- b) I will be available to start work from the middle of June.
- c) I look forward to hearing from you soon.
- d) Yours faithfully,
- e) I enclose my CV, as requested.
- f) I am a qualified and experienced secretary, and am bilingual in Spanish and English. I also speak French fluently.
- g) I am writing in reply to your advertisement for temporary summer positions, which appeared in The Western Mail on 27th April.
- h) Dear Sir or Madam,
- i) However, I am willing to consider any kind of work.
- j) Louisa Barry

Letters of enquiry (érdeklődés)

1.

Mr Benjamin Boss
Audio Performance Inc.
680 Madison Ave
New York, NY 10017

Electronics Entertainment Ltd.
245 Court road
London Wc 2345, GB
21 May 2005

Dear Benjamin Boss

We saw your advertisement in the 'Audio Life' magazine, and we are interested in your products. Our company was founded in 1983 and has got a proven track. The headquarters is based in London, but we have several subsidiaries throughout the country. Our main profile is producing and selling electronic equipment, mainly consumer electronics. Nowadays, the company is among the biggest ones in this field, and has got 900 employees altogether.

Educational institutes are our biggest partners, so we would like to place orders for your CD and DVD educational materials, especially for language and science learning purposes. Would you please tell us your price quotations for these goods, and also inform us whether it is possible to get discounts if we place a big order. Could you let us know about the delivery time and the exact terms of payment? We would be grateful if you could forward any other information you have about the products. We look forward to hearing from you.

Yours sincerely,
Johanna Smith
Sales manager

2.

Insutech. Ltd.
The Docks XX
Liverpool, GB

Home Furbishing Ltd.
Bristol, GB
13 March 2006

Dear Sir/Madam

Our company has got the intention to widen the assortment of insulation materials and roof tiles offered by us. That is why we have decided to approach the principal manufacturers and select the best products available at the most competitive prices.

We will be obliged if you send us details of various types of roof tiles and insulation materials that you have in production at the moment. Please send us your price list and also inform us about the discount prices that you could give us for bulk order.

As soon as we get the catalogue, we will contact you to arrange a visit to your warehouse in order to inspect the goods.

If the prices and the quality meet our requirements we will place our orders.

We would appreciate a prompt reply.

Yours faithfully,
Brian Smith
Purchase manager

Orders (megrendelések)

1.

Home Furbishing Ltd.
23 Brunsgatan Gate
Bristol TV, GB

HungaroHome Kft.
34 Ceglédi Út
1290 Budapest

25 March 2006

Dear Sir/Madam

We were impressed by the wide assortment of roof tiles and insulation materials you displayed on your stand at the recent International Fair in Budapest.

We are a large chain trading with roof tiles and insulation materials, and we are looking for manufacturers who would be able to supply us without delay. On the base of the catalogue we would like to order the following goods:

the newest 'insu-2006' material: 50,000m

the latest roof tiles: 25,000 batches all colours that you produce

If you could supply the goods required, please accept this letter as an official order. Payment will be made on the basis which is acceptable to you. Would you please tell us the suitable means of transport and the delivery time.

We hope you will be able to meet our requirements and we can make a long-term contract with you.

Yours faithfully,
David Janda
Director

2.

Conference Hall
Deák Tér 1-3
1514 Budapest

Renewable Energy Society
Middle European Branch
Vienna, Austria

4 May 2007

Dear Sir/Madam

We have seen your advertisement on TV. According to this you are willing to rent out your conference hall for international conferences.

Our section of the Renewable Energy Society would like to organise a conference on this topic concerning the newest research and results and also discuss the problems.

Would you please inform us whether you can house a conference for 3 days in July from 23-26. The participants will be about 150 persons, all from the Middle and East European regions.

Also there will be a need for multi-media equipment and at least 4 interpreters of English-Russian, English-Serbian, English-Albanian and English-Croatian languages. During the day a buffet service would be useful for the guests. Could you arrange all these?

Could you send us the price of hiring the Conference Hall as soon as possible, so that we can start arranging the whole process. We look forward to your quick answer.

Yours faithfully,
Michael Brunn
President

Audio Performance
383 Madison Ave., New York, NY 10017
Tel (212) 921-8500 Fax (212) 921-9449

March 2, 1990

Mr. John Sutherland
Brown & Walker Real Estate
Associates
535 Lee Avenue
Greenville, SC 29601

Dear Mr. Sutherland

Confirming our telephone conversation of this morning, I would like to investigate properties suitable for a manufacturing facility in South Carolina. We prefer to buy or lease, but would also consider purchasing land suitable for new construction if we found the right opportunity. As I mentioned, we require at least 100,000 sq. ft. of manufacturing space, rail access, and parking for about 500 cars. Ideally, the site should be within 5 to 10 miles of a major highway. Could you please send me a list of sites meeting these specifications, with descriptions of each? Please note that for the time being, all inquiries should remain confidential.

Yours sincerely,

Jeff Martinelli
Vice President of Planning

802 Chambers Street
Westbury, NY 11590

April 10, 1990

Ms. Carol Nordstrom
Director of Personnel
Audio Performance, Inc.
383 Madison Avenue
New York, NY 10017

Dear Ms. Nordstrom

I am writing in response to your advertisement in today's New York Times for a clerk-typist. I am interested in the position.

I am a recent graduate of the Jefferson Business Institute in New York City and am currently working part-time as a clerk for Stettwell Advertising. My word processing skills are excellent and I am familiar with all aspects of office operations.

I am enclosing a copy of my résumé and would very much appreciate an opportunity to come in for an interview. I can be contacted during the day at (212) 417-9876.

I look forward to hearing from you.

Yours sincerely,

Sarah Jameson

Manor Farm
Bridgend
Mid Glamorgan SA15 9AU

Farm Equipment and Supplies Plc
Burrow Road
Newport
Gwent NP55 7EX

16 February 1996

Dear Sir/Madam

Rubber Boots and Work Gloves

On 8 October 1995 I purchased from your company 7 pairs of Agri boots and 20 pairs of work gloves for myself and my farm operatives (Invoice No. 326/B95L). Prior to the transaction, you had informed us that, under normal working conditions, both the boots and the gloves were guaranteed for a period of six months.

However, only four months later, I find that these items are of an unsatisfactory standard for our working conditions.

Although we were assured by your representative that the gloves were suitable for heavy work, several have been ripped and **therefore/consequently** have had to be discarded. **In addition/Moreover**, the elastic wrist grip quickly becomes slack, resulting in the possible danger of the gloves falling off.

Consequently/therefore, more gloves have been discarded.

As for the rubber boots, **besides** being rather uncomfortable to wear, they **also** appear not to be properly waterproofed.

In spite of your claims and guarantees regarding these products, I feel that you have supplied goods which were falsely represented. Under these circumstances, I **therefore** believe that your company bears a responsibility to compensate for these unsatisfactory items, which are available for your inspection.

I would be grateful if you would inform me as soon as possible of the action you intend to take.

Yours faithfully

Doug Giles

Expressions and phrases used in letters

1. *Answering advertisements, inquires*

- Your name was given us by(the Hungarian Chamber of Commerce etc.)....
- The British Embassy in has advised us to get in touch with you concerning.....
- We have seen your advertisement in (The Overseas Journal etc.), and would be glad to have price lists and catalogues of your products.
- Referring to your advertisement in(The Export Times etc.) we would be pleased to
- Your advertisement in this month's issue of(The Import Buyer etc.) interests us.

Prices:

- We would like to have full details of your offer/export terms/import terms etc.
- Please send us your catalogue and price list of
- Please let us have your prices for
- We look forward to a favourable price quotation from you.
- Will you please quote (the prices) for the following items:

Samples:

- Will you please send us samples of
- Please let us know whether you are able to supply from stock.
- We would welcome your pattern-book.

2. *Offers*

- We thank you for your letter of yesterday enquiring about....
- We welcome/appreciate your interest in our products.
- It was a pleasure to hear from you.
- With reference to your enquiry dated.... we are sending you a full range of samples.
- We are ready to supply you with
- We have pleasure in sending you our latest catalogue.
- We have pleasure in offering you the following goods:

Asking for instructions:

- If you accept our quotation, please contact us as soon as possible.
- Your reply by return would be appreciated.
- If our proposal is acceptable to you, please confirm by return.

3. *Complaints*

- You have supplied goods below the standard we expected from your samples.
- The delivered goods are not up to samples.
- Unfortunately, we find you have sent us the wrong goods.
- Unfortunately, you have not sent us the goods we ordered. The following are missing:

Replies to complaints:

- We are very sorry to receive your complaint that the(material etc.) you received was not of the quality you expected.
- We have been supplying the same(material etc.) for some time past and have had no complaints about it so far.
- We greatly regret the inconvenience we caused you.
- We greatly regret the mistake we committed, and assure you it will not happen in the future again.
- We regret that you had the trouble of writing to us.....
- We are extremely sorry about this delay, which was due to circumstances beyond our control.

Other useful expressions:

We are satisfied with...
We are a Hungarian company selling...
In accordance with
Complaint about, to complain about sg.
Steady demand for sg.
High quality products
Terms of payment
Conditions (for payment, transport, delivery)
Favourable conditions
Delivery date
To meet the delivery date
To meet the expectations
To ask for discount on large order
Competitive (market, price)
To make an offer
To place an order
To arrange delivery
Shipment = transport
Delivery by road, rail, sea, plane
Make a (10)% discount on original prices
Above mentioned facts
Below mentioned conditions
To save the expenses
To deduct (10)% of the invoice price
To settle the bill/matter
To purchase at a reduced price

LOGICAL CONNECTIVES

AND	
Listing	First,... Another... Finally,
Adding to what has been said before reinforcing equating	Also Moreover,... Furthermore, Equally...
Transition, leading to a new stage in sequence, or digression	As for... With reference to...
Summing up what has gone before	In short,... Briefly,... Incidentally,...
Referring backwards or forwards to similar ideas/references	That is to say,... For example,...
Expressing results or consequences	Therefore,... Accordingly,...
Inferring from a previous statement	In other words,... Otherwise,... If....then...
OR	
Expressing in a different, but similar way	Rather,... Or...
Expressing an alternative	Alternatively,... On the other hand,...
BUT	
Contrasting	By contrast,... Whereas On the one hand...on the other hand
Conceding	However,... Although... Nevertheless,...
Contradicting	On the contrary,... In fact, though,...
FOR	
Expressing reason	Since... Because

Középfok

Íráskészség mérése

1. Ön egy városi kis banknál dolgozik és egy nemzetközi banknál szeretne elhelyezkedni, mert itt nem tudja érvényesíteni nyelvtudását és agrár-közgazdasági ismereteit sem. Írjon levelet az AGRO Bank International által meghirdetett állásra 120-140 szóban, a következő szempontok figyelembe vételével:

In your letter you should ask about the

- place and length of your employment,
- current position and the tasks involved,
- promotions,
- future possibilities

2. Egy nemzetközi, közép-európai országokat is tömörítő termeltető és forgalmazó cég alkalmazottjaként (sales manager) már a harmadik évet tölti Lengyelországban. Írjon levelet a cég holland főnökének (general manager) a munkakörülményekkel és az előléptetéssel kapcsolatos problémáiról a következő szempontok figyelembevételével:

In your letter you should complain about the

- the long working hours - sometimes at weekends
- you have not had a proper holiday so far
- no promotion, though it was promised
- good results, but no pay rise

3. Ön (Johanna/John Smith) egy vállalat (Farm Equipment Trading Company) biztonságtechnikai intézkedéseiről és berendezéseiről felelős pozícióban (Safety manager) dolgozik. Írjon levelet 120-140 szóban egy biztosító cég (AG Intenational plc., Sussex, UK) ügyvezető igazgatójának, mivel új szerződést szeretne velük kötni, a következő szempontok figyelembevételével:

In your letter you should ask about the best type of insurance package that can help to protect the company against the risk of

- burglary
- fire
- loss of valuable electronic equipment
- accidents when transporting

4. Ön (Johanna/John Smith) egy szórakoztató elektronikai cég (Electronics Entertainment Ltd., 245 Court Road, London WC 2) beszerzési vezetője., és importálni szeretne speciális CD lejátszókat a nyelvtanulók számára. Egy szakmai lapban látta egy amerikai cég hirdetését (Audio Performance Inc., 680 Madison Ave, New York, NY 10017). Írjon levelet a kereskedelmi igazgatónak (Benjamin Boss) 120-140 szóban a következő szempontok figyelembevételével:

In your letter you would like them to provide information about:

- Price quotations
- Terms of sale and payment
- Discount policy
- Delivery schedules

5. Ön (Johanna/John Smith) egy nemzetközi szakkönyveket kiadó vállalatnál (West Publishing House, 1116 Budapest Kis-Nagy Elemér utca 24), a számviteli osztályon könyvelőként dolgozik. Kocsival jár a munkahelyre, és újabban nagyon zsúfolt a parkoló, és a parkolás 20-30 percet is igénybe vesz. Írjon az amerikai állampolgárságú igazgatónak (Brian Briggs) 120-140 szóban erről a helyzetről, továbbá a kellemetlen következményekről az alább felsorolt szempontok figyelembevételével:

In your letter you should write about the

- Time-consuming effort for finding parking space
- Bad results: being late for work
supervisor giving hard time to you
deducting pay from your salary

6. Ön egy magyarországi mérőműszereket gyártó vállalat (Electric Meters Ltd., Győr, Kisfaludy u. 22) pénzügyi igazgatójaként dolgozik, és egy új üzemet szeretnének alapítani Katowice-ben, Lengyelországban, Írjon a helyi befektetési és fejlesztési igazgatóságnak (Development and Investment Bureau, 495 Brankova, Katowice 6700, Poland) 120-140 szóban a következő szempontok figyelembevételével:

In your letter you should explain

- Why you would like to invest there,
- What kind of manufacturing plant you want to build,
- What kind of jobs you offer,
- What working conditions you will ensure

7. Ön (Szabó Márta/Márk) egy magyarországi mérőműszereket gyártó vállalat (Electric Meters Ltd., Győr, Kiszalud u. 22) pénzügyi igazgatójaként dolgozik, és egy új üzemet szeretnének alapítani Katowice-ben, Lengyelországban, Írjon a helyi befektetési és fejlesztési igazgatóságnak (Development and Investment Bureau, 495 Brankova, Katowice 6700, Poland) és kérjen információt (120-140 szóban) a következő szempontok figyelembevételével:

In your letter you should mention :

- Where you have heard about this investment opportunity and

Ask them to send you some information that is required:

- the size of land available for building a factory,
- the average wage rate of workers in the area,
- the tax system for foreign companies

8. Ön (Nagy Matild/Mátyás) egy magyarországi édesipari cég (tetszőleges megnevezés) pénzügyi vezetőjeként dolgozik. Egy lengyelországi cég (Susanke Ltd. Katowice, Poland) közös vállalatot szeretne Önökkel létrehozni, mivel profiljuk hasonló és részben a termékkör kiszélesítésére is lehetőség lenne. Írjon levelet a cégnek 120-140 szóban a következő szempontok figyelembevételével:

In your letter you should express:

- Why you are interested in the joint-venture

Ask them about

- the capital they would like to invest ,
- their products,
- the number of jobs offered

9. Önt (Kis Gabriella/Gábor) cége váratlanul egyik külföldi leányvállalatához (Susuki Ltd., Brno, Czech Republic) helyezi néhány hónapra, hogy pénzügyi tanácsokkal segítse működésüket. Írjon a cég vezetőjének és kérjen információt a következő szempontok figyelembevételével:

In your letter you should ask about

- the department you will be working for,
- the colleagues you will be working with
- the working conditions,
- the accommodation and eating facilities

10. Ön egy természetbarát csomagolóeszközöket gyártó cég termelési vezetője. Sajnos, a több napi esőzés és vihar kárt okozott a raktárakban és nem tudják a megrendelt árukat időre kiszállítani. Levélben informálja a megrendelőt a helyzetről (120-140 szóban) a következő szempontok figyelembevételével:

In your letter you should tell him/her about

- the situation
- the late delivery date
- the new delivery date
- ask for his/her agreement

11. Ön egyszemélyes vállalkozó. Új üzletága irodai helyiségeibe bútort vásárol egy irodabútor kereskedő cégtől. Előzőleg már írt egy érdeklődő levelet és meg is kapta tőlük a katalógust az árlistával. Miután ideje és pénzügyi helyzete korlátozott egy helyen szeretne vásárolni és igényt tart némi kedvezményre. Levélben (120-140 szó) térjen ki a következő szempontokra:

In the letter referring to the catalogue sent by them

- you chose the writing tables, and computer tables,

ask them whether

- they have writing-desk lamps or spot lights,
- and the matching carpets and curtains,
- and finally about the discounts

12. Ön egyszemélyes vállalkozásba szeretne fogni, de nincs tapasztalata a hirdetések terén. Kérdezzen meg egy hirdetési ügynököt a következő témákkal kapcsolatban:

- finding the target customers
- length,
- charge,
- where to place advertisements

13. Vállalkozásában ruházati boltja van (T-shirt botique). Sajnos problémái akadtak az üzletmenettel kapcsolatosan és veszteségesen zárta az évet. Kérjen tanácsot egy marketing szakembertől:

- how to solve: sales problems and pricing,
- whether to launch new products, what kind of new products,
- possibly closing ?

14. Cipőüzletet vezet, de problémák adódtak. Kérdezzen meg egy marketing szakembert, hogy hogyan haladjon tovább: - developing, -innovating, - diversifying (completely different profile), - advertising ?