

CAMBRIDGE PROFESSIONAL ENGLISH

Company to Company

A new approach to business
correspondence in English

Student's Book

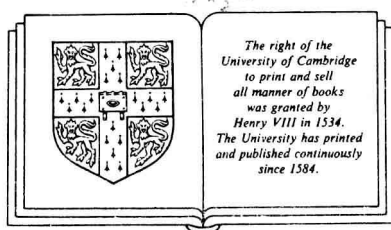
Andrew Littlejohn

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To:

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TO THE STUDENT

Company to Company is probably very different from other books that you have used to learn English, so it may help you if you read this introduction first.

The book has eight *units* and each unit has two *sections*: A and B.

Section A is the study section. In this section, you learn the phrases that you can use when you write business letters. There are lots of short practice exercises in Section A and some letter-writing exercises where you have to write complete letters.

Section B is the activity section. Here, you use everything you have learnt in every Section A so far. The class is divided into groups and each group is a 'company'. You then have to write letters to the other 'companies' using the *role cards* at the back of the book. (Look at page 79.) When you are writing the letters in your group, you have to discuss exactly what you will say, spelling, punctuation, etc. The letters that you send to the other groups must have as few mistakes as possible! When the activity is over, you will have the chance to look back at your own letters and the letters from the others, to see if there are any ways you could make them better. The activity in each Section B makes you *use* your English in a 'real' situation.

At the back of the book, there are two indexes that you can use when you are writing a letter in class, at work, or at home. The *Index of key words* will help you find a phrase that you are looking for. The *Index of model letters* will help you find a complete (or nearly complete) letter that you can use as an example. Both of these indexes will help you use *Company to Company* not only as a course book but also as a reference book after your course is over.

We hope you learn a lot from this book and enjoy using it.

UNIT 1

1A Study section: letter layout, the date, opening/closing a letter, subject headings

1.1 Letter layout

Look at these two letters.

- 1 What can you notice about the layout of the paragraphs?
- 2 Is there any punctuation in the addresses?
- 3 What differences are there between the two letters?



INTERCITY BANK Plc

58 Jalan Thamrin • Jakarta • Indonesia

Telephone 376018 • Telex 6756

Prapatan Office Supplies
7 Jalan Prapatan
Jakarta

Your ref:
Our ref: PL/da/246

12 January 1987

Dear Sirs

We are expanding our offices in Jakarta and we will need extra desks, lights, chairs and filing cabinets.

Please send us your catalogue with your prices, sizes and colours for these items.

Yours faithfully

Mr Peter Long
Manager

expand make bigger



INTERCITY BANK Plc

58 Jalan Thamrin • Jakarta • Indonesia

Telephone 376018 • Telex 6756

Mr S Basuki
Jakarta Furnishings
7 Jalan Arjuna
Jakarta

Your ref:
Our ref: PL/fh/246

12 January 1987

Dear Mr Basuki

Office furniture

We are expanding our offices in Jakarta and we will need extra desks, lights, chairs and filing cabinets.

Please send us your catalogue with your prices, sizes and colours for these items.

Yours sincerely

Susan Woods

pp. Mr Peter Long
Manager

pp 'in the place of'

1.2 Block style

There are many ways to lay out a business letter. The letters from Intercity Bank are examples of a modern way, called 'block style'. Notice:

- the name and address of the addressee are at the top on the left (The addressee is the person you are writing to.)
- the date is on the right
- there is no punctuation in the address or after 'Yours faithfully/sincerely' or 'Dear ...'
- the paragraphs start at the margin and there are line spaces between them
- the writer's name and title are under the signature.

In this book, you will also see some other ways of laying out business letters, but 'block style' is the most useful to learn because it is accepted everywhere.

1.3 The date

Be careful with the date! In Britain, they write the day first, but in the United States they write the month first. This means that

12 06 87

is the twelfth of June in Britain but in the United States it is the sixth of December! So write the date like this:

12 June 1987

and then everybody will know what you mean. Remember to use a capital letter for the month. You do not have to write *th*, *rd*, *nd* or *st* after the day.

► How would you write these dates in a letter?

- | | | |
|--------------------|-------------------|-------------------|
| a) Jan. 16th, 1988 | c) 6/11/87 (UK) | e) 21.1.88 |
| b) 23rd March 1988 | d) 09-07-87 (USA) | f) 04.08.87 (USA) |

1.4 Dear ... / Yours ...

Here are some ways to open a letter.

Dear Sirs	– to a company
Dear Sir	– to a man if you do not know his name
Dear Madam	– to a woman if you do not know her name
Dear Mr Smith	– to a man
Dear Mrs Smith	– to a married woman
Dear Miss Smith	– to an unmarried woman
Dear Ms Smith	– to a married or unmarried woman
Dear John	– to a friend or someone you know well

Note: It is wrong to open a letter with 'Dear Mr John' or 'Dear Mr John Smith'.

The way you close a letter depends on how you open it.

Dear Sirs/Sir/Madam	– Yours faithfully
Dear Mr/Mrs/Miss/Ms Smith	– Yours sincerely
Dear John	– Best wishes

► 1 Join these openings to the right ending.

- a) Dear Mrs Wilson
- b) Dear Madam
- c) Dear Ms Hemsuchi
- d) Dear Susanna
- e) Dear Mr Gonzalez
- f) Dear David
- g) Dear Sirs

Best wishes

Peter
Peter

Yours faithfully

Richard Sanders
Richard Sanders

Yours sincerely

B. Al Jalahma
Senaa Al Jalahma

Unit 1

2 Now put in the missing openings and closings.

- | | | |
|--|--|---|
| a) The Manager
Fuchi Bank
Tokyo
Dear
Yours | c) Ms B Carrillo
Restaurante ¡Bien Padre!
Guadalajara
Dear
..... | e) Trufit Shoe Co.
841 Pacific St
Los Angeles
.....
..... |
| b)
.....
Dear John
..... | d) The Manageress
Bells Supermarket
76 Oxford Road
Bath BA2 5HD
.....
..... | f) Mrs H Cheng
5 Hatton Road
Hong Kong
.....
..... |

1.5 Practice

There are ten mistakes in this letter. Can you find them? Write out the letter correctly, in 'block style'.

Island World Holidays

181 North Street
London W1M 2FW
Tel. 01-676 9096

Miss Margareta Lindell,
Slottsberget 26,
Göteborg 41803,
Sweden.

Your ref
Our ref FH/ts

Dear Sir

Thank you for your letter of the nineteenth of May
nineteen hundred and eighty-seven

I have pleasure in sending you our brochure with
details of all our holidays.

I look forward to hearing from you.

1987, may 22nd.

Best wishes
Sales Manager
Fred Henderson

F. Henderson

1.6 Subject headings

The letter to Jakarta Furnishings (1.1) has a heading, *Office furniture*. This says what the letter is about. It will help Mr Basuki give the letter to the right person. Often, when we put a heading we then use the word *above* or *above-mentioned*, like this:

Dear Mr Chang

Order No. 239

The above-mentioned order of books has now arrived.

Please can you come and collect it as soon as possible.

Yours sincerely

Michael Paine

Mr Michael Paine
Sub-Manager

1.7 Practice

Can you complete these letters? There are two things missing in each one.

Dear Miss Spencer

I am writing about the above invoice for £1,456.75. I would like to remind you that it is now three months since we delivered the goods.

Please could we have your payment as soon as possible.

BEAT

Mr Brian East
Accountant

Western Computers		
Invoice No. 258		3/3/87
1 DGS Computer	950	50
1 SH1000 Monitor	300	25
1 Word processing disk	206	00
TOTAL £		1,456.75

2

Dear Ms Morales

Mercedes 500SL

Thank you for your letter about

.....

I enclose some information which I hope you will find helpful.

.....

Tlander

Mr Thomas Lander
Sales Representative

Mercedes 500SL
One of the first luxury cars

Technical data

Engine		Gearbox		Chassis		Body	
Model	Capacity	Model	Capacity	Model	Capacity	Model	Capacity
500 SL	2.5	500 SL	5	500 SL	1.5	500 SL	1.5
500 SL	2.5	500 SL	5	500 SL	1.5	500 SL	1.5
500 SL	2.5	500 SL	5	500 SL	1.5	500 SL	1.5
500 SL	2.5	500 SL	5	500 SL	1.5	500 SL	1.5
500 SL	2.5	500 SL	5	500 SL	1.5	500 SL	1.5
500 SL	2.5	500 SL	5	500 SL	1.5	500 SL	1.5
500 SL	2.5	500 SL	5	500 SL	1.5	500 SL	1.5
500 SL	2.5	500 SL	5	500 SL	1.5	500 SL	1.5
500 SL	2.5	500 SL	5	500 SL	1.5	500 SL	1.5

3

Dear Sirs

.....

This year the Daily Observer newspaper will print a special report on travel agencies. We were wondering if your company would like to put an advertisement in it.

I enclose our price list and look forward to hearing from you.

.....

Renate Makosch

Ms Renate Makosch
Advertising manager

Daily Observer

Special Report on Travel Agencies

Advertising prices:

Full Page	1,100
Half Page	600
Quarter page	400

4

Dear

Thank you for your letter of 12 February.

I am happy to say that I will be at the Marketing Conference in Paris next March.

I look forward to seeing you there.

.....

John

John Williams

REMINDER!

*Write to Peter
about the
Conference*

1.8 Letter practice

You are the Purchasing Supervisor at Green Supermarkets Ltd, 13 Station Road, Dublin, Ireland. Your manager has just sent you this memo.

GREEN Supermarkets

To Purchasing Supervisor

Date 15 April 1987

From Manager

Subject Order 564

We sent an order for orange juice to Corona Ltd on 4 January but we have still not received it.

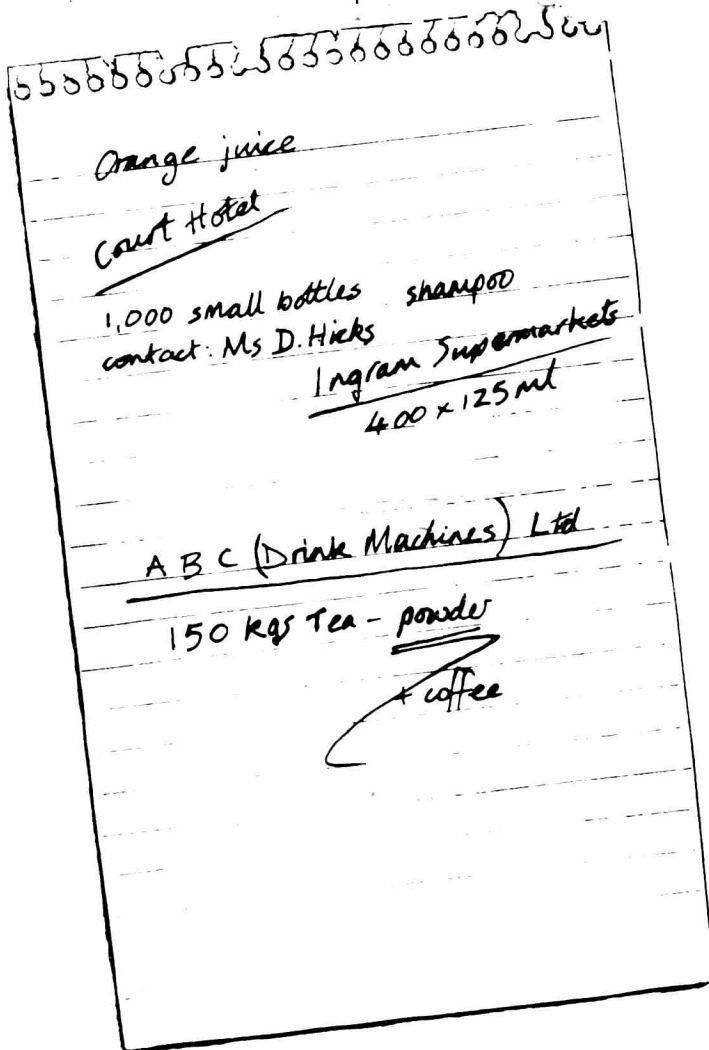
Please write to them and ask them when they can deliver the orange juice. Their address is Calle Major 340, Madrid, Spain.

Write the letter to Corona Ltd. Make sure that you lay it out in the modern 'block style'.

1B Activity section: Misplaced orders

1 Slembrouck BV, a wholesaler in Belgium, has problems. Business is not good and their profits have fallen. They have dismissed a lot of staff and now their offices are very badly organised. Here are some orders that their sales representative brought back after a trip to England.

- a) What has ABC (Drink Machines) Ltd ordered?
- b) Who ordered the shampoo?



wholesaler a business that buys goods in large quantities direct from the manufacturer and then sells them in smaller quantities to shops, etc.

2 The accounts department made out these invoices for two of the orders.

► a) Are they correct?

■ SLEMBROUCK B.V. Violetstraat 187, B-1000 Brussel, Belgium		
Invoice No. <i>391</i>		
Order No. <i>256</i>	Contact: <i>S. Ghislain</i>	
To: <i>Court Hotel</i> <i>Chukompton</i> <i>BATH, ENGLAND BA3 4SA</i>		
<i>1000 small bottles</i> <i>of shampoo</i> <i>@ £40 per 100</i>	£ 400	-
<i>fixed delivery charge</i>	£ 15	-
TOTAL	£ 415	-
<i>Prices agreed in £</i>		

■ SLEMBROUCK B.V. Violetstraat 187, B-1000 Brussel, Belgium		
Invoice No. <i>732</i>		
Order No. <i>260</i>	Contact:	
To: <i>ABC (Drink Machines) Ltd</i> <i>186 Park Lane</i> <i>Bristol BS2 8BE</i>		
<i>150 Kgs powdered Tea</i> <i>@ £3 per kg</i>	£ 450	-
<i>fixed delivery charge</i>	£ 15	-
TOTAL	£ 465	-
<i>Prices agreed in £</i>		

b) Look at the invoices again.

- If the Court Hotel wants to write to Slembrouck BV, who will they address the letter to?
- How will they open the letter? (*Dear ...*)
- What subject heading will they put?
- If they want to ask Slembrouck BV to deliver the order as soon as possible, how will they start the letter? (*... above-mentioned ...*)
- How will they end the letter? (*Yours ...*)
- If ABC (Drink Machines) Ltd wants to send a similar letter, what will they write?

Unit 1

3 Slembrouck BV has now delivered the orders to the Court Hotel and ABC (Drink Machines) Ltd. Unfortunately, there are some problems and both the Court Hotel and ABC Ltd have to write to complain.

In three groups, you must write the correspondence between Slembrouck BV, the Court Hotel and ABC (Drink Machines) Ltd. The role cards at the back of the book will help you but you must decide exactly what to write.

You must write neat, clear business letters. Remember to:

- put the date
- write to a particular person if you have his/her name
- use a subject heading
- thank the person for any letter they have sent you
- use 'Yours sincerely/faithfully' correctly
- sign the letter with your name and title.

When you have written a letter and delivered it to the correct group, you will be given a new role card number.

If you are Slembrouck BV, look at role card 59.

If you are ABC (Drink Machines) Ltd, look at role card 30.

If you are the Court Hotel look at role card 2.