

CHAPTER 6

LETTER OF ORDER

A. Pendahuluan

Dalam dunia bisnis, para (calon) pembeli mengirimkan surat inquiry karena mereka menginginkan atau berminat untuk membeli atau memesan suatu barang atau jasa. Sedangkan para penjual membuat surat penawaran dengan harapan akan mendapatkan pesanan. Surat pesanan (*Letter of Order*) adalah surat yang dikirim oleh (calon) pembeli kepada penjual untuk memesan barang/ jasa yang ditawarkan atau yang dapat disediakan oleh penjual.

Dibandingkan dengan jenis-jenis surat yang lainnya, menyusun surat pesanan relatif lebih mudah. Bahkan banyak pula yang memesan dengan menggunakan "ORDER FORM" yang sudah dicetak sehingga pemesanan hanya mengisikan jenis, jumlah barang, dan keterangan lainnya.

1. Jenis dan nama barang-barang yang dipesan dan jumlah pesanan (kinds of goods).
2. Harga barang, meliputi harga per unit maupun harga total (*price per unit and total price*).
3. Syarat-syarat pembayaran (*terms of payment*)
4. Tanggal pengiriman/penyerahan (*date of delivery*)
5. Nama referensi (*reference's name*)
6. dll

Jika barang-barang yang dipesan terdiri dari bermacam-macam (banyak) jenis, umumnya pesanan menggunakan order form (formulir pesanan). Dalam hal ini surat "order" hanya berfungsi sebagai surat "pengantar" karena jenis barang, jumlah, dan lainnya semua sudah dicantumkan dalam order form.

Surat pesanan yang lengkap sebaiknya dicantumkan mengenai :

1. Quantity

Nyatakan dengan jelas jumlah barang yang dipesan, beratnya, ukurannya (panjang, lebar, tinggi, dll), batas-batas ukuran maksimal atau minimal untuk kemungkinan jika barang yang dipesan sedang tidak tersedia.

2. Quality

Nyatakan dengan jelas jenis barang apa yang dibutuhkan dengan menyebutkan namanya atau menunjukkan nomor urut pada daftar katalog. Perlu juga dituliskan keterangan-keterangan secara rinci seperti warna, model yang dikehendaki, gambar, serta keterangan lainnya.

3. Alternative

Sebutkan jenis barang lain (serupa) untuk menjaga kemungkinan jika jenis barang yang dipesan tidak dapat disediakan.

4. Shipping – delivery

Mengenai jenis kendaraan atau cara pengangkutan, kapan barang harus dikirim dan dapat diterima oleh pemesan.

5. Payment

Dijelaskan mengenai keterangan pembayaran (cash, credit, dll) dengan tanda bukti pembayaran (document) yang dikehendaki.

6. Packing

Jelaskan mengenai pengepakan/pembungkusan yang dikehendaki.

B. Contoh Surat Pesanan

1.

Dear sirs,

Please supply the mentioned goods :

24 coats "Beauty"	@ US \$
24 coats "Americana"	@ US \$
24 coats "Golden"	@ US \$
24 coats "Woolen"	@ US \$

Delivery : 10th November 2009

Terms : as before

We are looking forward to receive your early confirmation.

Yours faithfully

2.

Dear sirs,

Many thanks for your letter dated 1st September in which enclosed your price list.

We should like to place of order for your goods as follow :

5 dozens Daito Ribbon Typewriter	@ Rp.
10 dozens typex liquid	@ Rp.
2 boxes 50 Pilot ballpoints	@ Rp.
1 box 50 Polaroid film	@ Rp.

We hope you will give us discount of 5%, delivery not more than two weeks after receipt this order, by TIKI, cash payment against document.

Your early confirmation will very appreciate.

Yours faithfully

3.

Dear sirs,

Thank you for your letter of 16th December, with prices and brochures of electric equipments.

We should like to order your supply as the following goods :

40 LG television	@ Rp.
20 Panasonic AC	@ Rp.
20 Sharp washing machine	@ Rp.

C & F Surabaya for August delivery. We can obtain only a very low margin of profit for this order, and hope for your better price in our next order.

Please inform us as soon as the goods are on a way.

Yours faithfully

4.

Dear sirs,

Thank you for your quotation of October 30th. We have pleasure in placing an order with you for LADOSA dresses, in colours and sizes specified below :

Quantity	Size	Colour
50	S, M, L	White
100	4, 5, 6	White
50	S, M, L	Green
100	2, 3, 4	Green
50	S, M, L	Red
100	7, 8, 9	Yellow
50	S, M, L	Yellow

Delivery : air freight, c.i.f. Denpasar

We shall open a letter of credit with your bank as soon as we receive your order acknowledgement.

Please arrange for immediate collection and transport, we need the dresses for Idhul Fitri.

Very truly yours,

Dear sirs,

Many thank for your prompt reply of 20th April to our inquiry for various textile you have stock.

We should be glad if you will send our requirements as stated on order form which enclosed herewith.

We are waiting your confirmation, and thank you for kind attention to our order.

Your faithfully,

ORDER FORM

BARBARA TEXTILE CENTRE
123, Nelson Street
SINGAPORE

4 August, 2009

Mc. MOHAN TEXTILE
 Jl. Cihampelas 24
 Bandung, Indonesia

Dear sirs,

Please supply :

Quantity	Article	Unit Price	Total
1000 metres	Catarina – 32	Rp. 25.000,-	Rp. 25.000.000,-
1000 metres	Catarina – 46	Rp. 25.000,-	Rp. 25.000.000,-
1000 metres	Bellini – A15	Rp. 30.000,-	Rp. 30.000.000,-
1000 metres	Tetron 65%	Rp. 9.000,-	Rp. 9.000.000,-
1000 metres	Georgette – A4	Rp. 20.000,-	Rp. 20.000.000,-
1000 metres	Georgette – T12	Rp. 20.000,-	Rp. 20.000.000,-
			+ Rp. 159.000.000,-
		Less 2% discount =	Rp. 3.180.000,-
			- Total Rp. 155.820.000,-

Delivery : before 12th November, by MS. Paradise

Payment : by Bank Central Asia

Jl. Kebonjati 10, Bandung

Please let us know your confirmation as soon as.

Import Manager,

John Anderson

C. Contoh kalimat dalam Letter of Order

1. Opening Line

- a. Please send us the undermentioned goods :
- b. We thank you for your quotation of and hope you to send us by return :
- c. With refernce to your offer of we confirm our order for :
- d. We thank you for your letter of We have studied your catalog and have choosen for your goods for (2 models)
- e. We have receive your letter with your (price list). Thank you very much for your attention.
- f. Your offer have reached us on, thank you very much.
- g. Thank you for your offer of, which we accept on the terms quoted.
- h. We have received your letter as an answer to our inquiry, which we thank you.
- i. Many thanks for your (quotation) for the supply of please send us :
- j. We say thank you for your letter in which enclosed your (samples)
- k. Thank you for letting us have (samples) of We should be glad if you would send us the following goods :
- l. In reply to our inquiry, you have send us your (price-list). Thank you for your offer.
- m. We have pleasure of receipt your Please arrange an early shipment of :
- n. We have pleasure in enclosing our order form for your prompt and careful attention.
- o. We have receive your letter of, and enclose our order form for your various (textile).
- p. We acknowledge the receipt of your letter dated....., we should like to order your goods as stated on our order form in enclosed herewith.

- q. We have succeeded in our town for your products for (two years). We should like to open the bussiness continuously.
- r. We inform you that your (product) have met with our customer's requirement. We enclose with this letter our order for your (product).

2. Request for order

- a. Please supply for the following goods :
- b. We should like to place of order for your goods as follows :
- c. We should very oblige if you will send us the following :
- d. We are in the market for your goods and request you to fill our order as below :
- e. We wish to build up a regular business with you, and much appreciate if you would consider our order as follow :
- f. Our customers have had much satisfactions, we are prepared to order the following ;

3. Prices and terms of payment

- a. Prices as quoted (f.o.b., c.i.f., franco, etc.), terms as before
- b. We would request you to allow us a special discount of (3%) of price – list.
- c. As the following market here leave us a little profit, we must ask you for a keenes price in future orders.
- d. As we have done business with you for a long time, we should appreciate (quaterly settlement) terms.
- e. We hope that you will accept the order at the quoted price of
- f. We are asking if you can reduce your price by (10%).
- g. We can obtain only a very low margin of profit for this order, and hope for better price from you in our next order.

4. Referring to quality

- a. We hope the quality must be up to sample and if not, we don't accept it.
- b. Weight and colour must be as a sample and first class.

- c. Only (fish, fruit, goods) packed as to be in (fresh, best) conditions on arrival can be accepted.
 - d. Please send us only pure (milk). Mixtures are unsuitable.
 - e. We must point out that the must be guaranteed as our specification.
 - f. We enclose a trial order. If the quality is up to our expectations, we shall send further orders in the near future.
5. Alternative goods
- a. If pattern No. / colour is not available, please send no. or instead.
 - b. Please supply the nearest you have to the enclosed sample.
 - c. As we are out of this line, please send the nearest you have in stock.
 - d. If you have a similar article of better quality, please supply it instead, but the price is not more than (10%) higher.
 - e. We are prepared to pay up to , but only for a first class article. Please send us details if you can not supply at or below this price.
 - f. Please supply in No. if these article are not available in No.
6. Terms of delivery and transportation
- a. We wait your delivery on (1st May) latest to our address.
 - b. We request you to deliver the goods by (rail, ship, truck, plane, etc.).
 - c. We hope you deliver the goods within (two weeks) after receipt our order.
 - d. Please deliver the goods (two weeks) latest from receipt our order.
 - e. We request you to pack the goods by (case) and will deliver by
 - f. We hope these goods will deliver (immediatly, on 17th August, in this week).
 - g. We hope to receive our goods on (9th December).
 - h. Please deliver the goods by to our address on (10th April).

- i. We hope the goods will arrive us (on Monday, in this week, in the end of this month, not more than 30 th September).
- j. We shall be grateful for your prompt delivery by (plane).
- k. Please note that delivery is required by (15th July) without fail.
- l. We should be grateful if you could ship by next available steamer and trust that you will give our order prompt attention.

7. Closing sentences

- a. Please advice us when the goods are ready for shipment and wait your confirmation.
- b. We hope that the delivery date is strictly kept, and hope you to give this order your most attention.
- c. Your early attentions to this order will be appreciated.
- d. We look forward to receiving your delivery promptly.
- e. We wait for your early confirmation.
- f. Your early delivery will very oblige.
- g. If this first order is satisfactorily executed, we shall place further business with you.
- h. If you will give us the best service, we promise to send you our order in the near future.
- i. We will do our best with these goods, if sales are satisfactory. Kindly advise us when the goods are ~~depatched~~: *dispatched*
- j. We hope you will arrange our order promptly.
- k. A prompt confirmation will be appreciated and thank you for your kind attention to our order.

D. Exercise

- 1. Write a letter to Weavewell Woolen Co. Ltd. 4 Victoria Street, London E.C. 5, ordering for their product. Payment in 60 days, discount 2%. Delivery in 3 weeks. Packed by boxes.
- 2. Andrew Richardson orders to Sharp & Co. Ltd. For :
 - a. 10 set colour television 29 inch

- b. 10 set air conditioner
- c. 40 set DVD player
- d. 20 set washing machine

Packed by cases, cash discount 5%

Delivery : before 30th April, by MS. Haikodo

3. On September 15th, 2009 G. Smither orders to Ideal Carpet Ltd., 12

Fireside rugs :

three each red @ US \$ 45

three each yellow @ US \$ 54

three each green @ US \$ 60

three each blue @ US \$ 70

delivery before October, 30th

4. Order from Johnson & Hicks to Messrs. Porter & Hoobs Ltd., wine merchants :

50 bottles South Africa Sherry @ US \$ 14

50 bottles Mountain Sherry @ US \$ 14

50 bottles Medoc No. 4 @ US \$ 14

50 bottles Niersteiner @ US \$ 14

Immediate delivery. Carrier by plane. Payment by Commerce International Bank.

5. On 16th May, united Import, Ltd. Order for various products. The price of the article is US \$ 100 each, 2% discount,. June 10th latest shipment.
6. Write an order to Sydney for various kinds of fruits, by plane, cases packed, prompt delivery, cash payment by Indonesia Association Bank, Sydney.