

CHAPTER 7

CONFIRMATION OF ORDERS

A. Pendahuluan

Setiap pengusaha/pedagang pasti sangat senang jika menerima surat pesanan, berapapun besarnya nilai isi pesanan tersebut. Tentu saja semua pesanan harus segera diperhatikan dan sedapat mungkin dipenuhi dan syarat yang dibuat oleh pihak penjual kepada pembeli untuk memberitahukan penegasan mengenai pesanan mereka disebut dengan Letter of Confirmation. Hendaknya diusahakan (oleh pihak penjual) confirmation letter *segera* dikirim setelah pesanan diterima agar si pembeli tidak terlalu lama menunggu kepastian.

Ada beberapa kemungkinan yang dapat terjadi dalam memenuhi pesanan pembeli. Kemungkinan-kemungkinan tersebut antara lain :

1. Semua barang yang dipesan dapat dipenuhi. Ini berarti barang yang mereka pesan harus segera dikirim dan si pemesan diberitahu kapan barang-barang tersebut akan dikirim serta kapan kira-kira barang sampai di tempat pemesan. Disebutkan jenis/nama barang dan jumlahnya, kendaraan angkutan, serta persyaratan-persyaratan lainnya (*accepted of order*).
2. Kadang-kadang dalam kenyataan terjadi kemungkinan yang lain, misalnya barang yang dipesan (sebagian atau semuanya) sedang habis dalam persediaan. Dalam hal ini jangan sampai confirmation letter baru dikirim setelah menunggu beberapa saat sampai barang pesanan siap untuk dikirim. Hal ini akan sangat merisaukan pemesan, dan lebih membahayakan lagi kalau kita kehilangan pembeli. Kalau terjadi hal seperti ini hendaknya segera dikirimkan surat kepada pembeli dengan mengatakan bahwa pesannya tidak dapat dipenuhi sekarang. Mintalah agar mereka menunggu sampai barang-barang sudah siap, atau sebaiknya anda tawarkan barang lain yang agak serupa, kualitas yang sama atau yang lebih baik, dengan harga sama atau bahkan sedikit lebih tinggi (*offering of substitute*). Penawaran tersebut, susunlah dengan kalimat-kalimat yang menarik sehingga dapat disetujui/diterima oleh pembeli.

3. Sering juga terjadi bahwa pesanan datang setelah barang-barang mengalami kenaikan. Dalam hal ini penjual jangan langsung mengirimkan pesanan, tetapi beritahukanlah terlebih dahulu kepada pembeli mengenai kenaikan harga tersebut (*Notifying increase of price*). Kalau ternyata pembeli menyetujui kenaikan ini, barulah pesanan mereka dipenuhi. Tetapi jika tidak disetujui, tidak perlu dipaksa untuk dipenuhi daripada menanggung kerugian.
4. Pada hal-hal tertentu, penjual terpaksa tidak dapat memenuhi/menolak permintaan/pesanan pembeli, ini mungkin disebabkan karena beberapa hal :
 - a. Persediaan barang habis dan tidak dapat disediakan lagi dalam jangka waktu yang dikehendaki oleh pembeli.
 - b. Barang yang dipesan ternyata memang sudah tidak dapat diproduksi lagi.
 - c. Persediaan yang ada tidak tepat/kurang sesuai dengan yang dipesan (model, ukuran, dll.)
 - d. Barang produksinya sudah dikontrak oleh pihak tertentu sehingga tidak melayani pesanan lain.
 - e. dan lain-lain alasan.
5. Penundaan/penangguhan pengiriman.

Karena sesuatu hal (misal : pemberangkatan kapal/pesawat ditunda, dll.) terpaksa saat pengiriman ditangguhkan. Hal ini mengakibatkan saat penyerahan barang mundur dari waktu yang telah ditetapkan.

Dari keterangan di atas dapat dilihat bahwa betapapun kerasnya usaha penjual, tidak selalu dapat memenuhi pesanan. Penolakan/penundaan tentu saja terpaksa dilakukan jika usaha yang semaksimal mungkin sudah dilaksanakan, tetapi akhirnya gagal juga. Tetapi yang harus diusahakan bahwa bagaimanapun kondisi dan kenyataan yang ada, baik pesanan tersebut dipenuhi atau tidak, *confirmation of order* harus segera dikirim sesudah pesanan diterima.

B. Contoh Surat

1. Acceptance of order.

Dear sirs,

We have received your letter of August 1st, ordering about various televisions. We are glad to learn that our articles have meet your requirements.

We have the pleasure of confirming that your order is completed and are consist of :

- 1. "Sharp" colour televisions 14 Inchi = 10 units
- 2. "Sanyo" colour televisions 17 inchi = 5 units
- 3. "Laser" colour televisions 12 inchi = 8 units
- 4. "JVC" colour televisions 20 inchi = 4 units

The goods have packed by carton case. We will ~~be~~ dispatch these goods on August 30th as you required and hope you will receive as soon as possible in the perfect condition.

You may rely on us as your orders should have our prompt attention. We look forward to receiving your further orders in the near future.

Yours faithfully,

2. Offering of Substitute.

Contoh: a

Dear sirs,

We thank you for letter of 9th December, in which you order for our "Catarina".

We have to inform you, however, that this quality is no longer manufactured. But, we can offer you the very similar article "Bellini". This new quality consist of finer material and has a far better finish. Though, it is slightly more expensive, but it has had a very favorable from many of our customers and is selling extremely well.

We are sending you under ^eparate cover, samples of the full colour range and will confident that it will meet with your approval too. Our best prices are noted on the enclosed list and we would ~~not~~ delivered within two weeks after receipt of your order.

May we suggest that you place a trial order for this new quality. We feel sure that it will give you every satisfaction.

We hope our offer will interest you and please let us know whether we may book your order it present.

Yours truly,

Contoh b.

Dear Sirs,

We have a pleasure to receive your order for our various colour paints, and to hear of your success in selling of the last consignment.

But, we regret being unable to execute your order, as our stock is completely exhausted. As, your orders are No. 5, 12, and 20, we offer you instead are No. 4, 11 and 19, which we can supply at present.

Please let us know whether we may send it in these colours, which we should like to serve you as soon as.

Your truly,

3. Notifying increase of price

Dear Sirs,

We are very grateful to you for your order for 5.000 boxes of "Chico" baby sets.

We are regret in informing you that we can't fill your order at the usual price. We can offer you a price of US \$ 5. per box. We have been compelled to raise our prices, as rising raw material prices, labour and transport cost.

We trust that you will understand for our increased and please inform us by return if you agree this new price.

Yours faithfully,

4. Refusing of order.

Contoh : a

Dear sirs,

We acknowledge of receipt of your order for our "Ollivetti" portable typewriters. Thank you very much for your attention.

But, we are sorry, it is impossible for us to accept your order at the price requested \$15. per unit. You would find that we gave our lowest price for this quality \$ 17. per unit. Supplies of raw materials are becoming difficult to

obtain and we have no alternative excepting to raise our price. But, we should be pleased to supply your requirement if you inform us of price agreed.

We wait your confirmation before executing your order, and should be pleased to give you satisfaction.

Yours faithfully,

Contoh : b

Dear Sirs,

We were pleased to get such a good order from you, which arrive us on 26th February. We are many thanks.

We are regret, however, being unable to execute your order at present, as we cannot match your pattern. There is no demand for the model of shoes which you submit as a sample, and we shall not manufacture further supplies.

Please accept our apologies, so we inform you, of course, as soon as we are able to supply this model again.

Yours Faithfully,

5. Delays in despatch.

Dear Sirs,

We greatly appreciate for your letter of 1st March, ordering about our 'Sharp' washing machine. Thank you very much for your kind attention.

We are sorry to advise you of a delay in executing your order. The recent we have. Have had considerable demand for this line makes it impossible to promise delivery of orders before 5th April. We think the delay will not be more than 6 weeks, and we shall give the information as soon as we are able to despatch.

We hope you don't hesitate for this delay, but we promise to serve you better next time.

Your faithfully,

C. Contoh-contoh kalimat Confirmation of Order

1. Opening lines
 - a. Thank you very much for your order of for
 - b. We were very glad to receive your order for
 - c. We obliged for your order no for
 - d. We acknowledge with thanks for your order no for
 - e. We thank you very much for your letter datedwith your order for
 - f. Your letter of arrived (to day) and we thank you for your order for
 - g. We were pleased to get such a good order from you which arrived us onWe are many thanks.
 - h. We want to tell you how pleased we were with your order for our.....
 - i. We thank you for your interest in our special offer of., and are pleased to advise you that your order has been despatched by
 - j. We thank you very much for the order contained in your letter of
 - k. We are very grateful to you for your order form/indent No. for
 - l. We have pleasure to receive your order forand to hear of your success in (selling, using, disposing, etc.) of the last consignment.
 - m. Very many thanks for your letter of (yesterday) (dated), enclosing your order for
 - n. We acknowledge of receipt of your order for our various products. Thank you for your attention of our offer.
 - o. Referring to your letter of ,, we are grateful for your order No. for our
 - p. We have received your letter of, ordering about our and many thanks for your kind attention to our offer.
 - q. We greatly appreciate your (first) order, that marked the beginning of our business relationship with you.

- r. With reference to your letter dated (with enclosure), we are pleased to have concluded the first business transaction with you.
 - s. With reference to your letter of containing your order No. , we inform you that we are very pleased to learn that some of our articles stated in our price list, have met with your approval.
2. Acceptance of order - ready to despatch.
- a. The goods are being prepared for (shipment) in accordance with our (shipping) instructions.
 - b. We have the pleasure of confirming that your order is completed and will consign on
 - c. The goods will be despatched (next weeks) and we hope that (today's) order will be followed by many more.
 - d. With a pleasure, we advise you of the despatch of your order which has been shipment by on
 - e. All these items (as all stated on your order) are in stock, and we can guarantee delivery to your town well on as requested. We will advise you of date of despatch.
 - f. You may be sure that your (item of order) will be ready for shipment by
 - g. Your order is receiving immediate attention and you can depend on us to effect delivery well within your time limit.
 - h. We have taken special note of your packing instructions and these will be strictly observed.
 - i. Special instructions have been given to our despatch department to send your orders on You may be sure that your wishes will be carried out.
 - j. The goods are nearly ready for despatch and we should be glad to have your instructions.
 - k. As you need the goods so urgently, we have arranged transport by (board). This will make (shipment) on by (MS. Krakatau).

- l. As you do not give any special instruction for forwarding, we are passing your order to our forwarding agents in the usual way.
- m. We inform you that your order (No) is being despatched (tomorrow) and hope that they will reach you in perfect condition.
- n. Please note that your order of has been despatched (today) by (rail, colt, truck) to (Jakarta) for shipment by (MS. Orion) which is leaving to (Singapore) on
- o. We inform you that the goods which you ordered have packed. We will be despatched (tomorrow) by and hope you will receive them as soon as possible in the best condition.
- p. We are glad to inform that your order are ready to despatch you. We have made special effort to complete your order on time and we are confident that these goods will give you full satisfaction.
- q. The goods as stated in your order form (letter of order) will be despatch you (today) (or next time) by We hope they will reach you not more than (the end of this month).

3. Offering of substitute.

- a. We can't supply exactly to your order as
 - 1) these designs are out of fashion.
 - 2) we do not stock the sizes required.
 - 3) these colours are no longer available
 - 4) etc.
- b. We regret being unable to execute your order for as our stock is completely exhausted. We can offer you instead.
- c. It is longer possible to obtain supplies of this material, but the very similar article of is in good supply.
- d. We advise you to accept our new models, as the model you selected is no longer obtainable.
- e. We have substituted No. , as the later is no longer available in (no.), (. colour).

- f. But we can offer the very similar article. this new quality consist of finer material and has a far better finish.
 - g. As your order is, we have sent you (type)., which is the nearest we can supply at present.
 - h. Following several complaints, we have withdrawn these quality from stock and are substituting with in our consignment to fill your order.
 - i. We can, however, offer the slightly better, very similar quality as instead, is perhaps even more suitable with your requirements.
 - j. As size is no longer manufactured, we are sending as a substitute.
 - k. We can not quite match the finish of your sample, but are sending you our nearest.
 - l. We offer you our new product which we enclosed herewith their (samples or. . . .). It is slightly more expensive, but it has had a very favourable from many of our customer and is selling extremely well.
4. Notifying increase of price.
- a. We are accepting your order at the prices quoted in our letter, but cannot guarantee that they will hold good for further orders.
 - b. We have had to increase our prices since your last order.
 - c. If you can raise your order to (1000 units, etc.), we. can offer you a price of \$ each. Our price was quoted for orders of and over, so we must ask you to increase your order if you wish to profit by the lower price.
 - d. We have been compelled to raise our prices by owing to/as
 - 1) increased labour costs.
 - 2) The rise in raw material prices
 - 3) Heavier import duties on raw materials.
 - 4) Rising freight and transport costs.
 - 5) etc.

- e. As (wages) and (materials) have risen, we were compelled to adjust our prices of this increased. Our new prices are noted on the enclosed list.
 - f. The (import duties,) and the (transport charges) would increase the prices to We don't think, we should be able to meet the competition which, as you know, is exceedingly keen in this country.
 - g. You would perhaps agree that the price of this excellent quality is extremely low. But as the price of (raw materials) have been rising steadily for the last (three months), we may soon be compelled to raise our quotations. Our new prices are stated on the enclosed catalogue.
5. Refusing of order.
- a. We regret, we shall be unable to accept ^{any} anymore orders for this item until further notice.
 - b. Regarding item of your order, we regret that we do not manufacture this as owing to.
 - c. In this instance we are unable to accept your order, as we ⁱⁿ (cannot match your pattern)
 - d. Unfortunately, it is impossible for us to accept your order in that price. As we pointed out in our quotations were ~~the~~ absolute minimum. We must have do it if we are to make any profit at all.
 - e. We must tell you that we cannot agree to your request for a special discount of (3%). We allow you a cash discount of (2%). Our calculation is so fine and our profit margin so small. It is impossible for us to make any further concession.
 - f. Supplies of raw materials are becoming difficult to obtain and we have no alternative but to decline your order.
 - g. As our factory at present fully occupied with contract orders, we regret having to decline your order.
 - h. As we should be unable to promise delivery at you required (on), we feel, we must return your order, with our apologies and best thanks.

- i. There is no demand for material of the type you submit as a sample, and we shall not manufacture further supplies
 - j. It would be impossible for us to supply this small quantity in of varying design and colour, without considerably raising the prices.
 - k. While thanking you for your order, we have to explain that we supply only to authorized dealers in each town, and at present we are not considering to increase the number of dealers in your area.
 - l. We are at present supplying only to wholesalers, and therefore refer you to Messrs. who would be pleased to supply your needs.
 - m. With regret, we are unable to accept your order at the price requested \$ (per case/yard/unit, etc.). You would find that we gave our lowest price for this quality, is \$ (higher than price offered) Since then, prices have tended to rise, and our profit margin does not warrant any concession by way of quality reduction or discount.
 - n. We regret being unable to comply with your request to allow you a trade discount of (5%). Price of (raw materials) as well as our (working expense) have increased of late. But we intend to keep our quotations competitive and our price as low as possible.
6. Delays in despatch.
- a. We are very regret, your order has held up at the docks by a strike of stevedores. You will appreciate that these circumstances are beyond our control.
 - b. Owing to delays in the delivery of raw materials, we fear, we may be unable to execute your order on /before Please accept our apologies for the inconvenience caused we are working hard to catch up with schedule.
 - c. The recent exceptional demand for this line makes it impossible to promise delivery of orders on /before
 - d. A slight delay in the execution of your order will now be unavailable but we are giving it priority and you will not have to wait more

than days/weeks longer than the delivery date you requested.
We regret that it will not seriously inconvenience you.

- e. We very much regret that our earliest delivery date is (time), as we find it impossible to keep pace with the rush of orders this season. Will you kindly confirm your order for this date.
- f. We think it fair to point out that recent changes in import quotas may cause us difficulty in executing contract orders and that some delay is inevitable.
- g. The recent strike of transport workers here has caused delay in the despatch of a number of our , and we regret that yours, too, is temporarily held up.
- h. We are very sorry indeed to advise you of a delay in executing your order of We think the delay will not be more than days/week, and we shall give your order priority as soon as we receive authority to go a head.

7. Closing sentences.

a. Acceptance - closing sentences.

- 1) We wait your further orders and you can be sure that we shall do our best to satisfy you.
- 2) We are looking forward to receive your further order in the near future.
- 3) We hope this order will be continue with another orders immediately.
- 4) Your prompt orders would be appreciated.
- 5) We are confident that you will give us many orders after receipt this delivery.
- 6) We assure you of best attention to your orders at all times.
- 7) You may rely on us always to give prompt attention for your every orders.
- 8) We hope to receive your further orders which shall have our best attention.

- 9) We will do our best for your orders next time.
- 10) We want to assure you again that we shall give your order our most careful attention.
- 11) You can be sure that we shall do our best to serve your orders.
- 12) We trust that the goods will be your satisfactions, and are hoping to receive further orders from you.
- 13) We always appreciated for your every order, which shall have our best attention.
- 14) Thank you for your kind attention and we look forward to booking your further orders.

b. Substitution - closing sentences.

- 1) Please write us if you were interest for this offer.
- 2) Please let us know whether we may send it in this quality, which will serve you promptly.
- 3) We are confident that our new product will meet with your approval.
- 4) We suggest that you will place a trial order for this new quality, and we sure that it will give you many satisfaction.
- 5) Please don't hesitate for our offer and we always serve you for your every orders.

c. Increased closing sentences.

- 1) Please inform us by return whether we may book your order at these prices, we should be able to give you delivery as required.
- 2), your early reply will very oblige.
- 3) If you are prepared to accept the terms offered, please let us know to fill your order immediately.
- 4) We trust that you will understand for our increased and will place an order promptly.
- 5) Please let us have your order if you agree for this increased.

- 6) We wait your confirmation before executing your order, and shall be pleased to give you satisfaction.

d. Refusing - closing sentences.

- 1) We will advise you, of course, as soon as we are able to supply these goods again.
- 2) Our difficulties are only temporary and we shall welcome your inquiries in the future.
- 3) Please accept our apologies as we cannot fill your order at this moment.
- 4) You can rely on us to supply you again as soon as the situation improves.
- 5) If we are in a position to supply this line/article/goods, we will get in touch with you again as soon as possible.
- 6) We hope you will understand the circumstances which compel us to (decline) your order this time, and you will be confident that we will serve you in the near future.
- 7) We have never let you down before, and hope you will continue to send us your transactions if the situation improves.

e. Delays - closing sentences.

- 1) Please accept our apologies for this delay, caused to you by the error.
- 2) We greatly regret for this delay, but we promise to serve you better next time.
- 3) This delay is inevitable, so we hope you will accept our apologies.
- 4) Please accept our sincere apologies for this delay and the trouble it has caused you.
- 5) We apologize for the delay and enclose our credit note.
- 6) Since this delay is beyond our control, we cannot assume any liability.

E. Exercise

1. Write the confirmation letter to the letter of order on exercises chapter : 6
 - a. Acceptance
 - b. Notifying increase of price
 - c. Refusing
 - d. Offering of substitute
 - e. Delay of delivery
2. A new customer has just sent you an order. Write him a letter with thanks.
3. You have received an order 50 pairs men's trousers dark grey. You are out of stock of these but can offer slightly better quality at same price. Write a letter necessary.
4. Messrs. George & Sons, 103 Victoria Street Malaysia, have sent a repeat order for 40 units "National" television 12 inch @ 500.000,00 per unit. The price has now risen to 600.000,00 per unit. Write the necessary letter.
5. Messrs. George & Sons make a final offer for price Rp 550.000,00 per unit. Write refusing this offer
6. The Modern Plastics Ltd. Jakarta ordering for "Sanyo" fans to Tokyo Japan, delivery on 7th April requested. Write a letter to inform them, delivery will execute on 25th April.