

CHAPTER : 3

THE INQUIRY

A. Pendahuluan

Letter of inquiry (surat permintaan penawaran) adalah surat yang dibuat oleh calon pembeli atau pelanggan kepada pihak penjual untuk meminta informasi tentang produk barang/jasa yang dijual atau yang dapat disediakan. Informasi mengenai berbagai hal seperti daftar harga, katalog, potongan harga, syarat-syarat pembayaran, model barang, warna, jenis barang/jasa, serta berbagai informasi lainnya. Pada umumnya inquiry dibuat atas dasar informasi dari berbagai sumber seperti iklan, relasi, dari perwakilan atau dari berbagai sumber lainnya.

Dalam surat inquiry yang dikirim pertama kali (first inquiry), sebaiknya dinyatakan dengan jelas informasi apa saja yang diperlukan, nama barang/jasa dan dari mana informasi diperoleh. Juga dapat ditambah berbagai informasi mengenai bidang usaha, kebutuhan barang/jasa yang diperlukan dalam periode tertentu, dll.

Jika surat inquiry dikirim oleh pelanggan, pada umumnya bermaksud untuk mendapatkan harga-harga istimewa karena sudah sering melakukan pesanan atau pembelian barang. Karena surat seperti ini maksudnya untuk memperoleh keringanan harga, maka sebaiknya dinyatakan jumlah pesanan yang akan dilakukan pada saat-saat yang akan datang, atau ditambah pula barang-barang/ jasa tersebut sangat laku di pasaran atau wilayah pembeli. Dapat juga ditambahkan dalam surat ini untuk menyatakan apakah harga sudah termasuk asuransi dan biaya pengiriman.

Berikut ini contoh-contoh surat inquiry.

B. Contoh surat inquiry
1.

JOHN CLARK & Co. Ltd.
40, Market Street
Melbourne, Australia

Februari 13, 2009

We have seen your advertisement in Kompas and are interested in your Computer products. We have a considerable demand here for various computers and would welcome your pattern book.

Please quote your lowest prices and tell us what discount you can allow for orders franco Melbourne, state your terms of payment and earliest delivery date.

If your goods satisfactory and you can guarantee regular supplies, we may be able to place regular order with you. As we have a wide connection, we would be interested in sole agency.

We are looking forward to receive your reply soon.

Yours faithfully,

Bob Marley
Marketing Manager.

2.
Dear sir,

We have your address from Messrs. Brown & Co. Ltd. of this city, who informed us that you are producers of hand made shoes.

We do a large bussines in this line, for which there is steady demand here, especially for the fashionable designs.

Will you please send us pricelist and catalogue of all designs you have in stock, also details of cash discount and terms of payment.

We would in a position to give you an order if you are prepared to quote the keenest prices.

A prompt reply would be appreciated.

Yours faithfully,

3.
Dear Sirs,

We have had an inquiry from our customers for the furniture and equipment. As we think your products are the most suitable for their approval.

Your furniture and equipment would be the most up to date design. Will you please let us know wether you have the goods in stock, and if not, how long it will take to complete an order for quantities required. Kindly let us have your lower prices.

We would very much appreciate an early reply.

Yours truly,

4.
Dear Sirs,

We saw your suits clothes and dresses at the Java Fashion Show held in Yogyakarta on 17 August. We feel sure that your products are the most suitable for our market , especially for teenagers.

Would you kindly send us your quotation, informing for all of your products. We would require 1000 dresses in each of the size S, M, L and XL. Please quote c.i.f. Singapore prices. Payment is usually made by Letter of Credit.

We look forward to receiving your answer as soon as possible.

Yours truly,

5.
Dear sirs,

Your name was given us by Messrs. Ciputra & Co. Ltd. who have been regular customers of your company for some years. We ask you whether would be able to supply immediately the goods specified on the enclosed list.

If you can supply the goods required, please accept this as our official order. Payment will be made on any way acceptable to yourselves.

We hope you will be able to meet our requirements in this instance and we would be interested in a long term contract with you.

We would be able to receive your reply promptly.

Yours faithfully,

C. Contoh kalimat dalam surat inquiry

1. Opening Line

- a. We are interested in your (office equipment) products and would be pleased to receive your full information.
- b. We saw your products at (Jakarta Fair 2009) and interested to begin of business contract with you.
- c. We have read in (The Times) that you are agents for (ASTRA International) of (Indonesia area).
- d. Your name was given us by (Messrs. Brown Ltd.) who have been regular customers of your company.
- e. We have received a number of inquiries from our trade connections for your (product) and think we may be able to place an order with you to fill their required.
- f. Your advertisement in this week's issues (.....) state that you can offer an (electric equipment).
- g. Your firm has been recommended to us by Messrs. with whom we have done bussiness for many years.
- h. Messrs. have refered you to us and we wish to order for your (product).

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- i. Your branch office at our town has advised us to get into touch with you concerning full information of your (products).
 - j. When your representative called on us (last month), he showed us samples of
 - k. We heard that you have put (an electric machines) on the market and would be glad to inquiry for your product.
 - l. We learn from your brochure that you are producing for export of (furniture).
 - m. We have your name and address from Messrs. who have been a connection business with you.
 - n. Referring to your advertisement in we would be pleased to see all kinds of your (products).
 - o. We are interested in your (electric equipment) demonstrated at the recent (Jakarta Fair) and would be glad to have full details of your (export) terms.
 - p. We have seen your (new product) at and are very much interested in this model.
 - q. With reference to your advertisement in,that you are manufacturing in
2. Inquiring for pricelist, sample, pattern. etc.
- a. Please send us your (catalogue and pricelist) of
 - b. Please let us have your price for
 - c. Kindly send us your latest (pricelist) of in your own production.
 - d. We would be pleased to receive your (catalogue and pricelist) of your (products).
 - e. Kindly send us as soon as possible your (lowest prices) and highest cash discounts of
 - f. As we are interested in, we would like to have your (price quotation) of
 - g. We would be most grateful if you would send us (sample) of

- h. Will you please send us your (full details) of your export prices and
 - i. Please quote us for of the items listed on enclosed inquiry form.
 - j. We would ask you to let us have a (quotation) for
 - k. We have a considerable demand here for and would welcome your
 - l. Please send us an offer quoting your (best terms and discount) for
 - m. We would be obliged if you would forward details of the lines you have in stock, together with your
 - n. We would be grateful if you would send us by return your for (export productions).
 - o. We would appreciate full particulars of your (models), kindly send us your
 - p. We require and are interested in buying and would like to have further details and would like to introduce these goods.
 - q. Would you please let us have a quotation for/your current catalogue showing.....
3. Hunting at the future business
- a. If your price are competitive and your goods meet with our approval, we would sell readily in this market.
 - b. If your goods up to sample and you can guarantee regular supplies, we may be able to place ~~regular supplies, we may be able to place~~ regular orders with you.
 - c. If your quality is right and the price is reasonable, we think we can promise you good result.
 - d. If you can promise delivery within 2 weeks, please accept our official order.
 - e. If your products are satisfactory, we trust that your products would find a ready sell here.

- f. We will be in position to give you (substantial) orders if your quotation are reasonable.
 - g. We would be interested in a long term contract with you if you will be able to meet our requirements in this instance.
 - h. If the (samples) meet with our customer's approval, we can probably let you have regular orders.
 - i. If your is good quality and we receive a favorable offer, we may be able to place large orders with you.
4. Requesting special terms and conditions
- a. If your prices are competitive and your goods meet with our approval, we sell readily in this market.
 - b. As we do a considerable trade in this line, we expect a keen price.
 - c. As we are already agents for several large (exporters/importers), we could handle your products with good result.
 - d. As our estimated monthly requirements of (1000 cases), we would like to know whether you would be willing to grant us a special discount.
 - e. As we have a nation wide connection, we would be interested in an agency.
 - f. For being sale agents of this product, we will welcome an opportunity of discussing in a contract with you.
 - g. As we are under contract, please let us know whether you can guarantee shipment by (17 May).
 - h. In view of the fact that we are sale agents for this product, we would have no trouble in marketing your product here.
 - i. Being a large agency of this city, please tell us what discount you can allow for our orders (c.i.f. Jakarta).
 - j. There is a promising market here for good quality (products), and we may be able to place large orders with you.
 - k. As the sale agent of in Indonesia it is essential that you quote the most competitive prices and discount.

5. About shipping – delivery
 - a. We hope your earliest delivery date.
 - b. Immediate delivery would be required.
 - c. We hope you would be able to deliver within (4 weeks) of receipt the order.
 - d. We would require the goods on (July 8th) at the latest.
 - e. We hope your agents be able to ship an order by (M.S. Krakatau)
 - f. Please quote your price (f.o.b. Medan).
 - g. Kindly state the earliest delivery date you can promise.
 - h. Please send us your best quotation (c.i.f. Surabaya).
 - i. These (goods) are required by the (5th September) at the latest, so prompt delivery is essential.
 - j. We would welcome a quotation (franco Yogyakarta)
6. Closing sentences
 - a. We look forward to hearing from you.
 - b. We are looking forward to receive your reply.
 - c. We would appreciate a prompt reply
 - d. Your early reply (by telephone, by e-mail, etc.) would be appreciate.
 - e. We would welcome an immediate reply
 - f. A prompt reply would be appreciated.
 - g. We are waiting/hoping your early reply.
 - h. Please let us have a reply by return.
 - i. We would be grateful for an immediate reply.
 - j. We hope to receive your reply as soon as possible.
 - k. Hoping/expecting to receive your reply as soon as possible.
 - l. Your early reply/attention will very oblige.
 - m. A prompt reply is essential.
 - n. Thank you for an early reply.

7. Abbreviations used in business letter

- a. S.S or S/S : Steam Ship = nama kapal uap, misal : S.S. Rinjani.
- b. M.V/M.S. or M/V – M/S : Motor Vessel or Motor Ship = kapal motor, misal:M.S. Nusantara.
- c. Ex-work, Ex-factory, Ex-mills : harga tanpa biaya transport.
- d. f.o.r. (free on rail) or f.o.t. (free on truck) : harga barang termasuk ongkos angkut sampai barang tiba di atas kereta api atau di atas truk pengangkut (atau jenis kendaraan lainnya)
- e. f.a.s. (free along side) : harga termasuk biaya pengangkutan sampai barang tiba di sisi kapal (di pelabuhan si pengirim)
- f. f.o.b. (free on board) : harga diperhitungkan sampai barang naik di atas kapal di pelabuhan si pengirim (export port named)
- g. f.o.b. (import port named) : harga termasuk biaya angkut sampai barang naik di atas kapal pelabuhan pengimport (tidak termasuk asuransi).
- h. c & f (cost and freight) : harga termasuk biaya angkut dan timbang sampai barang tiba di tempat tujuan (tanpa asuransi).
- i. c.i.f. (cost, insurance and freight) : harga termasuk biaya angkut, timbang dan asuransi sampai barang tiba di tempat tujuan.
- j. Ex-ship : perhitungan harga termasuk biaya-biaya lainnya sampai barang diserahkan di pelabuhan tujuan. Jadi penjual bertanggungjawab terhadap barang sampai kapal pengangkut tiba di pelabuhan tujuan.
- k. Carriage paid : semua biaya transport / kirim ditanggung penjual.
- l. Carriage forward : semua biaya transport/kirim ditanggung oleh pembeli.
- m. Franco, free delivered : semua biaya pengiriman sampai barang tersebut tiba di tempat yang dikehendaki pembeli, ditanggung oleh pengirim/penjual.
- n. c.o.d. (cost on delivered) : barang dibayar oleh pembeli pada saat penyerahan barang.

D. Exercise :

Write a letter of inquiry with the following notes:

1. Write a letter from your firm to the Yorkshire Woolen Mills Limited, Upper Bridge Street Melbourne, asking for patterns of woolen cloth for men's suits.
2. Write to the import agent for the "SONY" computer and inquiry about price, delivery date, etc.
3. To : "JOHNSON BABY" Jakarta, asking a quotations and patterns of children's suits.
4. You have seen an advertisement in "TIME" for various electric equipment. Your firm as an importer of electric equipment. Write inquiry for full details and cash discount and offer your service as an import agent.
5. To : The Garuda Indonesia Airways, 17 Jl. Thamrin Jakarta asking for details of their air-lift to New York.
6. Write to your agent of batik, asking for various design, quality and price.
7. To : The Jakarta Ironworks Ltd., Jl. Bandengan Utara Jakarta, asking for a quotation of 1000 iron buckets for shipment c.i.f Medan.
8. To : The Top Paper Co. Ltd., Jakarta, asking for samples and price at which your company could be supplied with various paper, also details of sizes of paper, etc.
9. To : The Gramedia Book Publishing Co. Ltd., Jl. Jendral Sudirman Yogyakarta, asking for details of various edition and price of "Business Correspondence"