

CHAPTER 4

LETTER OF OFFER (REPLY TO INQUIRY)

A. Pendahuluan

Reply to inquiry adalah surat jawaban yang dikirimkan oleh penjual kepada (calon) pembeli atas inquiry yang diterimanya. Surat permintaan penawaran harus dijawab dengan segera dan diupayakan dapat memenuhi semua permintaan yang diinginkan oleh para (calon) pembeli. Jika ada permintaan (calon) pembeli yang belum dapat dipenuhi dengan segera dan baru dapat dikirimkan beberapa waktu kemudian, jawaban harus segera dikirimkan dengan memberitahukan akan dikirimkan secepatnya.

Bila jawaban dikirim kepada pelanggan (yang sebelumnya telah/sering melakukan pembelian), penyusunan surat jawaban tidak terlalu sulit. Sebab mereka sudah tahu bagaimana kualitas barang produksi, syarat-syarat pembayaran, dan peraturan lainnya. Tetapi jika surat jawaban (penawaran) diberikan atas dasar "first inquiry", penyusunan surat akan lebih sulit. Sebab surat ini bersifat penawaran, yang mana penjual harus dapat menimbulkan daya tarik mereka dan akhirnya berminat untuk membeli, bahkan dapat menjadi pelanggan.

Dalam hal ini penjual harus dapat menambahkan fakta yang mungkin dapat mempengaruhi (calon) pembeli untuk menerima penawaran penjual. Dalam surat ini penjual dapat menjelaskan ciri-ciri dari barang yang akan ditawarkan, kualitasnya istimewa, modelnya mutakhir (*up to date*), harganya murah dengan kualitas terjamin, dll. Penjual dapat juga menambahkan bahwa pengiriman dapat dilakukan dengan cepat, serta berbagai daya tarik lainnya, dengan kalimat yang menarik.

Kadang-kadang karena suatu hal, penjual terpaksa menolak permintaan (calon pembeli), penolakan harus dilakukan dengan baik, dengan alasan yang rasional. Mungkin penolakan disebabkan karena permintaan penawaran akan jenis barang yang kebetulan sedang habis persediannya atau tidak diproduksi lagi. Dalam kasus seperti ini penjual harus kreatif untuk

dapat menawarkan jenis barang lain sebagai pengganti yang mungkin lebih baik kualitasnya dengan harga yang lebih murah. Yang paling penting dalam penyusunan surat penawaran adalah daya tarik terhadap pihak pembeli sehingga penawaran dapat mencapai sasaran.

B. Contoh letter of offer (reply to inquiry)

1.

COMPUTA & CO. Ltd.
72, Flower Park Street
LONDON, W-1

28th August, 2009

Messrs. John Clark & Co. Ltd.
40, Market Street
Melbourne, Australia

Dear Sirs,

In reply to your inquiry dated 18th August, we have pleasure in enclosing our latest pricelist requested. We are also sending you our pattern-book and terms of payment.

Please examine our prices and you will see that they are competitive indeed. Our computers have been a great success where-ever they have been introduced and we are exporting them to several countries.

We hope that our offer will interest you.

Yours faithfully,

2.

Dear sirs,

Your inquiry of 5th May which we welcome, is receiving our attention, and we thank you for your interest in our products.

A copy of our illustrated catalouge will be sent you to day, together with a range of samples of the various skins used in the manufacture of our shoes. We think the colours will just what you want for the fashionable trade, and the beauty of our designs.

Our representative, Mr. Anderson will be in your town next week and we will be pleased to call on you with a full range of samples of our hand made lines.

We will be a pleasure to serve you.

Yours faithfully,

3.

Dear sirs,

Replying to your inquiry of 15th October, we are glad to inform you that we have in stock the items you need.

By separate post, we send you our latest catalogue and our fashionable design. We trust that our qualities will meet with your approval.

If you will send us substantial orders, we would give a special discount of 5% on list prices. We can offer you a choice of types from stock.

Please let us have your order at an early date, as supplies are limited.

Yours faithfully,

4.

Dear sirs,

Thank you for your letter of 18th August, inquiring for our products which showed at the Java Fashion Show held in Yogyakarta.

We have pleasure in ^{informing} ~~inquiring~~ our new price and all design of our clothes and dresses which enclosed herewith. You will find that our prices are very competitive includes packing in special export cases. If you will order more than 2000 dresses, we would give you a special discount 5% on list prices.

We feel sure that our offer will interest you, please let us have your order at an early date, as supplies are limited.

Yours truly,

C. Contoh kalimat letter of offer

1. Opening lines

- a. Thank you for inquiring of (18th August) asking for our full information of our products.
- b. Many thank for your letter of inquiring for our
- c. In your letter of you inquiry about our
- d. We have pleasure to hear from you that you are interested in our
- e. Thank you for your inquiry of (20th, May) and we have pleasure in enclosing a copy of our latest catalogue and pricelist).
- f. We have your letter of (20 th March) and are pleased for send you our
- g. In reply to your letter of 9th November, we have pleasure in enclosing (a detailed quotation) for
- h. Replying to your inquiry of we are glad to inform you that
 - we are happy to advise you that you are interested to our (product)
 - we have in stock the items you need.....
 - we can offer you immediately our stock for
- i. We are much obliged for your letter datedand are sending you the (pricelist and terms of payment) about our products.
- j. Referring to your inquiry of (February 13th), we (have pleasure in enclosing)(are sending you herewith).....
 - the brochure requested
 - details of our export models
 - prospectus describing various qualities
 - particulars of our products
 - etc.
- k. We are please to receive your inquiry, and to advise you that our agents in (your country/city) hold goods stocks of all our products.

- l. We acknowledge with thanks of receipt your letter dated, and as requested we are sending you (by separate post) our
- m. We inform of receipt your inquiry contained in your letter dated for which we thank you very much.
- n. We have received your letter dated..... and thank you for your inquiry. In reply, we are sending our
- o. With reference to your inquiry of we confirm that we can supply the
- p. Your inquiry of which we welcome, is receiving our attention and we thank you for your interest in our products.
- q. We have pleasure in quoting for the following goods as you need.

2. Terms of prices

- a. Our prices are quoted f.o.b/c.i.f., etc.
 - b. Our prices include packing and carriage.
 - c. Freight and packing (cases) are included in the price.
 - d. The price quoted included packing in special (export cases).
 - e. Our ~~catalogue~~ prices are less (10%) to bonafide dealers.
 - f. On order for (50) and more, we would give you a special discount of (5%) on list prices.
 - g. Owing to the slump in commodity prices, we can offer you these goods
 - at below market price.
 - at less than cost.
 - at the very special price.
 - on very favorable terms.
- etc.

3. Conditions and qualifications

- a. This is a special offer and can not be repeated
- b. This is a special offer and is not subject to our usual discount

- c. This offer must be draw if not accepted the order within (two weeks)
 - d. The goods ordered from our old catalogue can be supplied only until stocks are exhausted
 - e. Please let us have your order on (1st March) latest and this price will be increase after that date.
4. Supply and demand
- a. This article is in great demand
 - b. These goods are available immediately from stocks
 - c. In view of the heavy demand for this line, we advise you to order as soon as
 - d. We would be enable to obtain further supplies
 - e. As we have a goods supply of these qualities, we hope to receive your order (as soon as) (within 7 days).
 - f. We can offer you a (range/choice/selection) of sizes and types from stocks
 - g. As we are extremely busy at present, it would help us to give your order as prompt as possible.
 - h. We hope that a good offer will enable you to profit by these lower prices.
 - i. Our instrument of the products are the finest materials and are second to none design and ~~reasonably~~ *quality*.
 - j. We can not promise delivery before (1st November) if your order reaches us in (the end of October)
 - k. Our comprehensive stock enable us to execute all orders promptly and our customers specifications.
 - l. Demand of this commodity in world markets greatly exceed the supplies.

5. Asking for information-closing

- a. Will you kindly let us have an early decision for your order
- b. Kindly confirm your order at the price quoted
- c. If you accept our quotations, please advise us by (telephone, e-mail, etc.)
- d. Your reply by return would be appreciated
- e. Kindly use the enclosed order-form when you make an order
- f. If our offer is acceptable to you, please confirm your order by return

6. Closing sentences

- a. We look forward to receiving your (considerable) orders
- b. We hope to receive your orders which will be executed to your satisfaction.
- c. We hope that our special offer will interest you and you will send us an order as soon as.
- d. Kindly let us know if you would like this offer.
- e. We are waiting your instructions with interest.
- f. Please let us have your order promptly.
- g. We advise you to place your orders immediately, and will be a pleasure to serve you.
- h. We hope to be favoured with your orders which will have our most (careful) attention.
- i. You may rely on us to give your requirements with immediate attention.
- j. We feel sure that our goods will give you every satisfaction, so please send us your substantial order.
- k. May we suggest that you send us your instructions as soon as possible.
- l. We hope that you will be able to make your choice as soon as possible and send us a (trial) order without delay.
- m. As our goods are very limited, we advise you to send us an order as soon as possible.

- n. As we execute all orders in strict rotation, we strongly advise you to order early.
- o. We are sure that these goods will meet your requirements, and we are looking forward to receive your (first) order.
- p. If you think our offer meets your requirements, please let us have your order at an early date, as supplies are limited.

D. Exercises

1. Write a letter of reply to the inquiry letter on chapter : 3
2. PT. DONATELLO have written to PT. Texmaco for prices of Catarina cloth. PT Texmaco no longer manufactures this. Write the answer to the inquiry.
3. Your firm are watch-makers. An inquiry has come from Indonesian retail store. Write a letter to send with your price list and quote terms.
4. Compose a letter for your firm, who are producers of tinned food products, to an importer buyer in Singapore. Offer your standard lines and one new product.
5. Your firm as a textile importer. Write a letter to your customers offering them your old stock at bargain prices.
6. Answer a foreign letter of inquiry which your firm has received following an exhibition of your various product at Expo 2009 Florida, USA.