

3 Supply chain

- ▶ greetings and salutations
- ▶ expressions with as
- ▶ levels of formality
- ▶ writing a business email

3.5 Writing Emails

Discussion

1 Are you a telephone or an email person? Does it depend on the situation? Give examples of when you would use each. Do your friends and family make the same choices?

Model

2 Read the exchange of emails below, starting at the bottom with the email dated 7 April. How would you describe the relationship between the correspondents on a) 5 April b) 13 April c) 21 April and d) 3 May?

✉ INBOX REPLY FORWARD

Dear Ian,
Thank you for returning the non-standard parts. As you requested, I have negotiated a discount of 12% on this order to compensate for the inconvenience caused to you and your company. However, to qualify for the initial 3% discount for payment within 10 days, we should have received your bank transfer by yesterday, 2 May. I am sure this was just an oversight, but I would appreciate it if you could settle our invoice, less the further 12%, as soon as possible. Thank you again for your patience; I look forward to working with you again soon.
Best regards,
Dani

Dani Simmons wrote on 21 April:

Ian,
This is just to confirm what we agreed by phone. Although we are confident the 40 micron coating would be sufficient, we recognize that you did indeed specify 60 microns, and we apologize for the inconvenience this mistake has caused. As agreed, we will ship a first batch of replacement parts this afternoon by FedEx, and the remainder with our usual forwarder, who will also pick up the parts sent in error. Please accept our sincere apologies for this mistake; I can assure you that it will not happen again.
Best wishes,
Dani

Ian Banks wrote on 21 April:

Dani,
The goods finally arrived this morning, but our tests showed the coating is only 40 microns, so the parts are non-standard and we can't use them. This puts me in a very difficult position. Please call me as soon as possible.
Ian

Dani Simmons wrote on 20 April:

Hi Ian,
As I said by phone, I'm really sorry to hear you haven't received the goods. The forwarder has assured me the truck has now cleared customs and should arrive at your factory within 12 hours. Please let me know immediately if the goods have not arrived by tomorrow morning.
Sorry again for the inconvenience.
Dani

Ian Banks wrote on 20 April:

Hi Dani,
As of this afternoon, your shipment has still not arrived. Production are getting nervous as we only have two days' stock. Could you look into this and get back to me asap?
Thanks,
Ian

Dani Simmons wrote on 13 April:

Dear Ian,
Thank you very much for your order. I'm pleased to confirm we can ship the parts on the 15th.
Kind regards,
Dani

Ian Banks wrote on 13 April:

Dear Dani,
This is just to confirm the order we discussed by telephone today for the following parts: 200 FD140 mm, 300 GJ150 mm and 1,000 FD 240 mm, all with the 60 micron coating. Please find attached the details for your invoice. Can you confirm the goods will be shipped no later than the 17th?
Rgds,
Ian

Dani Simmons wrote on 10 April:

Dear Mr Banks,
Further to our telephone conversation today, our R&D department assure me that the 60 micron coating will be more than adequate for your requirements. We have shipped the samples this afternoon by FedEx and look forward to hearing the results of your tests.
Best regards,
Dani

Ian Banks wrote on 9 April:

Dear Ms Simmons,
Thank you for your email and price list. As I mentioned in Hannover, we would need to test your fastenings before placing an order; would you be kind enough to send samples of your galvanized steel range? Could you also confirm that you can supply all references with a 70 micron zinc coating? Thank you for your help.
Ian Banks

Dani Simmons wrote on 7 April:

Dear Mr Banks,
We met two days ago at the Hannover Trade Fair. As promised, I am attaching full details of our prices. As discussed, I am pleased to confirm that we can offer a discount of 7.5% on orders over 500 pieces. Please feel free to contact me for any further information.
Yours sincerely,
Dani Simmons