Unit 1 Making enquiries

1A Study section

Initial task
The purpose of the task at the start of each unit is to give students a clear ‘benchmark’ by which they can judge their progress. They need to do this alone (possibly at home, before the class) and without your support. The task requires the knowledge and abilities which are presented and practised in this section. At the end of the section, they will have an opportunity to look at it again and compare it with what they can do as a result of their work on the section. Explain to the students that this is simply a way for them to see what they have learned – it is not a test! All the students should be encouraged to do it, but at this stage they do not need to show their work to you or anyone else. You may need to go through the task with them to check that they understand what they have to write. Once they have written their email, they should put it away until the end of the section.

1.1 Intercity Bank ask for catalogues

Read through the questions with the students and then allow them a few minutes to study the emails silently before eliciting the answers.

Answers

a Intercity Bank are expanding their offices and need new furniture.
b He is sending some catalogues by normal post and has attached a price list to his email.
c Orders placed through a website are generally cheaper to administer than orders placed in person, since employee time is not used in taking the order. Many businesses therefore encourage website orders.

1.2 Email: the basics

Before the students do this exercise, you could look at the emails in 1.1 again with them and point out standard ‘form’ items. They can then do the exercise to confirm their understanding.

Answers

1 b  2 f  3 e  4 g  5 c  6 a  7 d
2 You can ask the students to look at the emails again and decide on their answers to the three questions.

**Answers**

a Paragraphs start at the left margin. They are not indented.
b Paragraphs are separated by a line space.
c Each email opens with *Dear …* and closes with *Yours …* as letters do.

1.3 *Dear … / Yours …*

Read through the table of openings with the students. Stress that a *Dear Mr/Mrs/Ms/Miss* opening should be followed by the family name. A general rule for closing an email or letter is: if you know the name, you end *Yours sincerely*; if you do not know the name, you end *Yours faithfully*.

The students can work alone on the practice exercise. While they are working, you can circulate round the class, giving help and guidance where necessary.

**Answers**

a *Yours sincerely*  
b *Yours faithfully*  
c *Yours sincerely*  
d *Best wishes*  
e *Yours sincerely*  
f *Best wishes*  
g *Yours faithfully*

1.4 **Subject headings**

You can first ask the students to look back at the subject headings in 1.1 as examples and then read through the notes here before they do the exercise.

**Example answers**

a Vietnam holiday  
b Spirit ZX98: prices  
c Charges for a transfer to Japan  
d Woshiba Radios spare parts

1.5 **Practice**

The email should look like this:

---

**To:** Ms Margareta Lindell <margareta.lindell@stor.net>  
**From:** Sales Dept, Island World Holidays <sales@islandworld.com>  
**Subject:** Tours to Taiwan  
**Attached:** islandworldbrochure.pdf

---

Dear Ms Lindell

Thank you for your email, dated 19 Sept. I have pleasure in attaching our brochure with details of our tours to Taiwan.

I look forward to hearing from you.

Yours sincerely  
Fred Henderson  
Sales Manager

---
1.6 Asking for and sending information

When the students have finished, elicit the answers.

**Example answers**

a Many thanks for your email dated … . I have pleasure in attaching details of our mobile phones that include a camera.

b Thank you for your enquiry. I am attaching details of the mobile phone accounts that we offer.

c Please can you send me more information about the new MI300 Henrison mobile phone. Please could you also tell me when it will be available.

d Please could you send me a list of service centres for your air conditioners.

1.7 Message style

It is important to emphasise that a friendly, polite style is essential in business correspondence. The notes here show some ways in which English-language learners need to be aware of how they express themselves.

**Example answers**

a Dear Steven
Thank you for your email. I am glad that you received the package without any problems. I am also pleased to hear that you like the photographs.

b Dear Mr Wilson
Thank you for message of 15 June. I can confirm that we have now sent your order to you.

c Dear Sir or Madam [or name]
Thank you for your email. I have passed your message to Mr Bill Smith, our accounts supervisor, and he will contact you shortly.
Yours faithfully / [name]

d Dear Ms Brown
Please could you let us have the address to send your order to.

1.8 Practice

**Answers**

a Observer special report  
b Yours faithfully  
c Swift ZX series  
d Tom Lander

---

To: Next Travel <info@nexttravel.com>
From: Renate Makosch <rmakosch@observer.org>
Subject: Observer special report
Attached: pricelist.pdf

Dear Sir or Madam

This year, the Daily Observer newspaper will print a special report on travel agencies. We were wondering if you would like to place an advertisement in it.

I attach our price list and look forward to hearing from you.

Yours faithfully
Renate Makosch
Advertising Manager
1.9 Be polite!

Before you look through this section with the students, you could start a brief discussion on politeness in the students’ mother tongue(s). How is politeness shown? How direct can you be in letters or emails in their own language(s)? How necessary is it to say *please* and *thank you*? You could then continue the discussion by looking through the notes in the Student’s Book and asking the students if the example sentences would seem polite or impolite in their language.

**Example answers**

a Dear Mr Brown

We have received the goods that we ordered from you (order no …), but unfortunately these arrived very late. We would be very grateful if, in future, you could ensure that our orders arrive on time.

b Dear Sharon

If it is convenient for you, we could meet next Monday at 1 p.m. I can make a reservation at The Mousetrap restaurant. Unfortunately, I will have to leave at 2 p.m., as I have another appointment.

c Dear Ms Mustapha

Thank you for your letter. I have now sent the goods to the address you gave. You should receive them on Tuesday.

d Dear Mr Smith

Please could you send me your price list for … . I would be grateful if you could send it as soon as possible, as we need the goods urgently. With thanks …

e Dear Sir or Madam

Please could you tell me your price for a Delphi ZX45 modem? I would be grateful if you could give me a fully inclusive price, including tax, packaging and delivery.

---

**Message**

To: Ms I. Morales <IsabelMorales@iol.it>
From: Tom Lander <tlander@sportscars.co.uk>
Subject: Swift ZX series
Attached: Swiftzx.doc

Dear Ms Morales

Thank you for your email about the Swift ZX series sports cars.

I attach some information which I hope you will find useful.

Yours sincerely

Tom Lander
1.10 Consolidation: a complete email

This final exercise aims to draw together what the students have learned in this section. After you have read through the instructions and the email message, you could discuss what the students need to write and what they need to remember to do. You can look back at the practice exercises in this section to remind them. You could make copies of the blank emails on page 125 for the students to write their message in.

Example answer

Date: Friday, 10 February 2006 16:10:32
To: Corona <sales@corona.com.nz>
From: Purchasing Supervisor <purchase@green.com.nz>
Subject: Order 564
Attachment: Order564.doc

Dear Sir or Madam

We sent the above order for orange juice to you on 4 January, but we have still not had a delivery.

Please can you tell us when you can deliver the juice?

Yours faithfully

[name]
Purchasing Supervisor, Green Supermarkets

What have you learned?
At this point, the students can now make a ‘before and after’ comparison to see what they have learned. Ask them to compare the email they wrote at the start of the unit (‘Test yourself’) with the email they have just written. They could work in pairs to do this and go through the points listed, checking against the examples in this section.
1B Activity Misplaced orders section

1 Read through the paragraph and questions with the students and get them to look at the notepad.

Answers
a/b There are no correct answers to the first two questions – the notepad is intended to show that it is not clear who ordered what and that mistakes can easily happen.

b The layout of the orders could be improved by clearly placing things in columns (customer, item, quantity, contact).

2 The students should compare the goods on the invoices with the notes on the notepad. The questions here are intended to remind the students of some of the points covered in Section A. Let the students make a note of their answers before you go through them.

Answers
a Again, there are no right or wrong answers, as the notepad is so unclear.
b Mr Stefaan Ghislain; Dear Mr Ghislain; Yours sincerely

c The Manager (probably); Dear Sir or Madam; Yours faithfully

3 Read through the instructions with the students, making sure that they understand the situation and what is going to happen. Then divide them into groups and set them working on their first cards. The cards provide a lot of guidance in what to write, but point out to the students that many additional details that they will need (such as names, addresses and order numbers) can be found on the notepad and invoices in this section. As the students begin, move round the class checking that they understand their cards and what they are going to do. See pages 8–12 for further guidance. To increase the sense of authenticity in the activity, you can photocopy the email templates on page 125.

The sequence of cards is as follows:
Siembrouck BVBA: 61–44–36
The Court Hotel: 2–18–58
ABC (Drinks Machines) Ltd: 30–51–10

Plot and example messages

For easy reference and to give you an overview, the diagram on page 22 summarises the sequence of cards and how the activity unfolds. Note that once the students have finished working on the first cards, the messages they write may be different from the examples shown on the following pages. This is because they may have already received a message from another group.
Activity: MISPLACED ORDERS

Basic plot: Slembrouck, a wholesaler's in Belgium, are very disorganised. Wrong or incomplete deliveries have been made to ABC (Drinks Machines) Ltd and the Court Hotel. These two companies write to complain, and Slembrouck apologise and promise a discount. This does not help the situation, and Slembrouck lose the business. In the end, the Court Hotel buy from ABC, and ABC cancel all future business with Slembrouck.

STAGE 1

Say they ordered orange juice and they received shampoo.

Complain that only half of the tea arrived.

STAGE 2

Apologise and say delivery will be next month.

Write to ask if ABC can supply the juice.

They have heard about the Court Hotel's problems and write to offer the juice.

STAGE 3

Cancel the order and ask them to collect the shampoo. Say they will not do any more business with them.

Apologise and say delivery will be at the end of the month and they will give a discount.

Cancel the order because of the problems.

Ask ABC to supply the juice.
Both the Court Hotel and ABC (Drinks Machines) Ltd have placed orders with Slembrouck BVBA. Unfortunately, Slembrouck are very badly organised and they have sent the wrong items to both companies. In addition, they could only send half the quantity of one of the items that ABC ordered.

The activity opens with Slembrouck writing to ABC Ltd to say that the rest of their order will be sent soon (card 61).

<table>
<thead>
<tr>
<th>Card 61</th>
</tr>
</thead>
<tbody>
<tr>
<td>To: ABC (Drinks Machines) Ltd <a href="mailto:abc@abcdrinks.com">abc@abcdrinks.com</a></td>
</tr>
<tr>
<td>From: Slembrouck BVBA <a href="mailto:info@slembrouck.be">info@slembrouck.be</a></td>
</tr>
<tr>
<td>Subject: Order 260</td>
</tr>
<tr>
<td>Date: 1 February 2006</td>
</tr>
<tr>
<td>Dear Sir or Madam</td>
</tr>
<tr>
<td>We recently sent part of order 260 to you. Unfortunately, we could only send half of the tea that you ordered.</td>
</tr>
<tr>
<td>We hope to send the rest to you by the end of the month.</td>
</tr>
<tr>
<td>Yours faithfully</td>
</tr>
<tr>
<td>Stefaan Ghislain</td>
</tr>
<tr>
<td>Sales Supervisor</td>
</tr>
</tbody>
</table>

In actual fact, however, ABC Ltd have not only received only half of the tea that they ordered, but they have also not received any of the coffee (card 30).

<table>
<thead>
<tr>
<th>Card 30</th>
</tr>
</thead>
<tbody>
<tr>
<td>To: Slembrouck BVBA <a href="mailto:info@slembrouck.be">info@slembrouck.be</a></td>
</tr>
<tr>
<td>From: ABC (Drinks Machines) Ltd <a href="mailto:abc@abcdrinks.com">abc@abcdrinks.com</a></td>
</tr>
<tr>
<td>Subject: Order 260</td>
</tr>
<tr>
<td>Date: 1 February 2006</td>
</tr>
<tr>
<td>Dear Sir or Madam</td>
</tr>
<tr>
<td>We have just received this order. Unfortunately, we ordered 150 kg of tea and coffee powder, and you have only sent us 75 kg of tea.</td>
</tr>
<tr>
<td>Please can you deliver the coffee and the rest of the tea at once.</td>
</tr>
<tr>
<td>Yours faithfully</td>
</tr>
<tr>
<td>[name]</td>
</tr>
<tr>
<td>Purchasing &amp; Sales Supervisor</td>
</tr>
</tbody>
</table>
Meanwhile, the Court Hotel have received completely the wrong goods, and they write to Slembrouck to complain. They have a contact name on the invoice, so they address the message to Mr Ghislain (card 2).

To: Slembrouck BVBA <info@slembrouck.be>
From: Court Hotel <manager@courthotel.co.uk>
Subject: Order 256
Date: 1 February 2006

Dear Mr Ghislain
You recently delivered the above-mentioned order to us. Unfortunately, we ordered 1,000 bottles of orange juice, and you sent us 1,000 bottles of shampoo. Since we need the juice for a wedding party in two weeks’ time, please could you deliver it as soon as possible. You can collect the shampoo at the same time.

Yours sincerely
Ms D. Hicks
Purchasing Supervisor

As each group finish their message and deliver it to the correct group, they move on to their next card.

Note: The groups do not have to move on to their next cards at exactly the same time, i.e. you do not have to wait until all the groups are finished before you tell a group their next card number. It is, however, advisable to try to keep the groups more or less at the same stage as each other, hurrying them up as necessary. (Time is money in business!)

Slembrouck’s second card (44) tells them they made a mistake with the order to the Court Hotel. (By now, they may also have received the Court Hotel’s message.) They have a contact name (shown on the notepad in Exercise 1), so they address their message to Ms Hicks.

To: Court Hotel <manager@courthotel.co.uk>
From: Slembrouck BVBA <info@slembrouck.be>
Subject: Order 256
Date: 11 February 2006

Dear Ms Hicks
We are sorry that we made a mistake with the above order. Instead of 1,000 bottles of orange juice, we sent you 1,000 bottles of shampoo. Our delivery vans will be in your area at the beginning of next month. We will deliver the juice then and collect the shampoo at the same time.

With apologies
Yours sincerely
Stefaan Ghislain
Sales Supervisor
Meanwhile, the manager of ABC Ltd has heard that the Court Hotel need a large quantity of orange juice. ABC therefore write to tell the Court Hotel that they can help them (card 51).

Card 51

To: Court Hotel <manager@courthotel.co.uk>
From: ABC (Drinks Machines) Ltd <abc@abcdrinks.com>
Subject: Orange juice stock
Date: 11 February 2006

Dear Sir or Madam

Our manager has recently heard from Mr Wilson at Western Trading Co. that you need a large quantity of orange juice at once.

We have a large supply of juice that we do not need. Our price is €45 per 100 bottles. We would be happy to supply them to you if you could tell us how many you need.

Yours faithfully

[name]
Purchasing & Sales Supervisor

This message probably crosses with an email from the Court Hotel, who write to ABC to find out if they can supply the juice (card 18).

Card 18

To: ABC (Drinks Machines) Ltd <abc@abcdrinks.com>
From: Court Hotel <manager@courthotel.co.uk>
Subject: Stock of orange juice
Date: 11 February 2006

Dear Sir or Madam

We recently ordered some orange juice from Slembrouck BVBA, but they delivered the wrong goods to us.

We need 1,000 small bottles of orange juice immediately. Do you have these available? If so, please can you tell us what your prices are.

Thank you.

Yours faithfully

Ms D. Hicks
Purchasing Supervisor