

Ohana Business Letters:
INTRODUCTION TO WRITTEN BUSINESS COMMUNICATIONS

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Introduction –GUIDE TO BUSINESS & PROFESSIONAL COMMUNICATIONS

The Seven Cs of Business Letter Writing

Effective letter writing boils down to knowing why you are writing a letter, understanding your reader's needs and then clearly writing what you need to say. Every letter should be clear, human, helpful and as friendly as the topic allows. The best letters have a conversational tone and read as if you were talking to your reader. In brief then, discover the Seven-Cs of business letter writing. You should be:

- **Clear**
- **Concise**
- **Correct**
- **Courteous**
- **Conversational**
- **Convincing**
- **Complete**

When you write a letter, you are trying to convince someone to act or react in a positive way. Your reader will respond quickly only if your meaning is crystal clear.

Put yourself in the reader's shoes and write in a friendly and helpful tone. Don't represent your company as one that cannot make a mistake and must always be in the right. Try not to reply in the normal bland and defensive way of organizations—write a sincere and helpful letter.

Show you are interested in the reader's circumstances. If he or she has mentioned something personal in the letter, refer to it in your reply. This builds a bridge between you and the reader. Read the original letter carefully and see if there is something you can put in your letter to show your interest.

Putting your reader first

For all writers the most important people are their readers. If you keep your readers in mind when you write, it will help you use the right tone, appropriate language and include the right amount of detail.

What do readers want from writing? They want relevant information, presented in a clear, easy-to-understand style. They don't want muddled thinking, background information they already know, business-speak and jargon or waffle. Above all, they want to get the gist of your message in one reading—they don't want to dig for the meaning through long sentences and a boring style. So if you always keep your readers in mind, you will have to adapt your style and content to meet their needs.

Getting a clear picture of your readers before you start to write helps to focus your writing to get your message across. The better picture you have of your readers, the better you can direct your writing.

Ask questions to get a clear picture of your readers:

- Who are my readers?
- What do they already know about the subject?
- What do they need to know?
- Will they understand technical terms?
- What information do they want?
- What do I want them to do?
- What interests or motivates them?
- What prejudices do they have?
- What worries or reassures them?
- What will persuade them to my view?
- What other arguments do I need to present?
- How are they likely to react to what I say?

If you imagine yourself in your reader's position, you're more likely to write a good letter

Keeping your business letter to the point

When you write a business letter, you must try not to waste your reader's time. The first step in any writing task is to set down your aim. Ask yourself, **Why am I writing?** and **What do I want to achieve?** The clearer you are in your own mind about what you want to achieve, the better your letter. These questions help you focus on the information that supports your central aim, and to cut information that's irrelevant. By doing this, you'll find you keep to the subject and perhaps write a document that is a third shorter than you would otherwise draft.

People read to find out information. You can write the clearest letter or report, but if it doesn't say anything worth knowing, it's a useless document. You have to learn to present the most relevant information for your readers' needs. Then having said what you need to say—stop.

The more specific information you give, the better. You need to be ruthless in cutting out the padding most of us put into letters. It just wastes readers' time and clouds your message.

To help you to keep to the point of your letter, you can draw up an outline to plan your letter. Follow these steps:

- Make a list of the topics you want to cover but don't worry about the order.
- Under each topic, list keywords, examples, arguments and facts.
- Review each topic in your outline for relevance to your aim and audience.
- Cut out anything that's not relevant to your aim or audience.
- Sort the information into the best order for your readers.

You don't have to stick rigidly to your business letter plan as it may change if you discover new information. It should help you shape your thinking but not be a straitjacket. Let your outline focus your thinking to make your writing coherent.

The advantage of spending a little time setting out a plan is that it not only helps the reader, it also helps you write. By breaking down a complex topic into subject areas, you'll find it easier to concentrate on the most relevant information.

Getting the right tone to your business letter

When you write a business letter, it's important to use a tone that is friendly but efficient. Readers want to know there's someone at the other end of the letter who is taking notice and showing interest in their concerns. Try to sound—and be—helpful and friendly.

To do this, write as you would speak and **talk on paper**. This doesn't mean you should use slang, bad grammar or poor English, but try to aim for a conversational style and let the reader hear your voice.

Imagine that your reader is sitting opposite you at your desk or is on the telephone. You'd be unlikely to say, "please be advised" or "I wish to inform you"; instead you'd be more informal and say, "I'd like to explain" or "Let me explain" or use other everyday expressions.

Here are some ways to change your writing style to a conversational style.

Use Contractions

Using contractions such as **it's, doesn't, I'm, you're, we're, they're, isn't, here's, that's, we'll** gives a personal and human feel to your writing.

If there are no contractions in your writing, put some in. You don't have to use contractions at every opportunity. Sometimes writing **do not** comes more naturally than don't. When you speak, you probably use a combination of these styles—try to reflect this in your writing.

Use Personal References

Use words such as **I, we, you, your, my,** and **our** in your writing. Don't be afraid to identify yourself—it makes writing much more readable. This is a useful trick to make writing look and sound more like face-to-face talk.

Using **I, you** and **we** also helps you to avoid using passive verbs. It makes your style more direct and clear.

So instead of writing:

Our address records have been amended ...

Write

We've changed your address in our records ...

Instead of writing:

The company policy is ...

Write

Our policy is ...

Using active verbs with personal references is a quick and dramatic way to make your writing readable and more direct.

Use Direct Questions

Direct questions are an essential part of the spoken language. Using them gives your writing much more impact and is a common technique in marketing and advertising material. Marketing people use this technique to put information across clearly and to give their writing impact.

In much business writing, we hide questions in our writing by using words such as **whether** to introduce them. Look for these in your writing and change them into direct questions. For example:

Original: We would appreciate your advising us **whether** you want to continue this account or transfer it.

Redraft: Do you want to continue your account or transfer it?

Original: Please inform us **whether** payment against these receipts will be in order.

Redraft: Can we pay against these receipts?

Apart from making your style more conversational, direct questions liven up your writing—it's as though you change the pitch in your voice. There's nothing like a direct question to get some reaction from your reader and to give your writing impact.

Writing a strong opening to your business letter

Your first job in writing any letter is to gain your reader's attention. It's an important principle of effective writing to put the most important information first. Your opening paragraph is both the headline and the lead for the message that follows in the rest of the letter.

Don't weigh down the front of your letter with boring repetition of information that your reader already knows. Many letters fail to start well because they follow the standard paragraph of every business letter. Here are some typical examples of openings in business letters:

- Thank you for your letter of 8th March 2005, which has been passed to me for my attention.
- I refer to previous correspondence in respect of the above and note that to date we have not received your check for the outstanding arrears.
- I write with reference to our telephone conversation yesterday regarding the above matter.

Starting with a reference to the incoming letter is weak and wastes your reader's time. Most readers skip it, looking to the second and third paragraphs to get the answer to their questions. If you step right into your subject in the first paragraph, you'll show your reader you do not intend to waste valuable time. So get rid of any opening reference to the reader's letter and answer the most important question or give the most relevant information in your first sentence.

Make your first paragraph do something other than just referring to known information—so plunge straight into your message and don't waste your reader's time. For example, you could

- answer a question

- ask a question
- explain an action taken
- express pleasure or regret
- give information

As the opening paragraph sets the tone for your letter, try to avoid using tired phrases that are wordy, give little information and create a formal and impersonal tone. Using the classic business-speak opening of **Further to...** almost guarantees the rest of the letter will be a typical, long-winded, standard piece of business writing.

These opening phrases are so popular because we don't have to think of what to write. Watch out for standard phrases in opening paragraphs. Examples are:

- Further to my recent
- I am writing
- I refer to my letter dated
- I refer to previous correspondence
- I write in reference to
- In respect of the above
- Recent correspondence
- Regarding
- With reference to
- With regards to

So be sure your opening paragraph sets the right tone for your letter. Be direct and use your words positively so your reader has a good impression from the beginning of your letter. Decide what is the most important information—and put it in the your first paragraph. Don't be afraid to start your letter strongly.

Writing a strong close to your business letter

If the average business letter starts poorly, then it invariably finishes poorly. Your closing paragraph should bring your letter to a polite, businesslike close. Typical final paragraphs in business letters invite the reader to write again or use overused and meaningless phrases that detract from the impact of the letter. Take a look at these examples of good closing sentences for business letters:

- I would again apologize for the delay in replying and I trust that this has clarified the points you have raised, however, if you wish to discuss any points I have not clarified, or need any further information, you may wish to telephone or contact me accordingly.
- I look forward to hearing from you and in the meantime, should you have any queries, please do not hesitate to contact me.

- I regret that I cannot be of more assistance in this matter, and should you have any further queries, please do not hesitate to contact me.

Your last paragraph should do something. In a longer letter it can summarize the key points or repeat the key message. If some action is needed, explain what you want the reader to do or what you will do. Use positive words such as **when** not **if**.

Make sure you avoid using weak phrases and overused business phrases in your closing paragraph.

- Thanking you for your...
- Hoping for a prompt reply...
- Thanking you in advance for your assistance...
- Trusting this answers your questions...
- Please do not hesitate to contact me
- I trust this clarifies the situation

End your letter positively and politely. Don't leave your reader in mid-air, but use the final paragraph to explain or repeat what you want your reader to do.

Avoiding overused business letter phrases

Many business letters contain hackneyed phrases that detract from a clear, natural style. You need to look for them in your writing and use fresh, clear expression instead. Look at this list and see if you recognize any from your letters:

- | | |
|---------------------------------|------------------------------|
| • according to our records | • on receipt of |
| • after careful consideration | • please do not hesitate to |
| • any further action | • please find enclosed |
| • as you are aware | • please forward |
| • at your earliest convenience | • trust this is satisfactory |
| • detailed information | • under separate cover |
| • enclosed for your information | • upon receipt of |
| • for your convenience | • urgent attention |
| • further to | • we acknowledge receipt |
| • in receipt of | • we regret to advise |

Look at these examples from typical business letters and you'll see how removing the business clichés changes the tone of the sentence. The originals have a formal and impersonal tone; the redrafts sound more personal and genuine.

Original:

We trust this is satisfactory, but should you have any further questions please do not hesitate to contact us.

Redraft:

We hope you are happy with this arrangement but if you have any questions, please contact us.

Original:

Further to your recent communication. Please find enclosed the requested quotation...

Redraft:

Thank you for contacting us. I enclose the quotation you asked for...

Hackneyed business phrases ruin a clear natural style; so avoid using them and choose your own words instead.

Chapter 1 -- LETTERS OF INTRODUCTION: Meeting People Through Correspondence

Professional Introduction (1)

April 13, 20-

Mr. Albert Jaumotte
VCR S. A.
Louise 117, C-1134
Bruvelles
BELGIUM

Dear Albert:

This is to introduce Mr. Kim Chang-ho, a close friend and business associate for many years.

Mr. Kim was recently appointed Director of International Sales at Samjin Novelities, a leading toy maker here in Korea. It seems Samjin is now trying to expand its overseas operations. Mr. Kim is looking for ways of moving into the European market. I have told him about you and your successful operation. He would very much appreciate a chance to meet you.

He is scheduled to be in your area in early June and will be writing you shortly to arrange an appointment.

Anything you could do for him would be very much appreciated.

Yours sincerely,
Mun Pil-su
General Manager
European Sales

Key Expressions

- ▶ This is to introduce
- ▶ close friend and business associate
- ▶ for many years

- ▶ It seems
- ▶ expand overseas operations
- ▶ move into

- ▶ I have told him about you
- ▶ you and your successful operation
- ▶ appreciate a chance to

- ▶ be scheduled to be
- ▶ in your area
- ▶ early June late
- ▶ write you shortly

- ▶ Anything you could do

Trade Introduction

December 8, 20 -

Mr. Terrance Calloway
27 St. Clair avenue East
Toronto, Ontario
M4T 1M3 CANADA

Dear Mr. Calloway:

Afrocredit International is an export finance company specializing in Africa. One of our valued clients, Samil Corporation, has expressed an interest in representing your organization in Sudan.

We would appreciate your contacting Mr. Kim regarding this matter. His address is:

Mr. Kim Dong-su, President
Samil Corporation
4 ka Namdaemun-ro
Chung-ku, Seoul
Korea

Mr. Kim frequently travels to Canada and could meet with your representatives there to discuss items of mutual interest.

Key Expressions

- ▶ Afrocredit International is
- ▶ specialize in

- ▶ valued client
- ▶ express interesting
- ▶ represent in

▶ We would appreciate ... this matter.

- ▶ frequently travel to
- ▶ could meet with you
- ▶ discuss items of mutual interest

Personal Introduction

February 13, 20 -

Mr. Francis J. Bruns
Executive Managing Director
Burns, Hessling & Associates
Koryo Bldg. 10th floor
1 ka Ulchi-ro
Chung-ku, Seoul
Korea

Dear Frank:

Just a line to let you know that, except for the flu, Fran and I have been well. We are both working hard and doing lots of traveling. We are leaving for Australia via Singapore on the 15th. Hope all your family are well.

One of my clients is interested in coming to Korea. He received his Masters in the field of transportation and wrote his thesis on problems in Korean factories. John Handel is 24 years old and quite personable. With your permission I will have him send you a description of his background and capabilities

Regards to all and kiss the youngsters for us.

Love,
Dan & Fran

Key Expressions

- ▶ Just a line to let you know that
- ▶ have been well

- ▶ working hard
- ▶ Hope all your

- ▶ quite personable
- ▶ With your permission
- ▶ have him send

- ▶ Regards to
- ▶ youngsters

Professional Introduction (2)

December 22, 20 -

Mr. Steven Hunter
Managing Director
Felton Laboratories
1100 Carlton Boulevard
Topeka, Kansas 33309
U. S. A.

Dear Mr. Hunter:

This is to introduce my close friend and colleague Dr. Kang Sam-kil. I have had the good fortune of working with him since he joined our laboratory some nine years ago.

Dr. Kang is a member of our Semi-Conductor Division where he is known for his pioneering work in the LSI field. He is currently working on LSI application in Logic Memory, a field in which your laboratory has done a great deal of work. Consequently, he would very much like a chance to discuss pertinent matters with you and your staff.

Anything you could do to make his visit more fruitful would be very much appreciated.

Sincerely,
Song Hak-su
President

Key Expressions

- ▶ This it to introduce
- ▶ my close friend and colleague

- ▶ have the good fortune of

- ▶ be known for his pioneering work
- ▶ LSI (=large scale integration)
- ▶ would very much like
- ▶ pertinent matters

- ▶ would be very much appreciated

Professional Introduction (3)

January 5, 20 -

Mr. Walter V. Walker
Vice President
Baker Corporation
P. O. Box 790
Omaha, Nebraska 11863
U. S. A.

Dear Mr. Walker:

This is to introduce Dr. Ferdinand Bishopski of Princeton University. Dr. Bishopski has been associated socially as well as professionally with Dr. Chang Kil-jun, the director of our laboratory, for years.

I understand he is now working with Garnet Lasers, a field in which you and your staff are internationally known, and would very much value the opportunity of exchanging views on pertinent matters with you and your staff.

Anything you could do to make his visit more rewarding would be very much appreciated.

Sincerely yours,
An Jae-hyun
Director

Key Expressions

- ▶ socially as well as professionally
- ▶ for years

Ohana Business Letters

- ▶ I understand
 - ▶ internationally known
 - ▶ would very much value
-
- ▶ would be very much appreciated

Chapter 2 -- LETTERS OF ANNOUNCEMENT: Communicating Changes in Personnel

Signaling Transition at the Top

At the annual shareholders meeting of Maeil Iron and Steel Co., Ltd., held today, my retirement as president and from the board of directors was formally announced. My successor will be Mr. Park Song-hyun, who is now president of Specialty Steel Co., and one of the founding members of Maechol.

As you may know, I have been with Maechol since it was founded 17 years ago. As such, it has been a privilege and honor to have seen the company grow and acquire a reputation as one of the world's most modern and efficient steel producers.

Thank you very much for the support and courtesies you have extended to me over the years. We could never have achieved as much as we did without your valued help. I trust that your strong link with Maechol will be maintained in the future.

My successor, Mr. Park, is one of the finest and most capable men I know. I would hope that you will extend to him the same support you have given to me.

Please accept my thanks and best wishes for the future.

Key Expressions

- ▶ At ~ held today
- ▶ my successor will be

- ▶ as you may know
- ▶ I have been with
- ▶ a privilege and honor

- ▶ support and courtesies
- ▶ We could never

- ▶ My successor
- ▶ I would hope
- ▶ extend the same

▶ Please

Communicating a Personal Job Transition

I would like to inform you that effective today I was transferred from Mail Electronics, Ltd., to GMP Marketing, Inc., and assume new duties as director of that firm. My successor, Mr. Song Ki-mun, will assume the position of Manager, Public Relations.

Working in PR the past 6 years has given me a great deal of experience as well as pleasure. I have thoroughly enjoyed being able to work with you, and would like to take this opportunity to thank you for everything you have done for me during these years.

Mr. Song was formerly a Manager of the Advertising Department and has amassed a wealth of experience in PR affairs. I am sure that you will find him open and responsive in his new responsibilities. I would be most happy if you would continue to accord him the same support and cooperation you most graciously favored me with in the course of our relationship.

I look forward to seeing you again sometime in the future. In the meantime, please accept my wishes for continued success in your endeavors.

Key Expressions

- ▶ inform you
- ▶ effective today
- ▶ assume new duties
- ▶ my successor

- ▶ working in
- ▶ a great deal of experience as well as pleasure
- ▶ being able to work with you
- ▶ take this opportunity

- ▶ was formerly
- ▶ have amassed a wealth of experience
- ▶ I am sure that you will find
- ▶ open and responsive
- ▶ I would be most happy if

- ▶ seeing you again
- ▶ In the meantime, please

Communicating News of a Repatriation

December 7, 20 –

Alban Metals, Ltd.
Suite 1300-1400 Granville St.
Vancouver, B. C. B6C 2R2

Gentlemen:

I am writing to let you know that due to illness it has been decided that I should return to Korea and that a new liaison office manager will be sent in my place. Pending the arrival of the new manager, Mr. Kim Sang-su will be acting in that position.

I am very grateful for the cooperation I have received from you and your colleagues in the short time that I have been in Canada. I would hope that you will extend the same cooperation to Mr. Kim and to my successor when he arrives.

I regret that because of my illness I have not been able to call on you personally to make my farewells.

Yours sincerely,
Hong Han-pyo
Manager

Key Expressions

- ▶ I am writing to
- ▶ due to
- ▶ it has been decided that
- ▶ in my place
- ▶ pending
- ▶ be acting in that position

- ▶ I am very grateful for
- ▶ colleague
- ▶ I would hope
- ▶ extend the same cooperation to

- ▶ I regret that
- ▶ call on you personally
- ▶ make my farewells

Corporate Announcement of Personnel Changes

April 30, 20 –

Mr. Cecil Garfield
Liaison Office Manager
Kennecott Metals, Inc.
3-31-4 Kyobashi
Chuo-ku, Tokyo 177

Dear Mr. Garfield:

This is to formally announce the following changes in personnel to improve our services to your firm.

1. Mr. Hong Song-shik has been designated assistant account executive.
2. Miss Kim Suk-ja has replaced Miss Lee Myong-ok as billing and accounting supervisor.

All other assignments remain the same. For your reference we have enclosed a complete list of people assigned to your organization that incorporates the above changes. We trust this new team will result in even smoother handling of your orders.

Your kind understanding and cooperation with these changes will be very much appreciated.

Yours sincerely,
Song Tae-kyong
General Manager

Enclosure

Key Expressions

- ▶ This is to formally announce
- ▶ changes to improve our services
- ▶ be designated
- ▶ account executive

Ohana Business Letters

▶ replace

▶ All other assignments remain the same.

▶ a complete list of people

▶ incorporate the above changes

▶ We trust ... result in smoother handling

▶ Your kind understanding and cooperation

Chapter 3 -- LETTERS OF ACKNOWLEDGEMENT & THANKS

Communicating Appreciation for a Successful Site Visit

Mr. Samuel Ferger
Atlantic Research Center
Princeton, New Jersey 00125
U. S. A.

Dear Mr. Ferger:

Thank you very much for all the trouble you and your staff went to during my visit to your research center. The tour and subsequent discussions with you and your staff were extremely informative. My visit has provided me with fresh incentive and encouragement in my work.

It was especially nice of you to take the time to have dinner with me. I only hope you provide me with a chance to reciprocate some time soon.

Enclosed is some written material pertinent to our discussion. I hope you find it informative.

In closing, I would like to ask you to convey my appreciation to everyone on your fine staff.

Sincerely yours,
Sang-ku Jung
R & D Director

Enclosures

Key Expressions

- ▶ all the trouble
- ▶ extremely informative
- ▶ fresh incentive and encouragement

- ▶ It was especially nice of you to
- ▶ I only hope
- ▶ reciprocate
- ▶ some time soon

- ▶ written material
- ▶ pertinent to
- ▶ informative

- ▶ In closing
- ▶ convey

Personal Note of Thanks and Farewell

Before leaving Mexico, I want to thank you most warmly for your kind assistance with my daughter's silver bracelet request. Thanks to your fine arrangement, I managed to buy exactly what she wants on Saturday. I am most grateful!

It was indeed an unforeseen pleasure to be able to meet someone like you at the interesting meeting sponsored by your government. I hope to be able to meet again in the not too distant future.

Key Expressions

- ▶ Before leaving
- ▶ thank you most warmly
- ▶ your kind assistance with
- ▶ Thanks to your fine arrangement
- ▶ managed to buy
- ▶ exactly what she wants
- ▶ on Saturday
- ▶ I am most grateful!

- ▶ an unforeseen pleasure
- ▶ someone like you
- ▶ in the not too distant future

Acknowledging a Gift and Extending Thanks

September 27, 20 –

Mr. Erhard Gerst
Chairman

Financiere Buhrle, Ltd.
Hofwiesenstrasse 326
CH-7031, Zuridi
SWITZERLAND

Dear Mr. Gerst:

Please accept my sincerest appreciation for the thoughtful gift. A suitcase for a man in my line of work is absolutely essential. I assure you that it will be accompanying me around the world for years to come.

The design is in excellent taste and reflects your personal interest.

I look forward to thanking you personally when you visit Korea with your associates in December.

Yours sincerely,
Moon-ho Choi
Executive Vice President

Key Expressions

- ▶ Please accept my sincerest appreciation for
- ▶ thoughtful
- ▶ for a man in my line of work
- ▶ absolutely essential
- ▶ I assure you that
- ▶ for years to come

- ▶ The design is in excellent taste
- ▶ reflect your personal interest

- ▶ thank you personally
- ▶ when... in December
- ▶ your associates

Professional Note of Acknowledgement and Thanks

April 25, 19 -

Mr. Steven Adams

Director
Pacific Steel Co.
2700 Salem Street
Portland, Oregon 33872
U. S. A.

Dear Mr. Adams:

Thank you for taking the time to congratulate me on my recent election to the board of directors. Quite frankly, I know I could not have come this far without the close support and encouragement of friends like you.

I will certainly try my best to provide the 'able leadership' you referred to in your letter.

Yours sincerely,
Jae-sup Song
Director

Key Expressions

- ▶ take the time to
- ▶ congratulate
- ▶ election to
- ▶ the board of directors
- ▶ Quite frankly
- ▶ could not have come this far without
- ▶ the close support and encouragement

- ▶ certainly
- ▶ try my best
- ▶ provide
- ▶ "able leadership"
- ▶ refer to

Chapter 4 -- LETTERS OF CONFIRMATION & CLARIFICATION

Confirming a Mutual Understanding

Further to our meeting of October 5, 20-, between the architect, Joe Stone & Son (Bentam) Ltd., and ourselves to discuss the statement of claim submitted by the contractor dated August, 20-, confirm the following:

a) The architect will grant an extension of nine weeks under clause 11 (6) and one week under clause 23(b) (this to be done under separate letter by the architect).

b) The sum for loss and expense has been agreed between the contractor and surveyor in the sum of £5204.56. This sum has been agreed as the total loss and expense incurred by the contractor due to the delays described in the above claim and consequently items i) and ii) b) in the notes on page 5 of the claim have been withdrawn; but excludes any costs in connection with Wordly Patent Glazing Ltd., or any nominated subcontractors, suppliers or statutory undertakings.

Would you please confirm receipt of this letter and that you are in agreement with its contents.

Key Expressions

- ▶ Further to
- ▶ the statement of claim
- ▶ we confirm the following

- ▶ grant
- ▶ under separate letter
- ▶ the sum for
- ▶ has been agreed
- ▶ incurred by
- ▶ due to
- ▶ have been withdrawn
- ▶ exclude
- ▶ in connection with

- ▶ Would you
- ▶ are in agreement with

Confirming a Scheduled Appointment

July 8, 20 –

Mr. Jonathan Garver
Appleyard & Garver
64 Dryden Street
London, WE2C 9SW
ENGLAND

Dear Mr. Garver:

Thank you for your letter of July 1 regarding the compensation problem and our subsequent telephone conversation.

We would like to confirm the verbal arrangements made for a meeting with you at your offices at 11:00 A.M. Friday, July 20. We understand that your clients will also be present accompanied by their financial advisors.

We appreciate your assistance in arranging this meeting before July 31 and sincerely hope that it will lead to a prompt and amicable arrangement between us.

We look forward to a meaningful exchange of views on the 20th.

Yours sincerely,
Kim Chun-su
General Manager
Legal Affairs

Key Expressions

- ▶ Thank you for your letter of

- ▶ We would like to confirm the verbal arrangements
- ▶ We understand that
- ▶ accompanied by

- ▶ We appreciate your assistance in
- ▶ arrange this meeting
- ▶ before July 31
- ▶ prompt and amicable arrangement

▶ meaningful

Clarifying a Misunderstanding

From your telex of June 6, it appears there is a misunderstanding of our intention. It was your automatic transaxle, not the manual one that our Vice President referred to during his visit on June 1. Please correct any misinterpretation here.

We are interested in using your new automatic model in our front-wheel-drive vehicles, since we anticipate that demand for manual models will decrease. However, feasibility can only be determined after receiving drawings and specifications from you, due to width limitations on Korean vehicles. Consequently, we would like you to provide this material as soon as possible.

If your policy does not permit such an accommodation without contract coverage, we will reluctantly have to reconsider our plans.

A quick reply would very much facilitate planning here.

Key Expressions

▶ From
▶ it appears there is a misunderstanding of
▶ It was
▶ Please correct

▶ we are interested in
▶ anticipate
▶ feasibility can only be determined after
▶ due to
▶ provide

▶ policy does not permit
▶ such an accommodation
▶ we will reluctantly have to reconsider

▶ facilitate

Confirming a Verbal Commitment

June 3, 20 -

Mr. Jean Claude Terris
Managing Director
Arcel Co., Ltd.
P. O. BOX 709
Paris
FRANCE

Dear Mr. Terris:

I have just returned from my trip to Europe today. As a matter of first priority I wanted to write to thank you, not only for the time and excellent lunch in Paris last week, but also for the very positive attitude you showed toward the joint project. I am sure you played a very important role in laying the groundwork for the decision you indicated was in the offing. The news made me very happy.

As I told you, our Executive Committee will be meeting in Seoul on June 21 especially to review the progress of our project. I would very much like to be able to announce your firm commitment to the Committee at that time.

Thanks again.

kindest regards.
Ko Young-ho
Director

Key Expressions

- ▶ have just returned
- ▶ As a matter of first priority
- ▶ not only
- ▶ the very positive attitude
- ▶ lay the groundwork
- ▶ the decision you indicated was in the offing

- ▶ be meeting
- ▶ I would very much like to
- ▶ firm commitment

▶ Thanks again

Chapter 5 -- LETTERS EXPRESSING INTEREST IN NEW BUSINESS OPPORTUNITIES

Requesting a Sample Copy for Examination

June 10, 20 -

Sterling Publishing Co., Ltd.
2 Park Avenue
New York, NY 10016
U. S. A.

Gentlemen:

Here at Maeil Press we publish various textbooks and readers for Korean high school and university students studying English, French and German. As such, we are always searching for new and interesting teaching materials.

In this connection, we would like to ask you to airmail us a sample copy of the following title for examination.

SLANGUAGE

If feasible, we would like to introduce the material for use in language education in Korea.

Please let us know the amount as soon as possible if payment is required in advance.

Yours sincerely,
Kim Chil-kwang
Editor
English Language Texts

Key Expressions

- ▶ Here at
- ▶ various
- ▶ As such
- ▶ search for

- ▶ In this connection
 - ▶ We would like to ask you to
 - ▶ airmail
 - ▶ a sample copy of
 - ▶ for examination
 - ▶ If feasible
 - ▶ for use in
-
- ▶ Please let us know
 - ▶ the amount
 - ▶ if payment is required in advance

Expressing Interest in Marketing & Translation Rights for a Serial Publication

February 13, 20 –

Editor
U. S. News and World Report
Post Office Box 2627
Boulder, Colorado 80321
U. S. A.

Dear Sir:

I have followed a series of articles dealing with “U. S. business” and have often had the feeling that the material would be marketable here in Korea. It would, of course, first have to be properly edited and translated into Korean. It would also require the backing of a reputable local publishing firm.

Our firm specializes in communications in the business/technological area here in Korea. Consequently, we are interested in securing the translation and marketing rights for the series. We have already confirmed the interest of a large publishing house in a properly translated version.

An indication of your interest in such an arrangement would be very much appreciated.

Yours sincerely,
Choi Kil-su
Publications Manager

Key Expressions

- ▶ I have followed

- ▶ dealing with
 - ▶ have often had the feeling that
 - ▶ marketable
 - ▶ It would first have to be
 - ▶ properly
 - ▶ backing
 - ▶ reputable
-
- ▶ our firm specializes in
 - ▶ be interested in securing the ~ rights
 - ▶ we have already confirmed
-
- ▶ An indication of your interest

Expressing Interest in Market Expansion through a Distribution Arrangement

June 10, 20 -

Mr. Mario T. Andratti
President
Alarm S. A.
Esmeralda 319, 3 Piso A, 1139
Buenos Aires
REPUBLIC OF ARGENTINA

Dear Mr. Andratti:

Thank you for your letter of June 6 suggesting that we resume negotiations on a possible distributorship for four products in Argentina, which have been suspended since early 20-.

We agree that the economic environment and other circumstances have improved significantly in the interim. The situation now would seem to be more conducive to considering expanding our business to your area.

As the first step in this direction, we would like to update the information we have on your operation. Enclosed is a questionnaire, which would provide all the data, required to get started here.

We look forward to hearing from you soon.

Sincerely yours,
(Omission)

Key Expressions

- ▶ Thank you for your letter of
- ▶ suggest
- ▶ resume negotiation on
- ▶ a possible distributorship
- ▶ have been suspended since

- ▶ We agreed that
- ▶ have improved significantly
- ▶ in the interim
- ▶ conducive to

- ▶ As the first step
- ▶ update the information
- ▶ Your operation
- ▶ required to get started here

- ▶ look forward to

Responding to an Inquiry about a Possible Distribution Arrangement

Thank you for your letter inquiring into the possibility of handing our products in your market.

Your stability, expertise and stature in your market were duly noted here. Under normal circumstances we would be very anxious to proceed with discussions with you.

Unfortunately, our present production capacity is not even able to meet the supply commitments we have already made. This situation is not expected to improve in the foreseeable future. Consequently, we are not in a position to responsibly enter into any new distribution agreements at this time. We can only hope you will understand.

Rest assured we will be in touch with you as soon as our production permits.

Thank you again for your interest in our products.

Key Expressions

- ▶ inquiring into the possibility of

- ▶ your ~ were duly noted
- ▶ Under normal circumstances, we would be very anxious to
- ▶ proceed with discussions

- ▶ present production capacity
- ▶ foreseeable future
- ▶ not in a position to
- ▶ responsibly

- ▶ Rest assured
- ▶ as soon as

- ▶ Thank you again

Responding to an Inquiry about Granting Publishing Rights

April 8, 20 -

Mr. Barry Hagerty
Fillmore Press
364 Woodbridge Blvd.
Perth Amboy, NJ 80061
U. S. A.

Dear Mr. Hagerty:

Your letter of March 27 regarding publication rights addressed to Mr. Shin Tae-jin has been forwarded to me for reply.

I agree with your preliminary view that our periodicals would be suitable for the U.S. market if properly adapted. I am most grateful to you for expressing interest in such a venture.

Unfortunately, the first option on the publication rights is already with another American publisher and during my visit to New York last month we reached a preliminary understanding that the option would be taken up and the company in question would be publishing an edition in the United States.

However, if for any reason this edition does not proceed, I will certainly get in touch with

you.

Yours sincerely,
(Omission)

Key Expressions

- ▶ regarding
- ▶ addressed to
- ▶ forwarded to me for reply

- ▶ agree with your view
- ▶ suitable for
- ▶ properly adapted
- ▶ grateful for expressing interest

- ▶ Unfortunately
- ▶ first option
- ▶ already
- ▶ reach a preliminary understanding
- ▶ take up an option
- ▶ company in question

- ▶ However
- ▶ if for any reason

Chapter 6 – LETTERS COMMUNICATING CHANGES IN BUSINESS TERMS & BUSINESS CONDITIONS

Communicating a Change in Pricing due to a Currency Depreciation

Allow us to begin by thanking you for all you have done to secure a foothold for our products in your market. Your ability to maintain sales despite the negative factors affecting our business is highly regarded here.

We have also had our troubles. The biggest of these has been the sharp depreciation in the value of the U.S. dollar on which all our prices are based. Every effort has been made to absorb this drop in revenue through cost reduction measures. However, with the depreciation now reaching 20%, it has become impossible to unilaterally absorb these losses.

Consequently, we have decided to raise our export prices 10% across the board effective April 1.

We realize this will not make your situation easier. However, please consider the fact that we have been running in the red for three months now. Also, bear in mind that by asking for only 10% we are seeking to share and not shift the entire burden.

Your understanding and cooperation in this regard will be very much appreciated.

Key Expressions

- ▶ Allow us to begin by
- ▶ all you have done
- ▶ secure a foothold
- ▶ despite the negative factors
- ▶ be highly regarded

- ▶ We also
- ▶ every effort has been made
- ▶ absorb this drop
- ▶ it has become impossible to unilaterally absorb
- ▶ have decided
- ▶ across the board

- ▶ We realize
- ▶ However, please consider

- ▶ have been running in the red for
- ▶ Also, bear in mind
- ▶ to share and not shift

- ▶ Your understanding

Communicating the Impact of Price Changes and Requesting a Postponement

Your request to raise the F.O.B. prices of recently introduced models by 11% effective January 31 to cover “increasing cost pressure” was indeed demotivating.

We fully understand and can sympathize with the need to raise prices at times to insure profits. However, you are strongly encouraged to recall that this time a great deal of money was spent on promotion and promotional materials to see that these products got off to a good start. These costs have yet to be recovered. There is also the problem of our retailers, who will be very unreceptive to a price increase so soon after introduction.

In view of this, we urge you to reconsider at least the timing and to delay the increase for six months.

Your positive consideration of our position as well will greatly facilitate mutually rewarding marketing efforts here.

Key Expressions

- ▶ Your request to raise
- ▶ recently introduced models

- ▶ fully understand and can sympathize with
- ▶ at times
- ▶ insure profits
- ▶ However
- ▶ be strongly encouraged
- ▶ to see that
- ▶ get off to a good start
- ▶ have yet to be recovered
- ▶ so soon after

- ▶ In view of this
- ▶ urge you to

▶ delay the increase for

▶ positive

▶ our position as well

▶ mutually rewarding

Declining a Request for a Price Increase Delay from a Distributor

Your urgent request for delaying the three percent F.O.B. price increase effective from October shipment has been given every consideration. Admittedly, being able to maintain the current F.O.B. price to insure maximum market penetration would be to our mutual benefit.

However, maintaining the current price structure would leave us in the red. One of the main reasons for this is the fact that our new line of products has been substantially upgraded.

You are encouraged to recognize the qualitative advantage this has given you over competitors and the additional cost this has meant to us.

Your full understanding and quick approval of our offering pace would be most appreciated.

Key Expressions

▶ your urgent request

▶ give every consideration

▶ Admittedly

▶ being able to

▶ However

▶ leave us in the red

▶ One of the main reasons

▶ substantially upgraded

▶ recognize

▶ qualitative advantage

▶ additional cost

- ▶ full understanding
- ▶ quick approval

Announcing a Moratorium on Price Increases for a Couple of Quarters

August 7, 20 -

Kaisel & Neale, Ltd.
3rd Floor, Nui Plaza
Jalan P. Ramlee
Kuala Lumpur
MALAYSIA

Gentlemen:

Although vehicle prices are usually revised in September and March to absorb increased production and labor costs, we have decided to keep all models at the current prices until March, 20-

This is to help you in effectively marketing the new models introduced in August, which unfortunately coincided with big fluctuations in foreign exchanges rates. These fluctuations are now bringing disorder to the market. We foresee further deterioration in the market to a considerable extent.

Therefore, we felt this special pricing policy would be helpful in attracting customers during this period of foreign exchange instability.

Please make the most of this opportunity.

Sincerely yours,
Han Tae-ho
General Manager
East Asia Sales

Key Expressions

- ▶ to absorb increased cost
- ▶ have decided to

- ▶ This is to help
- ▶ effectively market
- ▶ coincided with big fluctuations
- ▶ bring disorder to the market
- ▶ foresee further deterioration
- ▶ to a considerable extent

▶ we felt ~ would be helpful

▶ make the most of

Accommodating a Distributor's Request for a Reduction in Prices

This has reference to your request for a review of our pricing structure as outlined in your letter of June 15. In the letter you mention a need for a straight 10% reduction across our full product range to "match recent reductions" carried out by your competitors, which you documented.

In line with your request we are reducing our F.O.B. prices to you 5% retroactive to June shipment. This is the maximum that we can do for you at this time. Even this 5% reduction represents a considerable sacrifice in our profits, a sacrifice that we expect you to match.

Please understand that we are always willing to consider ways to assist you in making your operation more competitive. We also recognize that an import price reduction is one way. However, in analyzing the supporting data you provided, we noticed that at least parts of our competitor's reductions were being accomplished by deleting accessories previously included in the package. This sort of creative pricing strategy is another approach you should promptly consider.

We look forward to receiving a full report on your new pricing strategy soon.

Key Expressions

▶ This has reference to
▶ request

▶ retroactive to
▶ This is the maximum
▶ a considerable sacrifice ... to match

▶ Please understand that
▶ one way
▶ in analyzing the supporting data you provided

▶ We look forward to receiving ~ soon

Proposing an Alternative Product to a Distributor Requesting a Price Break

Thank you for your counteroffer of November 1 in which you request a more competitive price for our model XR-3 display.

Please understand that we fully realize the importance of providing you with quality products under conditions that will permit you to win a commanding share in your market. This is the spirit in which our original offer was made. Consequently, the offer is the best price we could give for that particular model.

However, we do appreciate your position and, therefore, would like to offer an alternative. Our suggestion is that you order our model XR-2 that we can make available to you at \$295.00 F.O.B. Pusan. Though not equal to the XR-3 in performance and adaptability, it should be more than adequate for most of your customers' needs. Enclosed is additional information on this model.

We look forward to hearing from you soon as to which model you have decided to go with.

Key Expressions

▶ Thank you for

▶ Please understand
▶ fully realize
▶ This is the spirit in which
▶ that particular

▶ do appreciate your position
▶ offer an alternative
▶ Our suggestion is
▶ make available to
▶ more than adequate

▶ We look forward to
▶ have decided
▶ go with

Proposing an Alternative Marketing Program Instead of Offering Price Reductions

Thank you for your counteroffer of November 10 in which you request a lower introductory price to help initiate sales of our new 32bit VLST processor.

We fully appreciate your reasoning and share your desire to achieve maximum market penetration as quickly as possible. This is why these state-of-the-art devices were offered to you at such a low initial price. Therefore, given the very substantial developmental and facilities costs involved, a lower price is not feasible at this stage. Still, we are confident these devices will find a ready market.

On the other hand, we do want to give you every assistance during the critical start-up period. For this reason, we are prepared to give you an advertising subsidy equal to five percent of your gross for the first six months only. This is the limit to which we can assist you. Bear in mind that you will have to provide vouchers showing that these amounts were actually used in promotional activities.

We trust you will take advantage of this exceptional offer by placing firm orders with us soon.

Key Expressions

- ▶ Thank you for
- ▶ new

- ▶ we fully appreciate
- ▶ share your desire:
- ▶ state-of-the-art
- ▶ given the very substantial
- ▶ at this stage
- ▶ find a ready market

- ▶ critical start-up period
- ▶ advertising subsidy
- ▶ Bear in mind
- ▶ vouchers

- ▶ take advantage of
- ▶ exceptional offer

Chapter 7 – LETTERS REQUESTING ACCOMODATION DUE TO CHANGING BUSINESS CONDITIONS

Requesting Accommodation due to a Downturn in Business Activity

March 8, 20 –

Fraser & Whatt Trading, Ltd.
390 River Valley Road
SINGAPORE 1124

Gentlemen:

You are no doubt aware of the recent sharp declines in sales in our market due to the recession here. This decline has left us with huge inventories, the carrying cost of which is now putting an extremely heavy burden on our finances.

We are writing today to ask for your cooperation in dealing with this problem. Specifically, we request that you grant us an additional 60 days usance on all payments until inventories can be adjusted to normal levels. This will probably require another four to five months depending on sales in the interim.

Your usual prompt and positive consideration of this request would help a great deal at this time.

Yours sincerely,
Jin Ki-shik
Director of Finance

Key Expressions

- ▶ You are no doubt aware of
- ▶ have left us with
- ▶ put an extremely heavy burden on

- ▶ We are writing today to
- ▶ ask for your cooperation
- ▶ deal with this problem
- ▶ Specifically
- ▶ we request that
- ▶ grant us an additional
- ▶ until

- ▶ be adjusted to normal levels
- ▶ probably require (기간) depending on

- ▶ usual
- ▶ help a great deal
- ▶ at this time

Granting Accommodation due to a Downturn in Business Activity

We will be happy to cooperate by granting you an additional 30 days usance effective from July payment as you requested in your letter of June 2. This special arrangement will remain in effect through December of this year.

We are fully aware of economic conditions in Singapore and understand the difficulties you are facing. To make the necessary adjustments in subsequent production and shipping arrangements here we need a revised sales forecast for the remainder of this year as soon as possible.

In the meantime, you are encouraged to remember that your competitors are suffering under the same circumstances. This could be a chance to really solidify your position in your market by making bold sales initiatives.

We have complete confidence in your ability to ride out this storm.

Key Expressions

- ▶ be happy to cooperate
 - ▶ grant you an additional 30 days usance
 - ▶ as you requested
 - ▶ This special arrangement
 - ▶ remain in effect through
-
- ▶ are fully aware of/understand
-
- ▶ In the meantime
 - ▶ You are encouraged to
 - ▶ are suffering under the same circumstances
 - ▶ This could be a chance

► ride out this storm

Declining Accommodation & Enforcing Contractual Obligations

April 30, 19 -

DOW CHEMICAL COMPANY
202 Dow Center
Midland, MI 48640
U.S.A.

Gentlemen:

Your request for extension of payment for an additional 90 days as presented in your letter of April 17 has been given every consideration here.

Unfortunately, our policy with regard to contractual agreements does not allow waiver of legal rights. You are, therefore, expected to continue to make payments within the limits stated in our agreement.

However, we do sympathize with the difficult position recent economic developments in your country have put you in. A study is now being made on other ways in which we can offer help to you within the scope of our agreement.

We know that, given time, you will be able to overcome your present problems.

Yours sincerely,
Shin Ki-jong
Manager
Export Sales

Key Expressions

► Your request for
► as presented in your letter of
► give every consideration

► Unfortunately
► our policy
► contractual agreement
► waiver of legal rights
► be continued to

▶ within the limits stated in

- ▶ we do sympathize
- ▶ other ways
- ▶ within the scope of

- ▶ We know
- ▶ given time

Granting Accomodation in Method of Payment

As requested in your letter of March 22, we would be happy to accept payment at-sight in U.S. dollars.

In this regard, however, our spare prices are quoted in won and only a won price list is available. We would therefore suggest maintaining our invoicing in won while drawing drafts in U.S. dollars converted at the at-sight buying rate on the day of negotiation. The conversion rate, which may differ from day to day, will be shown on our invoice.

Thus, you would simply need to open an at-sight L/C in won, adding the following clause:

Draft should be drawn in U.S. Dollars converted from the won amount on the invoice at the at-sight buying rate of exchange of won to U.S. Dollars quoted by the Bank of Seoul, Seoul, on the date of negotiation of the draft.

This approach would permit you to make payment in dollars while eliminating the need for adjustment of lists and so on on our side.

Key Expressions

▶ As requested in

- ▶ In this regard
- ▶ however
- ▶ We would therefore suggest

▶ would simply need to

▶ would permit you to

▶ eliminate the need for

Chapter 8 – LETTERS TO ARRANGE HOTEL ACCOMODATIONS

Making a Hotel Reservation

June 16, 20 –

Mr. Edwin C. Heimer
Executive Assistant-Administration
Kahala Hilton
5000 Kahala Avenue
Honolulu, Hawaii 96816
U.S.A.

Dear Mr. Heimer:

Thank you for the fine arrangements that were made for me last August. My associates and I thoroughly enjoyed our stay at your hotel.

I plan to visit Hawaii again this August. I will arrive on the morning of August 7 and hope that a room can be available from noon. I will leave on the morning of August 12. I would very much appreciate it if you could arrange for a ground level ocean front room.

Thank you again for everything you have done to make my previous stays memorable.

Sincerely yours.
Choi Chul-su
Managing Director

Key Expressions

- ▶ fine arrangements
- ▶ thoroughly enjoyed

- ▶ I plan to
- ▶ I will arrive on/I will leave on
- ▶ hope that
- ▶ can be available from noon
- ▶ I would appreciate it if you could
- ▶ arrange for

- ▶ Thank you again

- ▶ everything you have done
- ▶ make ~ memorable

Making Special Arrangements during a Hotel Stay

Allow me to begin by thanking you for the fine arrangements you have made for us over the years. I can never seem to stay long enough at the Kahala.

This year I will again be stopping off in Hawaii on the way to the mainland. Please arrange for either a ground-level beachfront room, as I had last year, or an ocean-view room with a lanai. I will be arriving on July 1 and plan to leave on July 5.

Aside from this, three friends, who are wives of close business associates here in Korea, will be arriving on July 9 and will be staying through July 13. They would very much like to sleep in the same room—I guess they've seen too many violent U.S. vintage TV films. I would appreciate any solution you can come up with that would resolve this problem.

Thank you again for all you have done to make my previous stays memorable. I look forward to hearing from you soon.

Key Expressions

- ▶ over the years

- ▶ This year I will again
- ▶ either X or Y
- ▶ as I had last year
- ▶ will be arriving on ~ and plan to leave

- ▶ Aside from this
- ▶ close business associate
- ▶ I would appreciate any solution

- ▶ Thank you again for all you have done

Making a Group Reservation for Hotel Accomodations

September 10, 20 –

Dyno Robotics, Inc.
618 Terminal Road
Niles, MI 49120
U.S.A.

Gentlemen:

Our delegation consisting of Kang Dong-sun, Contact Director, North America; David Tong, General Manager, Marketing; and Shin Chun-sik, Deputy Manager, Accounting; will be staying in Detroit from October 9 to 13.

Their flight schedule is as follows:

Flight: UA22
Departure: Seoul 10/9, 3:00 P.M.
Arrival: Detroit 10/9, 4:00 P.M.

We would appreciate your arranging hotel accommodations for three singles for four nights in line with this schedule.

Please confirm by return telex.

Yours sincerely,
Im Tae-kwon
Assistant Manager

Key Expressions

- ▶ delegation consisting of
- ▶ will be staying in
- ▶ from ~ to

- ▶ Their flight schedule is as follows

- ▶ We would appreciate your arranging
- ▶ in line with this schedule

Confirming a Room Reservation and Rates

Thank you for your letter of June 14 addressed to Mr. Kim Jun-su. Mr. Kim is no longer associated with the New Songni and it is therefore my pleasure to assist you in arranging accommodations for your forthcoming stay from August 1 to August 8.

We have reserved a double “Mt. Songni” view room at ₩100,000 daily plus 10% tax, and I have noted your request for a higher-level room. Unfortunately, we are unable to guarantee this prior to arrival due to unforeseen circumstances, which may develop, but you may be sure that we will try to fulfill your special request if it is at all possible.

May I ask that you kindly send us a one-night’s room deposit to reconfirm this reservation request. For your information and reference, I am also enclosing our 5-Point Executive Reservation Plan.

We look forward to having you with us.

Key Expressions

- ▶ no longer associated with
- ▶ it is my pleasure to

- ▶ We have + P.P.
- ▶ have noted your request
- ▶ be unable to guarantee
- ▶ due to unforeseen circumstances, which may develop
- ▶ you may be sure that
- ▶ if it is at all possible

- ▶ May I ask that you kindly

- ▶ We look forward to

Recommending Changes in Travel Dates to Secure Better Accommodations

Every effort has been made to secure reservations for your party at the New Star Hotel from May 1 through 7 as requested in your letter of March 10.

However, due to a large international conference being held in Seoul at that time and the fact the period coincides with several national holidays the hotel informed us that, as of the moment, no suitable room arrangement could be worked out. In checking with all other first class hotels in the Seoul area we received a similar answer.

Therefore, we suggest you consider delaying your projected trip by a week or so. The New Star has indicated they would be happy to accommodate you any time after May 8.

Please let us know how you would like us to proceed.

Key Expressions

- ▶ Every effort has been made
- ▶ secure reservation
- ▶ for your party
- ▶ as requested

- ▶ However
- ▶ due to
- ▶ at that time
- ▶ the period coincides with several national holidays
- ▶ as of the moment
- ▶ suitable room arrangement
- ▶ no ~ can be worked out

- ▶ we suggest
- ▶ delay ~ by a week or so
- ▶ any time after

Chapter 9 – LETTERS ABOUT ACCOUNTING & BILLING MATTERS

Clearing Up an Outstanding Account Balance

October 3, 20 –

Mr. Andrew Polk
Accounting Department
Francis, Jones and Williams
102 Boulcott Street
Wellington
NEW ZEALAND

Dear Mr. Polk:

Your inquiry regarding a \$6,200.00 outstanding balance for legal services rendered in June, 20– , was immediately checked against our records.

Our records indicated that the \$6,200.00 had, in fact, not been paid due to an oversight on our part. The amount concerned was forwarded to your account in the Chase Manhattan Bank by telegraphic transfer today.

Please accept our apology for any inconvenience this matter has caused you.

We look forward to the pleasure of working with you again in the future.

Yours sincerely,
Hong Jae-kil
Manager
Overseas Accounting

Key Expressions

- ▶ Your inquiry regarding
- ▶ outstanding balance
- ▶ for ~services
- ▶ immediately
- ▶ check against our records

- ▶ indicate
- ▶ in fact
- ▶ due to an oversight on our part

Ohana Business Letters

- ▶ forward
- ▶ telegraphic transfer
- ▶ today

- ▶ Please accept
- ▶ apology (for)

- ▶ look forward to

Clearing Up a Duplicate Billing Problem

February 22, 20 -

Jannock Steel Corp. Ltd.
49 Square Victoria
Montreal, Quebec
CANADA H4Z 1B8
Attention: Accounting Department

Gentlemen:

This has reference to the duplicate billing problem you brought to our attention in your letter of February 11.

As you pointed out, Invoice #01807-J is indeed a duplication of items already billed under Invoice #10732-J. Please disregard Invoice #01807-J and pay only #10732-J.

We apologize for any inconvenience this clerical error has caused and will do our best to see that such errors do not recur.

Thank you for your patience and cooperation.

Yours sincerely,
Song Dong-ho
Assistant Mnager
Accounting Department

Key Expressions

- ▶ This is reference to
- ▶ duplicate billing
- ▶ you brought to our attention

- ▶ As you pointed out
- ▶ indeed
- ▶ Please disregard X and pay only Y

- ▶ apologize for any inconvenience
- ▶ clerical error
- ▶ do our best to see that
- ▶ such errors do not recur

▶ patience and cooperation

Clearing Up a Billing Problem due to Bank Error (1)

September 7, 20 -

Mr. Robert J. Faulk
Customer Relations Supervisor
Dynamedics, Inc.
52 Park Plaza, Box 550
Nashville, TN 37202
U. S. A.

Dear Mr. Faulk:

Thank you for your prompt action on our inquiry regarding an \$8,950 outstanding balance on our records.

Subsequent checks with the Maeil Bank in line with your information have confirmed that the amount was duly received on July 4. This had not been reported to us due to an oversight on the part of the bank.

We know this matter has caused you some inconvenience but hope you will understand the circumstances.

Thank you again for your positive cooperation.

Yours sincerely,
Jyon Hae-sun
Assistant Manager

Key Expressions

- ▶ prompt action
- ▶ outstanding balance
- ▶ on our records

- ▶ subsequent
- ▶ in line with your information
- ▶ confirm
- ▶ duly receive
- ▶ due to an oversight
- ▶ on the part of

Ohana Business Letters

- ▶ We know
- ▶ inconvenience
- ▶ We hope

- ▶ positive

Clearing Up an Billing Problem due to Bank Error (2)

July 31, 20 –

Ms. Lynn Barker
Customer Relations
Matthews Consulting
32 Fifth Avenue
New York, NY 10007
U.S.A.

Dear Ms. Barker:

Your inquiry regarding an \$8,500.00 outstanding balance for our subscription to your report due in April 20 –, was immediately checked against our records.

Our records confirm that the \$8,500.00 was indeed paid to your account #066011 of the Chemical Bank in New York by bank remittance on June 29, 20 -. Along this line, we already returned your second invoice with these remarks a few weeks ago.

You are encouraged to direct further inquiries to the Chemical Bank who will confirm payment to you.

Your prompt action in this regard would be very much appreciated.

Sincerely yours,
Kim Taek-su, Manager
Export Department
North America

Key Expressions

- ▶ Your inquiry regarding
- ▶ our subscription to your report
- ▶ due in
- ▶ immediately
- ▶ check against our records

- ▶ confirm
- ▶ indeed
- ▶ pay to your account by bank remittance
- ▶ Along this line

Ohana Business Letters

- ▶ You are encouraged to
 - ▶ direct
 - ▶ further inquiries
-
- ▶ Your prompt action...appreciated

Chapter 10 – LETTERS OF PROFESSIONAL ENCOURAGEMENT & WELL WISHING

Congratulating a Retiring Executive (1)

June 21, 20 -

Mr. Hawthorne R. Browne, Chairman
Australian Industrial Development Corp.
88 Southbourne Avenue
Canberra A. C. T.
2600 AUSTRALIA

Dear Mr. Browne:

Thank you for the courtesy of informing me that you would be stepping down as Minister of Resources Development. The news was received with sincere regret here.

Your role in the growth and development of industry in Western Australia has been great indeed. We know your presence will be sorely missed.

Allow me to use this occasion to thank you for all you have done to deepen our relationship with Western Australia. We shall always remember you as one of our greatest benefactors.

I should very much like to visit you when the occasion permits and to continue to benefit from your able guidance.

Yours respectfully,
Cho Tae-ho
President

Key Expressions

▶ Thank you for the courtesy of informing me
▶ step down as

▶ Your role in
▶ great indeed
▶ We know...missed

- ▶ Allow me to use this occasion to thank you for
- ▶ We shall always remember you as
- ▶ benefactors

- ▶ When the occasion permits
- ▶ continue to
- ▶ benefit from your able guidance

Congratulating a Retiring Executive Assuming a New Post (2)

I was surprised to learn from the press release under your name dated July 30 that you will assume the post of deputy chairman after January 1.

Over the years I have always been impressed by the outstanding leadership you have exercised not only in your organization but also in Australian industrial and business circles.

It therefore came as a surprise to hear of your rather early retirement from day-to-day management. However, it was reassuring to know that you would remain on the board of directors as deputy chairman after January.

Again, my heartiest congratulations on the splendid achievements in your career to date and best wishes for many more years of success at your new post.

Key Expressions

- ▶ I was surprised to learn from
- ▶ under your name
- ▶ assume the post of

- ▶ Over the years
- ▶ have always been impressed by
- ▶ outstanding leadership
- ▶ not only ~ also

- ▶ It came as a surprise (=I was surprised retirement from day to day management)
- ▶ reassuring

- ▶ my heartiest congratulations

- ▶ the splendid achievements
- ▶ many more years

Words of Encouragement for an Executive during a Time of Crisis

February 21, 20 -

Dr. Herbert T. Sanders
Chairman
Blacksmith & Wilson, Inc.
668 Brodrick Road
Wandsworth Common
London SW17 7DX
ENGLAND

Dear Dr. Sanders:

I hope you will forgive my writing to you in this way since I can readily understand how difficult the past few weeks have been for you. I, nevertheless, feel the urge to voice my appreciation for the kind and considerate way in which you dealt with me over the years.

I would also like to say that I sincerely admire you for the courageous way in which you handled this crisis. I think it was your greatest moment. I know many people share my opinion.

Respectfully,
Hong Dae-shik
Managing Director

Key Expressions

- ▶ I hope you will forgive
- ▶ in this way
- ▶ readily understand → readily
- ▶ I, nevertheless, feel the urge to
- ▶ Kind and considerate
- ▶ over the years

- ▶ sincerely admire
- ▶ courageous way
- ▶ handle this crisis
- ▶ your greatest moment

- ▶ many people share my opinion

Words of Encouragement for an Executive Leaving a Post due to Illness

December 15, 20 –

Mr. Peter A. Strong
Minister
Australian Embassy
5801, Shinmunno 1-ka
Jongno-ku, Seoul

Dear Mr. Strong:

I have just read your letter informing me of the sad fact that you will have to be returning to Australia due to health reasons.

Though your stay with us was not nearly as long as we had hoped, I nevertheless hope that you have gained as much from the association with us as we feel we have from you. I am confident your experience and achievements here in Korea will be an asset to you in furthering your career.

Thank you for the courtesy of informing us with regard to your situation. I wish you a complete and speedy recovery.

Yours sincerely,
Song Mun-sob
Senior Managing Director

Key Expressions

- ▶ I have just read
- ▶ informing me of the sad fact that
- ▶ have to be returning → have to return

- ▶ not nearly as long as we had hoped
- ▶ have gained from the association with
- ▶ I am confident
- ▶ be an asset to
- ▶ further your career

- ▶ Thank you for the courtesy of informing us

▶ I wish your ... recovery.

Words of Encouragement for an Executive Convalescing from a Serious Illness

October 9, 20 –

Mr. Jose Ramirez
General Manager
Compania Telefonica S. A.
Esmeralda 783
2. Piso B 1007
Buenos Aires
REPUBLIC OF ARGENTINA

Dear Mr. Ramirez:

To begin with, allow me to apologize for waiting so long to write. I had thought of calling you several times but did not want to disturb you.

I hope this letter finds you well or at least recovering. It was a real shock to hear about the seriousness of your condition. Please take your time and recover fully, though I know how anxious you must be to get back. We would appreciate it if you could let us know about your condition from time to time. We are all praying for your quick and complete recovery.

Sincerely yours,
Chon Sang-ku
Managing Director

Key Expressions

- ▶ To begin with
- ▶ allow me to apologize for
- ▶ I had thought of calling you several times but

- ▶ I hope this letter finds you well
- ▶ well or recovering
- ▶ It was a real shock
- ▶ seriousness of your condition
- ▶ take your time and recover fully
- ▶ I know how anxious you must be to
- ▶ let us know about your condition
- ▶ from time to time
- ▶ We are all praying for

- ▶ quick and complete recovery

Words of Congratulations on Assuming a New Position

December 20 -

Mr. Donald L.Singer
E.E.C. Industries
7524 Dogwood Blvd.
Portland, Oregon 33329
U. S. A.

Dear Mr. Singer:

I was very, very pleased to learn that you had been elected president of K.E.C. I always knew you would become a great success someday. Please understand that your promotion made me almost as happy as it made Mr. Kim. I hear he is very proud of your achievement.

I would very much like to meet you again and perhaps take some of your high salary playing mahjong, though I realize you are very busy with your new duties. I will be getting in touch with you in the near future.

I had been wanting to congratulate you personally sooner, but have been too busy to get to your office. Please accept this letter as a very late gesture along these lines.

Yours sincerely,
Ryu Jae-sob
Vice President

Key Expressions

- ▶ I was very, very pleased
- ▶ I always knew
- ▶ become a great success
- ▶ Please understand that

- ▶ I would very much like to
- ▶ I will be getting in touch with you ... future.

- ▶ had been wanting to

Ohana Business Letters

- ▶ personally
- ▶ gesture

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