

Unit 5 | Offers

A | Crossword

Across

1. current
3. enclosure
5. discontinue
8. sizeable
9. negotiate
10. introductory discount
11. approval

Down

2. retail price
4. satisfactory
6. query
7. discount

B | Reply to an enquiry

- 7 Thank you for your enquiry of 25 February
- 12 With kind regards
- 2 To: jessica.mcguire@megaboutiques... .com
- 11 If you should need any further information, please do not hesitate to contact us.
- 8 I am afraid we no longer manufacture ...
- 4 Attachments: Latest catalogue of our luxury accessories
- 1 From: alexanderjones@trocaderoaccessories... .co.uk
- 6 Dear Ms Macguire
- 9 We would recommend the Cannes model which is very similar in design, price and quality.
- 5 Subject: Your enquiry about the San Tropez ladies' handbag
- 10 We enclose our latest catalogue and hope the Cannes model – and perhaps other items from our range – will find your approval.
- 3 Sent: 26 February 201_

C | Offers in writing

1 Dear Mr Walter

Thank you **for** your interest in our notebooks. We would be happy to supply your sales force **with** our Travel Ace notebooks. Enclosed we are sending you our special catalogue **for** the Travel Ace range together **with** our current price list. **For** our terms of payment and delivery please refer **to** our General Terms of Business **on** page 59 **of** the catalogue.

For orders exceeding €5000 we can grant a quantity discount of 5% **on** our list prices. Delivery can be effected immediately **on** receipt of order. If you have any further queries, we will be pleased to assist you **at** any time. We hope our offer comes **up to** your expectations and look forward to hearing **from** you soon.

Yours sincerely

2

Kirchner Büromöbel
Hessenweg 34
56357 Holzhausen

15 September 201_

Shatner Trading Ltd
861 Newton Lane
Maidstone
MD34 6BN
England

For the attention of Ms Susan Connelly

Dear Ms Connelly

Your enquiry for office furniture

Many thanks for your interest in our products.

As requested, we enclose our latest catalogue and price list for our shelves and filing cabinets. We should like to point out that our furniture is made of high-quality timber and carefully finished.

Our prices are quoted FOB Hamburg, export packing included.

Please note that we grant a 5 percent discount for orders exceeding — 2000. Our usual terms of payment are 30 days net, 10 days 2%. For initial orders, however, we would request payment in advance. Delivery can be made directly from stock.

We trust that our products will meet your requirements and find a ready market in the UK.

Should you require any further information, please do not hesitate to contact us. We look forward to hearing from you soon.

Yours sincerely
Kirchner Büromöbel

Hans-Peter Kirchner
Sales Manager

enc

3

Correction

1. true
2. false He encloses the latest catalogue and price list.
3. true
4. false They will only pay for the transport to the port of Hamburg.
5. false Export packing is included in the price quoted.
6. false She will be granted a quantity discount of 5 percent.
7. true
8. false Delivery can be made directly from stock.

D | Offers by phone

- 1**
1. She would like to discuss Hyflyer's terms and prices.
 2. Kate asks for an annual discount of 15 percent.
 3. Sports Unlimited will definitely order more than 1000 units per year.
 4. Rob will ring Kate to inform her about the sales manager's decision about the discount.
 5. The usual terms of payment are 30 days net.
 6. They finally agree on 30 days net for the first order and 60 days net for the following order.
 7. The bicycles are packed in sturdy cardboard boxes with 5 bicycles each. To avoid any movement in the boxes foam sheets are put between them.
 8. For an order of 100 bicycles Hyflyer will need five to six working days.
- 2**
1. Did you get the literature I sent out on Monday?
 2. The DX-2000 range is just what we are looking for.
 3. I'd like to discuss your prices and terms, though, if possible.
 4. I'll have to discuss that with our sales manager first.
 5. Could we agree on a longer credit period, 60 or even 90 days?
 6. Your prices don't include delivery, but do you arrange for suitable packing?
 7. How soon after placing our order could we collect the bicycles from your warehouse?
 8. I hope I can get back to you tomorrow. Will you be in all day?

E | Linking words

- | | |
|--------------|---------------|
| 1. Although | 5. both |
| 2. therefore | 6. finally |
| 3. whereas | 7. as well as |
| 4. Moreover | |

F | Past tense or present perfect

- | | |
|-------------|--------------|
| 1. started | 9. needed |
| 2. founded | 10. saw |
| 3. produced | 11. were |
| 4. marketed | 12. launched |
| 5. began | 13. followed |
| 6. dropped | 14. struck |
| 7. took | 15. has sold |
| 8. knew | 16. has set |

G | Discounts

1 1. c. – 2. e. – 3. a. – 4. b. – 5. d.

- 2
1. Since the customer is interested in buying large quantities I would grant a quantity discount.
 2. I would offer a rebate payable at the end of the year because the customer has been placing regular orders with us for a number of years.
 3. The recommended retail price is the price usually paid by the end consumer. Retailers should therefore be granted a trade discount.
 4. To facilitate the introduction of our new chocolate bar I would grant the health stores an introductory discount.
 5. I would offer a cash discount for payments within 10 days after receipt of invoice. This offer might encourage some companies to pay early.

H | Translation

In Europa und den USA ist der E-Handel die am schnellsten wachsende Sparte im Einzelhandel. Letztes Jahr wuchs der Online-Einzelhandel um durchschnittlich 21%. Allerdings wird erwartet, dass in dem Maße wie die wichtigsten Märkte ausreifen, das Wachstum im laufenden Jahr sich auf ca. 18% verlangsamt. Die Rezession in einigen EU-Ländern bewog viele Käufer online einzukaufen, statt in herkömmlichen Läden, da die Preise, die ohnehin dank niedrigerer Kosten im Allgemeinen konkurrenzfähiger sind, leichter verglichen werden können.

Die zunehmende Nutzung mobiler Technologien ist ein zusätzlicher Faktor, der das Einkaufen online attraktiv und praktisch macht. Es wird erwartet, dass in diesem Jahr in Großbritannien die Einzelhandelsgeschäfte mithilfe mobiler Geräte (Smartphones, Tablets, usw.) um 60% zunehmen werden, was ca. 17% des gesamten Online-Einzelhandelsmarktes entspricht.

Ein derart starkes Wachstum der Online-Absätze wird zwangsläufig die Attraktivität herkömmlicher Läden verringern. Man ist besorgt über die Auswirkungen leerstehender Läden in den Einkaufsmeilen überall in Großbritannien. Oberhalb einer Schwelle von ca. 5% des gesamten Einzelhandelsmarktes geht das Wachstum des E-Handels auf Kosten der herkömmlichen Geschäfte. Jedoch gibt es in den ausgereiften Märkten (USA, GB und Deutschland), wo der Online-Absatz ca. 10% des gesamten Absatzes ausmacht, Anzeichen dafür, dass das Wachstum sich tendenziell verlangsamt.