

English Lesson 13

LETTER OF ORDER

Letters in this category are very important as they mark practical beginning of business transactions. Much business activity revolves round the preparation of letters dealing with orders for merchandise.

The letters which contain a formal request for the supply of goods and services are termed as 'Order Letters.' An order letter is commonly addressed to a seller, a manufacturer, or any supplier of goods and services. In fact, an order letter serves the purpose of a 'Contract of Sale' for the buyer and the seller.

It is, therefore, imperative that an order letter must contain all necessary details to avoid any unpleasant situation or litigation.

Essentials of an Order Letter

Most business concerns use printed order blanks for placing orders. These order blanks provide space for all essential details like identification of goods, directions for shipment, manner of payment, etc.

However, whether the writer uses the order blanks or places an order in the form of a written letter. It must be exact and definite so that the reader faces no difficulty and ambiguity in filling it. The following are the essential requirements of an exact order:

1. Identification of the Goods ordered

The buyer placing the order must clearly identify the goods that he orders by mentioning their specifications, the catalogue numbers, names or trade names, their color, size, design or brand, etc.

2. Quantity of the Goods

Depending upon the nature of goods, the buyer must mention the exact quantity. He should take care that some goods can be mentioned in terms of units, some in terms of weight, and some in terms of measure only.

3. Time and Place of Delivery

The order letter must specify the time limit and the place for delivering the goods. In case no time limit is given by the buyer, and if the goods reach him later than he expected. The buyer shall have no legal right to blame the supplier for late delivery of the goods nor shall he have any right to claim any compensation or adjustment.

4. Mode of Transport

Transportation of goods involves extra expense. It is, therefore, very important that the person who places an order clearly states the desired mode of transport.

He should mention if he wants the goods to be sent by road, by rail, by parcel post, by air, or by ship.

Mentioning the mode of transport shall entitle the buyer to make his claim if the supplier deviates from the suggested mode of transport.

5. Method of payment

The buyer must also mention the method of payment. He must clearly state if the goods are to be purchased on cash payment, COD, or on credit terms, or if the price of the goods to be charged to the buyer's account.

In case of any advance payment, the number and amount of the cheque or draft be specifically mentioned.

6. Special Instructions if any

Necessary instructions about the size and mode of packing, insurance coverage, custom pleasant duties, etc. if applicable, should be clearly mentioned by the buyer to avoid any at a later stage.

Principles of Writing an Order Letter

To make a good order, the sender should keep in his mind the following points:

1. Follow Direct Request Plan

An order is a to-the-point message sent to its reader. The sender should follow the Direct Request Plan, and should straight away place the order.

He should not unnecessarily try to excite the reader's interest by making such pre-order statements as are not relevant to the placing of an order.

2. Be Methodical

An order letter marks the beginning of a contract between the purchaser and the seller. Any lack on the part of the sender is likely to cause confusion to the reader.

To avoid probability of any such confusion the sender should prepare the order methodically. Whether he uses an order blank or places an order through a letter, he must make it definite exact.

3. Include all Essential Requirements of an Order

The sender of the order must mention all essentials of an order to make it clearly understandable for the reader.

He must clearly identify as to which particular goods he wants to purchase. What is their quantity? What is the time, mode and place of delivery? What shall be the method of payment? In other words, he should give all relevant details of the order, checking them for Five 'Ws' and the 'H'.

4. Check for Necessary References if any

Sometimes it is very important to mention certain references to the previously held exchange of messages.

Without mentioning these references, it might become very difficult for the reader to execute the order. The sender should, therefore, take special care to make it sure that the order is complete in all respects and contains full information on the subject.

5. Take a Final Critical View

It is necessary that before the order is signed and dispatched to the receiver, the sender takes a final critical view of the order.

It is a usual practice that some people take things for granted and, consequently, face problems afterwards. To place an error-free order is a mandatory requirement of this document. The sender must, therefore, examine and re-examine contents of the order before it is put on its way to the sender.

Confirmation, Execution and Refusal of Order Letters

1. Confirmation Letter

An acknowledgment letter is the response message which thankfully confirms to the sender that his letter/order has been received. It is desirable that a person who has received an order should confirm it Without delay Unless he makes a refusal of the order. It is taken for granted that he has received and has accepted it for its execution.

However, if the order can be executed at once, no confirmation is necessary in that case the dispatch invoice of the goods dispatched be sent to the buyer in place of an acknowledgement or confirmation letter. The objective of writing an acknowledgement letter is to confirm receipt and subsequent execution of the orders.

This way the sender of the order is not kept waiting and he knows that his order has been received and shall be filled as per his desire. The writing of an acknowledge letter involves the following points:

- Thanking the customer for the order.
- Re-stating contents of the order such as nature, quality, quantity of the goods, etc.
- Telling the customer when and how the order shall be executed.
- Reassuring the customer of all cooperation and services in executing the order.

2. Execution Letter

When a trader receives an order, it is obligatory for him to execute the orders within the time-frame given by the buyer.

The letter that is sent to the buyer informing him that his order has been executed is called an execution letter. An Execution letter is usually made through a forwarding note addressed to the sender of the order and is accompanied by the dispatch invoice.

3. Refusal Letter

It is the letter which is written to the sender of a message as and when the action desired in the message is to be declined.

If an order cannot be executed, or it can be filled only partially, it is obligatory for the trader to inform the sender of the order accordingly. In such case, the refusal letter must state the reasons for making a refusal. But this must always be done in a polite and courteous manner to avoid hurting the customer.

Situations to Write Refusal Letters

- When the person ordering the goods is known to be unfair in financial matters.
- When the trader is unable to fill the order in whole.
- When the trader is unable to supply the goods because of any reason.
- When a defective order is placed and the trader wishes to seek a revised order.
- When there is a difference between the buyer and the seller on terms and conditions of supply.

How to Write an Order Letter?

The main purpose of writing an order letter is to inform the buyer/seller about the details of the items bought/sold. It also serves as documentation for further reference and record keeping. An order letter format is similar to the format of a formal letter. It must contain the following details:

- The items/products you want to purchase.
- The quantity, colour and other specifications of the products.
- The mode of payment and shipment details in the order confirmation letter sent by the seller.

An order letter should be clear and precise. See to that you use a polite and professional note. Specify all the required details without missing out on anything in order to avoid any sort of confusion. Show that you trust the recipient and thank them for their service. Do not hesitate to get in touch with the recipient in case of any queries. The letter should be signed by the sender. Order letters are usually written on the letterhead of the company instead of a plain A4 sheet.

Check out different types of Letter Writing including Formal Letter, Informal Letter and sample letters.

Order Letter Examples

Have a look at the following order letter samples to get an idea of how to write order letters.

Purchase Letter Format – Order for Books

Aditya Public School
23/108, G K N M Street,
Sivananda Colony
Coimbatore – 641026
3rd January, 2022

The Manager
56, Cheran Book House
Town Hall
Coimbatore – 641033

Subject: Order for CBSE textbooks

Dear Sir/Ma'am,

I am writing to you to place an order for CBSE textbooks. As per our discussions yesterday, we are glad to have you as our distributor.

The books and the required quantity are as follows:

S. No.	Subject	Class	No. of Copies
1.	Science	Class 6 – 10	500
2.	Social Science	Class 6 – 10	500
3.	Maths	Class 8 – 10	300
4.	English	Class 6 – 10	500
5.	Hindi	Class 6 – 8	350
6.	Sanskrit	Class 6 – 8	350
7.	English Supplementary Texts	Class 6 – 10	500

The prices for the books were discussed in the meeting, and we have received a quotation that is feasible. The manager has promised to deliver all the books within 7 working days. I would also like to order some books for the library once I receive these books.

Kindly find attached the cheque (cheque number: 356xxxxxxxxxxx652) dated 03/01/2022 for Rs. 5,000 as an advance payment for the order. Please feel free to contact us in case of any clarifications.

Thanking you

Sincerely,

Signature of the sender

SOORAJ SANTHOSH

Contact number : 9999

Email id : name.name@email.com

Attached documents: Cheque

A copy of the quotation

Business Order Letter – Purchase of Stationery Supplies

12 B, HSR Layout
Koramangala Phase II
Bangalore – 560003
December 18, 2021

The Sales Manager
Craft Cottage
Saibaba Colony
Coimbatore – 641021

Subject: Requirement for stationery supplies

Dear Sir/Ma'am,

I have received the items you sent on 10th December, 2021. I appreciate the prompt and hassle-free delivery. All the items are in good condition. I would like to order a few more items that I had missed mentioning during my previous purchase.

Kindly find the list of required supplies below.

- Winsor & Newton Galeria Acrylic Paint 60 ml (5 each)
 - Silver Argent
 - Vandyke Brown
- Camel Artists' Acrylic Colour 40 ml (3 each)
 - Black
 - Antique Gold
 - Antique Bronze
 - Titanium White
 - Crimson Red
 - Portrait Pink
- DMC Little hearts 100 gm
- Gold Glitter Foam Sheets (10)
- Yellow Foam Flowers (40)
- B-7000 Multi-purpose adhesive (1)
- Artline Calligraphy Water Resistant Pen (Black) (1 each)
 - 1.0
 - 2.0
 - 3.0
 - 4.0

I request you to send these items as soon as possible, if possible tomorrow, as I require them immediately. I am attaching the screenshot of the payment I made online for the above-mentioned stationery supplies, including the shipping charges. Please feel free to contact me if you have any queries.

Thank you for your continued cooperation and support.

Sincerely,

Signature of the sender

ANCY LIJO

Sample Order Letter – Response to the Order Letter from the Buyer

The Sales Manager
Craft Cottage
Saibaba Colony
Coimbatore – 641021
19/12/2021

Ancy Lijo
12 B, HSR Layout
Koramangala Phase II
Bangalore – 560003

Subject: Confirmation of order no. 1492

Dear Ma'am,

We thank you for your purchase of Order No. 1492, dated December 18, 2021, for different stationery supplies. We have received your payment. The order is being packed and will be dispatched on the 19th of December, 2021, as per your request. We have carefully packed every item separately and hope that it will reach you latest by the 22nd of December, 2021.

The bill and shipping details of your order have been attached to this letter. We thank you for trusting us and look forward to serving you in the future.

Yours sincerely,
Signature of the Sales Manager
SUDHI RANJITH
Sales Manager
Craft Cottage
Contact information
Phone: 12345
Email: name.1245@email.com