

## ***LETTER PLACING ORDER AND REPLY***

An Order Letter is the one that is written by the person/company placing the request of purchase from another company. This letter comes into action only when a detailed study of the desired product has been done in the market and based on promised service, quality and price of the product, a decision for a purchase has been made.

An Order Letter should be drafted very carefully as it needs to pen down all the terms and conditions of the purchase for the benefit of both involved parties. It should have details such as product specifications, quantities, price agreed upon, delivery date, late delivery clauses, etc. It should be addressed to the person responsible for the execution of the order with a copy to the head of department.

### **DOS AND DON'T'S OF ORDER LETTER**

- An Order Letter should be addressed to the person responsible for executing the order.
- It should include all the terms and conditions agreed upon by both involved parties
- There is no need to use too many adjectives in the letter since it is purely for an order being placed.
- The letter should have all relevant details related to the order, for example, quantity, price and other terms and conditions.
- The Purchase Order Letter should also indicate the date by when the order is expected to be executed or delivered.
- The mode of delivery of the material should also be identified in the letter.
- The letter should also carry the mode of payment by which the payment will be made.

Letter for placing an order (the goods ordered through a letter include)

- Books
- Sports / laboratory equipment
- Magazines / journals
- Electronic gadgets
- Garments
- Household items

Include the following content

- Refer to the advertisement
  - Give details of goods being ordered (brand, item, author, colour/size etc, quantity, price if given)
  - Give the mode of dispatch and payment
  - Conclude politely asking for a prompt and safe delivery of goods.
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## Sample Letter

Write a letter to M/s Laxmi Stationary Mart, Chawri Bazar Delhi asking them to send their rates and terms of supply of stationary items. You are R. K. Mittal, Office Superintendent, Bundelkhand Public School, Jhansi. (Word limit 125 – 150 words.)

Bundelkand Public School

Jhansi

2 June 2016

The Manager

M/s Laxmi Stationary Mart

Chawri Bazar

Delhi

Dear Sir

Subject : Inviting Rates and Terms of Supply

This is to bring to your notice that on behalf of Bundelkand Public School we would like to place a bulk order for the supply of stationary items for our school office and the administrative block for the session 2016-2017.

We have selected a few leading stationers for the purpose of supply of these items. We have included your prestigious firm in the list, keeping in view the goodwill it enjoys in the stationery market. Kindly quote your discount rates if any which will also help get due weight and consideration.

We need the following items with their brands and number of items required.

S.No	Particulars	Brand	Numbers
1	Pencils HB	Natraj	20 Dozens
2	Pencils HH	Natraj	30 Dozens
3	Type Paper	Star	20 Reams
4	Cyclostyling Paper	Star	20 Reams
5	Computer Paper	Star	40 Reams
6	Carbon Ribbons	Kores	40 Packets
7	Carbon Paper	Kores	20 Packets

Let us remind you once again that maximum discounts and the suitable terms of supply will be expected. Please let us know whether it will be possible for you to supply us the above items before 20th June. Kindly let us know the maximum time which you will require to supply us these items.

Yours sincerely

Signature

R.K.Mittal

Office Superintendent

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Q. You are Priya Khanna, librarian of your school, Aligarh. You have been asked to place an order for some books for the school library. Write a letter to the Sales Manager, Light House, Main Road, Noida, placing an order for the books that you need.

Army School  
Aligarh

20th May'2016

The Sales Manager  
Light House  
Main Road  
Noida

Subject: Placing an order for books

Dear Sir,

This is with reference to your quotation dated 05th June 2016. We are pleased inform you that our management has decided to place an order with your firm. We want to place a bulk order to you for the supply of books to our school library.

We shall not settle for less than 20 % discount on the purchase of the books. Besides, we hope to get another 5 % special discount that is usually granted to the institutional buyers. It goes without saying that you will have to bear the mail and other expenses involved in the dispatch and delivery of books.

The list of books with their particulars is attached here with .

S.No.	Book's Name	Author	Quantity
1.	Macbeth	William Shakespeare	2
2.	The Suitable Boy	Vikram Seth	2
3.	Pride and Prejudice	Jane Austen	2
4.	Wings of Fire	APJ Kalam	2
5.	History of Modern India	Sumit Sarkar	2

The payment will be made by cheque on receipt of the goods. Kindly ensure that the order reaches us within a week.

Thanking you

Yours faithfully  
Sd/

Priya Khanna  
Librarian, Army School

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## **Letter of Reply**

The Sales Manager  
Light House  
Main Road  
Noida

23 May 2016

The Manager  
Army School  
326 / H - Raman Nair Street  
Aligarh

Dear Sir,

We are very thankful to you for your kind order for books dated June 20th and have pleasure in informing you that the books of your order are being sent to you. We have allowed all reasonable concessions and commissions asked for.

A copy of the invoice is enclosed herein for your prior information. We would request you to arrange for payment at the earliest possible.

Assuring you of our best co-operation.

Yours Faithfully,  
sd/

Vasu  
Sales Manager

### **Practice Questions:**

1. You are in charge of Junior Science Laboratory of ASN Public School, Shalimar Garden. Place an order to SUV laboratory works; Karol Bagh for various apparatus/ equipment used in your laboratory.
  2. You are Parveen Kumar of 18 Main Road, Chennai, who wishes to order a few computer peripherals like a printer, and a set of spare black and coloured cartridges form Arihant Computer Services, Annanagar, Chennai. Write the letter giving necessary details. Refer to computer magazine or books to make your letter realistic.
  3. The Principal of Mahewhwari Devi Music College, Jhunjhunu asks the Head of the Music Department, Miss Sarawati Roy to place an order for some musical instruments with Jhankar Music Shop, Jaipur. Write the letter in about 120-150 words.
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