

Offers / Коммерческое предложение

- Во многих случаях компании рассылают письма с предложением приобрести какие-либо товары (коммерческие предложения)
- Цель коммерческого предложения - увеличить продажи или расширение рынков сбыта продукции

Образец коммерческого предложения

Dear Sirs

A few weeks ago we were fortunate enough to have the offer of the entire stock of the Harley Blanket Company, which has now ceased to manufacture woollen products. We took advantage of this exceptional opportunity, and are now in a position to offer these famous all-wool blankets below the market price.

This is a 'once-in a lifetime' opportunity, and we expect to clear our stock in a few days. We must ask you, therefore, to give the enclosed special; price list your immediate attention and to let us have your order at once.

Orders will be executed in strict rotation and can only be accepted as long as stocks last.

Yours faithfully

Образец коммерческого предложения

Dear Sirs

You will be interested to hear that we have been able to obtain a further supply of Brazilian coffee of the same quality as that we supplied you with last year. The total consignment is only 10,000 kg., and we are pleased to offer it to you at 60p per kg. with the increases in freight charges which become effective next month, the next consignment will be rather dearer, so we recommend you to take advantage of this offer, which is firm for five days only, and to telex your order without delay.

Yours faithfully

Phrases for making offers

Opening lines

- We have pleasure in...
- ...offering you the following goods...
- ...sending you our latest catalogue..
- You will be interested in...
- You will find enclosed with this letter a sample of...
- As a result of favorable supply situation we are able to offer you firm, for immediate delivery...

Prices and terms

- Our prices are quoted...
- ...at below market price.
- Prices are subject to variation without notice, in accordance with market fluctuations.
- Our terms are...
- Payment by Is requested.
- Our terms of payment are. ...

Conditions and qualifications

- This offer must be withdrawn if not accepted within 7 days.
- This is a special offer and cannot be repeated.
- Goods ordered from our old catalogue can be supplied only until stocks are exhausted.

Supply and demand

- This article is in great demand.
- The exceptional demand this season has nearly cleared our stocks of...
- There is no demand here for such goods.
- The model you ask for is out of production, but we can supply ... instead.
- Supplies of this commodity on world markets greatly exceed the demand.
- These goods are available immediately from stock.

Phrases for making offers

Asking for instructions

- Will you kindly let us have an early decision.
- Please wire your order.
- Please send us your instructions by fax.
- Please quote Catalogue No and color required when you order.
- Kindly use the enclose order form when you make out your order as this will facilitate prompt and accurate execution.
- If our proposal is acceptable to you, please confirm by return.

Concluding sentences

- Our whole experience is at your service. We hope you will make use of it.
- We will quantity in reserve for you, as we feel sure you would not wish to miss such an opportunity.
- An early reply would help us to help you.
- If you think our offer meets your requirements, please let us have your order at an early date, as supplies are limited.