

ORDER LETTER

How to Write an Order Letter:

An order letter is usually written when you need to assign orders for goods. It is quite common and is written almost on a daily basis. The language of the letter, however, needs to be formal and the letter follows a standard format, since the information is very specific.

An order letter needs to pen down the terms and conditions of the purchase. These benefits both the involved parties. It generally contains details such as product specifications, their quantities, a price that the parties have agreed upon, the date of delivery, what to do in case there occurs a late delivery, etc.

Tips before Writing an Order Letter:

Before writing the order letter, here are some tips for you:

1. The letter should be very precise, there is no pep talk or casual talking required here.
2. The language should be easy while also being formal.
3. Do not make any mistakes in the specifications and quantities.
4. Avoid spelling and grammatical errors.
5. Stick to the topic
6. Be polite. You are ordering for goods; you're not ordering the person.
7. Avoid using too many adjectives.
8. Don't use jargons.
9. Don't hesitate to place the order, but don't forget to plan before writing.

Now I can tell you how to write an order letter, since you now know all that you needed to know before writing one.

Elements of the Order Letter:

An order letter needs the following things to be in check:

- Contact information about yourself, the person/company that will supply to you and the date.
- A subject line that helps the recipient to understand your purpose at once.
- A salutation, like, if you know the name of the seller, write, “Dear”. If you don't know the name of your seller, simply write “Dear Seller”
- Information about your company; but this is totally optional. However, this can ensure a long-term relationship. You can also say a few words about your future plans related to the sale.
- Order details, and by details, I mean everything. The model number, color, size, number, etc. Be attentive since they'll send whatever you will write. If possible, use bullet points or tables. If you are buying different items of different types, describe them in separate paragraphs.
- Mention your payment mode or if you've paid already, mention that next.
- Indicate your preferred delivery method and date.
- Include any special instructions as a part of the terms and conditions agreed between the parties.
- Tell them that you'll enjoy future cooperation with them and encourage them to contact if needed.
- Close with “Sincerely”, your signature and name.

The quality of the delivered goods will depend on your instructions. Not just that, it is literally a legal document between yourself and the seller. So, beware of what goes in your order letter and pay a good deal of attention while drafting one.

Let's look at a sample letter.

Write a letter to the Sales Manager, MMS Books, Dharma Vihar, Mumbai, placing order for five titles of books that you need for educational purpose. You are Rajeev/Ranjana, 12/CA, Model Town, Kurukshetra.

12/CA, Model Town
Kurukshetra, Mumbai – 20

23 December 2019

MMS Books
Dharma Vihar
Mumbai

Subject – Placing Order

Sir/Madam,

Thank you for your prompt reply to our previous letter of inquiry dated 20 November 2019 with reference number 56B/2019. A panel of our firm has studied your brochure and price list and feels satisfied to place an order for the same. The following chart describes the products we intend to buy along with the author, quantity, etc.

Title	Author	Quantity	Year
Modern Eco	Dr. Singh	35	2015
Business 2016	Mathew MN	40	2016
Mental Disorders	Dr. Yashank B	55	2013
Ageing in 30s	Ruchir Dua	66	2015

Kindly be reminded that each of the title carries 20% student discount and 5% winter sale discount. As per our earlier communication, we have requested to send only books without binding. Also, make sure that every single book is devoid of any kind of printing-binding-packing defect. The total amount of \$ 1200 will be paid at the time of delivery.

Sincerely,
Ranjana

Depending on the order you are going to place, the content needs to comply with them.

How to Write a Letter Placing Order:

- Paragraph 1 – Start the letter with what you have learnt about the company and its products.
- Paragraph 2 – Draw a table and include “Order Number”, “Item name” “Item quantity” “Other Specifications.”

- Paragraph 3 – Refer to how, when, where you would like the delivery to be made.
- Close the letter with how you hope for the delivery, etc.

Opening

- “This is with reference to the inquiry letter dated 12th March 2018, regarding the purchase of silk thread.”
- This is a follow up of our communication on 12th March and then on 21st March regarding a bulk purchase...”\
- With reference to...
- Your letter of November 12
- Our meeting on September 3,
- Our conversation last week,
- Further to our telephone conversation yesterday,
- Following our discussion last week....
- Following our meeting last Thursday....
- I refer to your letter of August 17 in which you....

The Table

No.	Item	Qty.	Size
1	Denver Duo	1200	200 Gms
2	Colgate Gold	300	100 Gms
3	Good Knight	500	Medium

The Closing

- We have already made 50% of the payment at the SBI today at 12.20 PM.
- Hope to receive the order delivered on or before 22nd of this month.
- Kindly refer to the agreement on post delivery services such as clearance and stocking.
- Please find enclosed/attached:
 - Receipt of the bank-payment
 - Copy of your brochure’s table of content page, etc.

This is how a letter placing order ends. Do not forget to write the sender’s address, date, receiver’s address, subject and salutation before paragraph 1 and “Yours Sincerely” and the

name of the sender at the end.

Sample 1:

12 B, Gem Advertising
Al Wahab Street, Doha

1 March 2014

The Manager
Printing and Packing Section
Royal Books
Abu Hamour, Doha

Subject – Placing order for bulk printing work

Sir,

This is with reference to our previous communication regarding the print work of three books. The details are given below:

Serial No.	Title	Size	Cover	Pages
1232	3 States	12×18	Paperback	230
1222	Nose and Lips	12×16	Hardcover	343
1234 RT	Boars	15×20	Paperback	432

We hope you would complete the printing jobs within a week's time with all binding, cropping and additional works included. Kindly note which books get a hard cover and which one gets a paperback. All the books are black and white and the sizes are well mentioned. Any delay in the completion would cause serious damage to our reputation in the industry as our clients are from royal families here in Doha and Dubai.

We have already made an advance payment of \$2300 at the Doha Bank and the remaining payment will be made at the time of the completion of the work. We hope to get the books delivered in time.

Yours sincerely,
Muhammad Kalaam.

Sample 2:

You are Mohan Bhagat, Eureka Forbes, NOIDA. You have received the reply to your inquiry letter from Woodcutters Inc, dated 2nd March, 2015. You feel positive about the company's terms and conditions. Write a letter placing order for the furniture that you have mentioned in the previous communication.

Eureka Forbes
Gandhi Road, NOIDA -223344
Phone – 9898989898, 011-223344 | email- eurekaplusmail@gmail.com

2nd March 2015

The Sales Manager
3/C, Woodcutter's Inc
Janakpuri, Delhi 112233

Subject: Placing order for furniture

Madam,

This is a follow-up of our previous communication, ref. no. **24/ERQ-2015**. Thank you for your timely response and concern. We would like to place an immediate order for the following sets of furniture.

Code No.	Name of Article	Material	Quantity
2213	Conference Table	Wood	02
2276	Sofa	Steel & Wood	02
2233	Chairs	Wood	20

As per our communication, we are sending a demand draft for Rs. 15,000 as advance payment. The rest of the money will be paid at the time of delivery. Kindly comply with our agreement statements. We hope to receive the purchase in three working days.

Sincerely,
Mohan Bhagat
Asst. Engineer
