

Sub: introduction

We are very much grateful to introduce ourselves as one the leading trading companies in the field of jeans textile in IRAN.

We hereby would like to inform you that our products come in assorted sizes to meet the demand of both sexes. Having 12 solid years of experience in global market has gained us a lead position in this oriented industry.

For further queries as well as sample please don't hesitate to contact the undersigned.

---

Sub: your email of...

We hereby would like to acknowledge the receipt of your email dated as above.

Meanwhile we would be grateful if you could despatch us a sample of your product range empowering us to evaluate the quality.

Looking forward to commence our future mutual business relations.

---

Sub: additional charges avoidance

In order to avoid further costs at customs, you are kindly requested to indicate on all sample parcels the following phrase “ this sample is of no commercial value”

Your collaboration would be highly valued.

---

Sub: price list

Following our market inquisition upon your product range, it was encountered that the product would stand potential if you reduce your prices by a rate of 35 percent.

Your kind consideration to the stated recommendation would be highly valued to your future business activities in this competitive market.

--

Sub: requisition upon reduction

In order to penetrate in this major market, you are kindly requested to specify how much discount you are empowered to offer (render). Our order will follow accordingly. Looking forward to hearing from you.

---

Sub: final order

Further bulk orders will follow if this trial indent meets our complete satisfaction .your kind attention to the above would be highly considered.

---

Steps of ordering:

---

- Request for a quotation
  - Approve the quotation/request for a P/I
  - Approve the P/I /forward a confirmation
-

- 
- The orders are submitted... payment... select
- 

به سفارشات دریافت شده تا آخر این ماه تخفیف داده میشود

Sub: additional rebate

A further rebate would be offered to any orders being receipt up to the end of this current month. Your consideration to the stated fact will be highly valued to your benefit. Received

---

اگر ۵ درصد سفارش خود را افزایش دهید جقدر تخفیف می دهید

Sub: order No...

As we contemplate to increase the quantity of this order by 5%, you are kindly solicited to advise the amount of discount which would be granted for this transaction. our order will follow accordingly.

Your consideration to the above would be highly benefited to our future mutual business relations.

---

تشکر از تخفیف

Sub: 10% rebate

While acknowledging the rebate offered, we would like to assure you that the support granted will simplify our penetration in this competitive market.

Looking forward to increase our business relations for the future.

---

Sub: requisition upon information

You are kindly postulated to despatch us an illustrated detailed data and catalog by DHL (to your account) to the directorate of this organization address as above.

Your prompt assistance would be valued.

سفارش رسمی ما به پیوست است لطفا اقلامی که تا تاریخ قادر به تولید نیستید اعلام نمایید.

Sub: P/I No...dated ...

As attached you will find our order upon quoted P/I dated as above.

Meanwhile, you are kindly solicited to withdraw any item which you are not empowered to produce utmost 1<sup>st</sup> Jan 2010. Your kind attention to the given instruction would be highly concerned.

----

---

کالاهایی که با نمونه مطابقت نداشت باشد بصورت نیم بها میپردازیم در غیر اینصورت...

---

Sub: order No ...

Kindly to be advised that we are empowered to accept the goods which do not tally with the sample merely on the base of ½ price from the original. Since otherwise the listed goods are ready to be reverted to the departure.

---

پاسخ به نامه فوق

Sub: order No...

We regret to hear of the damaged goods on the order Number --- dated as above.

Respectively, you are kindly requested to provide us the list for urgent replacement. We regret any inconvenience caused by and we are doing our best in order to meet your satisfaction in our mutual business relations

---

Sub: 29<sup>th</sup> OSAKA  
INTEX

Following our annual participation at the OSAKA Intex and this year as well we would be very grateful if you could issue an invitation letter for the below mentioned exhibitors titled to your esteemed consulate visa section at your embassy at Tehran address as quoted, in order to participate at the above mentioned Intex.

Incidentally, due to the fact of visa administration, kindly indicate that all the expenses are on the principals during their stay.

Consequently transmit a copy of the postulated letter for the follow up purposes. Thanking you in anticipation and your kind collaboration would be highly reciprocated.

---

Sub: hotel reservation

You are kindly requested to reserve a single room for Mr. ---from --- to -- at your hotel. Kindly forward a confirmation of this reservation to the above email address.

---

**Specify the following items when placing an order:**

- Identify the product
- Identify the quantity and unit & total price
- Identify the terms of payment
  
- Identify the terms of delivery
- Identify the delivery time
- Plan for the future stages

---

به محض دریافت پرفرما کلیه هزینه ها بر اساس FAS محاسبه شده در حالی که توافق ما بر اساس CFR بوده لطفا هرچه سریع تر موضوع اصلاح شود.

Sub: requisition upon alteration

Upon the receipt of the postulated P/I, it was encountered that the delivery term is on the base of FAS...despite our requisition which was CFR Bandar Abass.

Respectively you are solicited to issue an alteration upon our original request and forward it forthwith.

---

Sub: banking rules

We hereby would like to attract your kind attention to the fact mentioned below.

Considering the existing rules and regulations implied by CBI (central bank of Iran) we are empowered to involve in any international transaction merely by the means of LC. Hence your attention to the stated issue would be highly granted.

---

**لطفا هرچه سریعتر اعلام نمایید اعتبار اسنادی تایید شده درچه تاریخی گشایش می گردد.**

Sub: order No...

Kindly specify the IR.C.LC's performance (issuance) date forthwith. Your kind collaboration would be valued.

برای تسریع حمل و نقل لطفا و عضویت اعتبار را اعلام نمایید.

Order No...

In order to expedite the shipment, kindly forward us the full telex of the operating LC.

Looking forward to hearing from you.

حدود یکماه است که کالا را دریافت نموده اید لطفا و عضویت پرداخت را اعلام نمایید. گرنه ...

Sub: reimbursement

It is now over 30 days since you have confirmed the receipt of ordered goods albeit no sign of payment yet.

You are to be informed if the settlement is not administered up to the end of this current month, we will have no alternative but taking radical measures.

Your attention to the above would be highly benefitted to your international business reputation.

---

reply

With much regret, due to some unforeseen factors in our financial Dept. we are not empowered to settle the account in accordance with the terms agreed upon the contract.

In this due you are kindly postulated to prolong the date up to the end of (Feb.) the current month.

Once again we deplore any inconvenience caused by which is due to external issues beyond our control.

پرداخت براساس قرارداد انجام شد لطفا وضعیت حمل را اعلام نمایید.

Sub: notice of payment

Kindly to be informed that the settlement has been implemented in accordance with the terms agreed upon the contract. the full telex will follow accordingly.

Respectively you are requested to advise us the status of shipment. Looking forward to hearing from you.

---

طبق اعلام بانک پرداخت انجام شد ممنون.

As the Mellat bank in Tehran has advised us, the LC amount has been credited to our account as agreed.

We would like to appreciate your collaboration.

---

ما مایلیم نماینده شما در ایران باشیم لطفا شرایط نمایندگی را اعلام نمایید.

Sub: Requisition upon exclusive representative

Following our market inquisition, It was learnt to our understanding that your product will stand potential if presented by a skillful task force such as ...

Respectively you are postulated to advise us on your terms and conditions of granting us the exclusive representative contact of your esteemed company in the very promising market of Iran. Your urgent assistance will make you a crystal benefit.



A full detailed conscript B.P. will be forwarded upon your demand short in after.

---

## Reply

In order to indagate your request upon exclusive representativeness, you're kindly postulated to forward us a business plan of your activity for the forth coming business period.

---

---

با تشکر از علاقه مندی شما ما در ایران نماینده نداریم...

Following the receipt of your requisition dated as above, we hereby would appreciate your kind interest toward our company and the product.

Meanwhile you are kindly to be informed that the below mentioned contact detail is our exclusive representative in the Iranian territory who will do the best to be of any assistance to your need.

Once again we acknowledge your kind interest and we are looking forward to hearing from you through them.

---

خواهشمند است روزی را برای بررسی قرارداد نمایندگی مشخص نمایید..

Sub: agreement

You are kindly postulated to arrange a date in order to finalize the pending subjects concerning the exclusive contract. Your urgent collaboration would be highly reciprocated.

---

متاسفانه شرایط نمایندگی شما مناسب نیست لطفا قرارداد خود را از یکسال به ۳سال افزایش دهید.

Following your email of ... in reply to our requisition dated as above.

You are kindly to be informed; we are empowered to penetrate a good sector of the market if we are granted a 3 year minimum period agency contract.

As this is a normal business prestige, your kind consideration would be valued to our mutual business relations.

---

**Some important subjects to analyze when discussing a representative contract:**

The parties

The product& territory

Party's obligations

Sales organization

Advertising supports

Exhibition supports

Sales or orders minimum

Delivery term

Payment terms

Price and benefit percent

Customer's complaint

Contract period

Cancellation and reciprocation

Dispute settlement and law

Capability for selling other products

---

6<sup>th</sup> session complaint letters

کالا آسیب دیده لطفا مامور بیمه را برای بررسی ارسال و گزارش را نیز برای ما بفرستید

Sub: order No...

We would like to confirm the receipt of the ordered goods partially damaged.

In this due you are kindly advised to convey your insurance agent to the scene to investigate the loss.

Incidentally we would be grateful if you could provide us with a duplicate of his survey.

Looking forward to hearing of your instruction concerning the damaged goods.

---

1<sup>st</sup> reply

Sub: order No...

We regret to hear of the damage caused by on the order No... mentioned above. While our insurance agent is investigating the loss, you are kindly requested to forward us the list of the itemized goods for an urgent replacement.

We appreciate your business and will continue to do our best to earn your confidence. looking forward to hearing from you forthwith.

---

2<sup>nd</sup> reply

Sub: contract (P/I) No...

Following your demand on the damaged goods, we would like to attract your kind attention to the below mentioned point.

Since the delivery term of the contract was based on CFR Bandar Abbass and not ...hence law excludes the insurance.

Respectively we regret not to approve your request concerning the compensation. We deplore any inconvenience caused by which is due to your original request.

---

Sub: packing

You are kindly informed that the packing instruction applied on the order No wasn't in accordance with the terms of contract.

Meanwhile you are requested to compensate 50% of the loss happened because of unsuitable packing.

Your kind attention to the above fact would be highly valued to our future mutual business relations.

---

You are kindly to be informed that the packing instruction applied on the order No ...was in accordance with the terms postulated dated as above.

Pertinently we deplore to declare that since it was not in our liability, we do not take the responsibility for the mentioned default.

Thanking you in anticipation and we are looking forward to our future business relations.

---

آخرین تاریخ تحویل بار به کشتی را اعلام نمایید.

You are kindly postulated to advise us the lanckorage date of the stated vessel.

Your urgent assistance would be highly concerned.

---

علازقم پرداخت وجه هنوز خبری از ارسال کالا نداریم.

Further to our letter dated 15 of January and your confirmation upon receipt, we regret to inform that we have had no news concerning the shipment. Kindly advise.

---

Sub: introduction

Dear Sir/Madam

We are honored to (would like to) introduce ourselves as one the leading manufacturing companies in the field of petrochemical products in Iran.

We hereby would like to inform you that our products are formulated and produced both in food and industrial grade. Having 7 solid years of experience in global market has gained us a lead position in this oriented industry.

You may find a detailed list of our products and electronic catalog attached to this message. For further queries as well as **sample** please don't hesitate to contact the undersigned. Your prompt reply would be valuable for commencing (starting) our future business relations.

---

---

Sub: requisition upon information

You are kindly postulated to despatch us an illustrated detailed data, catalog and brochure of your products by DHL (to your account) to the directorate of this organization address as below.

Your prompt assistance would be valued.

--

Sub: your email of...

We hereby would like to acknowledge the receipt of your email dated as above.

Meanwhile we would be grateful if you could despatch us a sample of your product range empowering us to evaluate the quality.

Looking forward to commence our future mutual business relations.

---

Sub: additional charges avoidance

Considering the existing rules and In order to avoid further costs at customs, you are kindly requested to indicate on all sample parcels the following phrase “ this sample is of no commercial value”

Your collaboration would be highly valued.

---

While acknowledging the receipt of your formal Profrma Invoice (price list) dated as above, we are ready to place our first order. But we have to mention, considering the quoted price and our finished cost analysis

including transportation, marketing and 45% tariff, we are not empowered to market the product in our competitive market with the offered price at all.

We have to invest a lot on positioning the product and expect you to offer us your most competitive price (at least a 20% discount) for the first coming order.

Your prompt reply and kind collaboration would be valued for our future market share and competition power.

--

Sub: price and market penetration

In order to penetrate in this major market, you are kindly requested to specify how much discount you are empowered to offer. Our order will follow accordingly. Looking forward to hearing from you. expansion

---

SUB: Cash Payment Rebate

Dear Mr.

Back to your letter dated as... and attached PI No. ..., we would like to finalize our order for the quantity of... as the first party of this transaction. Considering our past business relations and the trust between us, we are ready to pay 15% of the money on the base of TT, and the balance would be paid against copy of shipment documents.

Meanwhile, we expect you to grant a considerable amount of (3%) discount for this cash in advance payment. Kindly advise and issue the final PI to arrange the money transfer as soon as possible (forthwith).

---

SUB: Order Submission

Back to your letter dated as... and attached PI No. ..., we would like to finalize our order for the quantity of... as the first party of this transaction. Considering our past business relations and our current situation, we have planned to pay 50 % of the amount after shipment advice and the balance would be paid 3 months after the arrival notice issuance.

Kindly advise about ETD (estimated time of departure). Your kind collaboration would be valued.

---

SUB: National Standard Rules

Dear Mr. ...

While acknowledging the receipt of P/I No., I should remind you that considering the existing rules implied by ISIRI (Institute for standard and industrial research of Iran) the product should pass national standard ... or ... standard No. .... Hence the product should be produced and packed in conformity with the mentioned standard.

In order to request for COC (certificate of conformity) for accomplishing customs clearance formalities, we have asked ... Inspection Company to contact with you and inspect the product before shipment.



Your kind coordination and collaboration with the named company would be valuable for shortening the clearance process at destination and concerned.

--

Sub: introduction

Dear Sir/Madam

We are honored to (would like to) introduce ourselves as one of the leading manufacturing companies in the field of petrochemical products in Iran.

We hereby would like to inform you that our products are formulated and produced both in food and industrial grade. Having 7 solid years of experience in global market has gained us a lead position in this oriented industry.

You may find a detailed list of our products and electronic catalog attached to this message. For further queries as well as **sample** please don't hesitate to contact the undersigned. Your prompt reply would be valuable for commencing (starting) our future business relations.

---

Sub: requisition upon information

You are kindly postulated to despatch us an illustrated detailed data, catalog and brochure of your products by DHL (to your account) to the directorate of this organization address as below.

Your prompt assistance would be valued.

--

Sub: your email of...

We hereby would like to acknowledge the receipt of your email dated as above.

Meanwhile we would be grateful if you could despatch us a sample of your product range empowering us to evaluate the quality.

Looking forward to commence our future mutual business relations.<sup>2</sup>

---

Sub: additional charges avoidance

Considering the existing rules and In order to avoid further costs at customs, you are kindly requested to indicate on all sample parcels the following phrase “ this sample is of no commercial value”

Your collaboration would be highly valued.

---

While acknowledging the receipt of your formal Proforma Invoice (price list) dated as above, we are ready to place our first order. But we have to mention, considering the quoted price and our finished cost analysis including transportation, marketing and 45% tariff, we are not empowered to market the product in our competitive market with the offered price at all.

We have to invest a lot on positioning the product and expect you to offer us your most competitive price (at least a 20% discount) for the first coming order.

Your prompt reply and kind collaboration would be valued for our future market share and competition power.

--

Sub: price and market penetration

In order to penetrate in this major market, you are kindly requested to specify how much discount you are empowered to offer. Our order will follow accordingly. Looking forward to hearing from you.

---

Sub: order No...

As we contemplate to increase the quantity of this order by 10%, you are kindly requested to advise the amount of discount which would be granted for this transaction. Our order will follow accordingly.

Your consideration to the above would be considered.

---

Sub: final order

Further bulk orders will follow if this trial indent meets our complete satisfaction .your kind attention to the above would be highly considered.

Sub: requisition upon alteration

---

Upon the receipt of the postulated P/I, it was encountered that the delivery term is on the base of FAS...despite our requisition which was CFR Bandar Abass.

Respectively, you are kindly postulated to issue an alteration upon our original request and forward it forthwith.

---

Sub: notice of payment

Kindly to be informed that the settlement has been administered in accordance with the terms agreed upon the contract(PI). the related full telex will follow accordingly(is attached to this message).

Respectively you are requested to advise us the status of shipment (commodities). Looking forward to hearing from you.

--

Sub: B/L Information

Back to your letter about the commodity shipment schedule, you are kindly requested to pay attention to the following Instruction.

Considering the existing rules in IRICA (Islamic Republic of Iran Customs Administration) and in order to reduce the additional charges, the consignee name mentioned in the Bill of Lading must be "SEYED HASAN REZAEI".

Your care and exact control would be valued for avoiding additional charges and problems while completing customs clearance formalities.

--

Kindly be informed that considering our contract and the delivery terms which was on the base of FOB..., we have finalized the shipment contract with ... company. The loading period is from... to..., and you are needed to deliver the cargo to the port utmost....

Your on time coordination would be concerned.

---

Sub: order No...

Kindly **to** be informed that some goods in the above order are of lower quality compared with the sample dispatched before.

A certified list of the discrepant goods is ready and we are empowered to accept the goods which do not tally with the sample merely on the base of  $\frac{1}{2}$  price from the original. Since otherwise the listed goods are ready to be reverted to the departure. Your prompt information would be concerned.

---

Sub: order No...

We would like to confirm the receipt of the ordered goods partially damaged.

In this due, you are kindly advised to convey your insurance agent to the scene to investigate the loss.

Incidentally, you are requested to provide us a duplicate of his survey (**for follow up**).

Looking forward to hearing of your instruction concerning the damaged goods.

---

1st reply

Sub: order No...

We regret to hear of the damage caused on the order No... mentioned above. While our insurance agent is investigating the loss, you are kindly requested to forward us the list of the itemized goods for an urgent replacement.

We appreciate your business and will continue to do our best to earn your confidence. looking forward to hearing from you forthwith.

---

2nd reply

Sub: contract (P/I) No...

Following your demand on the damaged goods, we would like to attract your kind attention to the below mentioned point.

Since the delivery term of the contract was on the base of CFR Bandar Abbass and **not ...**, hence law excludes the insurance.

Respectively we regret not to approve your request concerning the compensation. We deplore any inconvenience caused, which is due to your original request.

---

Sub: packing

You are kindly informed that the packing instruction applied on the order No... was not in accordance with the terms of contract.

Meanwhile, you are requested to compensate 50% of the loss happened because of unsuitable packing.

Your kind attention to the above fact would be highly valued for our future mutual business relations.

22

---

Sub: INTEX

Following our annual participation at the OSAKA Intex and this year as well we would be very grateful if you could issue an invitation letter for the below mentioned exhibitors titled to your esteemed consulate visa section at your embassy at Tehran address as quoted, in order to participate at the above mentioned Intex.

Incidentally, due to the fact of visa administration, kindly indicate that all the expenses are on the principals during their stay.

Consequently transmit a copy of the postulated letter for the follow up purposes. Thanking you in anticipation and your kind collaboration would be highly reciprocated.

---

Sub: hotel reservation

You are kindly requested to reserve(book) a single room for Mr. ---from --- to --- at your hotel. Kindly forward a confirmation of this reservation to the above email address

---

Sub: Requisition upon exclusive representative

Following our market inquisition, It was learnt to our understanding that your product will stand potential if presented by a skillful task force such as ...

Respectively you are postulated to advise us on your terms and conditions of granting us the exclusive representative contact of your esteemed company in the very promising market of Iran. Your urgent assistance will make you a crystal benefit.

A full detailed conscript B.P. will be forwarded upon your demand short in after.

---

In order to indagate your request upon exclusive representativeness, you're kindly postulated to forward us a business plan of your activity for the forth coming business period.

---

Sub: ...  
INTEX



Following our annual participation at the ... Intex and this year as well we would be very grateful if you could issue an invitation letter for the below mentioned exhibitors titled to your esteemed consulate visa section at your embassy at Tehran address as quoted.

Incidentally, due to the fact of visa administration, kindly indicate that all the expenses are paid by the principal during their stay.

You are kindly requested to also transmit a copy of the mentioned letter for the follow up purposes. Thanking you in anticipation and your kind collaboration would be highly reciprocated.

---

Sub: hotel reservation

You are kindly requested to reserve a single room for Mr. ---from --- to -- at your hotel. Kindly forward a confirmation of this reservation to the above email address.

---

Sub: Requisition upon exclusive representative

Following our market inquisition, It was learnt to our understanding that your product will stand potential if presented by a skillful task force such as ...

Respectively you are postulated to advise us on your terms and conditions of granting us the exclusive representative contact of your esteemed company in the very promising market of Iran. Your urgent assistance will make you a crystal benefit.

A full detailed conscript B.P. will be forwarded upon your demand short in after.

---

## Reply

In order to indagate your request upon exclusive representativeness, you're kindly postulated to forward us a business plan of your activity for the forth coming business period.

---

Following the receipt of your requisition dated as above, we hereby would appreciate your kind interest toward our company and the product.

Meanwhile you are kindly to be informed that the below mentioned contact detail is our exclusive representative in the Iranian territory who will do the best to be of any assistance to your need.

Once again we acknowledge your kind interest and we are looking forward to hearing from you through them.

---

Sub: agreement

You are kindly postulated to arrange a date in order to finalize the pending subjects concerning the exclusive contract. Your urgent collaboration would be highly reciprocated.

---

Following your email of ... in reply to our requisition dated as above.

You are kindly to be informed; we are empowered to penetrate a good sector of the market if we are granted a 3 year minimum period agency contract.

As this is a normal business prestige, your kind consideration would be valued to our mutual business relations.

---

### Some expressions

Forwarder and carrier

FIATA(Federation Internationale des Associatons Transitaires Et Assimiles, 1926 Austria)

NEGOTIABL FIATA MULTIMODAL TRANSPORT BILL

OF LADING Actual time of departure

CMR: convention on merchandise route

FCR: forwarder certificate of receipt

FCT: forwarder certificate of transportation

FWR: FIATA Warehouse Receipt

FIATA S.D.T: Shippers Declaration for the Transport of Dangerous

Goods

ETS: expected time of sailing

Port of loading (embarkation)

Port of unloading (disembarkation)

Freight forward (collect)

Delivery order

**valid B/L :**

On board

Full set

Clean B/L

Freight payment

To the order of

Date of issue

**Inspection types:**

Pre shipment inspection During

production inspection Binding

Standard inspection Price

inspection

Inspection instructio

