

Ann Yang
51 An-Shun East 7th Street
Taichung, Taiwan 406
R.O.C.

Email: kohitsuji.tw@yahoo.com.tw

November 6, 2005

IKEA company
Sales Department
100 Dun-hua North Rd.
Taipei, Taiwan 105
R.O.C.

Dear Sir/Madam:

REQUEST THE INFORMATION OF SOFA-BEDS

I saw recently the advertisement about your company's sofa-beds on the internet. In that advertisement, I found out your sofa-beds are cute and colorful. I have heard of IKEA is very famous in furniture's industries. So, I

have a great confidence on your products' quality. And also, I am interested in your products' models.

In my leisure time, I enjoy lying on the sofa-bed to relax, watching the television. Therefore, purchasing a nice and suitable sofa-bed is very important for me.

In the next two months, I would like to purchase a new sofa-bed.

Therefore I have some questions about your company like service spots, warranties and deliver areas. If there is any more information that you think would be useful, please send it to me.

Thank you for your assistance in this matter. Because I need to purchase a new sofa-bed urgently, would you respond to my inquiries before November 15? Thanks you again for taking the time to read my letter.

Respectfully yours,

Ann Yang

主題:	RE: REQUEST THE INFORMATION OF SOFA-BEDS
日期:	Wed, 9 Nov 2005 21:25:36 +0800
寄件者:	"IKHK Enquiry" <enquiry@ikea.com.hk>
收件者:	"羊" <kohitsuji.tw@yahoo.com.tw>

Dear Ann Yang,

Thank you for taking the time to contact us.

Most of our Sofa beds are providing with 5 years warranty on sofa or sofa bed frame and spring guarantee. And our delivery charges are listed below:

Purchase Amount	HK Island, Kowloon and the New Territories			Tung Chung Town* and Park Island			Discovery Bay
	<\$1,000	\$1,000 - \$4,000	>\$4,000	<\$1,000	\$1,000 - \$4,000	>\$4,000	
Products delivered directly from the warehouse	\$60	\$120	\$180	\$140	\$200	\$260	\$290
Products that need to be transferred from the stores to the warehouse before delivery.	\$60	\$120	\$180	\$140	\$200	\$260	\$290
An additional \$40 will be charged on items sent from store for combined delivery with items sent from warehouse							

*We only provide Delivery and Assembly Services to certain areas of Tung Chung Town 東涌市, for details, please contact our staff.

Assembly Service

The assembly charge is only 10% of the product price, to a maximum of \$1,200⁺. For purchase of select items, the wall-mounting service charge is \$100 each item, or \$60 each for 2 items or more.

To view a selection of our sofa-beds online,
please use the following link:

<http://www.ikea.com/webapp/wcs/stores/servlet/CategoryDisplay?catalogI>

It may be necessary to copy and paste the link into your browser.

This information can also be found using the Products A-Z search on
the front page of our website.

We do hope that this information has been helpful, and we thank you
for your inquiry.

Once again, thank you for your patronage of IKEA.

Sincerely yours,

Sam

IKEA Customer Care Center

RY OF IKEA

730004 Jenny Chen
730017 Anne Yang
30036 Jennifer Chen

1. Write a letter to Adida
2. Make the PPT
3. Presentation—

1. Write a letter to IKEA
2. Make the PPT
3. Presentation—

1. Letter of inquiry
of inquiry (before we sent)
2. Presentation—
Introduce the IKEA

Introduce about IKEA

A=

ar **K**amprad **E**lmtaryd **A**gunnaryd

3 IKEA is founded by Ingvar
mprad



Introduce about IKEA

Product: Furniture



Introduce about IKEA

We start by
designing the price

How IKEA is different?

- A wide range
- Good design and function
- Low prices



Introduce about IKEA

your location

Belgique (Belgium)
Republika (Czech Republic)
(Denmark)
and (Germany)
(Spain)
(Greece)

eland)
(y)
ország (Hungary)
d (Netherlands)
Norway)
ch (Austria)

(Russia)
(Poland)
(Portugal)
(China)
(South Korea)

North America

- Canada
- United States

Middle East

- الكويت (Kuwait)
- ישראל (Israel)
- المملكة العربية السعودية
(Saudi Arabia)
- الإمارات العربية المتحدة
(United Arab Emirates)

Asia Pacific

- Australia
- 中国 (China)

Taipei





Select your location

Europe

- België | Belgique (Belgium)
- Česká republika (Czech Republic)
- Danmark (Denmark)
- Deutschland (Germany)
- España (Spain)
- Ελλάδα (Greece)
- France
- Ísland (Iceland)
- Italia (Italy)
- Magyarország (Hungary)
- Nederland (Netherlands)
- Norge (Norway)
- Österreich (Austria)
- Россия (Russia)
- Polska (Poland)
- Portugal (Portugal)
- Schweiz | Suisse | Svizzera (Switzerland)
- Slovensko (Slovakia)
- Suomi (Finland)
- Sverige (Sweden)
- Türkiye (Turkey)
- United Kingdom

North America

- Canada
- United States

Middle East

- الكويت (Kuwait)
- ישראל (Israel)
- المملكة العربية السعودية (Saudi Arabia)
- الإمارات العربية المتحدة (United Arab Emirates)

Asia Pacific

- Australia
- 中国 (China)
- 香港 (Hong Kong)
- 日本 (Japan)
- Malaysia
- 台湾 (Taiwan)
- Singapore

Letter of Inquiry



Motivation: Need a **sofa-bed**



Letter of Inquiry

tion:
ervice spots
arranties
elivery areas
ore
mation that
eful



<<Letter of Inquiry>>

GRAPH ONE—

*the reader where and when the
any's name was found.*

**How *recently* the advertisement about
company's *sofa-beds on the*
net. In that advertisement, I found
our sofa-beds are cute and colorful.**



<<Letter of Inquiry>>

GRAPH ONE—

*e something about **IKEA**.*

*ve heard of **IKEA** is **very famous in**
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dence on your products' quality.
also, I am interested in your
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<<Letter of Inquiry>>

GRAPH TWO—

duce the writer.

*my leisure time, I enjoy lying on the
bed to relax, watching the
vision. Therefore, purchasing a nice
suitable sofa-bed is very important
e.*



<<Letter of Inquiry>>

*GRAPH THREE—
the question.*



***the next two months, I would like to
have a new sofa-bed. Therefore I
have some questions about your
company like service spots, warranties
and deliver areas. If there is any more
information that you think would be***

<<Letter of Inquiry>>

GRAPH FOUR—

Ask the reader and include a time frame.

Thank you for your assistance in this

matter. Because I need to purchase a

sofa-bed urgently, would you

*respond to my inquiries **before***

***November 15**? Thanks you again for*

taking the time to read my letter.

<<Letter of Response>>

you for taking the time to contact us.

*Answer the questions that were asked
in the letter of inquiry.....*

Service spots



Warranties

of our Sofa
are providing

5 years

Warranty on sofa or
wood frame and
1 year guarantee.



delivery charges are listed below

HK Island, Kowloon and the New Territories			Tung Chung Town (東涌市), and Park Island			Disc over y Bay
\$1,000	\$1,000 - \$4,000	>\$4,000	<\$1,000	\$1,000 - \$4,000	>\$4,000	
\$0	\$120	\$180	\$140	\$200	\$260	\$29 0

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urchase of select items, the wall-
ting service charge is \$100 each item,
0 each for 2 items or more

information that is useful

view a selection of our sofa-beds online,
use the following link:

www.ikea.com/webapp/wcs/stores/servlet/CatalogDisplay?catalogId=10053&storeId=10653&langId=-1&v=1

Information can also be found using the
its A-Z search on the front page of our
e. We do hope that this information has
helpful, and we thank you for your inquiry.

again, thank you for your
donage(贊助) of IKEA.

ely yours,

ustomer Care Center

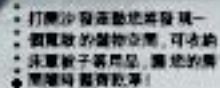




20 minutes work
20 years relaxation

An Advertisement of IKEA

[http://info.ikea-
usa.com/IKEABigBlueBox/](http://info.ikea-usa.com/IKEABigBlueBox/)



The End



PRESENTATION ASSESSMENT**GROUP: JENNY, ANNE, JENNIFER**

A	B	C	D
Did the presentation introduce the background to the company, the letter and what happened?	Is it easy to follow (easy to follow words, pronunciation, speed, intonation)?	Are the slides materials clear and easy to follow?	Overall impression (how do others in the group help?)
40%	30%	20%	10%

37

28

17

10

Comments

- You forgot to introduce the group! (Anne forgotten).
- This is a complete and interesting introduction to IKEA.
 - ◆ You could point to and introduce the pictures.
- Good clear thinking about what you wanted to know (questions). Excellent. This is a good habit to get into.
- Introduction of the letter of inquiry was very good. By breaking it into parts you showed how you covered each part.
- This didn't work so well for the letter of response. Showing the letter first would have helped.
- The pictures are useful and help to introduce the presentation.
- Bring the slides on one-by-one at the right time. They are coming in the wrong order.
- Keep the speed slow. – Don't speak too fast. Good eye contact (Anne) & good and clear pronunciation and a natural sounding intonation.
- Note number plus capital letter (1. The sofa bed. 2. The light)
 - ◆ Note – spelling 'listening' & 'thank you for listening' (right on the slide – wrong when spoken).
- At the end – you don't need to repeat the introduction to IKEA. This you could do at the beginning.

Grade: 92%