

Business Correspondence: A Comparative Study of Authentic Business E-mails

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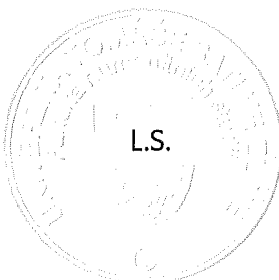
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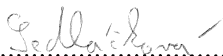
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ABSTRAKT

Tato práce se zabývá obchodní korespondencí a analyzuje rozdíly v českých a anglických obchodních e-mailech. Tyto rozdíly jsou významné. Korpus anglických obchodních e-mailů, které psali v podniku čeští rodilí mluvčí, je analyzován. Ukazuje, že většina zaměstnanců je schopna psát anglické obchodní e-maily na dobré úrovni a také se dokáže přizpůsobit stylu psaní příjemce. Ne všichni autoři e-mailů jsou však způsobilí je psát. Tato práce ukazuje, že i v podniku zaměřeném na obchod se zahraničím jsou autoři e-mailů se špatnou angličtinou.

Klíčová slova: obchodní korespondence, český obchodní e-mail, anglický obchodní e-mail, zahraniční obchodní partner, rozdíly, výběr slov, překlad, podnik, kultura.

ABSTRACT

This work deals with business correspondence and analyzes differences in Czech and English business e-mails, which are significant. Corpus of English business e-mails written by Czech native speakers in a company is analyzed. It shows that most of employees are able to write the English business e-mail at the proper level and also adapt to the recipient's style of writing. However, not all writers are that qualified. This work shows that in a company focused on trading with foreigners are rather poor writers too.

Keywords: business correspondence, Czech business e-mail, English business e-mail, foreign business partner, differences, selection of words, translating, company, culture.

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INTRODUCTION

“In just one minute, more than 204 million emails are sent,” claims Krystal Temple (2012). In these days, e-mails are very important part of business communication. Their importance is even bigger in an international business communication, because other means of communication such as letters and telephone calls are becoming less effective.

In Zlín region, there are many companies which trade with foreign business partners. Therefore, their employees have to communicate with foreign business partners in foreign languages, often in English, mostly via e-mail. Vast majority of them is not native speakers and they learned English as a second language. The aim of my thesis is to find out whether employees in Zlín region are able to write business e-mails in good English and whether there are problems with miscommunication. I will also find out if writers in Zlín region are aware of English business correspondence conventions or they follow Czech rules of writing business e-mails.

The thesis is divided into two main parts, a theoretical part and an analysis. In the theoretical part, style of business correspondence is described, focusing on selection of words and sentences. Because business e-mails are specific and vary from other kinds of business correspondence, there is a subchapter about them too. Conventions of business e-mails are not the same in different languages. In another chapter, differences in Czech and English business correspondence will be examined. The last chapter of the theoretical part will be focused on the approach to business correspondence in different cultures.

In the analytical part, corpus of e-mails from a company from Zlín region will be examined. The company intensively trades with foreign customers. Its employees are Czech, so English is not their native language. The corpus is a sample of English business e-mails written by Czech company's employees. Individual parts of e-mails written by them will be analyzed. The culture of recipients will be taken into account in a following subchapter. In the end of the analysis, recommendations to the company will be made.

Differences between Czech and English business e-mails are significant. Majority of authors of e-mails in the corpus is aware of it, but some of them are rather poor writers so company's reputation is often at risk.

I. THEORY

1 STYLE OF BUSINESS CORRESPONDENCE

Business correspondence is in most cases formal and the writer has no personal relationship with the reader. Familiarity, humor or usage of emoticons is inappropriate, it may bother the reader. Formal documents are written to communicate the information objectively (Covey 1999, 299). The text must have correct spelling and grammar, otherwise it will reflect adversely on the image and credibility of a company.

1.1 Selection of words

The writer should use words, which will communicate most effectively. Group of authors Rentz, Flatley and Lentz (2011, 27) claim that it is better to use familiar words than unfamiliar. Writer should find out, which words are familiar to the recipient. If they do not know, it is better to choose words which are frequently used in everyday communication. Another option is to imagine the situation that the writer is talking face to face with the recipient and use words in the document which were used in this imaginary conversation. However, words cannot be too simple; reader's intelligence might be offended. Not so familiar words can be used when they fit writer's needs and will be understood. To sum up, in business communication should be used words which are easy to understand, but not too easy, because recipient may be offended.

Rentz, Flatley and Lentz (2011, 27) give a very useful advice to “surround complex ideas with short, common words. For example, use *end* instead of *terminate*, *explain* rather than *elucidate*, and *use* instead of *utilize*. When a shorter, simpler synonym exists, use it.” It is something that writers of business letters should definitely do.

Covey (1999, 300) claims that every word writer use influences the final style of the document. English has a large vocabulary and writer can express his or her ideas in many ways. Nevertheless, not all synonyms have exactly the same meaning. Consequently, writer should be aware of that, because usage of wrong synonyms can completely change the style of a document and it may confuse the recipient.

There are many jargons and almost every field has some. It is some special language for professionals, which majority of people does not know, but it is necessary to use when working in some field. According to Convey (1999, 137), it is difficult to avoid it in a specialized text and frequently it is not necessary, because readers are familiar with it or even work in the field. When readers do not understand jargon and it has to be used in a document, it has to be explained so the readers understand the meaning. A lot of fields

have its own jargon. It is for example legal jargon (*affiant, plaintiff*), medical jargon (*bactrim, reflux*), computer jargon (*defragment, spyware*) or construction jargon (*ponding, pellets*).

Other expressions writers should use with caution are slang words and clichés. According to Rentz, Flatley and Lentz (2011, 29), they are usually very popular at certain point of time and then become very quickly outdated. Usage of these expressions in business correspondence may have positive effect, but writer risks that he or she will sound outdated. It is also not recommended to use slang words and clichés when the audience is international. Authors of the book made really useful recommendation, because even a foreigner person who knows English well is not usually familiar with all slang words and clichés. It also may have different meaning in different languages, so it may lead to misunderstanding.

1.1.1 Nondiscriminatory words

Discriminatory words do not treat all people equally or are offensive to certain groups of people. Rentz, Flatley and Lentz (2011, 37) claim that “they do not promote good business ethics or good business and thus have no place in business communication.” Writers often use discriminatory words without a bad intent but they still may offend some people.

In business communication gender neutral words should be used. According to Rentz, Flatley and Lentz (2011, 37-38), writer should avoid using masculine pronouns (*he, his, him*) when referring to both sexes. Readers may assume that the stuff which is expressed in the text is just for men. In past, the word *his* was able to refer to both sexes (it was generic), but nowadays, it is not used in business document in this way and it may offend some people. Writers can avoid it by using different words in the text and eliminating pronouns which are masculine. They can also use plural pronouns (*their, them, they*) which are used for both sexes, instead of singular pronouns. Another option is to use *he or she, he/she, s/he, you, one* or *person*. Nevertheless, writers should not overuse these expressions. It may sound awkward. A lot of writers avoid it completely.

Rentz, Flatley and Lentz (2011, 38-39) claim that a lot of business words are masculine, but not all of them refer just to man, many of them refer also to woman. It is *salesman*, for example. To be gender neutral, writer should exchange it for *salesperson, salesclerk* or *sales representative*. However, not all words which are seen as sexist these days have a

good substitution, *freshman* being an example. Writers should also take into account that not all man-sounding words are sexist.

In business communication should not be used words that stereotype by race, nationality or sexual orientation. According to Rentz, Flatley and Lentz (2011, 40), writers should treat all people equally and refer to their minority only if it is necessary. There are many stereotypes about minorities, but it should not be mentioned in business communication, it is unfair to members of that minority. If the person behaves differently than how other people in the minority are believed to behave, it also cannot be mentioned. Just do not refer to minority at all. There is no place for that in business correspondence.

Rentz, Flatley and Lentz (2011, 40) claim that other stereotype words which should be avoided are those which discriminate people by age. Writers should not refer to elderly people as to slow or forgetful, it is discriminating and it is not true in many cases. Expressions like *retired* or *experienced* are less likely to offend people than *senior citizens*. It is also not recommended to call young people young in business correspondence. Expression *young accountant* may infer that the accountant is inexperienced. Words should be chosen sensitively also when referring to people with disabilities. Avoid slang terms naming their disability and use objective terms. Writers should not use words like *retarded*. It is demeaning, in most cases.

1.1.2 Concrete Language

To communicate effectively, writer should use concrete language, rather than abstract expressions. According to Rentz, Flatley and Lentz (2011, 30), “concrete words are not only more specific; they also generate more interest because readers can relate them to actual experience.” The same group of authors (2011, 30) claim that concrete words stand for things that really exist (*bed, window, Madonna*) and abstract words stands for words with general meaning (*freedom, racism*). It is not easy to find out what these words really mean; readers have to think about it. But they do it only if they are interested in the topic. If not, they skip the information. It makes business communication with many abstract words less effective than communication with majority of concrete words.

1.1.3 Selection of verbs

Verbs affect the style of a business communication very much. It is part of speech which contains the action of a sentence. According to Rentz, Flatley and Lentz (2011, 32), active verbs should be used rather than passive verbs, because usage of “to be” and passive verbs

makes sentences less energetic. Active verbs make sentences more “active”, as the name suggests. It is more likely to convince readers that the writer really cares and the readers can believe in him, if he uses active verbs. Active *Our company supports stray dogs in shelter* is certainly better than passive *Stray dogs in shelter are supported by our company*.

1.2 Sentences and Style

There are so many ways to express ideas in a sentence that almost every sentence is unique. Covey (1999, 300) claims that the most important feature of a writer’s style is structure and length of a sentence. Readers notice it only when something is wrong, when the sentence sounds unnatural.

According to Covey (1999, 300-301), length of sentence will not establish a style, but readers are used to sentences which are usually from 12 to 25 words, so when the sentence is much more longer or shorter, readers will notice it. Length of sentence influences readability, so it is better to use shorter sentences in business documents.

Grammatical structure, the sequence of ideas and the various repeated word patterns contribute to style of a sentence. If writer writes the same information in a couple of different sentences, using different sentence structures, tone of each sentence will be diverse, claims Covey (1999, 300-301). Long sentences with words which are not used so often or with jargon will be difficult to read, thus the text seems formal or stuffy. Short and direct sentences, on the other hand, make the text clear and efficient.

1.3 The Specifics of E-mail

Baude (2006, 9) writes about specifics of E-mails. “Don’t make the mistake of thinking that an e-mail is just a document you read on a computer screen. Because it’s not. E-mail is designed to move or transact information as rapidly as possible from writer to reader. E-mail usually produces immediate action, often in the form of another e-mail.” According to Baude (2006, 9-10), writer should know that recipient reads e-mail differently than hard cover. The computer screen, its frames and edges, keeps him more focused than when reading a letter.

But on the other hand, a lot of readers just skim or scan e-mails. Skimming is focusing on some sentences and skipping the others. Scanning is looking for specific information and ignoring the rest. To make the text easier to read, blank spaces are important. A good writer

of business e-mails also knows that the first sentence is the most important one. It should catch readers' attention so he or she continues reading. Consequently, the most important message, or the general one, should be right in the beginning. It is the same in every paragraph. Beginning of a paragraph should catch readers' attention.

Writer should use shorter sentences, simpler tenses and simpler words in e-mail than in hard cover communication, claims Baude (2006, 11-16). Maximum recommended length of e-mail is screen-size, so the recipient does not need to scroll. If the writer needs to write more information than what can fit into the screen-size, he or she should consider dividing it into two or more e-mails. All these advices help make the e-mail communication more effective and avoid miscommunication, which may endanger relation with writer and recipient.

2 DIFFERENCE IN CZECH AND ENGLISH BUSINESS CORRESPONDENCE

There are many differences in Czech and English business correspondence and it should not be underestimated. Writers of business E-mails with foreign recipients should learn about business correspondence conventions in recipient's country. Also slang words, idioms and other items which may mislead the reader should be avoided. "In a survey commissioned by EF Education First in partnership with the Economic Intelligence Unit (EIU), of nearly 600 executives from across the world, almost half (49%) admitted that communication misunderstandings have stood in the way of major international business deals and therefore resulted in significant losses for their company," (CNBC 2012). When a writer from an English speaking country omits salutation in business E-mail, it is perfectly okay for him. However, Czech recipient may perceive it as being treated disrespectfully.

Rules of Czech business communication are stricter than the English ones and they are widely supported by various recommendations to follow, for example ČSN. Majority of Czech business correspondence strictly follows them.

2.1 Czech Business Correspondence

Czech business correspondence is very formal and it has many rules to follow, claims Neugebauer (2009, 7). Some of the rules are obligatory, for example rules for writing addresses on envelopes. Other rules are just recommended to follow, for instance ČSN (Czech technical standard) for the formal adjustment of business letters, ČSN EN (European standard) or ČSN ISO (standard of the International Organization for Standardization). Rules written in technical standards are generally considered as norms which every company should adhere.

According to Neugebauer (2009, 8) there are also customary rules, which are recommended to follow. Typographical rules, rules of Czech grammar and netiquette (Internet etiquette) are included in this category.

2.1.1 Czech E-mails

Czech business e-mails are quite formal. Pondělíček (2006, 10) claims that it is believed that electronic communication has to follow certain rules for editing and content. An official e-mail shows the reader company's culture which it represents. According to

Neugebauer (2009, 70), the proper business e-mail has the same text editing as business letter. The only difference is that the hyphenation is not used. The reason is that the e-mail may be displayed differently on various electronic devices, so the divided words may appear in different places, where the division is not needed and looks strange.

It is compulsory to fill the subject line and write a very brief content of the e-mail there, in just couple of words, claims Neugebauer (2009, 70). It gives the addressee basic information what he or she may expect from the e-mail and whether is necessary to reply immediately. According to Šťastný (2007, 94), recommended salutation is *Vážená paní/slečno*, *Vážený pane*, or *Vážení*. E-mail should not be started with *Dobrý den*. Writer can omit *Vážená/vážený* in case of single recipient. The example of shortened salutation is *Slečno Sedláčková*. Closing is necessary when writing Czech business e-mails. It may be *S pozdravem/Zdraví* or *S úctou*.

The text style is compulsorily block, claims Šťastný (2007, 95) and gives further information on text editing. There is a free space between paragraphs, but just one line, not more. This also applies to space after salutation and before Closing. E-mail can be also written without free spaces between paragraphs as long as it does not make the text less readable.

Though Czech business e-mails are staid, their structure is still way simpler than a structure of business letter. According to Šťastný (2007, 94), main parts of E-mail are brief salutation, the message, reminder of previous communication or event, connections, acknowledgement and address. Signature block is at the very end and contains name, company's name, occupation, address of a company, telephone and mobile phone number. It does not have to contain all the information, according to Neugebauer (2009, 70) the maximum of information in a signature block is four lines of text. Signature block is often preset and it is added automatically. If the writer wants to send pictures, graphs or tables, it should be in form of an enclosure.

In Czech business e-mails should not be used informal abbreviations, for example *o5* (*opět*), claims Neugebauer (2009, 70). Smileys are also highly inappropriate. The proper grammar has to be used, words should be written with carons and acute accents. The only occasion when these diacritical marks should not be used is when a business e-mail in Czech language is sent to foreign country. When the text writer wants to send is longer than 20 lines, it should be attached to an e-mail.

2.2 English Business Correspondence

English business correspondence has conventions writers should follow. According to Locker (2010, 12-13), “these conventions help people recognize, produce, and interpret different kinds of communications” and “every organization is unique in the conventions they follow.” There are customary rules writers of English business correspondence follow. There are many publications on business communication claiming how letters should be written, but there is nothing similar to Czech ČSN standards given by law, just ISO standards which are international. On the other hand, information on form of business letters provided by special publications almost do not vary and it is clear how for example business letters and other documents should be written. There is no need for establishing those norms by a law.

2.2.1 English E-mails

Locker (2010, 647) claims that “some aspects of e-mail format are still evolving. In particular, some writers treat e-mail messages as if they were informal letters, some treat them as memos.” The subject line should be filled. It is similar to titles in letters; first letters of main words should be capitalized. The subject line may summarize the topic, ask question, comment or quote the content or demand something. Writer should be aware that not all people read subject fields. According to Locker (2010, 408) there are some tags which should be avoided, for example *hello*, *your message*, *thank you* or *next meeting*. If the receiver does not know the sender, they automatically assume it is a spam and delete the message. In case the sender does not know the receiver personally, it is recommended to mention in subject line the name of a person who provided him or her the contact. Importance of a subject line should not be underestimated, “the average worker misses a third of emails” claims Reinelt (2014). It is mainly caused by poorly choose or missing subject line.

The recipient is written in the line *To*. It is all right to omit salutation. The elaborate salutations which are used in letters are disappearing from English business e-mails. A widely used salutation in English business e-mails is *Miranda* instead of *Dear Miranda* or *Dear Mrs. Smith*. It is used even when the writer and reader do not know each other personally. Other types of salutation are *Greetings*, *Hello*, *Miranda* or *Good morning*, which is unthinkable in Czech business communication. After salutation usually comes comma or less frequently, colon. Colon is used when the writer wants to send signal of a

high formality. However, the salutation is even then simple, just *Miranda*: (Rentz, Flatley and Lentz 2011, 98).

Paragraphs are not indented. The text should be single-spaced. There is a free space between paragraphs, claim Guffey and Seefer (2011, 450) and it should be one free line.

According to Guffey and Seefer (2011, 450) closing is not required in English e-mails. If the writer wants to include closing in his or her message, *Cheers*, *Best wishes* or *Warm regards* are widely used. At the end of an business e-mail there should be a signature block, claims Locker (2010, 647). It is useful when sending the e-mail outside the company.

3 APPROACH TO BUSINESS CORRESPONDENCE IN DIFFERENT CULTURES

Great number of companies trades with foreign countries these days. The process includes a lot of business correspondence, which may be treated differently in various countries. “Effective communication with people of different cultures is especially challenging. Cultures provide people with ways of thinking--ways of seeing, hearing, and interpreting the world” (International Online Training Program On Intractable Conflict 1998).

In English business correspondence is normal to use just first name when addressing people, but when writing to international audience, it is recommended to use titles, claims Locker and Kaczmarek (2011, 49). Abbreviations, slang expressions and metaphors should not be used because it may cause misunderstanding. There also should not be any expression which may be considered as arrogant or uncaring.

3.1 Persuasive Business Correspondence

In the United States, persuasive correspondence starts with request of action or attempt to attract attention of a receiver, claim Locker and Kaczmarek (2011, 50). The correspondence is written in short sentences and the receiver is informed that he or she may gain or lose an opportunity. At the end of the letter or e-mail are specific requests. Style of persuasive correspondence in the United States is very direct and efficient. Concrete action is recommended. Japanese persuasive correspondence is almost the opposite. It is very polite, modest, indirect and the relationship with recipient is important. It starts with acknowledgment or apology. Japanese way of persuading is waiting; at the end of a letter is a wish to maintain harmony.

According to Locker and Kaczmarek (2011, 50) style of persuasive business correspondence in Arab countries is more similar to Japanese style than to the US style. The opening contains personal greetings. To persuade the receiver, personal connections and a future opportunity are used. The closing of correspondence contains greeting and a wish to develop the relationship. Their values are oriented on status, personal relationship and its continuation.

3.2 High-context and Low-context Cultures

According to Locker and Kaczmarek (2011, 41) every person grows up in some culture which helps him or her to learn what behavior and belief is acceptable. There is a wide

variety of cultures, but according to their features they can be divided into two groups, high-context and low context cultures. This division helps to understand foreign correspondence better. It may also help the writer with styling letters or e-mails so a foreign recipient will not feel offended and will be more willing to cooperate.

3.2.1 High-context Cultures

“In high-context cultures, most of the information is inferred from the context of a message; little is *spelled out*. Japanese, Arabic, and Latin American cultures are high-context”, claim Locker and Kaczmarek (2011, 41). Potential business partners from these countries prefer indirectness, politeness and also ambiguity when communicating. They do not rely on words very much. They rely deeply on nonverbal signs. It is better to arrange meeting with these partners, because written words are not relevant to them as well as written agreements. They consider them as non-binding. People from high-context cultures have to meet their business partners personally to take business agreements seriously. Details are not made much attention to.

3.2.2 Low-context Cultures

According to Locker and Kaczmarek (2011, 41) “in low-context cultures, context is less important; most information is explicitly spelled out. German, Scandinavian, and the dominant U.S. cultures are low-context.” The Czech Republic is also included in this group. Communication in these cultures is direct and clear. People rely on words and do not pay much attention to nonverbal signs, at least not that much as people in high-context cultures. Agreements are considered binding when they are made in writing, not orally. Low context cultures make strong attention to detail.

3.3 Translation of Business Correspondence

When translating business correspondence or other documents, it is essential to “adapt the source text to the communicative norms of the target culture. The recipients of the translation may consequently fail to recognize that what they are reading is in fact a translation, so familiar has the text been made for them,” claims House (2009, 71). In the best case, Japanese receiver of business correspondence from Czech author should find out that the document is from foreign country only from sender’s address, not from the style of correspondence. It means that the translator recreates source text according to the norms of receiver’s country. In the end the correspondence may be for example much more polite

and indirect than the source text, but the receiver will understand it in a way the original writer intended. What often causes difficulties to translators, is non-equivalence of words, claims Baker (1992, 20). There are many causes of non-equivalence, for instance culture-specific concepts. There may be for example specific law in Czech Republic, which is not known in English speaking countries. It may be translated by superordinate word, by more neutral word, by cultural substitution, by using loan words and many others.

II. ANALYSIS

4 CORPUS DESCRIPTION

Corpus for the analytical part of this thesis contains 100 e-mails, which are a part of business e-mail correspondence between a company from Zlín region and its foreign business partners. E-mails in the corpus were sent and received in the first half of the year 2013, with several business e-mails from year 2012. E-mails of the Czech company are by three different authors and are addressed to 15 different foreign business partners. In most cases, foreign business partners communicated with just one of Czech writers, not with all three. The company claims that most of its foreign business partners presented in the corpus are long-term partners, so they know each other well from previous correspondence. The corpus contains a wide variety of e-mails, from brief and informal to comprehensive and formal e-mails. The corpus will be closely examined. The aim of this analysis is to find out whether employees of Czech company are able to communicate effectively in English with foreign business partners. The form of business e-mails will be examined, whether it strictly follows English conventions or it is influenced by Czech rules of business correspondence.

4.1 Information about the Company

The company wished to stay anonymous for the purposes of this research; therefore it will be described very broadly. The company is Czech and it is based in Zlín region, in a town with more than 11 000 residents. It is a Limited Liability Company and it was founded after a year 1989. The company has seven branches in different countries; majority of them is in Eastern Europe. However, its customers can be found all over the world, because the company is very successful in exporting products. The company develops its products, manufactures it and also provides distribution of them. It has more than 200 employees overall, majority of them work in company's base in a town in Zlín region.

4.2 Authors of E-mails

In the company only employees whose English is on a high level write English business e-mails, the company claims. However, they are not professional translators. Because of these features, the corpus may be considered as an ideal material for research on English business e-mails written by Czech native speakers. The corpus contains e-mails written by three Czech authors and 15 different foreign business partners. The Czech authors are Boris, Denisa and Jiří. Majority of e-mails is written by Denisa, a sales export

representative. The second most frequent author is a technical director, Boris. Jiří's occupation is not mentioned in the corpus.

4.3 Method of Examination

Individual parts of e-mails written by company's employees will be examined individually. In a chapter focused on salutation will be examined only salutations, not other parts of e-mails. The analysis will be focused on kinds of salutations used by different Czech authors, whether they are correct, not too formal or somehow unsuitable. The outcome of the analysis will be evaluation of individual employees and their skill to write proper salutation. Examples of their salutations will be provided too. The same method of examination will be used also on introductions, bodies of e-mails, closing phrases and signature blocks. Because bodies of e-mails are most complex parts of e-mails, they will be examined in more detail.

Style of received e-mails will be taken into account, because employees should adapt forms of their e-mails to business partner's customs, to make them feel more comfortable. For example, when a foreign partner writes very formal e-mails, company's employee should write very formal e-mails too, even when it is recommended to write English business e-mails in an informal way.

In the part where efficiency of communication via e-mail will be analyzed, individual e-mail conversations between the company's employees and their foreign business partners will be examined. It will be found out whether miscommunication and other problems occur. It is complicated to examine e-mail conversations in the corpus. Individual conversations are not chronologically sorted from the top to the bottom, but from bottom to the top. It is because e-mail programs and applications sort it in this way, from the newest e-mails to the oldest. It is complicated to find out where individual e-mail conversations between employees and foreign business partners start.

5 ANALYSIS OF INDIVIDUAL PARTS OF E-MAILS

In the corpus, there is a wide variety of types of English business e-mails written by company's employees. Every employee has a different approach towards writing e-mails. Some of them are aware of conventions of writing English business e-mails, some of them seem to follow Czech rules of business correspondence. In the following chapters, individual parts of English business e-mails written by the Czech company's employees will be analyzed in detail.

5.1 Salutation

Denisa, an employee who wrote most e-mails in the corpus, uses mainly *Dear Marcia* type of salutation. It is slightly more formal than what is usual in English business e-mails, but it can be considered as a safe option. Receivers are often not from English speaking countries and they may not be aware of informality of English business e-mails. This type of salutation will offend nobody.

In responding e-mails, the receiver Marcia used less formal salutation, *Hi Denisa*. Denisa kept on using *Dear Marcia*. In case when foreign business partners use informal salutation, the Czech writer should adapt to it and salute informally too. Denisa kept her usual salutation when communicating with Marcia, but when she exchanged e-mail with another foreign business partner, Danielle, she adapted very well. Danielle used informal *Hi* and Denisa saluted *Hi Danielle*. Denisa adapted perfectly also when she communicated with business partner who was used to a formal salutation. The business partner used *Dear Mrs. Denisa* type of salutation and Denisa replied *Dear Mr. Elfiky*.

Another Czech writer of business e-mails in the corpus, Boris, has got the first e-mail from foreign business partner Mr. Farley with simple informal salutation *Hi Boris*. Boris replied with *Dear Mr. Farley*. He used a salutation which is common in Czech business e-mails and in English business letters. It is inappropriately formal, especially when Mr. Farley started the communication informally. Boris communicated also with foreign business partner named Luke. Luke started the communication with *Dear Boris* and Boris responded with *Dear Luke*. In this case Boris chose the salutation well. The third Czech writer, Jiří, is author of just one e-mail in the corpus. He used salutation *Dear Marcia*, which was appropriate.

5.2 Introduction

In English business e-mails, there is no ceremonial introduction, opposed to English business letters. Denisa is aware of it and in her e-mail correspondence she gets to the point immediately after a salutation. Her foreign business partners do the same. Jiří adopts to the English-style e-mail, too, and skips the ceremonial introduction.

Boris writes introductions which are very ceremonial. He writes them even when foreign business partners he is communicating with write really short and brief e-mails. In an introduction *I hope you are well...is nice to hear you* he mixed two introduction phrases together. The second part of the sentence Boris wrote is also grammatically incorrect; it should be *it is nice to hear from you*. In another business e-mail, Boris skipped the ceremonial introduction and wrote short information about attached document instead of it. In the third e-mail, Boris wrote *I hope you are well....* introduction. Full stops following the introduction would be more appropriate in a personal e-mail than in a business e-mail. Boris is not familiar with informality of English business e-mails and writes ceremonial introductions similar to those in Czech business e-mails. Nevertheless, Denisa and Jiří are aware of omission of introduction in English business e-mails so the majority of them is written correctly.

5.3 Body of the E-mail

Bodies of e-mails written by the company's employees have appropriate length in most cases. However, the corpus also contains e-mails which are too long. Denisa send to two different foreign business partners the same text, in which the company and its products are introduced. The text also includes a number of links to company's website. In the corpus, the text alone is longer than an A4 page and text's introduction is added to it, so eventually it is even longer. In this case, the text should be attached to the e-mail, for example as PDF or Microsoft Word document. Boris also wrote an e-mail which may be considered too long. However, it is not that clear whether it is wrong, because he is just adding comments to a text foreign business partner Rakesh send him before. It is not typical text which the recipient will read from the beginning to the end. The recipient will just skim the text and concentrate on Boris's comments, which are highlighted. Foreign business partners of the company also write inappropriately long e-mails and they do it much more frequently.

Paragraphs in English business e-mails should not be indented. No e-mail written by the company's employees has intended paragraphs, only their foreign business partners make

this mistake. E-mails in the corpus written by Czech writers are single spaced, according to English conventions.

In English business e-mails, there should be a free space between paragraphs and it should be one free line. E-mails by Denisa do not have free space between paragraphs. Bodies of her e-mails are separated from the other parts of e-mails by free lines; there are also free lines between closing phrases and signatures. Denisa's e-mails do not have free space between paragraphs even when they are long. The reader may get lost easily in the text. Jiří's e-mail is similar to Denisa's from this point of view. He also puts free lines only between main parts of his e-mail; there is no free space between individual paragraphs of the e-mail's body. Boris wrote his e-mails in three different ways. He also wrote it like Denisa and Jiří, but with free space between some paragraphs. Another business e-mail he wrote with no free spaces at all, everything is in one block. There is even no free space between the signature and the body of the e-mail. It is very unaesthetic. The third style of e-mail Boris wrote is the best from entire corpus. There are free lines between all paragraphs. English business e-mails should be written with proper grammar; otherwise it makes bad impression on business partners. Jiří made two spelling mistakes in his business e-mail, he wrote *missunderstanding* and *immediatelly*. They are just small errors and the receiver probably did not notice it. However, the body of the e-mail consisted just of two sentences. Denisa makes almost no grammatical mistakes. Some of the mistakes she made were repeated a couple of times. She for example wrote *another possibilities* instead of *other possibilities*, she did not use the diacritical mark in *cant* and made a spelling mistake in *accomodation*. Denisa repeats the mistake of using *another* instead of *other*, so she is probably not aware of usage of these two words. Denisa created incorrectly some past tenses in her e-mails, she wrote for example *could mentioned*.

Boris makes a lot of grammatical mistakes. Spelling errors are very frequent; also the word order is often incorrect. Sometimes it is even hard to understand what Boris meant by what he wrote. For example in sentences *but no problem what is the quantity of change dependce?* and *in price offer is also change of hw because of possibility change battery yourself witout sending device to* (the company's name). Not only that business e-mails with English at so low level may harm company's reputation in the eyes of foreign business partner, it may also lead to miscommunication. Boris also forgot to delete his Czech notes from an e-mail to business partner Rakesh. In the middle of the e-mail, there is a very long complex sentence in the Czech language. It is very unprofessional and it definitely

confused the business partner. In e-mail to Farley, Boris omits free spaces after full stops. It makes the text less readable.

Denisa uses smileys in many e-mails. Even that English business e-mails are not formal, smileys are considered inappropriate. Smileys should be used only in personal e-mails. Denisa uses both happy :) and unhappy :(smileys. Her attitude towards the matter should be clear from the text she wrote, those symbols are not necessary. Company's employees Boris and Jiří do not use smileys at all.

When writing an e-mail to a foreign recipient, it is better to omit diacritical marks which are not used in English. Denisa is not aware of it, she writes names with diacritical marks. In Jiří's e-mail, Jiří writes his name without diacritical marks. It may happen that letters with diacritical marks will be displayed incorrectly or will not be displayed at all at a foreign computer.

5.3.1 Selection of Words

All three company's writers use in most cases words which are commonly used. Foreign business partners who are often not native speakers will probably not need to open a dictionary when communicating with the company. There is a lower risk of miscommunication. However, words they use are not extremely simple, so foreign business partner's intelligence will not be offended.

Jargon expressions in the corpus are not overused. Czech writers use them only when it is necessary. Denisa used for example jargon expressions *buffer stock*, which is term used in logistics or *supply voltage*, which is expression used by people who work with electricity.

Discriminatory words are recommended to avoid in business correspondence. Denisa, Jiří and Boris do not use discriminatory words in entire corpus. They almost always refer to other people by their first names, not by their job positions, so there is a lower risk of usage of discriminatory words. They most frequently communicate about company's products so there is almost no opportunity for usage of words which may discriminate someone.

Company's writers of foreign business e-mails use concrete words in their correspondence. Abstract words which stand for general meaning are hard to find in the corpus. Avoiding them makes the communication more effective. Denisa, Boris and Jiří use almost exclusively active verbs, which are recommended. Passive verbs are less likely to convince the reader.

5.3.2 Sentences and Style

Sentences in English business e-mails should have 12 – 25 words. The readability of short sentences is better. This rule should be exercised even more when English business e-mails have foreign recipients, who often are not native speakers. Denisa often writes long and complex sentences. For example *you and Danielle told me once that I have to send the original invoice stamped and signed to your financial department and I know that this department is located in a different place and has different address*. This sentence has 37 words. It can be divided into two parts at least. The last words of first sentence should be *financial department* and *and* should be replaced by a full stop. Denisa also wrote an e-mail which consisted of just one sentence, *I have already sent our comments about new contract but Marcia has not answered me yet so I am still waiting, there are still some problematic points which should be discussed until it is not solved I can't send your shipment I am so sorry*. This e-mail should be divided into four or five sentences. It is so long that the receiver probably had to read it a couple of times to fully understand it.

Jiří writes short and brief sentences. Boris writes sentences with appropriate length. However, they are grammatically incorrect in most cases.

5.4 Closing Phrase

Closing phrases can be included in English business e-mails, but they are not required. Denisa used phrase *have a nice day!* at the end of almost all her e-mails. She also used *many thanks, thank you so much* and especially in short e-mails, she sometimes omitted the closing phrase. Closing phrases which are used by Boris are *best regards* and *regards*. Jiří also chose *best regards*. All company's writers of English business e-mails are aware of appropriate closing phrases. There is no inappropriately formal or too colloquial closing phrase written by Czech authors in entire corpus.

5.5 Signature Block

Signature block of the company automatically appears at the bottom of every e-mail their employees send. At the top of the signature block is name of the employee and their job position. It is followed by colorful logo of the company and company's address. In the signature block is also employee's telephone number, cell phone number and company's fax number. There is also e-mail address of the employee and links to two websites of the

company. The information provided is really comprehensive. However, the signature block is nicely designed and it looks neat and elegant even when there is so much information.

6 THE CULTURE OF RECIPIENTS

The company is based in the Czech Republic, which is low-context culture. It has business partners all over the world, so recipients of its business correspondence are both from low-context and high-context cultures. The majority of company's branches is in Eastern Europe, which is rather a high-context culture.

However, in the corpus it is not obvious from which countries individual business partners come in most cases. According to their e-mails, Daniel, Marcia and Paul come from Great Britain. It is low-context culture. Farley mentioned he is from South Africa and in Elfiky's description of his company is written that it is in Egypt. Cultures of both countries are high-context.

Marcia, from a low-context culture, communicates directly and clearly. For example the first sentence, right after a salutation, of an e-mail she wrote to Denisa is *I do not understand why you have put TE on account hold again, just because we have not finalised the contract!* There are no unnecessary politeness phrases. Denisa also communicates with Marcia in a direct way.

Foreign business partner Elfiky is a typical representative of a person from a high-context culture. He is very polite and indirect. The salutation is formal and the e-mail starts with a polite acknowledgement, *first I would like to thank you very much for your kind email. It was really very helpful.* In the body of the e-mail, Elfiky extensively describes his company's research on a product which the Czech company provides. The result of the research he also communicates politely, *I a m really happy to share our positive findings that we could preliminary cooperate on the following products based on technology levels.* From the text it is obvious that he still did not decide whether they will cooperate. At the end of the e-mail Elfiky negotiates an appointment with the Czech company. Elfiky and his colleagues want to spend one week in the Czech company to learn more about products and *to further discuss the possibilities for any serious deals.* People from high-context cultures need to meet their business partners personally; written words are not relevant to them.

The Czech company's employee Denisa communicated with Elfiky. She adapted to him perfectly and also wrote very polite e-mail, which was very different from those she writes to business partners from countries with low-context culture. Denisa invited Elfiky to visit the Czech company.

The second business partner who provably comes from a country with a high-context culture is Farley from South Africa. However, his business e-mails are more similar to

those from low-context cultures. They are direct and clear, not indirect and extremely polite. After an informal salutation, Farley wrote directly *I am not sure of quantity at this time. Can you give us a price on different quantities please ?* He closed the e-mail with informal closing phrase *regards Farley*. An employee from the Czech company who communicated with Farley was Boris. In this case, Boris communicated a little bit more like a person from a high-context culture than from a low-context culture. He used very formal salutation *dear Mr.Farley* and followed it with politeness phrases *I hope you are well...is nice to hear you*.

Communication of these two business partners is a proof that an origin of a person does not ensure that they will communicate in a way typical for their culture. It is very useful to learn about low-context and high-context cultures. The understanding of different cultures may facilitate the communication. However, the writer of foreign business e-mails should adapt to an actual style of business partner's correspondence.

7 EFFICIENCY OF COMMUNICATION VIA E-MAIL

This part of the corpus analysis will be focused on efficiency of company's e-mail correspondence. Denisa's e-mail communication is highly efficient. She expresses her ideas accurately, so there is no miscommunication with foreign business partners. Although that her and Jiří's correspondence with business partners Marcia and Danielle consisted of 25 e-mails, it was not so long because of troubles with communication. They had troubles with a payment and a lost invoice. Denise's e-mail correspondence with Paul and their negotiation was extraordinary fast. They arranged the Czech company employee's visit in Paul's company in England. They managed to arrange this meeting in just a couple of e-mails. Another Denisa's foreign business partner was Darren. Their e-mail correspondence was lengthy, but it is not fault of Denisa's communication. There were some problems to be solved, no miscommunication happened. Denisa also managed to communicate effectively with a foreign business partner Nestor. Nestor wrote extraordinarily long e-mails, one his e-mail in the corpus is two and a half pages long.

Boris communicated with Farley. Farley asked him a question about product customization and Boris answered. However, some of his sentences are confusing, for example *but no problem what is the quantity of change depence?* Most probably, there is a full stop after *but no problem* missing. Fortunately, Farley understood it and asked about prizes of different quantities. He did not receive a reply and asked again, this time with a specific quantity. There is also no reply on the last e-mail in the corpus. Most likely Boris replied and the reply is just not a part of the corpus. However, Boris did not answer the first e-mail questioning prizes of different quantities. This should not happen; business partner's questions should be answered as soon as possible. In the e-mail correspondence of Boris and Farley a problem of poor communication occurs.

Boris communicated with foreign business partner Rakesh too. Boris did not answer to his first e-mail. It made Rakesh unsure whether the company wants to cooperate with him and provide him its products. He also wrote that he left two telephone messages and from the sentence *I need these test reports rather urgently to submit for tender purposes!*, it is clear that bad communication is causing Rakesh problems. It may have threatened the deal with the Czech company. Rakesh wrote they may find another supplier. However, after this e-mail Boris responded and promised to send Rakesh what he wanted in a couple of days. According to following correspondence, the communication improved rapidly and the contract was most probably concluded. Boris has got a problem with responding on

business e-mails on time. Maybe he just does not check his e-mails every day, so he reads messages with delay.

In the whole corpus, there was no e-mail correspondence which would be better communicated by another means of communication. There was no official document which would be better delivered by post. There was also nothing so urgent and also so brief that it would be better delivered by telephone call. Suitable mean of communication for most of correspondence in the corpus would be also fax, apart from an e-mail. However, e-mails are replacing fax messages nowadays.

8 RECOMMENDATION

Denisa is skilled writer of English business e-mails and she communicates very well. However, she writes extremely long sentences, which may be sometimes hard to understand. It is recommended to write short sentences in business e-mails, to make the message clear and easy to read. The second thing she should improve is to leave free line after every paragraph. It also makes the e-mail easier to read or skim.

Boris, the technical director of the company is a skilled professional. Nevertheless, his English business e-mail writing skills are very poor. He is the one who can answer questions of foreign business partners, so he is probably irreplaceable, no other employee can answer e-mails instead of him. There are two ways recommended how the problem should be solved. Boris should write the e-mail in a Czech language and give it to a professional translator or some skilled coworker to translate it. The person who translated the e-mail should send it back to Boris to check whether everything is as he meant. Another way to solve the problem is to let Boris write the e-mail in English language. Thereafter, some person with great English business e-mail writing skills should read it and correct any errors in the text. Boris should also read his e-mails more often to avoid the late replying to them. The third Czech company's writer of English business e-mails in the corpus is Jiří. He wrote just one e-mail, so his skills cannot be objectively evaluated. However, he made two spelling mistakes in the body of e-mail, which consisted of two sentences. Usage of spelling checker is recommended.

CONCLUSION

The e-mail is different from other means of communication. E-mail delivers the information extremely quickly and it often causes a fast response. Because the e-mail communication costs almost nothing, people send more e-mails than is necessary. Due to this fact, e-mails are often not read properly, they are just skimmed. The correct selection of subject and first sentences of the e-mail is important; it will catch recipient's attention. The e-mail also should not be longer than it is necessary.

The differences in Czech and English business e-mails were analyzed in the theoretical part of the thesis. Form of Czech business e-mails is similar to form of Czech business letters. It is very formal. It has to include formal salutation and closing, apart from the body of the e-mail and a signature block. English business e-mails are treated more like memos or informal letters. The salutation is informal and can be even omitted; the closing is treated in the same way. Czech business e-mails are ceremonial, full of polite phrases whilst English business e-mails are the opposite. They are very informal and focused on clear communication of the information, not on the form.

The aim of my thesis was to find out whether employees in Zlín region are able to write business e-mails in good English and whether there are any problems with miscommunication. Most of English business e-mails in the corpus are at the proper level. However, various kinds of mistakes and diversions from the English business e-mail conventions appear in the corpus. Grammatical mistakes are present in the corpus, but they are not so frequent. Nevertheless, they should not be there at all. In the corpus are also present phenomenons which may threaten the readability of e-mails, for instance extremely long sentences or lack of free spaces between individual paragraphs. There is no problem with miscommunication in the entire corpus. However, there are a few e-mails in the corpus written by an employee with English at a very low level. He makes a lot of mistakes and follows rather Czech rules of e-mail correspondence than the English conventions. It is sometimes hard to understand what he wrote and company's reputation is often at a risk.

The company communicates with business partners from different countries in all over the world. There is a different approach to business e-mails in various cultures and employees are very good at adapting to their business partner's style of correspondence.

Czech native speakers in a company which is focused on exporting its products to foreign countries are mostly able to write English business e-mails at a proper level. However, it is obvious in significant number of e-mails in the corpus, that they are not English native

speakers. All employees should improve their skills, as advised in the Recommendation chapter. The thesis statement given in the Introduction chapter was proved to be right.

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APPENDICES

P I Corpus

APPENDIX P I: CORPUS

Hi Denisa,

It would mean as you stamp then now.

Basically it means that you are confirming these are true invoices and with the signature, it is a genuine authorised person who can sign the invoice as being true.

Thank you and Regards

Marcia [REDACTED]

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Dear Marcia,

I understand but please maybe I have one question now, what do you mean exactly by "certified"? (They must be stamped true and **certified** and must be signed.) Just to be sure.

Thank you so much!

Have a nice day!

Denisa [REDACTED]

sales export representative

[REDACTED], s.r.o.

Tel: +420 [REDACTED]

Mobil: +420 [REDACTED]

Fax: +420 [REDACTED]

E-mail: [REDACTED]

Web: [REDACTED]

Web: [REDACTED]

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Hi Danielle,

Thank you for the confirmation that this supplier can now email invoices to be processed for payment to the following email address:

[REDACTED]

Hi Denisa,

Please ensure all invoices in future are sent to the above email address as now agreed with our accounts department.

They must be stamped true and certified and must be signed.

I believe this will help with the invoicing processes moving forwards.

If you have any questions, please do not hesitate to contact me.

Thank you and Regards

Marcia [REDACTED]

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Hi,

Sorry, can I just add. When invoices are stamped true and certified, please can you make sure all invoices are signed.

Thanks again

Regards,
Danielle

Hi,

I have discussed this with Jackie and yes, we can accept emailed copy invoices. To be able to accept these for payment, please make sure all invoices are stamped true and certified.

All invoices MUST be sent to the following email address.

[REDACTED]

Many thanks

Regards,
Danielle

Hi Denisa,

We will see what our Accounts department Managers come back with to my suggestion of email acceptance of original invoices in PDF.

Dear Marcia,

You and Danielle told me once that I have to send the original invoice stamped and signed to your financial department and I know that this department is located in a different place and has different address:

And I send it by normal post, maybe I have to send it like recommended, maybe it could help!
I always send the original invoice in the same week when the shipment is sent to you, and our "sending days of mails" is Tuesday and Friday.
Another possibilities which could help you to send stamped and signed invoices by FAX?
I hope it will be solved soon!

Have a nice day!

Denisa [REDACTED]
sales export representative
Hi Denisa,

With reference to your comments, there must be something going wrong some where as our accounts department advise they always have to request new original invoices as they are not being received by them.

In your data below you are stating you send them in the post - Please confirm method you are sending these invoices and how they are addressed.

Our accounts department is not located on the same site as the goods are delivered, which you should be aware of, so accounts would not know if they were supposed to be receiving an invoice or not, so how could they advise that we had not received one from you? - How often are your accounts statements sent to our accounts department and who are they addressed to?

Also I notice on the attached that the delivery address is also noted as the accounts address in [REDACTED] and this is incorrect.

Goods delivery address is:

With reference to you sending invoices with shipments and the fact that someone could notify you if an official invoice was not received, is also not something that our goods inwards team would action, as it is not their responsibility to see if an official invoice is received by our accounts department.

Hi Jackie, Terry,

Due to the nature of the problems we are having with this supplier, regards to receiving their original invoices, could you please discuss and advise the possibility to change the method of receiving invoices to accept original true and certified invoices via email method, for processing.

I know this is not the desired route, but it would resolve the issues we are currently having and [REDACTED] would not continually put us on hold for non payment.

I trust you will look favourably on this request and advise in due course.

Thank you and Regards

Marcia [REDACTED]

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Dear Marcia,

This invoice which we are talking about was sent to your company when the invoice was issued, I always do like that because I know that you need official invoice stamped and signed so I did it so I am really sorry that the invoice didn't come to you by post. And nobody did tell me that you didn't receive. And of course I always send invoices with your shipment so somebody could mentioned that you didn't receive official invoice from us at this time. If I didn't have any response so I meant that everything was OK. Anyway the number of invoice is 603-269/2012 issued on 17.4. 2012. See attached. And I sent is for sure. Ok I will ask my boss if we can dispatch your shipment. I will let you know!

Have a nice day!

Denisa [REDACTED]

sales export representative

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Hi Denisa,

I trust that our account is not on hold again because you are awaiting payment of an invoice that you have only just sent to our accounts department this week.

Especially when it is only 1825 €.

Your payment terms set up in our system are 60 days, so this would mean when accounts receive the invoice they will not pay it for 60 days from date of invoice.

What is the date of the invoice?

Can you attach a PDF copy for reference?

I trust you find the above to be in order and await your prompt response.

Thank you and Regards

Marcia [REDACTED]

Dear Marcia,

Now is everything OK, we agreed that we are waiting for your comments to our contract. About that issue is OK, I am just waiting for your SWIFT confirmation of payment for invoice 603-296/2012 for 1825 EUR. (The payment for 10 000 EUR has already arrived to our bank account, so it is OK). On Monday I sent by TNT courier the official invoice to Danielle so she should have it already so I am just waiting for SWIFT confirmation and we will send your shipment.

Have a nice day!

Denisa [REDACTED]

sales export representative

Dear Marcia,

It looks as misunderstanding.

Your account was released immediately after we received payment.

Best regards

Jiri

Hi Denisa,

I do not understand why you have put TE on account hold again, just because we have not finalised the contract!

This should not have any impact on current business.

We should be working together to finalise details not [REDACTED] putting TE on account hold every time something is not actioned quickly enough!

I have been out of the office and you would have received an out of office message stating this and the notation that due to the amount of emails I receive, there will be a delay in responding to them.

Hi Martin, Jiri,

Please make your comments on why our account has been placed on account hold yet again. This cannot continue to happen.

I await your response in due course.

Thank you and Regards
Marcia [REDACTED]

Hi Denisa,

Payment of 10k was sent yesterday. Please release our account as this was the payment you were waiting for.

Regards,
Danielle

Dear Paula,

I have already sent our comments about new contract but Marcia has not answered me yet so I am still waiting, there are still some problematic points which should be discussed until it is not solved I can't send your shipment I am so sorry.

Have a nice day!

Denisa [REDACTED]
sales export representative

Hi Martin//Jiri/Denisa

Have we been taken off hold ? Have our orders shipped yet ?
Please advise as I have customer chasing there orders.

Thanks & Regards
Paula

Hi Martin, Jiri,
Please ensure our account is release from account hold, as this is not the 1st time this has happened.
Regarding your invoice for the €10,000 part development fee, I have requested accounts to add this to the payment run for this week.

Please confirm you have taken our account off hold.

Thank you and Regards
Marcia [REDACTED]

Hi Marcia,

Last week I emailed you regarding payment terms for [REDACTED]. There holding orders for us as there waiting for payment. Account currently on 60 days.

Thanks

Regards,
Danielle

Hi Denisa

Thanks for your update. I will get our accounts dept to confirm if this invoice has been paid. Regarding the contract issue you need to contact Marcia [REDACTED] on this.

Hi Sue

Can you confirm that the payment for Invoice 605-3/2012 has been paid?

Thanks & Regards
Paula

Dear Paula,

I wish I could send it but the payment of your invoice (**605-3/2012**) is overdue so the system doesn't let me create invoice so it hasn't been shipped yet. We are waiting for your payment. Or send me the SWIFT confirmation as soon as possible. And other thing we have to solve the contract issue.

Have a nice day!

Denisa [REDACTED]
sales export representative

Hi Denisa

Did the attached orders ship as I have customers chasing?

Please advise by return.

Thanks & Regards
Paula

Hi Denisa

Thanks for the update.

Please ship the all items which you have ready a.s.a.p. & advise the tracking details & send a copy of the invoice.

Regarding the 3pcs [REDACTED]. I have checked this & we did receive them so have now booked this item in so the invoice should now be released.

Regarding invoice issues you need to go directly to our accounts dept who should be able to help on this.

Hi Danielle

Can you help Denisa with the overdue In voice 605-3/2012

Thanks & Regards
Paula

Dear Paula,

So you can find the file in attachment which I changed and added the notes, anyway all items from orders are in our stock and can be dispatched this week, just please check your stock again because in our stock we don't have anything extra ☐

Anyway the payment for your invoice 605-3/2012 is overdue, please check it.

Have a nice day!

Denisa [REDACTED]
sales export representative

Hi Denisa

Please find attached our current open purchase order report. I would be grateful if you could please confirm delivery dates in the comment column.

It is important that we keep our system up-to-date with confirmed dates. This helps keep our Supplier Performance percentage accurate.

Thanks & Regards

Hi Denisa,
I can confirm that I have now reviewed the attached and confirm as follows:

All lead times in our system now state 42 days.

All MOQ's have been set to 50 in our system now, as your manufacturing MOQ.

All MDQ's (minimum drop qty) will remain at 10 in our system. This means that we will order 50 pieces but if not taken all in 1 go, will be scheduled in lots of 10 pieces).

All buffer levels have been removed from our system, along with identifying the part as being buffered with you.

All pack qty's will remain as 1 in our system.

Our system will not show as being updated in our masterfile until tomorrow.

Where you have stock in place, our planning team should not order the MOQ but the qty required to satisfy our customer demand.

This should be the case until all of the stock you have in place is consumed and then we should resume to the MOQ.

Maybe you could send us a simple xls on a weekly basis (Monday's) to myself and Terry [REDACTED] (Planner who raises the PO's), to identify the stock you have left.

This should take into account any PO's we have for these parts.

Now that you have identified the stock on the attached list, I can see there are a number of parts with little or no usage, but were requested due to the buffer that TE requested you to put in place.

We should discuss what we should do with these. I will contact you tomorrow on this topic, by phone.

Thank you and Regards

Marcia [REDACTED]

Dear Marcia,

So I checked your table and update some information like the minimum order quantity that it should be 50 pieces, because now when we don't have the buffer stock for you for all your products so our manufacturing department always manufacture for you according to your order, so it will be really excellent if you 1) send

forecast for 2013 and then we can keep some pieces in our stock or 2) send orders in advance like our another customers do, that you will send orders in advance and specify till when you need them in your stock, and we can send it to you according to your wish, like 10 pieces in 1 week, another 10 pieces in two weeks etc. But at the beginning please know, that now the lead time is 4-5 weeks and 1 week for shipment, but if you send your orders in advance, so we will know about that and we can manufacture more pieces and put in our stock and wait for the time when we have to send your shipment.

So please consider these points and let me know if the forecast 2013 or sending orders in advance will be better for you.

In attachment you can also find the table where you can find your total ordered volume till 20th of December 2012. So you can see how many pieces of each item you have ordered.

Thank you so much and I am waiting for your comments.

Bye Denisa

Hi Denisa,

Thank you for our telcon today. We both understand there has been a lot of history and frustration in our business dealings previously, but I would like to suggest that we go back to basics and start from the beginning and have a positive outcome moving forwards.

As agreed, please find attached our masterfile. This is an extract of all data currently set up in our quotes system for all parts purchased from you.

It is sorted in descending annual usage order.

As agreed the 1st step for this review is for you to look at all details in the xls attached, where the columns are bold blue and confirm back to me that this is the correct information we have in our system. If there are any changes to be made, please do this in bold red, so they stand out. I can then ensure our system is updated to reflect the correct data.

There is also a column in bold blue that I would like you to complete so we can identify the current stock you have of which products.

I will request that all parts have their current lead time of 35 days (5wks) changed to 42 days (6wks) with immediate effect.

You confirmed 4-5wks for you to manufacture and 3-4 days for transport, via truck/road, using TNT.

Once I have your confirmed data back, I will send this to our Product Management and Planning teams, so they can review this and confirm which items they would like to have as buffered stock. This will be in line with how we promote this product in our market and ensure we can supply our customer base in the agreed lead time.

I can then give you this information for your review/comment. Once you have had the opportunity to review this proposal, we can then discuss this further so we are all aligned moving forward.

We can then discuss putting a new contract in place, which will encompass the buffer stocking with you.

I trust you find the above to be in order and await your comments in due course.

Thank you and Regards

Marcia [REDACTED]

Hi Boris

If we are succesfull with the [REDACTED] tender we would be looking at a first order of 5000 timers, could you quote on this quantity ?

Regards Farley

Hi Boris

I am not sure of quantity at this time. Can you give us a price on different quantities please ?

Regards Farley

Dear Mr.Farley

I hope you are well...is nice to hear you

Yes we can make such as change for fix set up the program.But i know that we solve this issue maybe half year ago-we send you also the samples but without answer.Responsible person from our side was Denisa witoszova@elkoep.com.

You know about this more?

But no problem what is the quantity of change deponce?

Best Regards

Boris

Hi Boris

My name is Farley and I am the Technical advisor at [REDACTED].
I have recently received approval to import and sell the [REDACTED] timer from the [REDACTED]
Mr [REDACTED] is no longer with the company and I would like to carry on with the timer

Can [REDACTED] pre-program the timer at the factory that it cannot have a time set to switch from 5pm to 9pm every day ? This is the time that South Africans have to switch off all geysers, pool pumps to cope with the electricity demands in the evening when people come home from work and start cooking ect.

Regards Farley [REDACTED]

Dear Rakesh

Attached you have test report to time switches [REDACTED]

To your requires:

b. Functional and Technical Specifications

- Easily programmable with daily or weekly settings – it is up to you decide – but yes
- Timer function and pre-set according to Eskom peak times (this I have already specified to you)- yes
- Small in size and be able to be installed in distribution board - [REDACTED] and [REDACTED] rail mountable - yes
- Timer must have a minimum of 4 on/off time settings per day - yes
- Optional weekend mode as household patterns change over weekends - yes
- Must be pre-set not to come on during peak periods (please correct as no compulsory OFF time is required) - yes
- Must have a battery back-up system in case of power outage, in order to keep set time for up to 200 hours. Battery life span must be a minimum of 3 years -yes
- Warrantee required for minimum 1 year – we have two years
- Limits drift to 1% per year, with optional 50 Hz checksum - prosím specifikovat přesnost vztaženou k času (den, popř. týden apod.) Abychom mohli dodržet co největší přesnost stability času, bylo by dobré specifikovat střední hodnotu provozní teploty výrobku - accuracy max +/-1s per day - required 1% relative to 50hz = 0,5Hz = 2s – we have +/- 1s
- Minimum load capacity of 16A. - yes
- Timing control unit to be covered by a protective cover to avoid tampering or accidental changes to timing algorithm -yes

- Clear and easy to use instruction pamphlet to accompany each unit - yes
- Operating temperature : -20 to 55 degrees centigrade, although +70 degrees centigrade will ensure longer life - yes, 70°C is not so much possible because of reading on the display

- You write me the standards what you require, but these are standards what speak about pump or home switches – [REDACTED]. switches are in standards and range of time and monitoring relays
So we prefer our standards – what are in report

- In price offer is also change of hw because of possibility change battery yourself without sending device to [REDACTED]
- The price is 27,5 EUR per one piece for sale 3000 pieces per year

Waiting your comments

Best Regards

Boris [REDACTED]
technical director

Hi Boris,

Thank you for the update.

I hope all is still on track for tomorrow. We are looking forward to good news from [REDACTED].....

I have just confirmed that quantities that will be ordered if all is in place. We will discuss with yourself in the morning.

Kind Regards

Dear Rakesh

I hope you are well....

We will send you the testing report of [REDACTED] to Friday

Regards
Boris

Good Morning Boris,

I take it that you are still interested in this enquiry?

I have left 2 telephonic messages for you in this regard.

I need these test reports rather urgently to submit for tender purposes! I also require confirmation on all the other technical questions I had raised. If I cannot get them from [REDACTED] I will have to source from another time switch manufacturer for this enquiry..... There are other [REDACTED] products that have been used in this project of which we are only awaiting confirmation from yourself.

Please respond ASAP.

Regards
Rakesh [REDACTED]

Hi Boris,

Please see below.

Farley will need these test reports .

Kind regards
Rakesh [REDACTED]

Hi Farley,

This is the conformity that they are looking for. The EN certificate and test reports will be provided by [REDACTED].

I have one suggestion for solving problem with Slovakian language:

could you change only the head on the instruction manuals of [REDACTED] - replace it with [REDACTED] and send me pdfs?
The same manuals that are published on your web with languages that you have. Only change the head...
We will also publish then this PDFs online, and solve the problem temporary. No new printing, etc...
This is the list of manuals I would kindly ask you to make this change:

Dear Aleksander,

I told you again many many many times that our manual is already full I mean there are a lot of languages and no space to add anything else, so there are two option and again I explained for million time, we have to choose which languages we remove and add the Slovakian instead of them or we should prepare new manuals with bigger size and again we need to know forecast how many pieces you want to order, and for which products you want Slovakian and again I have to repeat that we have your manual in stock! Which were printed in advance and we cant like that just throw away many manuals because you decided to add new language.

Bye Denisa

Dear Eric,

So about the [REDACTED] so we have:

[REDACTED] (I can offer you price = 36,46 EUR/1 piece
= 71 pieces in our stock = 33,49 EUR/1 piece
= 58 pieces in our stock

[REDACTED] = 55 pieces in our stock = **34,39 EUR/ per piece**
[REDACTED] = 95 pieces in our stock = 32,68 EUR/1 piece

And the main difference:

[REDACTED]: "HYSTERESIS" function and [REDACTED]: "WINDOW" function = and there are more details about that
=

[REDACTED]

So please let me know in which you are interested. And I need to know your delivery address and invoice address and contacts.

About the shipping costs so 20 pieces of one that product will be around (6 kg at least) = 90 EUR
But give me your delivery address and I can count properly ☐

If you need more information just let me know.

Have a nice day!

Denisa

Dear Paul,

so finally we bought tickets to UK so I can give you our schedule - me and Jiří [REDACTED] is coming. And I would like to kindly ask you for a favour if you can help us with accomodation..

So:

22.5. Wednesday

Arrival to London Airport, 20:40, we booked the car and we are coming to you (21:15) and it will take around 1:30 hours so we will be at your place around 23:00 - so please could you assure or help us with accomodation, it would be great

23.5. Thursday

8-15.00 meeting at your company - [REDACTED]

16-19.00 way to [REDACTED]

24.5. Friday

8-13 [REDACTED]

13-15 way to airport

15:55 flight to Brno

So please confirm that it is OK with you :)

We are looking forward to see you soon :)

Have a nice day!

Denisa

Dear Paul,

Just I need to know you have meeting 21st and 23rd of May and you have time 20th and 22nd of May just please let me know you are free on 24th? Because you wrote Jiří that we can come from 22nd till 24th but you won't be in the office 23rd and my boss is out till 22nd evening so it is 24th OK with you for business meeting? Sorry to ask again but just to be sure and finally today assure the tickets etc ☐

Many thanks.

Denisa

Hi Denisa

Thank you for your e-mail.

I personally have a meeting on both the 21st and 23rd of May, but I am free all day on the 20th and the 22nd of May so either of these would be suitable. I will be available in the evening all week so could I possibly suggest that the best maybe for you to fly to England on the evening of the 21st May, we could then hold the meeting all day on the 22nd at our offices and then for you to fly out on the morning of the 23rd, dependant on flight availability.

Please let me know as soon as possible your plans.

Thanks You

Paul [REDACTED]

Dear All,

So I have some more news so for use the perfect will be the week commencing 20th May 2013 (so from 20th till 24th) will be the best for us So please let us know if it is OK with you and we will book the flights for this week and let you know the exact date, ok?

Looking forward to see you

Have a nice day!

Dear Paul,

Thank you so much for your reply, I was talking to Jiří [REDACTED] and yes we can come to visit you in May, actually we have time between 20th – 30th of May so please could you let me know when it is OK with you or we can choose by ourselves and just come whenever we want?

So please check this period of time from 20th till 30th and then we will book the tickets to you.

Thank you so much and we are looking forward to see you soon.

Have a nice day!

Dear Denisa

Please accept my apologies for not replying to your previous e-mail.

Unfortunately due to other business commitments in June I am sorry to tell you that we will be unable to attend your 20th birthday celebrations.

I have had some recent communications with Mr [REDACTED] regarding you visiting Scolmore in May, which we would more than welcome. In my last e-mail I did ask Jiri to confirm potential dates for your visit but I have had no response.

I look forward to hearing from soon and arranging our meeting.

Kind Regards

Paul [REDACTED]

Dear all,

Please could you let me know if you attend or not?

Because we would like to kindly know because if you don't come so we are thinking to visit your company in May

So please let us know soon.

Have a nice day!

Dear all,

I would like to kindly invite you and your colleagues to our **20th BIRTHDAY CELEBRATION** of our company [REDACTED] which takes place in June 2013. We are planning to celebrate in a big way and it would

be really great and amazing if you could be with us during these days. So please see attached official invitation where you can find what we organize for you and of course if you need my assistance with registration to that event or with something else don't hesitate to contact me ☐

I am really looking forward to see you or meet you and celebrate our company birthday together!

Have a nice day!

Denisa [REDACTED]
sales export representative

Dear Mrs. Denisa,

As per our phone call today, I just wanted to clarify the following:

- In our last board meeting we discussed the cooperation possibilities with your designated company and we are so keen to get in a direct communication with you.
- At this moment, I believe we should arrange a meeting the soonest, to discuss further details of any expected cooperation deals. From our end, we are willing to send two members of our board to your premises in Czech Rep, by mid of the coming May. Please do check your schedule and revert back with the most suitable Time Windows for such meeting.
- If this visit went successful, there might be other expected visits for technical trainings and so on, and these visits might be at our premises in Alexandria, Egypt.
- Please allow a notice period of one month for Czech Rep. visa processing from our end.
- We should discuss more about the other visa logistics and documents in or next email.

Awaiting for your response.

Kind Regards.

Dear Mrs. Denisa,

First I would like to thank you very much for your kind email. It was really very helpful.

Second, our company is a growing Egyptian startup that has been effectively involved in market since January 2013. We mainly provide smart solutions to following three categories:

- Solar cells applications: domestic & industrial ones.
- LED lighting solutions: indoors & outdoors.
- Automation solutions for smart houses.

Right now we have our expanding networks that includes some growing markets in the territory, including: Egypt, UAE and Libya.

Third, we have spent almost a week learning about the provided products overview, cross charts, etc... and compared them with our intensive market researches on the provided markets, and I am really happy to share our positive findings that we could preliminary cooperate on the following products based on technology levels:

- Very small level, includes: Camera Networks and Identity recognition hardware.
- Small level, includes: a separate Central Unit "only PLC".
- Medium level, includes: Dimmers + shutters.
- Large level, includes: RFs to be added to Medium level.
- Super Tech level: Fully smart House.

Finally, We would like to thank you very much for the kind invitation. We have found announced on your calendar that during the coming June 22nd there will be an Opening Day at your premises, we believe this would be a good match with our schedule as well to arrange a one week visit or so to attend any trainings of

interests, especially for Home Automation applications and PLC programming, and to further discuss the possibilities for any serious deals. During this two months period I think we can communicate more about the type and protocol of cooperation that your Company seeks with us to enhance the expected outcomes of our planned visit.

Thanks again, and Kind Regards.

Dear Mr. Elfiky,

Firstly I really appreciate that you are interested in our products, and now I would like to kindly inform you that I am Denisa – export sales representative for your territory. My colleague – technical director Boris [REDACTED] just informed me that you are interested in more detail about our company etc. So at the beginning small brief about us.

Company [REDACTED] is a Czech company which can be proud of 20 years of tradition and its dynamic growth. From its early years, the company has specialized in manufacturing and development of **modular electronic devices, RF Control – wireless system for switching and dimming, bus system [REDACTED]**. Today it offers you a wide portfolio of more than 400 products. It brings you a possibility of modern solution in the field of home and industrial applications.

The company has built a strong position in domestic Czech market and has been exporting its goods to more than 80 countries world-wide. [REDACTED], s.r.o. has nowadays 7 subsidiaries: [REDACTED], [REDACTED], [REDACTED], [REDACTED], [REDACTED] and [REDACTED].

We have updated a presentation about our company. The presentation includes basic information about the origin and development of the company [REDACTED], Ltd.

PRESENTATION [34,2 MB - PPS]
[REDACTED]
[REDACTED]

There is some news for you:

Opening Day in our company - you are kindly welcomed:
[REDACTED]

About our new products which were issued last year 2012:
[REDACTED]

About propagation material which can help you:
[REDACTED]

There is the showroom in Czech which you can visit:
[REDACTED]
[REDACTED]

There are cross reference charts:
[REDACTED]
[REDACTED]

Check list, which you can fill it and according to this list we can create the offer for your home installation:
[REDACTED]

If you have technical issue please use this link to ask our technicians:



Of course you are kindly welcomed to come to visit our company and we can assure technical training for you to learn you more about our home smart solution or anything else.

If you need more information about the purchasing from our company, don't hesitate to contact me ☐

Have a nice day!

Dear Denisa,

in that case let's proceed to the manufacturing procedure. I send attached our logo and we want you to print on the product and also on the package of product our order code which will be: 01. 17 06

Also I send attached foto of product that we OEM so that you check the style of printing of our logo and order codes on the products we import by OEM.

Please send me proforma invoice and foto of the preview of the printing product.

Dear Denisa,

first order quantity will be 1000pcs and not 100pcs but we need 7.5euro / piece, totally 7500euro. Please let me know.

On 11/7/2013 2:14 μμ, Denisa [REDACTED] - [REDACTED] s.r.o. wrote:

Dear Maria,

Thank you so much for your comments, for you orders 100 pieces and more we can go around 8 EUR = **8,11 EUR for 1 pieces** please consider that offer and please get back to me as soon as possible. I hope our cooperation will be fruitful.

Have a nice day!

Denisa

Dear Denisa,

sorry for late reply. for the moment made market research for the [REDACTED] and the price you offered is high.

Our target price is 7.5 euro because competition is very hard and price level in Greece is generally cheap.

Please discuss with your manager if you can offer 7,50 euro per piece for [REDACTED].

I look forward to getting your reply.

On 10/7/2013 11:13 πμ, Denisa [REDACTED] - [REDACTED] s.r.o. wrote:

Dear Maria,

I would like to kindly introduce our company:

Company [REDACTED] is a Czech company which can be proud of 20 years of tradition and its dynamic growth. From its early years, the company has specialized in manufacturing and development of **modular electronic devices, RF Control – wireless system for switching and dimming, bus system [REDACTED]**. Today it offers you a wide portfolio of more than 400 products. It brings you a possibility of modern solution in the field of home and industrial applications.

The company has built a strong position in domestic Czech market and has been exporting its goods to more than 80 countries world-wide. [REDACTED], s.r.o. has nowadays 7 subsidiaries: [REDACTED], [REDACTED], [REDACTED], [REDACTED], [REDACTED] and [REDACTED].

We have updated a presentation about our company. The presentation includes basic information about the origin and development of the company [REDACTED], Ltd.

PRESENTATION [34,2 MB - PPS]

There is some news for you:

Opening Day in our company - you are kindly welcomed:

About our new products which were issued last year 2012:

About propagation material which can help you:

There is the showroom in Czech which you can visit:

There are cross reference charts:

Check list, which you can fill it and according to this list we can create the offer for your home installation:

If you have technical issue please use this link to ask our technicians:

Of course you are kindly welcomed to come to visit our company and we can assure technical training for you to learn you more about our home smart solution or anything else.

If you need more information about the purchasing from our company, don't hesitate to contact me

Have a nice day!

Dear Boris,

I hope you are well. Please find the attached corrective action report. Please have the report completed and sent back to me by the due date. We will be sending the products back to yourselves this week.

Kind regards,

Luke.

Dear Boris,

Further to Luke's e-mail below. Can you confirm that you require it returning and that you will credit us for cost of the failed product (1 x [REDACTED]).

Kind regards
John

Dear Luke

I hope you are well...

I remember that we speak about [REDACTED] termo-valves for returning like on credit - we speak with Jiri and he agree.

About [REDACTED] we speak about mistakes, my answer was we will scan as a claim.

Little bit don't understand why you want turn back [REDACTED] o credit note, we will send you new one or repaired piece.

Best Regards
Boris

Dear Boris,

Please arrange to send us a new one and we will return the other to you when we receive the new one.

Kind regards
John

Dear John,

We received from you claims products (2 x [REDACTED], 1 x [REDACTED], 1 x [REDACTED] and 6 x [REDACTED]). And we will issue credit note for 6 x [REDACTED], but the rest will be taken like claims – there are 2 [REDACTED] which will be repaired and send back or we will send completely new one. So if you have another faulty [REDACTED] please send them back and we will repair it or send completely new one, but firstly we have to check what happened to [REDACTED]

It is OK with you? Because I told already to Emma, and she confirmed me that like 6 x [REDACTED] = credit note and the rest = claims = repair if it is possible or send back new one.

Have a nice day!

Denisa [REDACTED]
sales export representative

Dear Denisa

Thank you for your response.

It is difficult for us to accept back repaired products and can really only accept new replacements. The reason behind this is we already have to supply the customer with a new replacement to keep the installation working. This mean that when we receive the repaired product we cannot sell this to our customers, the only way we could resell the product is if it is returned to as new condition and placed in new packaging with instructions etc.

Can you please come back to me on this as soon as possible.

Kind Regards

Paul [REDACTED]

Dear Paul,

I understand but claims normally working like that, somebody send us the faulty products and we will repair it and send it back, and nobody has any doubts about that. So there is some possibilities: our technicians will check it and if it is not possible to repair it so we will send you completely new one (so for you it is OK), another possibility: it will be repaired easily and we will send you back (I can assure for you to be packed in completely new box and with manuals – could be OK with you or not?) and another possibility I can ask Jiří and tell him what happens and I will let you know (but I don't know because nobody really has any problem with sending back repaired products because it works like that).

And if your customer has already bought this [REDACTED] so why he doesn't want to accept it repaired? Please advise what is OK with you and then I will check what could be done.

Have a nice day!

Denisa [REDACTED]
sales export representative

Dear Denisa

Sorry if I have misunderstood, can you please explain how you would handle the problem that the customer cannot turn on his lights or heating whilst he is waiting for the product to be repaired. In the UK our customers would expect a new replacement product to be sent immediately once the product is confirmed faulty.

If the product is returned completely packaged as new with no defects we could then possibly sell this on to another customer.

Can you please clarify with Jiri the position, all our other supplier issue credit notes for faulty goods, if proved to be faulty when tested by the manufacturer.

Kind Regards

Paul Dawson
So if I understand you want us to send this new one:

[REDACTED]
It will be replacement for the one you already sent here or you have another faulty one at your company.
Please advise

Thank you so much!

Have a nice day!

Denisa

Dear Denisa

Thank you for your assistance and understanding.

This is not the product that we gave to Boris last week it is another one that we collected from a customer this week.

The new product we require is :- [REDACTED]

Regarding the product we returned with Boris this was used for testing at Scolmore, as this is for our own use I am happy for that one to be repaired and returned to us.

Please can you send with our next shipment.

I hope you have a good weekend.

Thanks

Paul

To Paul,

Please advise what is supposed to be happening to the faulty [REDACTED] in connection with [REDACTED].

Kind regards,

Luke.

Hi Denisa

The overload continuous should 600V L-N as 120% of 500V

And the

Overload for 10 seconds should be 675V L-N

Regard
Darren

Dear Darren,

So if we understand well so yes the both values are the same:
The overload and input range.

You even wanted us to test product to the input range (supply voltage) up to 520 V but it is higher than maximum the overload.

So it is up to you if you want to solve it for example by some printing on product or somewhere else but nobody mentioned.

But it will be sent to your soon so you can test and tell us.

Have a nice day!

Denisa

Dear Darren,

So please check attached files, new label and printing pattern for you so please check and confirm.

Thank you, Denisa

Dear Darren,

But I sent you label for that and ouz confirm? So we should chase the name? But for now it will be sent with label which I sent you yesterday.

Thanks for understanding.

Have a nice day!

Denisa

Hi Denisa

Many thanks, please can we have the part as [REDACTED]?

Many thanks

Darren

Dear Darren,

I have checked with technicians and yes I can confirm the voltage range from 161-500 L/N.

Have a nice day!

Denisa

Dear Darren,

So firstly I have information that from your previous order the 89 pieces of [REDACTED] are already changed to the new version with new manual and new labels so I can send it this week or next week and also we have already changed also the [REDACTED] for you and it will be sent with your shipment but firstly I need to know if you confirm the label attached which we prepare for the new [REDACTED] product. So please check and let me know.

Also let me know about the problem which you mentioned in previous email because I need to check and some pictures from you.

Thank you so much and have a nice day!

Denisa

Dear Darren,

You just can amend your previous order, there is no need to issue new purchase order just amend. And yes, during the changes the department of research and development just found out that the estimation of calculation was not precise. Sorry for that.

And will be again two pieces sent to you at the end of June.

Have a nice day!

Denisa

Dear Darren,

So I have news about the [REDACTED] changes, first is good, the second bad, so the first one, the changed items will be ready around 28th of June 2013 so next week I will give you more details but it should be up to 28th of June. But the costs of changes the final will be 1250 EUR like in previous time so please consider and let me know and change the PO.

Thank you so much!

Have a nice day!

Denisa

Dear Darren,

Still have some question: so your request – need UIn from 346-500V for [REDACTED] is the same like you sent me in form attached right? Just to be sure that it is still about the same, just you want this product after that changes named differently, right?

Just to be sure that we are working on the right development changes and it is still the same changes you request and form attached

Thank you and have a nice day!

Denisa

Dear Darren,

Now we are working on that changes the values for [REDACTED]-

On the [REDACTED] we require a nominal voltage level of between 380V – 480V L-N, so voltages of 380,400, 415, 440, 480

Basically need UIn to be from 346V – 500V

So please let us know if the change which you require now is the same? Please explain it because now our development department is little bit confused, because they start working on them so please let us know. Or explain the difference.

Have a nice day!

Denisa

Dear Darren,

So I asked them and really the change which you want us to be done will be till the end of April, because there should be made a lot of testing and verification at department of research and development like it should be tested many times to be sure that it is working and no problem. About another changes, of course it could be done, but we need to know all changes which you want us to be done and we will add to your system and let you know the date when it would be ready. But please write down all changed you would want because it is better to do all together.

Thank you so much and let me know.

Have a nice day!

Denisa [REDACTED]
sales export representative

Hi Denisa

Sorry to chase but any news on the span adjustment

Also we have further opportunities for a higher voltage range on the [REDACTED], therefore could you advise if the product could be increased to suit 400V?

Regards
Darren

Dear Darren,

for me the same surprise, as I can tell...but as I told you this week I have to have more information about that so I can ask them why it takes such a long time...

Bye and have a nice day!

Denisa

Dear Darren,

Ok I will wait for your order and as I understand now you want us to change your products:

**For products [REDACTED] and [REDACTED] the span adjustment should be +/-30%.
So 70% to 100% and 100% to 130%.**

And send you 2 pieces from each [REDACTED] and 2 pieces from each [REDACTED]? Right? Two pieces from all. Yes?
About time I will let you know when it could be ready.
Soon I will also send you the invoice for that changes.

Thanks!

Bye! Denisa

Dear Darren,

I think we will accept it, I am just waiting for the confirmation of our boss of department of research and development. But I think you can raise the order for that change.
If I have any news I will let you know.

Have a nice day!

Denisa [REDACTED]
sales export representative

Dear Denisa,

In view of your arguments, I have checked again with the Marketing Department and we accept to pay for this products at the prices you indicated in your previous e-mail.

So, please make the invoice of 1.131,37 Euros for these material and with the same commercial terms as the other invoices.

Later, inform me the which are the codes of the [REDACTED] in advance for start making the corresponding diagrams of control and programming the [REDACTED] and the PC.

Also, send me the additional software I need for program the [REDACTED] and the APPS for Android (phones and tablets).

Finally inform to me all the details of the delivery as I asked you in my previous e-mail and then tell me when the good will be ready for delivery in order to inform UPS for pick it up.

I will wait for your prompt news.
Best Regards.

Dear Nestor,

So I have checked with technicians and with Boris also, and they agreed that after using them in the exhibition, that products couldn't be any more used to sell to anyone. There would be necessary to change some parts (to keep it completely new, because we don't sell once used products) and do tests so it would be really better if you can buy it for our manufacturing prices which I have already sent you. So please let me know your comments if I can help you somehow.

Thank you so much.

Denisa

Good Morning Denisa,

My idea for take care of the [REDACTED] and [REDACTED] is to put them in [REDACTED] boxes and made the connections with terminal blocks for not damage the external aspect of the product and not cut or damage the connection wires. We will not write anything over the products and not stick any label over them because any inscription will be made over the [REDACTED] boxes. All the connections and installation will be made by my or by somebody of my team.

After their use, what you can see in the product is just one risk in the copper wires caused by the compression of the screw of the terminal block.

In the case of the transmitters, we can pay you the used rockers because these can be spoiled by the fingers of the people and we can put a new battery if you think it is necessary.

We will also keep the original packaging and the instruction manuals, for repack them again in their original conditions.

As you can understand, we have many different costs in the stand and we need to cut down them as much as possible.

In order to be fair with you and [REDACTED], I purpose you to pay only for the products which you judge have a big damage and it is not possible to sell.

Please tell me if this proposal is acceptable as it is or if not, please give me other options. I will be waiting for your prompt reply because I want to finish with this issue along today.

Thank you in advance.
Best Regards.

Dear Denisa,

How are you today ?.. I hope everything is fine with you and you have passed a nice weekend and started a very good week.

Thank you very much for your last e-mail and answers about our request of collaboration for our stand at the [REDACTED] Show.

Following your comments and answers, I am sending now our final requirements and some comments about the products and the promotional materials needed.

So please check the following:

1) Products for control the LED lighting fixtures:

a) For do this control, we need the following list of products and software or specific applications:

* [REDACTED] = 40 pieces (38 pieces + 2 spare units), with their hexadecimal codes in sequence, if it's possible. Could you send me the list of codes by mail in advance ?

* [REDACTED] = 10 pieces. The color of their rockers must be WHITE (BR). We will install these units in 5 gang [REDACTED] frames, so don't send them with the one gang white frame and just send them with the rockers only. We also need 10 sets of rockers only in GRAY (IS) color because we want to have these replacement rockers in case the white color doesn't match well with the decoration of the walls of the stand.

* [REDACTED] = 1 unit with the necessary applications for the control of lights through Android or Apple smart-phones ([REDACTED] ??). I think this model is the appropriate for our purposes instead of [REDACTED].. As I said before, our idea is to use different ways of control over the same actuators. We will make the "direct control" with the [REDACTED] and then we will make "smart control" strategies by using the Android APPS in smart-phones, the [REDACTED] of the suitcase we have here, a [REDACTED] [REDACTED] we have here and the [REDACTED] we already have with a portable computer. So, please tell us which software we additionally need for program the above controllers and send us the respective software files.

* [REDACTED] = 4 units with the necessary application for control the lights through smart-phones. These controllers will be controlled by "[REDACTED] only" and using the [REDACTED] and/or the smart-phone application. So, please tell us which software we additionally need for program the above controllers and send us the respective software files.

2) Products for Audio:

We want to play audio background music in our stand and for this instance we want to present the [REDACTED] module.

So, do you have it ready for use it in a demo installation ?.. Is it possible to receive one unit for this purpose ?.. Which other things we will need for use [REDACTED] in a stand-alone mode and connected to a system of speakers ?

Please confirm this possibility.

3) Catalogues and merchandising material:

Due to the time we have before the Fair and the high cost of low quantity printing work, we prefer to receive the catalogues you have in your company instead of print them here.

Knowing this is also a cost for you, I reduced the quantities of catalogues we need for the Fair.

The new quantities of each type are:

* Flyer [REDACTED] (English): 100 pcs

* Technical Catalogue [REDACTED] (English): 50 pcs

* Brochure [REDACTED] (English): 100 pcs

* Technical Catalogue [REDACTED] (English): 50 pcs

* Brochure [REDACTED] (English - [REDACTED]): 100 pcs

* Brochure [REDACTED] (English – Multimedia): 100 pcs.

About the merchandising material (gifts), it will be OK the quantities and type of the gifts you could send us. Thank You.

4) Commercial conditions and delivery of the above materials:

We confirm you that we need only the products for exhibit at the Fair and that we will return them back you in good conditions of use.

Once you confirm the delivery and quantities of the requested materials, please tell me how many cartons you will send and the dimensions and weight of each one.

We will send UPS for pick up the cartons from your factory in the date you have them ready for delivery.

Please give me the exact address where the goods must be picked up, the name and contact of the responsible who will handle these goods in your company and at what times he/she will be able for receive UPS and give them the goods.

It will be great if we can have the goods here before the next weekend or in Monday of the next week.

Please contact with Boris for clarify with him the technical issues and if you have any other question or doubt, please don't hesitate to contact again with me.

Finally, it could be great if you can send me in advance and by e-mail the technical and installation manuals of the new products for let me study them before the products arrive.

Waiting for your prompt news and actions, I remain.

Best Regards.

Dear Nestor,

So thank you so much for your comments so as I can see you need from us:

- 1) [REDACTED] = 40 pieces (38 pieces + 2 spare units), with the hexadecimal codes in sequence, if it's possible.
- 2) [REDACTED] = 10 pieces. The color of their rockers will be specified later by our Marketing Department.
- 3) [REDACTED] = 1 unit with the necessary applications for control the lights through Android or Apple smart-phones.
- 4) [REDACTED] = 4 units with the necessary application for control the lights through smart-phones.

Actually I would like to kindly ask you if you want to buy or just you need it for exhibition? Just to be sure, which document we will issue for that.

About application for controlling from smartphone or tablets, so we will prepare also, I will check with Boris, we could take our iPhone5 or Tablet Samsung Galaxy or something else where the application will be used. Or if you have your smartphone or tablet we can use also yours (which one you have?). Actually we have special stand for tablets/iphone5 so we can also take it.

About marketing materials, so we have in our webpage new catalogues which we issued this month, so please check our webpage and let me know in which you are interested, maybe the best idea will be if we can send you printing design and you can print at your company.

[REDACTED] catalogues (new) English =

[REDACTED] brochures (new) English =

[REDACTED] catalogue (2012) French =

Or check another one: [REDACTED]

So let's first agree on the products and then we will deal with another stuff.

Have a nice day!

Denisa

Dear Lucie, Denisa and Boris,

Good Morning to all of you .. and I hope you are fine and have passed a nice weekend.

First of all, I deeply apologize for this delayed answer to your e-mails and phone calls related with our participation at [REDACTED] Show.

I couldn't reply you earlier with the information you needed because the stand constructor we have chose for the event was very expensive and he didn't accept our conditions for achieve a better price. For this reason, we needed to change the constructor to a new one with better price and another project which fits better our requirements. Now, we have this problem solved and finally we will work with a Portuguese company who will make the stand as our wishes and with "Portuguese" price...

Due to the above situation, I couldn't make before the electrical (lighting) project of the stand and define the way of control the lights.

I finished this issue on last Friday and now I can explain you which is the concept of our stand and which is the collaboration we need from your side for control the lights and promote the home automation systems from [REDACTED].

Our stand will principally show the LED products of [REDACTED] Lighting and will put more emphasis in the last releases of products and specially in the [REDACTED] system, which is new concept and innovation in the way of create LED lighting luminaries.

For this reason, our stand will be like a “big boutique” with different examples and details exhibited in their walls which will show better the quality of the light and the possible applications. So, following this idea, we will not have exhibition panels with products on the walls and we will not need your panels this time.

The stand is an open corner of 6 m x 6 m (36 m²) and will have a big roof in three levels for put the different lighting fixtures. In the walls, we will create niches and shelves for put objects and products, which will configure the different boutiques.

In the middle of the stand, we will have a nice counter for receive the visitors and surrounding the counter, we will have some meeting tables with chairs and sofas.

In the internal corner, we will have the store room and in the external corner, we will have a corner wall with floor niches for create an exhibition of the “outdoor lighting”, where we will put some nice garden lights, wall washers and wall appliques.

You can see a schematic upper view of the stand with the lighting distribution in the attached PDF file.

Concerning your collaboration, it will be so much helpful for us if you can supply us the elements for control the lights of our stand and some promotional materials.

As I roughly explained to Boris by phone, we plan to control the lights on the roof through [REDACTED] dimmer actuators commanded in “direct way” by 2 groups of [REDACTED] transmitters located in two different places of the stand.

For the dimmer actuators, we thought in the model [REDACTED] because it is specially designed for control LED lighting and has 7 possible ways of programming. We will need 38 pieces of this type of actuator.

For the controllers, we thought in the model [REDACTED] transmitters for wall mounting and with [REDACTED] design. We will need 10 units of these transmitters.

The receivers will control independently 38 LED lights with rated powers going from 7W to 45W at 230VAC, and the basic control functions will be ON-OFF-DIM UP-DIM DOWN in all the cases.

With the transmitters, we will create two groups of 5 units mounted in a five gang frame of Aquarella design. In this way, we will have 2 big “keyboards” of 20 commands each for control the LED lights. For our comfort during the demonstrations, both groups of transmitters will make the same control scheme and they will be placed in two different positions in the stand.

As I discussed with Boris, we prefer the “direct control” by using the simple transmitters because we don't want to experience any delay in the control of the light. Anyhow, Boris told me that you improved your interface and application for control the lights through the [REDACTED] platform by using Android or Apple smart-phones.

With this new possibility, we will also like to have the “smart control” too, but this control will duplicate the “direct control” with the [REDACTED] units. Also with the “smart control” we want to make use the “scenario control” capacity for play with the lights.

Additionally, we will have some examples of lighting with our LED STRIPS, so the LED Strip controller [REDACTED] will be also necessary.

So, following the above explanation, the preliminary list of [REDACTED] products we will need for the stand is :

- 1) [REDACTED] = 40 pieces (38 pieces + 2 spare units), with the hexadecimal codes in sequence, if it's possible.
- 2) [REDACTED] = 10 pieces. The color of their rockers will be specified later by our Marketing Department.

- 3) [REDACTED] = 1 unit with the necessary applications for control the lights through Android or Apple smart-phones.
- 4) [REDACTED] = 4 units with the necessary application for control the lights through smart-phones.

We will also have our [REDACTED] demo-case in the stand for show the system and I will program the [REDACTED] unit for control the lights of the roof and show how the system to our customers and play with it by using the stand and some pre-programmed scenarios, too... Please, tell me if it necessary to update its firmware for do this.

For tell to the visitors about the special control system used in the lights, we will put some signs in the stand which will say that the light control is "Powered by [REDACTED]" or some other good phrase which will advertise your brand and products.

Finally, if you have any other ideas for add to our stand please freely tell them to us. We are open to check them and then we will tell you our decisions.

About the promotional materials of [REDACTED] for give to our visitors, we thought in distribute your presentation brochures of the [REDACTED] and [REDACTED] systems. It will be great If you have them in French language. If not, we can use the English version.

Also, you can send us some Technical Catalogues of the [REDACTED] and [REDACTED] system in French or English languages.

Concerning the quantities of the brochures and considering the Fair will be five days, I think that 300 brochures in enough. In the case of the Technical Catalogues the requirements could be less quantity and we think that 100 pieces will be enough.

In addition, you can send some simple gifts or merchandising articles from [REDACTED] (pens, key chains, notepads, etc.) and some nice gifts for special visitors or for whom is interested in your products. The quantities of these articles will be in accordance with your possibilities and company rules.

In terms of priorities, we need the products in a first step and as soon as your possibilities for prepare and test them before the assembly of the stand. The merchandising material can come in second step.

We can collect all the elements with UPS or DACHSER once you have them ready for delivery.. For this task, just tell me the date, description of the goods, number or cartons and each weight and volume.

OK, this is all for today and for this first approach ... I hope my explanations are clear and if you have questions or doubts on them, please don't hesitate to ask me.

We Thank You in advance for the help you can give us in this interesting presentation and event of the French market. We are sure about the transcendence of this action for our company and our partners considering that it will also open the door for enter in international markets, too.

We keep in contact for these issues and I wait for your prompt feed-back.

With my Best Regards.

Dear [REDACTED]

I am writing this mail from Mongolia. This is [REDACTED] from [REDACTED], Ltd.

Our company use [REDACTED] company's heating system. We use it from 2005 until now. 5 days ago heating system didnt work. Heating don't have electric. electric engineers told me [REDACTED] maybe destroyed. Electric have enter to [REDACTED], but from [REDACTED] out no electric.

I sent you photo by attachment.

I have some questions.

Would your company send me [REDACTED]?

We will pay [REDACTED] price and freight charge.

We need [REDACTED] very urgent, because in Mongolia --7C degree in the night.

I am waiting your reply.

Best regards

Dear Aleksander,

So thank you so much for that information, first at all, ok we will prepare the manual with English, Romanian and Russian.

But about software (you order just now 1 pieces) so for now it won't be possible to change the software so please could you give me the exact sentence which we should put in manual that instead of [REDACTED] now it is [REDACTED] and if it is possible please send me in these three languages and we will put it in manual. What I know now there is [REDACTED] on the screen so it should be change for you as well? Just please let me know what should be mentioned now in manual.

Anyway I have to ask you about manual for the next [REDACTED] products. Because I know you have different names [REDACTED] etc. and sometimes we are writing in manual that [REDACTED] actors are etc etc...so could we leave [REDACTED] actors or we should change that [REDACTED] actors...etc. Please specify that and we will change if it is necessary. About demo boards sorry for delay but you know before Christmas everyone is busy here and I am waiting for estimation of prices then it should be done soon because we have already all background for your panels.

Have a nice day!

About the estimated volume I can't give you any real estimations at the moment. We will start with this project in Romania - I'm still expecting your offer for [REDACTED] panel - so we can order. We are also planning to start in other countries of eastern and south-eastern Europe. I don't think there will be larger quantities.

Regarding translations, I also don't have any person at the moment then myself, but I think this can wait a little bit, will se if this moves to larger quantities then we should make translations.

At the moment I propose to prepair documentation in:
English, Russian and Romanian.

Later we can change that.

And don't forget that in Touchscreen menu there is [REDACTED] type listed not [REDACTED], if at the moment you don't plan to change software fot that, then it should be clear described in instruction manual, that for [REDACTED] type XXX in touchscreen will be listed YYY ([REDACTED] type). But if not now, then later also this modification of software should be done.

Dear Aleksander,

So finally you sent the first order for [REDACTED] and we would like to kindly know which languages you want us to add to your manuals? But at the beginning – because you order just few pieces it would be great if you ask us for manuals with two-three languages to print here in our company and to send it to you soon (just for this order). Then we need to talk about estimated volume of orders items next year, because we would like to print it at some print office so we need to know the estimated volume for next year, so if you can prepare some tables for us where the items and volume will be – so it would be great ☐ And of your which languages you want in manuals.

Many thanks!

Have a nice day!

Denisa

Dear [REDACTED],

Welcome back, really nice to hear from you again ☐ Anyway I just came back from Hannover exhibition so didn't have time to reply anyone so I am sorry about that, and now I tried to answer as much emails as I can but it is Friday and I am sleeping almost ☐

About the order which I owe you still here so all products are in stock just still waiting for new [REDACTED] for [REDACTED] [REDACTED] which is still on validation, so please let me know if you can wait till the new [REDACTED] will be ready and tested or you want us to send with old 1.05 firmware, please let me know, thank you so much!
And if you have any technical questions or anything else don't hesitate to contact us ;)

Have a nice day!

Dear [REDACTED],

So I have already answer for you:

- 1) In your project – everything looks good, just we recommend you to turn off (switch off) the function for checking the maximum temperatures in your project. But our technicians need to see in real to estimate why it doesn't work (maybe some skype conference). But they are sure that it should switch on when the temperature is lower than the temperature in time schedule.
- 2) You have to choose and click the "Value testing" and then it should test your values.

Have a nice day!

Denisa

Dear Denisa,

I had saw the yellow marked answers. We have did the first answer but there also problem. The second answer is not exactly my answer, so I have repeated the remained issues again as bellow :

1-As you can see in my [REDACTED] file, we have defined 2 separate time schedule for "heating" and "Cooling" as per your solution.

But when we activate the heating time schedule(cooling time schedule is off as well) , **we have no command on defined output even we change the comfort teperature up to 50C for test.**

2- We don't want to use the "direct control" function of analog input and please ignore my previous mentioned procedure.

We want to just have individual status and commands as per analog input(0-10V type) changes from 0 to 10V.

I have connected a manual controllable analog 0-10V signal to analog input and I have changed it form 0 to 10V.

For each 2V period (test values are : 2V,4V,6V and 8V), we have defined a individual command. for example for 0~2V period a specific system bit is set and for 2~4v another system bit is set and so on.

But there is no reaction when we change the input. In the other word, the test function of analog input doesn't work at all.

Please please please kindly kindly kindly have a look on my submitted [REDACTED] file and let us have your comments with more precision look.

Best Regards

Dear Denisa,

I Think there is some misunderstanding here.

We expect to have technical support from you as this is the basic consideration in a mutual cooperation.

1-The attached file is the "piz" file of our show room which can be read by [REDACTED].

So if you read the attached question along with [REDACTED] file, you will find our questions is not cleared yet.

2-Our central module is "[REDACTED]" not "[REDACTED]".

2-1- we want to connect "[REDACTED]" and "[REDACTED]", but we cannot find the connection diagram.

2-2- when we activate the system inputs in [REDACTED], the input status has no change in [REDACTED].

2-3- there are 4 [REDACTED] and 2 [REDACTED] on [REDACTED]. Please let us know how can we use them by [REDACTED].

3- I have sent you some photos from our model. Could you open them?

Dear [REDACTED],

I cant open your file in attachment, and I don't know why you sending me old message, because I answered everything what you wanted to know. Technical issues was answered, and non technical also, about new invoice and sending the last items which I promised you so I wrote you before that I am still waiting for the latest version of [REDACTED] to [REDACTED] but still I am waiting for the latest news from department of research and development but still this version is on testing and still not in our stock, and I promised you that as soon as I have more information about that so I will let you know, but still in progress and testing so still I cant send your last shipment to you but they promised me that this week it should be done so I hope they will do. And I think is better to wait for the final and really good version than sending you just some semi-version and not the final one.

About the price list so I am still waiting again for our department of prices so still the export price list is not still done so the about the contract is the same situation, that I have to wait for the price list. I know that it has taken some time, I am really sorry about that and hope it will be solved everything soon.

So sending me old messages really cant help :(

I know and I am sorry hope I will have good news for you soon :)

about the technical issue I will check with technicians if there is something what was not answered.

Have a nice day!

Dear Denisa,

Many thanks for reply.

The answers are related to my old message and We have did the answers by our try and error works but there are some issues which I have inserted in my message on Tuesday, February 19, 2013(I have enclosed it again) and enclosed file.

As you can see , we have created the summer and winter time program ("Heating Weekplan" and "Cooling Weekplan").

Concerning the analog input , the Direct control is not our concern as we want to have another actions which I have mentioned it in enclosed message.

So please let your notice on attachments.

Also I need your answers on non technical issues , so please kindly reply.