



Write an E-mail Request

You are Michael Frank, the Head of Product Development of CAMGEAR, the world's leading manufacturer and distributor of filming equipment, based in Aschaffenburg, Germany.

One of your company's keys to success is that you constantly seek to improve your products and services for your customers' benefit.

Therefore, you are asked to arrange and go on a technical visit in order to assess your camera cranes and related filming gear.

You contact John Bull, the Studio Engineer of the PANOPTICAM film studios in London. PANOPTICAM is a new customer who will be using your camera cranes for a new production starting at the end of this month.

Your task now is to write your e-mail request to John Bull. You should stick to the following instructions:

1. Find a proper subject line for your request.
2. Choose the adequate salutation formula.
3. Introduce your company and your area of responsibility.
4. Communicate how you learnt about your host's company:
Your London sales subsidiary told you about their recent order for a considerable amount of camera cranes required for a filming project which starts end of this month.
5. Stress the importance of direct contact and knowledge exchange with the user of your equipment for your company's service strategy.
6. Inquire if you could arrange a technical visit to their studio during the filming process of their next project in the first two weeks of next month.
7. Thank Mr Bull and phrase your positive expectation.
8. Choose the adequate complimentary close.