

R.G. Electronics AG

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Your Ref: PG/AL

14 May 20—

P. Gérard
Manager
Disc S.A.
251 rue des Raimonières
F-86000 Poitiers Cédex

Dear M. Gérard

Thank you for your enquiry of 12 May in which you asked about the CDs we advertised in this month's edition of 'Lectron'.

I can confirm that they are of high quality, and suitable for domestic recording. They are 'Kolby' products, a brand name you will certainly recognize, and the reason their prices are so competitive is that they are part of a consignment of bankrupt stock that was offered to us.

Because of their low price, and the small profit margin, we will not be offering any trade discounts on this consignment. But we sell a wide range of electronic and computer products and have enclosed a price list giving you details of trade, quantity, and cash discounts.

We have sent, by separate post, samples of the advertised CDs and other brands we stock, and would urge you to place an order as soon as possible as there has been a huge response to our advertisement. Thank you for your interest.

Yours sincerely

R. Gerlach

(Herr) R. Gerlach
Sales Director

Enc. price-list

Catalogues and samples

M. Gérard wrote to R.G. Electronics to enquire about CDs ▶see page 43. He implied that his store was a large one, that he was only interested in high-quality products, and that he might place a substantial order. This is the reply.

- 1 What references does Herr Gerlach quote?
- 2 Why are the CDs being sold cheaply?
- 3 Does he offer any discounts on the advertised goods?
- 4 What other material has he sent to Disc S.A.?
- 5 Can Disc S.A. order whenever they want to?