

Introduction of Business Letters Writing

Objectives

After completing this part, you will be able to:

1. Master the components of business letters;
2. Master the rules of writing business letters;
3. Master the layout of business letters.

Structure and Layout of Business Letters (商务信函的结构与布局)

1. Structure of Business Letters (商务信函的结构)

Zhejiang Cereals, Oils and Foodstuffs Imp. & Exp. Corp.
125 Jianguo Road
Hangzhou, P.R. China
Tel: 0086-571-6526-8888 Fax: 0086-571-6527-6028
E-mail: carl@cofCo.com.cn

Our Ref: 038
Your Ref: ERT

November 15, 2006

Messers H. Ronald & Co.
256 Eastcheap, London
England

Dear Sirs,
Re: Aquatic Products

We thank you for your inquiry of November 5.

In compliance with your request, we are sending you here with a copy of our illustrated catalogue and a quotation sheet for your reference.

All prices are subject to our confirmation for our aquatic products that have been selling well this season. Therefore, we would suggest that you advise us by a fax in case of interest.

We await your early favorable reply.

Yours truly,
Zhejiang Cereals, Oils and Foodstuffs Imp. & Exp. Corp.
Mike
Signature

Enclosures
Cc: our Shanghai Branch Office

1.1 The Standard Parts (标准部分)

Most business letters have seven standard parts. They are letterhead, date, inside name and address, salutation, body of the letter, complimentary close, and the signature.

1.11 Letterhead (信头)

A letterhead is the heading printed at the top of the letter, which includes the essential particulars about the sender's name, address, postcode, telephone number, fax number and email address. It is usually printed in the up-center or top-left margin of a letter. Example:

ACD Consulting Inc.
1677 Sea Harbor Drive
Orlando Florida 35509 USA
Tel: 407-2403000
Fax: 407-2405454
E-mail: export@interfon.com

Systems A/S Corporation.
Huancheng Industrial Zone, Jiapu, Changxing, Huzhou
Zhejiang, China 313109
Tel: 0086-572-6016163
Fax: 0086-572-6018788

1.12 Date (日期)

All the formal letters should be dated. The date should be written in full and not in abbreviated form, e.g. write September 24 instead of Sep 24 and write 2009 instead of 09 for the year. All number form (10/9/2005) should not be used since it is likely to cause confusion. It can be placed at left or right margin according to the style of the letter.

American style: May 5th, 2016 or May 5, 2016

British style: 5th May, 2016 or 5 May, 2016

1.13 Inside Name and Address (封内地址)

Generally, the inside name and address should include the recipient's name, title, company name, street address, city, postcode, state/province, and country.

The order should be:

Name of the person addressed;

Title/Position of the person address;

Name of the company/organization;

Street number and name;

City, state and postal code;

Country of destination.

Example:

To a company

Kedy Computer Limited
No. 2 Nanjing Road, Heping District
Tianjin, China

To an individual

Wang Ruixiang
General Manager
China Textiles Imp. & Exp. Corp.
No. 82 Donganmen Street
Beijing, China

Tips: 若收信人姓名同时写出名字和职称时，职称应放在姓名之后。若职称太长可另起一行。若只写职称，则先写职称再写公司名。Ltd. 为 Limited 的缩写，意思是股份有限公司，在美国主要用 Inc. (Incorporated)。

1.14 Salutation (称呼)

The salutation is a polite way of greeting the recipient. It is always placed below the inside address. It can be written according to the following:

Salutation	Meaning
Dear Sirs or Gentlemen	To an organization
Dear Sir or Madam	To a person you know neither the name nor gender
Dear Sir	To a man that you don't know his name
Dear Madam	To a woman that you don't know her name
Dear+Mr.+family name	To a man that you know his name
Dear+first name	To a friend or someone you get familiar with
Dear+Ms.+family name	To a woman either single or married
Dear+Mrs.+family name	To a woman married
Dear Miss+family name	To a woman single

1.15 Body of The Letter (正文)

This is the most important part of the letter. It expresses the writer's opinions, ideas, purposes and wishes. Generally speaking, the body of the letter consists of three parts—opening sentences, actual message, and closing sentences.

Opening sentences: It contains some background information such as a previous fax, telephone, date of last letter so that the reader can understand the reason for the letter.

Actual message: It shows details on the purpose of the letter. There should be clear links between paragraphs.

Closing sentences: The writer summarizes the letter and makes some requests to the reader.

1.16 Complimentary Close (结尾敬语)

The complimentary close is a polite way of ending a letter. The most common sets of salutation and complimentary close are:

Dear Sirs/ Dear Sir/ Dear Madam/ Dear Sir or Madam: Yours faithfully,

Gentlemen: Yours truly,

Dear Mr. Malone/ Dear Mrs. Malone/ Dear Mary/ Dear Tom: Yours sincerely/ Best wishes (UK)/ Best regards (US)/ Yours,

1.17 Signature (签字)

The signature means the name signed by the person responsible for the letter. A letter should be signed by hand, and in ink because many hand-written signatures are illegible. The name of the organization that the signer represents should be written in capitals below the complimentary close, followed by the signature of the manager as well as his/her job title or position. Example:

(1) An official signature for his corporation:

CHINA TEXTILES IMP. & EXP. CORP.

John Smith

John Smith

General Manager

(2) A clerk with special authority to sign:

For Sales Manager

John Smith

John Smith

(3) An individual signing on his own behalf:

Henry Brown

Henry Brown

1.2 Optional Parts (可选部分)

The optional parts are the reference number, the attention line, the subject line and the IEC block.

1.21 Reference Number (案号)

The reference number usually refers to the file number marked by “Our ref” and “Your ref” to avoid confusion. It is often two lines below the letterhead. Example:

Your ref: 049

Our ref: DEC

1.22 Attention Line (经办人)

The attention line is seldom used in today’s business letters. In the past, the writer used the attention line to ensure that the letter ended up on a certain person’s desk, even though the letter was addressed to the company in general, and always began by “Dear Sirs”. When you know the name of the recipient, it is unnecessary to use the attention line. It is generally put two lines below the inside name and address. Example:

Attention of Paul Yang

Attention of Export Department

Mr. H.A. Donnan, please

1.23 Subject Line (事由)

The subject line is the general idea of a letter. It is usually placed between the salutation and the body of the letter to invite attention to the topic of the letter. Example:

Subject: Proposed delay of the delivery

Re: Proposed delay of the delivery

Subject: Proposed delay of the delivery

Re: Invoice No. 1120

1.24 IEC Block (缩写名、附件、抄送标志)

Initials

Sometimes business letters are drafted and printed by secretaries under the instruction of people in charge. So the person in charge and the secretary both sign on the letters with initials. For example, a letter is drafted and printed by Mary Samuel under the instruction of Robert Jackson. They sign as RJ/MS, RJ/ms, RJ: MS, rj: ms.

Enclosure

The enclosure is sent together with the letter. The sender should type the singular “Enclosure” or “Encl” for only one enclosure and the plural “Enclosures” or “Encs” for more.

Sometimes the word “Enclosure” can be replaced by “Attachment”. Example:

Enclosures: 2 Invoices

Encl: Order No. 567

Attachment:

Check No. 123

Order No. 345

Carbon Copy

The carbon copy can be used when the copies of the letter are to be sent to one or more persons by the abbreviation “CC” or “C.C.”. The names can be listed in alphabetical order or in the order of job rank. Example:

C.C.: Mary Samuel

C.C.: Robert Jackson and Mary Samuel

An example of the IEC block can be:

GBH: HSL

Encs: 2 invoices

Cc: Bernard Black, president

2. Layout of a Business Letter (信函的格式)

2.1 Full-block Form (齐头式)

Full-block form means that all lines begin at the left-hand margin. This form is widely used in business letters.

Overseas Trading Co.

1250 Changan St., Beijing 10070, China

Tel: 86-010-33992233 Fax: 86-010-33992211

Our ref: No. ASD123

Your ref: No. NH452

May 10, 2015

The Pakistan Trading Company

15, Broad Street

Karachi, Pakistan

Attention: Import Dept.

Dear Sir or Madam,

Re: New Price List

Thank you for your letter dated May 10, 2015.

As regards the quotation, if you can allow us a 15% discount on the price listed, we may consider placing our orders.

We look forward to receiving your favorable reply.

Yours faithfully,

Zhang Liang

Zhang Liang

General Manager

Encl.: invoice

Cc: Ms. Laura Shultz

2.2 Indented Form (缩进式)

Overseas Trading Co.

1250 Changan St., Beijing 10070, China

Tel: 86-010-33992233 Fax: 86-010-33992211

Our ref: No. ASD123

Your ref: No. NH452

May 10, 2015

The Pakistan Trading Company

15, Broad Street

Karachi, Pakistan

Attention: Import Dept.

Dear Sir or Madam,

Re: New Price List

Thank you for your letter dated May 10, 2015.

As regards the quotation, if you can allow us a 15% discount on the price listed, we may consider placing our orders.

We look forward to receiving your favorable reply.

Yours faithfully,

Zhang Liang

Zhang Liang
General Manager

Encl.: invoice

Cc: Ms. Laura Shultz

2.3 Modified Block Form (混合式)

Overseas Trading Co.

1250 Changan St., Beijing 10070, China

Tel: 86-010-33992233 Fax: 86-010-33992211

Our ref: No. ASD123

Your ref: No. NH452

May 10, 2015

The Pakistan Trading Company

15, Broad Street
Karachi, Pakistan

Attention: Import Dept.

Dear Sir or Madam,

Re: New Price List

Thank you for your letter dated May 10, 2015.

As regards the quotation, if you can allow us a 15% discount on the price listed, we may consider placing our orders.

We look forward to receiving your favorable reply.

Yours faithfully,
Zhang Liang
Zhang Liang
General Manager

Encl.: invoice

Cc: Ms. Laura Shultz

E-mail and Fax (电子邮件和传真)

1. E-mail (电子邮件)

Currently E-mail is the most frequently used and widely used mode of communication in foreign trade. In addition to fast speed and simplicity, E-mail is easy to archive, forward and retrieve. All kinds of files, including text, images, audio and video can be sent via email attachment, which can help reaching the cooperation intention between buyers and sellers.

Example:

发件人 (From)	Wang Liangliang <Wangliangliang@126.com>
收件人 (To)	Johnson@163.com
抄送 (Cc)	sera@126.com
暗送 (Bcc)	salesmanager@163.com
主题 (Subject)	Quotation for 10 metric tons of apples
附件 (Attachment)	A quotation

Dear Mr. Johnson,

Thank you for your enquiry yesterday, asking for a quotation for 10 metric tons of apples.

Please find our attached quotation sheet. If you have any questions, don't hesitate to let me know.

I am looking forward to your reply.

Best regards,
Wang Liangliang
Sales Manager

Tianjin Apples Import and Export Co., Ltd.
120 Nanjing Road, Heping District, Tianjin
E-mail: Wangliangliang@126.com
Tel: 0086-022-66 × × × × 69
Fax: 0086-022-66 × × × × 68
<https://www.applesales.com>
天津苹果进出口有限公司
地址：天津市和平区南京路 120 号

2. Fax (传真)

In foreign trade correspondence, fax has been largely replaced by email. As fax has the advantage of without being infected by virus and blocked by hackers, some documents such as orders, invoices and packing list are still transmitted by fax. There is no fixed format. Usually fax covers the following as the example shows. Example:

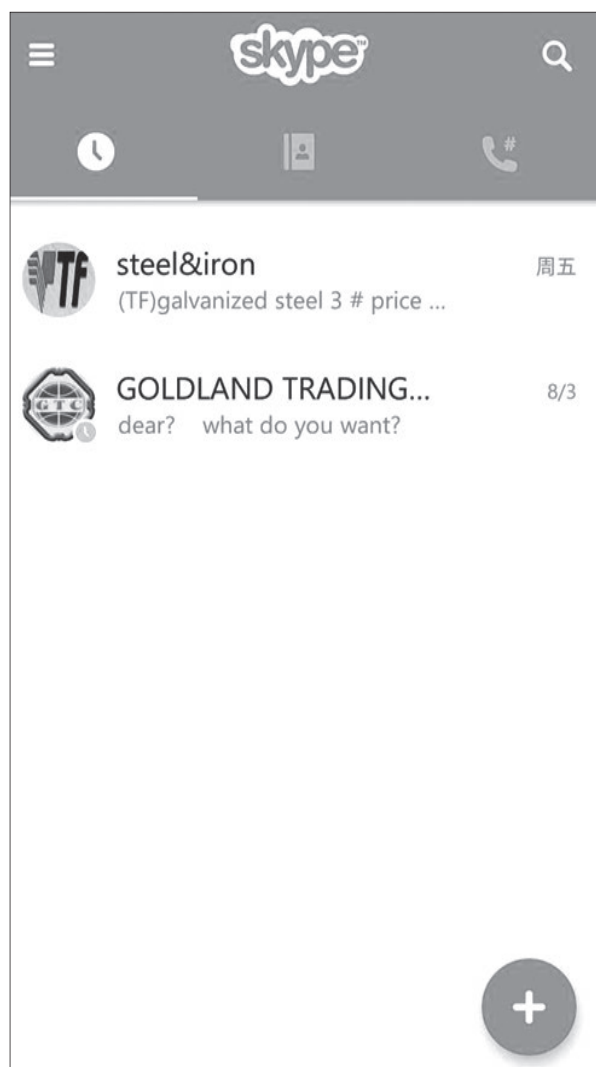
Shenzhen Developing & Best Import-Export Co., Ltd.
ADD: 607-608 Room, Block A, Hailun Complex, No.9 Tairan Road, Shenzhen, P.R.C
TEL: 0755-83 × × × × 86/83 × × × × 79 FAX: 0755-83 × × × × 80

FAX

Platform Letters (平台信件)

1. Skype

Skype is an instant voice communication tool. There are many functions, such as video chat, multiplayer voice meeting, multiplayer chat, transmission file, text chat and other functions. It can be free to speak with other users, and it can also make domestic and international calls, such as fixed phone, mobile phone, and the ability to achieve call transfer and text messaging.



2. AliExpress

AliExpress enables the sellers and the buyers to communicate efficiently. All the letters between the sellers and the buyers can be shown through AliExpress.

站内信详情

Google 在线翻译

查看此产品

删除此消息

☆ 主题: Supplier Home Decoration Handmade Red Chinese Knot With Tassel, Free shipping

Chinese knot peace knot lucky gift auspicious crafts

联系人: mellortheresa (B) (UK)

最后回复: 2017年06月20日 22:25

回复

查看此产品

mellortheresa

2017年06月20日 22:25

Best price 50.

10 of each colour

Can you do Heart shape (Mandarin - Seen)

Can you do flower shape (Mandarin - Kwaa)

回复站内信:

内容:

致爆网温馨提示:如买家在站内信中要求更换收货地址,请引导买家在订单上提"变更收货地址"请求,订单收货地址未变更前请勿向新地址发货,否则将影响款甚至导致纠纷失利、钱货两失。

请用英文填写所有内容,不要在此处留下联系方式(电话、电子邮件、网址等)违反者将受到惩罚

您还可以输入4000/4000个字符

3. WhatsApp

WhatsApp is a free, simple, secure and reliable communication app. More than a billion people in more than 180 countries around the world use WhatsApp to stay in touch with family and friends.



4. Facebook

Facebook is an online social media and social networking service, which may be accessed by a large range of desktops, laptops, tablet computers, and smartphones over the Internet and mobile networks. Users can exchange messages, post status updates and digital photos, share digital videos and links. Additionally, users may join common-interest user groups organized by workplace, school, hobbies or other topics, and categorize their friends into lists such as “People from Work” or “Close Friends”.



Exercises

I Translate the following words or phrases into English.

1. 信头 _____
2. 我方参考号码 _____
3. 信内地址 _____
4. 事由 _____
5. 正文 _____
6. 结尾敬语 _____
7. 签名 _____
8. 附件 _____
9. 抄送 _____
10. 齐头式 _____

II Translate the following words or phrases into English.

1. 北京华星羽绒制品有限公司

地址：北京市朝阳区幸福路 1123 号

王华 总经理

2. 天津市成套设备进出口有限公司

地址：天津市塘沽开发区第三大街 104 号

李路 副总经理

III Arrange the following in proper form as they should be set out in a letter.

1. Sender's name: Royal Crown Import & Export Co., Ltd.

2. Date: June 18, 2004

3. Sender's telephone number: 0086-532-50224664

4. Sender's reference number: WDF/123

5. Receiver's company: Cookie Creations SAS

6. Sender's fax number: 0086-532-50224665

7. Receiver's address: EAE de Tuilerie, Rue Henri Becqueril, 77500 Chelles, France

8. Sender's address: No.38 Middle Shenyang Road, Qingdao City, Shandong Province, China, 266071

9. Receiver's name: Gustine, Brown

10. Subject line: Green Bean

11. Salutation: Dear Mr. Brown

12. We thank you for your letter of June 10 enquiring for the captioned goods.

13. We look forward to receiving your specific enquiry with keen interest.

14. Complimentary close: Yours faithfully,

15. Signature: Wang Yan

16. Enc: As stated.



1

Module One

Business Preparation

Task One Business Relations

Task Two Credit Inquiry

Task One Business Relations

Objectives

After completing this part, you will be able to:

1. Know the source of developing new customers;
2. Know the structure of establishing business relations;
3. Write letters of establishing business relations;
4. Master the useful words, expressions and sentences.

Introduction

Establishing business relations is the first step in international trade. It is fairly true to say no customer, no business. To establish business relations with prospective dealers is one of the important undertakings either for a newly established firm or an old one that wishes to enlarge its business scope and turnover. We should not only do everything possible to consolidate old customers but also seek new ones to enlarge our business.

Generally, the company can obtain the information about the potential customers through the following channels:

Internet	互联网
Advertisement	广告
Banks	银行
Chamber of Commerce	国内外商会
Commercial Counselor's Office	使馆商务参赞处
Exhibits	展览会
Trade Directories	行、商名录
Business Associations	同业商行
Trade Journals	行业杂志
Trade Associations	同业工会

Having obtained the information about the potential customers, the company can send a letter to express the desire to establish business relations.

Usually such letters cover the following points:

The source of information;

The intention of writing the letter (to establish business relations);

Self-introduction (Generally, it includes two parts: the introduction of the company and its main products);

Some requirements for the recipient;

Closing sentence.

After receiving the letter, the recipient should give a reply immediately. In the letter, he or she may express gratitude and desire to establish business relations with the counterpart. For the importer, he or she may ask for some information such as catalogue, sample, price sheet, etc. For the exporter, he or she may send the above to the importer.

Writing Guidelines

I Useful Words and Expressions

★ 说明信息来源

1. have/know/obtain one's name and address from... 从……得到 / 知道 / 获得某人的姓名和地址

2. on the recommendation of 通过……的推荐

3. be recommended to sb. by 被某人推荐

4. through the courtesy of 承蒙介绍

★ 介绍公司或产品

1. deal in/handle 经营

2. be specialized in 专营

3. fall within the scope of our business 属于……经营范围

4. take this opportunity to introduce oneself as 利用此机会自我介绍

5. avail oneself of this opportunity to 利用这次机会

6. introduce oneself as... 兹介绍本人为……

7. acquaint sb. with sth. 使某人了解某事

8. trade mainly in... 主要做……的贸易

9. enjoy an excellent reputation 享有极佳的声誉

10. sell well/fast 畅销

11. enjoy great popularity in the world market 在国际市场受欢迎

12. find a ready market 销路好

13. be moderate in price 价格公道

14. be novel in design 设计新颖

15. be superior in quality 质量上乘

16. price list 价格表

17. literature 商业文字宣传品的统称

18. illustrated catalogue 带插图的目录

19. pamphlet/booklet/brochure 小册子

20. leaflet 广告单

21. folder 折叠式印刷品

★ 业务关系

1. establish/enter into/set up business relations 建立业务关系

2. on the basis of equality and mutual benefit 在平等互利基础上

II Sentence Writing

1.

Dear Mr. Smith,

(从我国驻贵国商务参赞处得知贵公司的名称和地址) as the leading importer of light industrial products in your country. We now _____

_____ (利用此次机会给你方写信了解我方是否可以与你方建业业务关系).

_____ (为使你方了解我们经营的轻工业产品), we are airmailing you under separate cover a copy of our latest _____ (价格单和商品目录) for your reference. We shall be glad to send you quotations and samples on receipt of your enquiry.

We look forward to receiving your enquiry at an early date.

Yours sincerely,

Henry Becker

2.

Dear Sirs,

_____ (从阿里巴巴网站得知贵公司的名称和地址, 我方写信希望和你方建立业务关系) _____

_____ (我方专营电器产品多年) and we are one of the largest importers of electric products in China. We should be much obliged to have some details of the products mentioned above.

We are looking forward to your early reply.

Yours truly,

Li Yan

3.

Dear Sirs,

_____ (兹介绍我方是中国主要的服装出口商之一, 很高兴在平等互利的基础上和你方建立业务关系).

_____ (我们享有极佳的名声) through fifteen years' business experience. I am sure that you will be satisfied with our products because _____ (我们的产品价格公道, 设计新颖).

We enclose a brochure of products for your reference and we would be interested in receiving your inquiries for all kinds of garments.

Your early reply will be highly appreciated.

Yours faithfully,
Zhang Bin

Cases

1. Specimen Letters

1.1 Importers' Request for Establishing Business Relations and Reply

Case One

Dear Sirs,

From the recent issue of International Business, we learn that you are a well-established exporter of Chinese Arts and Craft goods.

We have been importers in this line for many years. At present, we are interested in straw and willow products. We shall be glad if you send us your catalogues and price list for our reference.

If your prices are competitive, we would expect to transact a significant volume of business.

We look forward to hearing from you soon.

Yours sincerely,
(Signature)

Dear Sirs,

Thank you for your letter of August 16. We shall be pleased to enter into business relations with you.

In compliance with your request, we are airmailing you a catalogue of straw and willow products with detailed specification and a copy of price list. We have also sent you some samples, which we think may interest you.

Your early reply will be highly appreciated.

Yours faithfully,
(Signature)

Case Two

August 5, 2016

Dear Sirs,

We learn from the internet that you are an exporter of silk manufactures. As a retailer

specializing in silk manufactures, we are writing to you in the hope of setting up business relations with you.

From your leaflets, we note that you are able to supply various kinds of silk manufactures. As one of the leading importers of this line, we are well connected with the major dealers in this line and have built a sound reputation in this market. We shall appreciate it if you will supply us with your price lists and an illustrated catalogues.

We await your early reply.

Yours faithfully,
Johnson Field

August 6, 2016

Dear Mr. Field,

Thank you for letter dated August 5, 2016, from which we have learned that you are interested in our silk manufactures and in the market for our products. We are glad to establish business relations with you.

We are leading exporters dealing in various silk manufactures. We provide the best quality products at very reasonable prices. As requested, we are airmailing you our price lists and illustrated catalogue covering silk manufactures available for export at present. I am sure that our products will comply with your requirements.

We are expecting a considerable volume of business between us.

Yours faithfully,
Zhang Hua

1.2 Exporters' Request for Establishing Business Relations and Reply

Case One

Dear Sirs,

On the recommendation of Mr. Smith, we have learned that you are the leading importer of various foods. We now avail ourselves of this opportunity to write to you and see if we can establish business relations with you.

Our corporation, founded in 2005, is one of the largest exporters engaged in food industry. With more than ten years' experience, we have been providing all kinds of foods to the world such as chocolate, candy, fruit, canned goods, etc.

We passed ISO9001: 2000 quality system certification, and thus can guarantee excellent product quality. We aim at providing high standard products and satisfactory service to

customers.

To acquaint you with a general idea of our products, we enclose here with a copy of our brochure covering the main items we deal in at present. If you find any of these items interesting, please let us know ASAP. We shall be glad to send you quotations and samples on receipt of your specific enquiries.

We look forward to receiving your early reply.

Yours sincerely,

Zhang Jie

Dear Mr. Zhang,

Your letter of March 1 has been received by us for attention. As the items mentioned in your brochure fall within the scope of our business activities, we shall be pleased to enter into direct business relations with you.

We have learned that you are one of the leading exporters of various foods in China. We are importers of the same line of business, having a business background of 6 years, and now particularly interested in your apples.

We would highly appreciate it if you would send us by airmail catalogues, sample books and all necessary information regarding apples so as to acquaint us with your supplies.

We await your early reply.

Yours faithfully,

Henry Brown

Case Two

Dear Sirs,

We own your name and address to our Commercial Counselor's Office in London that you are interested in importing leather products. As these items fall within the scope of our business activities, we shall be pleased to enter into business relations with you.

Our leather products are made of superb materials and by traditional handicrafts. They sell fast both at home and abroad. We enclose a copy of our illustrated catalogue covering the main items we handle. If you are interested in any of the items, please let us know. We will give you our lowest quotation upon receipt of your enquiry.

We look forward to your early reply.

Yours faithfully,

(Signature)

Dear Sirs,

Thank you for your letter of the 16th of this month. We shall be pleased to establish business relations with your company.

For your information, we have been in business since 2010, and therefore have wide experience in this line. Now we are in the market for leather gloves. If you can assure of workable prices, excellent quality and prompt delivery, we shall be able to deal in these goods on a substantial scale.

We would highly appreciate if you would send us all necessary information regarding leather gloves so as to acquaint us with the material and workmanship of your supplies.

We await your early reply.

Yours faithfully,
(Signature)

Notes

1. arts and craft goods 工艺品

2. line *n.* 行业

We have been in this line for many years. 我们从事这个行业已经有很多年了。

Our chief line is the export of chemicals. 我们主要的业务是出口化工产品。

3. volume *n.* (营业, 交易) 额

The volume of trade in this line has been increasing since the beginning of this year.

这种商品的贸易量自从今年年初一直在增长。

4. in compliance with 按照, 依照

comply with 顺从, 照应

as requested 依照请求

5. straw and willow products 草柳制品

6. appreciate *vt.* 感激

We shall highly appreciate your cooperation.

Your cooperation will be highly appreciated.

We shall appreciate it if you can give us your cooperation.

It will be appreciated if you can give us your cooperation.

如能与你方合作, 我方将不胜感激。

7. silk manufactures 丝制品

8. be in the market for 想要购买

9. a considerable volume of business 大笔交易

2. Letters Writing

怀特机械设备进出口公司 (White Mechanical Equipment Imp. & Exp. Co.) 位于美国纽约, 现考虑从中国市场寻购一批数控泵液体灌装机 (digital control pump liquid filling machine)。进口部经理从阿里巴巴网站找到了一家中国上海的数控泵液体灌装机出口商——上海红星设备进出口有限公司 (Shanghai Redstar Equipment Imp. & Emp. Ltd.)。Johnson 访问了该公司的网站后, 对 GFK-160 型号的小型数控泵液体灌装机产生了极大的兴趣, 于是决定发邮件寻求建立业务关系, 并索要详尽的资料。假设现在你是 Johnson, 你需要发邮件给上海红星设备进出口有限公司, 对方的邮箱为 exporter@redstar-equipment.com, 收件人姓氏未知, 你的电子邮箱为 Johnson@126.com, 写信日期为 2019 年 4 月 10 日。

From	
To	
Date	
Subject	
Encl	

上海红星设备进出口有限公司收到了 Johnson 发来的邮件后，出口部经理马艳立刻回复了邮件。邮件首先表示感谢，然后按照对方的要求通过电子邮件寄送 GFK-160 型号的小型数控泵液体灌装机全套电子介绍资料——目录，价目表和产品介绍，同时希望对方尽快下订单，写信日期为 2019 年 4 月 12 日。

From	
To	
Date	
Subject	
Encl	



1. sales literature _____
2. business relations _____
3. look forward to _____
4. commodity transaction _____
5. business scope _____
6. illustrative catalogue _____
7. specialize in _____
8. quotation _____
9. as requested _____
10. a considerable volume of business _____

1. 商务参赞处 _____
2. 在平等互利的基础上 _____
3. 告知 _____
4. 商会 _____
5. 国际惯例 _____
6. 供你方参考 _____
7. 令我方遗憾的是 _____
8. 希望 _____
9. 由……推荐 _____
10. 大笔交易 _____

A. relations B. relationship
C. tie D. connection

2. We are pleased to inform you that we _____ leather goods.
A. deal with B. handle
C. trade D. specialize
3. We are looking forward to _____ from you soon.
A. hear B. hearing
C. receive D. receiving
4. If your price is all right, we will _____ a trial order with you.
A. make B. put
C. place D. send
5. _____, we are sending you a copy of our latest catalogue.
A. As your request B. At your request
C. By your request D. On your request
6. We are sending you the samples _____ requested.
A. be B. are
C. as D. for
7. We have been specializing _____ this line for many years.
A. in B. on
C. at D. with
8. We _____ of this opportunity to approach you for the establishment of trade relations with you.
A. take B. avail
C. avail ourselves D. take ourselves
9. We owe your name and address _____ Italian Commercial Bank who has informed us that you are in the market _____ table-cloths.
A. from; for B. to; with
C. from; with D. to; for
10. We now have a good demand _____ the captioned item and therefore write to you in the hope of establishing trade relations.
A. for B. with
C. on D. in
11. From the International Chamber of Commerce of your country, we _____ about your different models of sewing machines.
A. know B. have known
C. learn D. have learned



13. We will send you quotations and samples _____ your specific enquiry.

- A. as soon as receiving B. after receipt
C. on reception of D. upon receipt of

14. You will be pleased to _____ that we are leading importers of silk carpets in Liverpool.

- A. note
B. notify
C. instruct
D. inform

15. We _____ very pleased if you _____ send us a range of leaflets giving details of your various exports.

- A. are; could B. would be; would
C. shall be; should D. will be; could

1. 我们一客户欲购买中国红茶。

2. 我方从网上了解到贵公司是这一行业的主要生产商之一。

3. 我方从《商业日报》上获悉贵方的名称和地址。

4. 请给我方寄来贵方的产品目录和价目表。

5. 作为我国大型的化肥进口商，借此机会我们介绍自己。

1. We shall appreciate your first order.

2. If you are interested in any of our products, please contact us with your requirements.

3. Chinese toys are well received in the Arabian countries.

4. We have stock carpets of various sizes.

5. We handle the import and export of chemicals.

VI Fill in the blanks with proper prepositions.

Dear Sirs,

_____ the advertisement _____ your web site, we have learned that you are a major suppliers _____ automobile parts _____ Shanghai. As we are specialized _____ the import and distribution _____ various automobile parts, we would like to establish trade relations _____ you.

We wish _____ inform you that we have been doing business _____ this line _____ over 20 years and have wide connections _____ automobile sellers and garages _____ our country. And we shall be pleased if you can send us your latest catalogue _____ specifications and details _____ your trade terms.

We are looking forward to hearing _____ you soon.

Yours,
Tom

Task Two Credit Inquiry

Objectives

After completing this part, you will be able to:

1. Know the source of credit inquiry;
2. Know the structure of the letters;
3. Write letters of inquiry;
4. Master the useful words, expressions and sentences.

Introduction

International trade deals are far from each other, and there is less chance of getting a credit. A failed deal often leads to a painful loss. Therefore, before selecting a trading partner and establishing business relations, the buyers or sellers should first investigate their partners in order to avoid economic loss. Credit inquiry refers to the report provided by some channels regarding the credit conditions, payment ability, bad record information etc. There are many channels of making credit inquiries. You can obtain credit information through the following channels:

Banks	银行
Companies	公司
institutions	机构
Chamber of Commerce	商会或有关行业工会
Enquiry Agencies	咨询机构
Chinese Commerce Agencies in Foreign Countries	中国的驻外商务机构
Foreign Countries' Commerce Agencies in China	外国驻华商务机构
Enquiry Companies at Home and Abroad	国内外咨询公司
Chamber of Commerce	商会

The contents of credit and status inquiry mainly include the following:

The intention of the letter;

The details and reasons of credit inquiry;

Promise to keep secret for the information provided.

Writing Guidelines

I Useful Sentences

★ 介绍资信证明人以及与你方关系

1. **The reference they have given us is...** 他们给我们的资信证明人是……
2. **We are on the point of executing a considerable order from...** 我们正准备与……签署一份大额订单。
3. **As this is the first transaction with..., we are desirous to know their credit standing with the help of your company.** 由于这是我们与……的第一笔业务，我们想向贵公司询问该公司的信用状况。

★ 关于资信调查的细节

1. **We should be much obliged if you would inform us of their financial standings and modes**

of business. 如果告知我方有关他们的财务状况和经营业务的方式，我们将十分感激。

2. We shall appreciate your providing us with an opinion as to the credit standing, respectability and responsibility of the company. 如能告知该公司的信用状况、声誉及责任的意见，我方将不胜感激。

3. Will you please be kind to obtain for us in confidence all the information regarding the financial position, credit history, and methods of business of the following firm? 能否恳请贵方以机密的方式提供关于如下公司的财务状况、信用状况、经营作风的所有资料？

4. We would like you to enquire into the financial and credit status of a firm in Milan on our behalf. 烦请贵方代我方查询米兰一家公司的财务和信用状况。

★ 信息保密

1. It goes without saying that any information you may obtain for us will be treated as strictly confidential and without any responsibility on your part. 你方提供的任何信息我方将严格保密，你方不负有责任。

2. The information is strictly confidential and is given without any responsibility on this bank. 这些信息严格保密，该行不承担任何责任。

3. Please be convinced that all the information you supply to us will be kept in absolute secret. 请放心，你方提供的一切资料我方将严格保密。

II Sentence Writing

1.

Dear Sirs,

_____ (恳请贵方代
我方查询一下你方一家贸易公司). The firm is Santo Domino Ltd., distributors of spare parts
for car. We would like to know their _____
(财务和信用状况). In particular, their trade with us will involve a sum of USD 50 000. _____

_____ (你方提供的任何信息我方将严格保密).

We shall be much grateful if you can give us any information at an early date.

Yours,

Lucy

2.

Dear Mr. White,

We have received your order for peanut to the value of &10 000 with thanks. _____
_____ (由于这是
我们的首次订单，如果贵方能够提供你们的银行名字，我方将不胜感激), _____

_____ (一旦我们收到该银行发来的你方资信状况) , and it is satisfactory, your order will be executed immediately.

_____ (我方真诚地希望和你方开启长期、愉快的业务合作关系).

Yours sincerely,
Lily

Cases

1. Specimen Letters

1.1 Letters for Credit Inquiry to a Trade Reference and Reply

Dear Mr. Bradley,

Your name has been given to us as a credit reference by H. Woods Ltd. in your city, who wants to start business with us and gives us a purchase order for USD 20 000.

We should be grateful if you could let us have your opinion on their reputation and financial standing. Any information given to us will be surely treated in strict confidence.

We thank you in advance.

Yours sincerely,
T.S. Zhou

Favorable Reply

Dear Mr. Zhou,

We have received your letter of June 25, in which you ask us to give you information about the reputation and financial standing of the company referred to in your letter.

We welcome this opportunity to assure you of our complete confidence in the said company. The company was established in 2000 with registered capital of USD 60 000. It has wide experience in this line and has gained the highest esteem, both for its business and for its reliability in meeting obligation.

We ourselves have been doing business with it for over seven years. It has always settled its accounts promptly on the set date. On the whole, its reputation is good and sound.

I hope this information would prove of help to you and this reply is without responsibility on our part and you will treat it as confidential.

Yours sincerely,
John Bradley

Unfavorable Reply

Dear Mr. Zhou,

We have received the information regarding H. Woods Ltd. and regret that we must advise you to proceed with every possible caution in your dealing with them. The company in question is a private company. Suppliers often have lots of trouble in settlement of their accounts. About a year ago an action was brought against them by one of their suppliers for recovery of the sums due though payment was recovered in full.

In view of their position, you are suggested to do business with them on L/C or cash basis.

This information is of course supplied in the strictest confidence and without any responsibility on our part.

Yours faithfully,
John Bradley

1.2 Letters for Credit Inquiry to Banks and Reply

Dear Sirs,

As we are on the point of executing a considerable order from DHA IMP & EXP Co., Karachi, we should be much obliged if you would inform us in confidence of their financial standing and modes of business.

The reference they have given us is the Standard Chartered Bank, Karachi Branch. Will you please be good enough to approach the said bank for all possible information we require.

It goes without saying that any information you may obtain for us will be treated as strictly confidential and without any responsibility on your part.

Yours faithfully,
(Signature)

Favorable Reply

Dear Sirs,

In reply to your letter of March 22, we wish to inform you that we have now received from the Standard Chartered Bank, Karachi Branch, the information you require.

DHA IMP & EXP Co. was established in 2001 with a capital of USD 10 000. They majored in the import and export of machines and electrical equipment. Their suppliers' business with them is reported to have been satisfactory. We consider them good for small business engagement up to an amount of USD 3 000. For large transactions we suggest payment by sight L/C.

The above information is strictly confidential and is given without any responsibility on

this bank.

Yours faithfully,
(Signature)

Unfavorable Reply

Dear Sirs,

Upon receipt of your letter of March 22, we made inquiries respecting the firm you mentioned and have obtained the following information:

The company still owes an amount of money for a purchase made a year ago. They cannot clear off their balance outstanding.

We are pleased to have been of service to you in the matter but ask you to ensure that the information we provided is treated as strictly confidential and is given without any responsibility on this bank.

Yours faithfully,
(Signature)

Notes

1. **credit reference** 资信证明人
2. **We should be grateful if...** 如能……我方将十分感激
3. **one's opinion on...** 对……提出某人的意见

Thank you for your opinion on the reputation concerning this company. 感谢贵方对该公司的声誉所提供的坦率意见。

4. **assure somebody of** 向某人保证某事

I assure you of my full support for the plan. 我向你保证全力支持你的计划。

5. **registered capital** 注册资金
6. **esteem** *n.* 尊重, 尊敬
7. **meet obligation** 履行义务
8. **settle one's account** 付款, 结账
9. **on the set date** 在规定日期内
10. **sound** *adj.* 正直的, 诚实的
11. **the Standard Chartered Bank, Karachi Branch** 标准渣打银行, 卡拉奇分行
12. **in question** 讨论中的; 有问题的
13. **due** *adj.* 到期的; 应付的
14. **balance outstanding** 未清余额

2. Letters Writing

上海红星进出口公司 (Shanghai Red Star Imp. & Exp. Corp.) 是上海一家食品行业主要的出口商, 其出口部经理张杰之前写了一封建立关系的信函给美国联合食品有限公司经理 (American Associated Foods Co., Ltd.) Brown, 并提供了自己的银行 (花旗银行上海分行) 作为资信证明人, Brown 收到信函后, 立即在 3 月 4 日向自己的银行 (花旗银行美国分行) 负责人 Brian Jones 发出邮件, 请求银行对该公司做资信调查, 同时保证对此信息进行保密。

From	brown@yahoo.com
To	brian@yahoo.com
Date	
Subject	
Encl	

花旗银行美国分行负责人 Brian Jones 经过调查后向美国联合食品有限公司经理 Brown 发出信函，告之上海红星进出口公司的资信状况。该公司成立于 2000 年，注册资本为 400 万元人民币，在商界享有极高的荣誉并受到各方的尊重。该公司所有的交易都及时、准时。花旗银行美国分行随函付寄一份该公司近几年的资产负债表，说明该公司在这个行业的交易是令人满意的。同时要求对方对提供的信息保密，该银行不承担任何责任。

From	
To	
Date	
Subject	
Encl	

Exercises

I Translate the following words or phrases into Chinese.

1. carry on business _____
2. financial status _____
3. be in strict confidence _____
4. modes of business _____
5. open an account _____
6. make an arrangement with sb. _____
7. registered capital _____
8. the reference _____
9. in this line _____
10. on cash basis _____

II Translate the following phrases into English.

1. 关于 _____
2. 严格保密 _____
3. 商业证明 _____
4. 资信证明人 _____
5. 债权人 _____
6. 履行业务 _____
7. 资产负债表 _____
8. 兹回复 _____
9. 即期信用证 _____
10. 标题公司 _____

III Choose the best answer for each of the following sentences.

1. For information _____ our _____, we refer you to Bank of China, Shanghai.
A. regards; credit standing
B. as to; standing credit

C. involving; credit standard

D. concerning; credit standing

2. We should be grateful if you would say _____ they are likely _____ credit up to USD 10 000.

A. what; to be reliable for

B. if; to be reliable at

C. whether; to be reliable for

D. that; to be reliable of

3. We understand that you will treat this information as _____.

A. confidence

B. confident

C. confidential

D. confidently

4. Any information you kindly give us will be treated in strict confidence and _____ on your part.

A. without any responsibility

B. hasn't any responsibility

C. is no responsibility

D. is not to have responsibility

5. Will you please inform us, _____, of the extent of their resources and their reputation?

A. with confidence

B. in confidence

C. as confidential

D. of confidentially

6. We shall appreciate _____ us _____ an opinion as to the credit standing, respectability and responsibility of the following firm.

A. your providing; with

B. provided; by

C. to provide; with

D. your provision to; by

7. Will you please let us know _____ your experience _____ in your dealing with him?

A. how; are

B. what; has been

C. which; is

D. that; have had

8. This firm is a _____ private company of import and export merchants, _____ in 1981.

A. high; registered

B. height of; to register

C. highly; registered

D. highest; to register

9. We _____ consider the said firm quite reliable for _____ engagement as you mention.

A. should; such an

B. with; such as

C. shall; such a

D. would; such like

10. _____ your letter of March 25, we wish to inform you that we have now received from the Standard Chartered Bank, Karachi Branch, the information you require.

A. In reply to

B. Replying

C. Answering

D. For reply to

IV Translate the following sentences into English.

1. 我方将对贵方提供的资料保密。

2. 我方认为与该公司进行贵方提及的这笔交易是很可靠的。

3. 我们希望你方能提供两个银行资信证明人，以便洽谈具体业务。

4. 我们会通知你方最新市场发展情况。

5. 该公司声誉好，资金储备雄厚。

V Translate the following sentences into Chinese.

1. Our record with them is satisfactory.

2. The reference they have given us is Hong Kong and Shanghai Banking Corporation.

3. Their liabilities were USD 5 000, with assets USD 4 000.

4. As we know nothing about the firm, we should be obliged to you if you would get for us some information about this company.

5. We regret our inability to tell you anything positive concerning the firm mentioned in your letter of July 12.

VI One of the four underlined parts in each sentence is wrong. Decide which part is wrong.

1. When his plane arrives on the airport in Shanghai, I shall already have left for Beijing. _____
A B C D
2. The chairman proposed that every speaker must limit himself to 15 minutes. _____
A B C D
3. The principal reason for the great number of smoke is that there are too many factories in the city. _____
A B C D
4. After finishing his talk on economics in the Far East, Professor John went on asking us to raise questions about his talk. _____
A B C D
5. Alan got a F for English composition, but got an A for mathematics. _____
A B C D
6. Never before has so many people in our country been interested in athletic sports. _____
A B C D

7. I have no writing desk in my study, so I am going to make myself it. _____

A B C D

8. I don't like these shoes, beside they are so expensive that I cannot afford to buy

A B C

them. _____

D

9. He left for Japan by boat since last week. _____

A B C D

10. During her three years of campus life, she seldom wrote to anyone except for her

A B C D

parents. _____



2 Module Two

Business Negotiation

Task One Enquiries and Replies

Task Two Offers and Counteroffers

Task Three Acceptance and Orders

Task Four Contracts

Task One Enquiries and Replies

Objectives

After completing this part, you will be able to:

1. Distinguish the difference between general enquiry and specific enquiry;
2. Know the structure of the letters;
3. Write letters of inquiry; enquiry;
4. Master the useful words, expressions and sentences.

Introduction

An enquiry is a request for information. In the international business the importer may send an enquiry to an exporter, inviting a quotation and or an offer for the goods he wishes to buy or simply asking for some general information about these goods. Sometimes enquiry can be made by exporters.

Enquiries may fall into two categories: general enquiries and specific enquiries. If the importer intends to purchase goods of a certain specification, he may ask the exporter to make an offer or a quotation for the goods. That is a specific enquiry.

If the importer wants to have a general idea of the commodity, he may make a request for a pricelist, a catalogue, samples and other terms. This is a general inquiry. (Generally, it is also a first inquiry. That is an inquiry without first writing a letter to establish business relations.)

The structure of general enquiry:

the source of information and a brief self-introduction;

the intention of writing the letter. (Ask for a catalogue, samples or a pricelist)

stating the possibility of placing an order.

The structure of specific enquiry:

the names and descriptions of the goods inquired for, including specifications, quantity, etc;

asking whether there is a possibility of giving a special discount and what terms of payment and time of delivery you would expect;

stating the possibility of placing an order.

Writing Guidelines

I Useful Sentences

★ 表达对……产品感兴趣

1. **Your...are of great interest to us.** 我方对……很感兴趣。

2. **We are (feel) interested in...and should be glad if you would send us the detailed information.** 我方对……很感兴趣，如能寄上详细信息，我方将不胜感激。

3. **One of our Italian customers is inquiring about the supply of this item.** 我们的一个意大利客户正询问该商品的供应情况。

4. **We are in the market for...of different materials and styles.** 我们求购不同面料和款式的……

★ 关于贸易条款询问具体信息

1. When replying, please state terms of payment and discounts you would allow on purchases of quantities of... 回复时, 请说明支付条款和数量超过……时所能给予的折扣。

2. We shall be glad to receive your best possible quotation, indicating origin, specification, packing and quantity available for the said goods. 希望收到贵方对该产品的报价, 包括原产地、规格、包装以及可供数量。

3. Please send us your samples and quote us your lowest prices for... 请寄送样品并报……最低价格。

4. We shall be pleased if you would send us your best quotation. 如能报最低价, 我方将不胜感激。

5. Please quote us your most/utmost favorable prices CIF Shanghai for the above mentioned goods, including our commission of 5%. 请对上述产品报上海到岸价最优惠的价格, 包括 5% 的佣金。

6. Could you give us some idea your price? 请介绍贵方的价格好吗?

7. Would you please let us know what discount you give for large quantities? 能否告知大量购买的折扣是多少?

★ 表达合作的愿望

1. Provided quality and prices are satisfactory, there are prospects of good sales in our market. 如果价格和质量令人满意, 产品在我方市场将有很好的销售前景。

2. If your prices are competitive, we are willing to place our first order of 1,000 dozen. 如果价格具有竞争性, 我方将首次订购 1 000 打。

3. If the prices quoted are workable, and the quality up to standard, we will place orders on a regular basis. 如果价格可行, 质量达标, 我方将长期订购。

★ 折扣

allow/grant/offer/give sb. a discount 给某人折扣

II Sentence Writing

1.

Dear Mr. Li,

(很高兴收到你方 3 月 6 号的邮件和目录)。After studying plush toys in your E-catalogue, we are particularly interested in the items as per the attached enquiry sheet _____

_____ (请报第 123 号毛绒玩具熊温哥华到岸价, 说明包装、装运以及支付条款)。It

would be helpful if you could supply relevant samples. _____
_____ (如果价格合理, 我方将大量订购).

Yours truly,
Jack Stuart

2.

Dear Mr. Li,

_____ (我方今年4月份
从中国进出口交易会了解到你方产品) and am particularly interested in your high-fashion
handbags in a variety of leathers.

We operate a quality retail business and are well connected with major dealers in the line of
leather products in our region. _____

_____ (尽管我方销售量不大, 产品价格高). _____
_____ (能够寄送一份手提包

目录以及详尽的价格和支付条款吗)? I would find it helpful if you could also supply samples
of the various sample skins of which the handbags are made.

I look forward to hearing from you soon.

Yours sincerely,
Sandra Jones

Cases

1. Specimen Letters

1.1 General Enquiries and Reply

Case One

Dear Mr. Wang

We have seen your advertisement at <http://www.alibaba.com> and are particularly interested
in your 3D Effect, 100% Hand-Made Silver Metal Wall.

We would like to have details of your various types, including sizes, materials and prices.

We are large dealers in arts and crafts, having over 15 years' experience in this particular
line of business. Provided quality and prices are satisfactory, there are prospects of good sales in
our market.

When replying, please state terms of payment and discounts you would allow on purchases
of quantities of over 100 dozen of individual items.



We look forward to your early reply.

Sincerely yours
Mr. Henry
Purchase Manager

Dear Mr. Henry'

We are very glad to receive your enquiry of February 3 and thank you for your interest in our products.

We are sending you our quotation sheet and a copy of our latest catalogue giving the details you asked for and hope that some of our products will be suitable for your market.

On regular purchases of over 100 dozen of individual items, we would give a discount of 3%. As to payment, we usually accept payment by sight L/C. We assure our clients of delivery within 20 days after receipt of L/C.

In addition to 3D Effect, 100% Hand-Made Silver Metal Wall, we also deal in carvings, porcelains, wooden products and a wide range of Christmas gift items, details of which you will find in the catalogue. If you need any further information, please let us know.

We look forward to welcoming you as our customer.

Yours sincerely
Mr. Wang
Sales Manager

Case Two

Dear Miss Li,

We saw your products—Electric Toy Cars Model 12 at *www.Made-in-China.com*. Could you please send me a copy of your latest catalogue? I would also like to know your monthly production capacity and earliest delivery.

Yours sincerely,
Fred John

Dear Mr. John'

Thank you for your E-mail of February 12 inquiring about our Electric Toy Cars Model 12. Enclosed is our latest catalogue which we hope will give the details you want.

We are a specialized manufacturer and exporter of Electric Toy Cars and have been in this line for more than 10 years with ISO 9002 (1994) approved. Compared with similar products

in the international market, our toy cars are of competitive prices and high quality. Our factory produces 30 000 pcs each month and delivery can be made within 30 days after receipt of payment for order.

We look forward to doing business with you.

Best regards
Miss Li
Sales Executive

1.2 Specific Enquiries and Reply

Case One

April 4, 2016

Dear Sirs,

We knew you at the Guangzhou Trade Fair held in October last year. We are interested in the digital camera T140 displayed.

We have just received an enquiry from one of our Japan clients who needs the type of cameras. We wish to inform you that there is a promising market in our area for moderately priced goods of the kind mentioned. We would appreciate it if you quote us the most favorable price CIF New York. Meanwhile, please state your terms of payment and discount you could allow.

Should your price be competitive and terms and conditions acceptable, we intend to place a large order with you.

We look forward to your early reply.

Yours faithfully,
Henry Becker

April 7, 2016

Dear Mr. Becker,

Thank you for your letter of April 4, 2016 enquiring for the digital camera T140. We are pleased to send you some illustrated catalogues from which you will know some details of our products.

For your information, our products have become very popular in the world market. At present, we wish to enlarge our business market to USA. We are glad to offer you the goods at the attractive price of \$1 000 per set CIF New York. Payment is to be made by an irrevocable L/C payable by draft at sight. If you order more than 1000 sets, we will give you a discount of 3%.

We look forward to your initial order.

Yours faithfully,
Maria Li

Case Two

May 6, 2015

Dear Sirs,

We have been informed by the Bank of U.S. Commerce, New York that you are one of the leading exporters of textiles in china, and you wish to export pure silk garments to our market.

You will be pleased to note that our corporation is one of the leading importers of textile products, having over 30 years' history and high reputation.

We shall be able to give you considerable orders, if the quality of your products is fine and the prices are moderate. We would be obliged if you will send us some samples with the best terms at your earliest convenience.

Your early reply will be highly appreciated.

Yours faithfully,

T.S. Khayam

May 8, 2015

Dear Mr. Khayam,

We take pleasure in acknowledging receipt of your letter of May 6, from which we learn that you are interested in bringing silk garments to the New York market.

We are enclosing our quotation sheet covering different sizes and colors of our pure silk garments that can be supplied from stock. We are also airmailing you two dozen sample garments in different sizes and colors. Delivery will be within 30 days after your placing an order to us. Payment of the purchase is to be effected by an irrevocable L/C at sight in our favor.

Please rest assured that any orders you may place with us will have our prompt and careful attention.

Yours faithfully,

Edward Liu

Notes

1. **Provided quality and prices are satisfactory, there are prospects of good sales in our market.** 如果质量和价格令人满意，在我方市场将有很好的销售前景。

provided conj. 假如，以……为条件，与 if 的用法相同，但主要表示说话人所希望的假设条件，如：

Provided you take the quantity we offer, we will give you a 3% quantity discount. 假如

你方购买我们所报的数量，我们将给予 3% 的折扣。

2. **terms of payment** 支付条款

term 常以复数形式 **terms** 出现，因为条款中会包含多种要素。

3. **quotation sheet** 报价单

make/send/give sb. a quotation for sth 向某人报价

4. **We assure our clients of delivery within 20 days after receipt of L/C.** 我们向客户保证在收到信用证后的 20 天内交货。

assure 意为“使某人确信，向某人保证”。它有以下几种用法：

(1) **assure sb. of sth.**

We can assure you of our close cooperation. 请相信我们会给予密切合作。

(2) **assure sb. that**

We can assure you that payment will be made in due time. 我们可以向你保证及时付款。

(3) **rest/be assured that**

Please rest assured that we will give priority to orders from you. 请放心，我们会优先考虑你们的订单。

(4) **rest/be assured of sth.**

You may rest assured of our sincerity to do long-term business with you. 请相信我们想和你方长期做生意的诚意。

5. **monthly production capacity and earliest delivery** 月生产能力和最早交货期

6. **inquire about** 询问关于……

7. **with ISO 9002 (1994) approved** 通过 ISO 9002 (1994) 认证

ISO 9002 (1994) 质量体系是 ISO 9000 族标准之一，是质量体系生产、安装和服务的质量保证模式。

8. **promising** *adj.* 有希望的，有前途的

His new product was so promising that his students decided to advertise it for him. 他的新产品是这样有前景，他的学生们决定为他给产品做广告。

9. **acknowledge receipt of** 兹确认收到

I acknowledge receipt of your letter of yesterday, and gratefully accept the terms you mention. 您昨日来信已收悉，接受你方提到的条款。

10. **supply from stock** 现货供应

11. **in our favor** 以我方为受益人

2. Letters Writing

加拿大 Briton 贸易公司总经理 Henry 于 6 月 4 日给中国上海童装贸易有限公司经理黄亮发电子邮件, 对第 234 号儿童内衣进行询价, 在此之前 Briton 公司收到了很多零售店发来的对该商品的询价。Henry 为更清楚地了解该产品的质量和工艺, 特意浏览了对方公司的网站 [www. Baby apparel.com](http://www.Babyapparel.com), 并希望对方能提供所有必要的信息, 报上海离岸价, 包括 3% 的佣金, 说明最早装船期和包装条款, 以及对订购 3 000 件以上能给予的折扣。Henry 的邮箱地址为 henry@yahoo.com, 黄亮的邮箱地址为 huangliang@126.com。

From	
To	
Date	
Subject	
Encl	

黄亮在收到 Henry 发来的邮件后，第二天进行回复，首先表示了感谢，并随函付寄有关第 234 号儿童内衣的所有信息，上海离岸价 FOB 为每件 30 美元。装运安排在收到信用证的 30 天之内，对订购 3 000 件以上给予 4% 的折扣。同时告知对方由于近期该产品需求量大，价格可能会增长，希望对方尽快订购。

From	
To	
Date	
Subject	
Encl	

Exercises

I Translate the following phrases into Chinese.

1. market price _____
2. quotation sheet _____
3. discount price _____
4. sample free of charge _____
5. total quantity _____
6. specific enquiry _____
7. CIF (cost, insurance, freight) _____
8. terms and conditions _____
9. sight L/C _____
10. international market _____

II Translate the following words or phrases into English.

1. 佣金 _____
2. 离岸价 _____
3. 随函付寄 _____
4. 带插图目录 _____
5. 一般询盘 _____
6. 向某人报某产品的价格 _____
7. 优惠价格 _____
8. 最早交货期 _____
9. 生产能力 _____
10. 数量折扣 _____

III Choose the best answer for each of the following sentences.

1. In reply to your letter _____ March 28, we enclose our latest illustrated catalogue for your reference.

- | | |
|-----------|----------|
| A. date | B. dated |
| C. dating | D. date |

2. There is a steady demand here for electric bicycles _____ high quality.
 A. of B. in
 C. at D. about
3. If your prices are competitive, we are _____ to place our first order of 1,000 dozen.
 A. please B. would
 C. willing D. will
4. Please quote us your best CIF Shanghai prices, _____ the earliest date of shipment.
 A. state B. stated
 C. states D. stating
5. _____ we are in the market for toy cars, we shall be pleased if you would send us your best quotations.
 A. As B. So
 C. But D. That
6. We will appreciate it very much if you can quote us the lowest price for high quality green tea on CIF Melbourne _____.
 A. price B. quotation
 C. basis D. base
7. As soon as we receive your inquiry, we will immediately mail you the samples and quote you the most _____ prices.
 A. lowest B. unfavorable
 C. best D. favorable
8. Full particulars as to prices, quality, quantity _____ and other relative information would be appreciated.
 A. at B. in
 C. available D. for
9. If you can supply the goods of the type and quality required, we may place orders for _____ quantities.
 A. big B. large
 C. much D. more
10. As the price quoted is quite reasonable, we trust it will be _____ to you.
 A. accept B. acceptable
 C. accepted D. accepts

IV Translate the following sentences into English.

1. 如能告知付款方式和交货期, 我方将不胜感激。

2. 如你方订单金额超过 10 000 美元, 我方所做的最大折扣是降价 3%。

3. 请报 100 箱红茶的最低 CIF 价格。

4. 我们很高兴向你方订购 50 吨干土豆片。

5. 如果你方报价具有竞争性, 交货期可接受的话, 我们愿意向你方订货。

V Translate the following sentences into Chinese.

1. Please quote us your lowest price for digital cameras.

2. The illustrated catalogue and samples are of great help to acquaint us with your latest products.

3. If your quotation is in line with the market, we intend to place an order with you for 5 000 sets.

4. All prices are net without commission.

5. They give 10% discount for cash payment.

VI Identify the one mistake in each of the following sentences and correct them.

1. We have received your email on August 4 and wish to reply as follows.

2. Would you mind send me some samples?

3. Please rest assure that any orders you may place with us will have our prompt attention.

4. Could you quote us at a better price for 100 pieces?

5. We would like you to send us your exports' details.

6. Please enclose a copy of our late price list.

7. We shall be glad to place an order for you.

8. We are waiting you reply with interest.

9. We shall appreciate you send me the samples.

10. We wish to inform you that all our prices are quote on FOB basis.

Task Two Offers and Counteroffers

Objectives

After completing this part, you will be able to:

1. Distinguish the difference between a firm offer and a non-firm offer;
2. Know the structure of the firm offers and non-firm offers;
3. Write letters of firm offers and non-firm offers;
4. Master the useful words, expressions and sentences.