

“十二五”应用型国际商务类专业规划教材

商务英语函电

Business English
Correspondence

王 俊 主编



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总序

高等职业教育是我国高等教育体系的重要组成部分，是我国高等教育发展中的一个类型，也是我国职业教育体系的重要组成部分。改革开放以来，特别是 20 世纪 90 年代后期至今，我国的高等职业教育在党和国家的大力倡导与支持下得到了迅猛发展。高等职业教育中的国际商务类专业在经济全球化和我国对外开放不断深入的大背景下得到了更快的发展，满足了我国作为对外贸易大国对国际商务人才的多样化需求。

教育部《关于全面提高高等职业教育教学质量的若干意见》提出：高等职业教育要全面贯彻党的教育方针，以服务为宗旨，以就业为导向，走产学结合发展道路，为社会主义现代化建设培养千百万高素质技能型专门人才。为此，我们要不断完善高等职业教育的专业人才培养方案和课程体系，改革课程教学内容和教学方法，加强教材建设。

作为国际商务类专业建设的成果之一，安徽国际商务职业学院联合了全国部分院校教师和企业专家，在对外经济贸易大学出版社的支持下，编著并出版了“‘十二五’应用型国际商务类专业规划教材”。本系列教材计划包括：国际贸易实务、进出口贸易综合实训教程、外贸单证实务、商务英语函电、国际商务谈判、国际汇兑实务、报关实务、国际贸易理论与实务、国际贸易地理、国际贸易、国际商法、英语口语、外贸跟单实务。

本套教材以教育部关于加强高等职业教育的有关文件为指导，以国际商务类专业高等应用型人才的目标和规格为依据，以适应我国从贸易大国向贸易强国转变时期对国际商务人才的需求为目标，以培养国际商务类专业人才的应用能力为主线，以实现学生的知识、素质和能力结构优化和协调发展为宗旨，吸取了以往高等职业教育教材建设方面的成功经验，反映了该专业最新教研、教改成果，并在突出高等职业教育教材特色方面进行了有益探索。本套教材具有如下特点：

(1) 理论知识和应用知识有机结合。本套教材以应用知识为主线，理论知识以“必需、够用”为原则。

(2) 教材内容贯彻“工学结合、项目导向”。本套教材中的实务类教材按照具体工作过程和流程组织具体内容，同时配以技能实训模块。

(3) 本套教材吸纳了最新行业变化和业务做法。在教材的编写过程中，吸纳了企业专家和相关行业专家担任主编或主审，保证了教材内容的新颖性和实践性。

(4) 本套教材兼顾了学生参加相关职业资格证书（如外销员、外贸业务员、外贸单证员、外贸跟单员等）考试和学历提升的需要。

(5) 本套教材在编写体系和结构上改变了传统的章节模式，采用项目、模块、流程



等结构体系。

本套教材的主编均是从事多年国际商务专业课程教学的教师或行业资深专家。编委会在教材编写过程中召开了数次研讨会，以保证系列教材的编写质量。在本套教材编写过程中，得到了行业内很多企事业单位和兄弟院校的大力支持与帮助，他们是：合肥海关、铜陵学院、安徽经济管理学院、安徽职业技术学院、安徽水利水电职业技术学院、芜湖职业技术学院、安徽工商职业学院、安徽财贸职业学院、滁州职业技术学院、安徽国防科技职业学院、安徽工业职业技术学院、安徽涉外经济职业学院、安徽中澳科技职业学院、安徽安粮实业发展有限公司、安徽省华安进出口有限公司、安徽珏盛进出口有限公司等。对此，编委会表示真挚的感谢。

“十二五”应用型国际商务类专业
规划教材编委会

2011年7月



前 言

随着世界经济一体化和中国加入世贸组织,我国企业更多、更直接地参与对外交流和国际竞争中。作为开展对外经济交流和合作必需的一种专业语言和工具,商务英语函电运用越来越广,并已成为各经贸院校教学的一门重要专业课程。为了适应新形势的发展,反映最新的业务变化,给广大正在从事或有志于从事对外经济的人们提供一本理论性和实用性较强的参考书,我们从高职教学的特点与培养目标出发,将多年商务英语函电的教学经验与商务实践相结合,组织编写了这本《商务英语函电》。

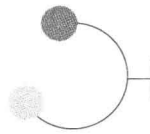
本书的编写立足于“以能力为本位,以应用为主体”,突出“能力培养”,注重技能训练,针对性与通用性相结合、真实性与时效性相结合。全书围绕商务实践的主要流程分为四个部分,内容包括书信结构、业务磋商、合同履行和贸易形式。每个部分各自成章,又相互联系,涵盖面广,层次清楚,逻辑性强。在材料的组织上,力争选取反应实践中一些最新变化和做法的材料,增加有益于学习者知识和技能训练题的比重;在内容安排上,尽可能理论联系实际,做到准确精炼,深入浅出,突出实用性和可操作性,以巩固深化所述理论,引导学习者进行训练,让他们熟练掌握各章节的重点与难点。每课都附有生词、短语注释,相关例句和外贸业务中常用的专业词组,有利于学习者灵活运用。练习内容丰富,形式活泼,通过大量训练,提高学习者对商务英语函电的熟悉程度和实际操作能力,为日后正确、流畅、高质量地进行对外商务交流打下基础。因篇幅有限,每封书信我们仅选取正文部分作为教学内容,其他部分未一一给出,特此说明。

本书由王俊任主编,桑永明、李宗文、华云世任副主编,参加编写的有:谢峰(书信结构),李宗文(第一章),王俊(第二章第5-8课,第10-12课及本章后的附加练习),华云世(第三章),李树刚(第二章第13-14课,第四章),包坤(第二章第15课,第五章),罗英(第二章第7课,第六章),桑永明(第七章),卢红兵(第八章)和陈桃秀(第九章),全书由王俊负责统稿。

在编写过程中,我们参阅了国内外多种教材与资料,引用了其中一些内容,并根据本书的需要,予以适当补充和修改,在此我们对所引用材料的原作者以及对本书的编写提供支持和帮助的相关人士一并表示感谢。

由于编者水平有限,编写时间仓促,书中错误和疏漏之处,敬请广大专家和读者批评指正。

编 者
2011年8月



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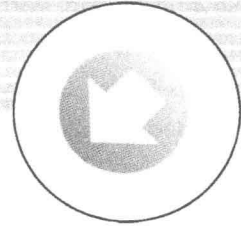
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PART ONE



LAYOUT OF BUSINESS LETTERS



Business letter writing is one of the necessary business activities in international trade. A good business letter can promote both friendship and complete understanding between the parties involved. This chapter functions as a guide to business writing. Through the study of this chapter, the students will know the parts and common formats of a business letter, the addressing of envelopes and the principles of business letter writing as well.



1. Parts of a business letter
2. Formats of a business letter
3. Principles of business letter writing

Section I Parts of a Business Letter

A business letter represents a firm just as the personalities of its businessmen and the quality of its goods or service do. Good business letters will make the best impression on those who receive them and can be a great help to the conclusion of business. Writing an effective business letter is an important skill for every businessman and businesswoman.

Normally a business letter consists of:



1. Seven Principal Parts

1) Letterhead

Business letters usually have a printed letterhead giving information about the company. Letterhead designs vary with business organizations and occupy the top of the first page. Together with the sender's address, you'll also find the sender's telephone number, fax number, e-mail address and website. It is usually centered.

Example: Anhui Tea Import & Export Company, Ltd.
1777 Qimen Road, New Municipal District, Hefei, China
Tel: 0086-551-2852448
Fax: 0086-551-2852449
E-mail: ahcy@mail.hf.ah.cn
Website: <http://www.ahcy.cn>

2) Date

The date is mostly written below the letterhead. It tells when the letter was written. The date should be written in full instead of abbreviated form and there is a growing tendency to omit the ordinal suffixes -st, -nd, -rd and -th that follow the day. It's usual to show the date in the order of day, month and year in British while month, day and year in the USA.

Example: 8 March, 2011 or March 8, 2011

Avoid giving the date in figure, because 8/3/2011 can be taken as either August 3 or March 8.

3) Inside Name and Address

The inside name and address usually appears on the upper left margin below the date. Actually, it is the same mailing address on the envelope. Inside name and address may include:

- ① name and title of the recipient
- ② name of the company
- ③ address:
 - a. house number
 - b. street
 - c. city or town
 - d. county or state/province and its postcode
 - e. country

Example: Mr. George Strong, Director
National Chemical Corp.
368 Seventh Avenue
Springfield, Illinois 62722
U.S.A.



4) Salutation

The salutation is a greeting to the addressee. It is two lines below the inside address and the reference line. The customary formal greeting in a business letter is “Dear Sir” or “Dear Madam” for addressing one person, while “Dear Sirs”, “Dear Mesdames” or “Gentlemen” for addressing two or more people, as where a letter is addressed to a firm. If the recipient is known to the writer personally, a less formal and warmer greeting “Dear Mr. Bernard” is used.

5) Body

A good letter will not only get the business done but also promote goodwill. The body of a letter is just the core of the letter, which contains the message from the writer to the recipient. It expresses the writer’s ideas, opinions and purposes, etc., so it should be carefully planned.

Every business letter should be short and concise, for the reader’s limited time should be taken into account. The body of a letter customarily consists of three parts:

Part One—It is common to use a friendly greeting in the first sentence of a letter. Then begin with information that draws the reader’s attention and refer to some interest or need of the reader, or the previous letter if there is one.

Part Two—Use a few short paragraphs to bring in your involvement, or what service or information you have to offer.

Part Three—The last paragraph may end with the action or idea that you want the reader to consider or with the results you would like to have.

6) Complimentary Close

This is a part of a business letter and merely a polite way to end a letter. The expression must be in keeping with the salutation. It comes usually two lines below the last line of the body, aligned with the left margin or the date according to different format.

Example:

Salutation	Complimentary Close
Dear Sir,	
Dear Madam,	Yours faithfully,
Dear Sir or Madam,	or Faithfully yours,
Dear Sirs,	
Dear Mesdames,	
Gentlemen,	Yours truly, or Truly yours,
Dear Mr. Bernard,	Yours sincerely,
Dear Mrs. Jones	or Sincerely yours,

7) Signature

The signature below the complimentary close may consist of a hand-written signature, a



typed signature, business title and the name of the company. The hand-written form should correspond with the typed form exactly. If there is a business title, just put it below the typed name.

Sometimes the name of the company may follow the preposition “For”, indicating that the writer works and types the letter for the company.

Example: Yours faithfully,
Herry Smith
Herry Smith
Purchasing Director
For Global Trading Company

2. Seven Optional Parts

There are still some other parts which we can select for different purposes:

1) Reference Number

People use references to number their business letters so as to keep files and to link the present business letter with earlier letters of the same deal. It may be shown in the short form of “Your Ref.” or “Our Ref.” Sometimes both are used. There is no standard for reference number. People may choose what they think the most effective form for this.

2) Attention Line

The attention line is put between the inside name and address and the salutation, underlined. The phrase “For the attention...” or simply “Attention” is used when the letter is addressed to a particular person or a department. It may not be absolutely necessary, depending on your real need.

Example: For the attention of Mr. Simon
Attention: Import Dept.

3) Subject Line

The subject line, as a part of the body of a business letter, is used to call attention to the topic of the letter. It is often preceded by the term *Re* followed by a colon and centered on the page between the salutation and the body, or at the left margin. It's good to keep the subject line brief, underlined and never more than one line.

Example: Re: Quotation for Silk Blouses
Parts and components of Chery Automobile

4) Reference Notation

The reference notation refers to the initials of the person who dictates the letter and that of the secretary or the person who types the letter. If the dictator and the typist are the same



person, the initials can be omitted. It usually comes two lines below the signature against the left margin.

Example: JP/SJ

JP/sj

JP:SJ

JP:sj

5) Enclosure

To remind your reader, you'd better number enclosures with the letter. The enclosure notation follows two lines after the signature block. It can be abbreviated as "Enc." or "Encl.".

Example: Enc: Price List

Encl: As stated

Enclosures: 2

6) Carbon Copy

The carbon copy notation is used when the copy of the letter are sent to others. Type "CC" or "cc" with the names of the person who will receive the copy of the letter, usually positioned below the signature block at the left margin.

Example: CC: Bernard Jones, Sales manager

cc: Mr. Jones

7) Postscript

This part is often used to give the things the writer forgot to mention or he wants to emphasize after a letter has been completed. Try to avoid the adding of "P.S." as far as possible as it is usually considered as a sign of poor planning. The postscript should appear at the bottom of a letter, one or two lines below the last line typed on the paper.

Example: P.S. All the goods must be packed as requested.

Sample:

(1) Letterhead	(2) Date
(3) Reference Number	
(4) Inside Name & Address	



(5) Attention Line
(6) Salutation
(7) Subject Line

(8) Body

(9) Complimentary Close
(10) Signature
(11) Reference Notation
(12) Enclosure
(13) Carbon Copy
(14) Postscript

Section II Formats of a Business Letter

Business letters must be neat and try to avoid confusion and waste of time for both sender and recipient. The formats frequently used in international trade are indented format, full block format and modified block format. Whatever format you wish to use, it's good to adopt one and to stick to it.

1. Indented Format

Indented format, also called semi-block format, gives business letters a more balanced appearance with the first line of each paragraph taking in five spaces from the left of the margin, the subject matter centered and the date, the complimentary close as well as the signature typed slightly to the right of the page center.

**Sample:**

Anhui Tea Import and Export Company, Ltd.
1777 Qimen Road, Hefei, China
TEL: 12345678
EMAIL: xxx@163.com

April 6, 2010

Global Trading Company
5 Fifth Avenue
New York, N.Y. 10071
U.S.A.

Dear Sirs,

Re: Black Tea

Thank you for your enquiry of April 5 and your interest in our Black Tea.

Now we are sending the catalogue and price list you need and hope you will find the goods fine in quality and low in price.

We're looking forward to your early reply.

Best regards.

Yours faithfully,
Zhao Xueling
Zhao Xueling
Sales Manager

Encl.: As stated.

cc Export Dept.

2. Full Block Format

Full block format is commonly used in daily business because it is not only simple but also reflects efficiency. There are no indentations. All lines are typed against the left margin.

**Sample:**

Anhui Tea Import and Export Company, Ltd.
1777 Qimen Road, Hefei, China
TEL: 12345678
EMAIL: xxx@163.com

April 6, 2010

Global Trading Company
5 Fifth Avenue
New York, N.Y. 10071
U.S.A.

Dear Sirs,

Re: Black Tea

Thank you for your enquiry of April 5 and your interest in our Black Tea.

Now we are sending the catalogue and price list you need and hope you will find the goods fine in quality and low in price.

We're looking forward to your early reply.

Best regards.

Yours faithfully,

Zhao Xueling
Zhao Xueling
Sales Manager

Encl.: As stated.

cc Export Dept.

3. Modified Block Format

In this format, all lines are typed against the left margin with the exception of the date,