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还举一例:

● **Our check for \$2 800 was sent to you under our check Number 123 on May 12 which was the price of the article plus transportation charges.**

本句的中文意思是“我方已于5月12日将价值2 800美元的123号支票寄给贵方,该款项包括货价和附加运输费。”但是,很明显,从上句的结构来看,可以断定,由which引导的定语从句修饰的先行词似乎是May 12,但实际上,先行词应当是“\$2 800”,所以上句应改为:

We sent you on May 12 our check No.123 for \$2 800 which was the price of the article plus transportation charges. (我们已于5月12日寄给贵方123号发票一纸,价值2 800美元,该款包括货价和附加运输费。)

4) Pay attention to the rationality in logic, the variety in sentence structure, the compact in plot and coherence in meanings. (注意逻辑上的合理,句子结构上的多变,情节上的紧凑和意义上的连贯。)

首先必须注意分词的逻辑主语和句子的主语一致:

● **Being a registered accountant, I'm sure you can help us.**

在这个句子中,句子的主语是I,但是,根据推理,分词being的逻辑主语是you,为了使分词的逻辑主语和句子的主语一致,上句应改写成:

a. **Being a registered accountant, you can certainly help us.** (作为注册会计师,你一定能帮助我们。)

b. **As you are a registered accountant, I'm sure you can help us.** (因为你是注册会计师,我坚信你能帮助我们。)

其次,应当注意句子结构的多变。

● **We have received your letter of April 4. We are sorry for the wrong dispatch. We will do something about it.**

这三个句子(简单句)在结构上是正确的。但是它们单调乏味,千篇一律,不能吸引读者的兴趣。在写作时,应当注意,不仅语法上要正确,而且要注意句型上的多变。所以,上面三句应改写为如下结构:

Thank you for your letter of April 4. We regret that we have dispatched the wrong goods and will do something for compensation. (贵方4月4日来函收悉,谢谢。得知我方发错了货,深表遗憾,我们将为此做点补偿。)

第三,意义上的连贯值得考虑。例如:

● **We wrote a letter. It was addressed to Mr. Henry. He is the sales manager.**

上述三个简单句意义上是不连贯的,每个单句有它自己的含义。读者很难理解,到

take the liberty of→冒昧	omitted
the writer→笔者	I, me, my
under separate cover→另函附寄	will send, am sending
up to this writing→至今	so far or omitted
Adverting to your favour→惠书收到	Appreciate your letter; Referring to your letter; Thank you for your letter
Re. your letter→来函收悉	Appreciate your letter; Referring to your letter; Thank you for your letter
The writer wishes to acknowledge→兹收到	Appreciate your letter; Referring to your letter; Thank you for your letter
We are in receipt of →兹收到	Thank you for (your letter) or we have received
We beg to acknowledge→兹收到	We have received
We have to acknowledge→兹收到	We have received
We beg to inform you→兹通知贵方	We are writing to inform you
We beg to thank you→谢谢你	Thank you
The favour of your early reply will oblige→早日回函, 不胜感激	We shall be glad to hear from you soon.
Awaiting the favour of your early reply→早日回函, 不胜感激	We shall be glad to hear from you soon.
at your earliest convenience→早日趁便	as soon as you can
It will be our constant aim→这是我们永恒的目的	we shall try...
take an early opportunity→早日趁机	act promptly
take into consideration→加以考虑	consider
This is to inform you of→兹将……通知贵方	We are pleased to tell you...
express one's heartfelt gratitude to you for...→衷心感激贵方	Thank you for...

③ Compare the following pairs of sentences, you will find which is concise in each pair.

e.g. (比较下列几组句子, 你会发现每组中哪一个简明)

a. wordy: **I wish to express my heartfelt gratitude to you for your kind cooperation.**

concise: Thank you for your cooperation. (感谢贵方合作)

b. wordy: **We wish to acknowledge receipt of your letter of May 2 with the check for \$200 enclosed and wish to thank you for the same.**

concise: **We appreciate your letter of May 2 and the check for \$200 you sent with it.**

FCA (Free Carrier) 货交承运人价

FAS (Free Alongside Ship) (装运港) 船边交货价

FOB (Free On Board) (装运港) 船上交货价, 离岸价

CFR (Cost and Freight) 成本+运费价

CIF (Cost, Insurance and Freight) 成本++保险费+运费价, 到岸价

CPT (Carriage Paid To) 运费付至……价

CIP (Carriage and Insurance Paid To) 运费、保险费付至……价

DAT (Delivered At Terminal)

DAP (Delivered At Place)

DDP (Delivered Duty Paid)

b. Terms for shipments 装运术语

Partial shipment (s) to be prohibited 不准分批装运

Shipment not later than May 1. 不迟于5月1日装船(包括5月1日)

Shipment before May 1 5月1日前装船(不包括5月1日)

Shipment during one month after receipt of L/C 收到信用证后一月内装运

June shipment subject to receipt of L/C by May 20 6月装船,但以5月20日收到信用证为条件。

Two equal monthly shipments—during June and July 6、7月两月内分两批平均装运

Minimum of each lot to be 500 cases 每批至少500箱

c. Terms for offer (报盘术语)

Price subject to change (alteration) with or without notice 无论是否事先通知, 价格随时变动

Subject to our (final) confirmation 以我方(最后)确认为准

Subject to the goods being unsold on receipt of your reply 此盘以收到贵方答复时, 货物未售出为有效

Subject to market fluctuation (价格) 随市价变动而变动

d. Terms for quantity and quality (数量和质量术语)

Inspection by the buyer at the destination to be final 买方在目的地的检验是最后依据

Public surveyor's weight at the landing port to be final 卸货港公证人的重量为最后论据

Subject to a variation plus or minus of 5 percent 容许溢装或短装5%

e. Other Terms (其他术语)

Subject to import licence (being granted) 以获得进口许可证为条件

取决于你采用的风格。事由标题帮助读者迅速获得信的要点，如双方公司有许多事由变化（的标题），它就显得特别有用。因为它立即告诉你的信函是关于什么内容的。它同样也用于指导归档。它开头可带可不带“Re:”或“Sbject:”如：

- 1) Re: Sewing Machines;
- 2) Subject: Our contract No.2345. Your L/C No.3456;
- 3) Engineering Machines.

7. The Body of the Letter (信的正文)

商务信函的正文应当开始于事由标题下的两格处（如有的话），如果没有事由标题，至少要低于称呼两格。它包括开头语，信的正文和结束语，信的正文要仔细安排和分段。第一段要提及以前的信件，最后一段要指出未来的计划和行动，每一段只谈一个主题。

当书写信函时，要掌握好重要的交际原则，避免陈腐的词语和商业行话。

第一个句子，有时甚至是第一段，叫做开头语。书写开头语没有固定的规则可循。当写回信时，信函的日期和发文编号应当提及，其方式如下：

Thank you for your letter 234 GW/gp of September 18...

谢谢贵方9月18日（由G.W.签署，gp打印的）234号来函。

Your letter of the 10th, August has been received with thanks.

8月10日来函收悉，谢谢。

Many thanks for your letter about...

谢谢贵方关于……的来函。

I must apologize for my delay in answering your kind letter.

来函收悉，迟复为歉。

In reply to your letter of July 2...

现答复你7月2日函。

So much has happened since I received your last letter...

自从收到贵方上次信函以来，情况发生很大变化。

当向一家公司写信（而不是回信）时，应当使用清楚、易懂的句子来迅速表明信函的内容。如：

With great delight I learn that... 很高兴得知……

I have the pleasure to tell you that... 我很高兴地告诉贵方……

We have begun a new system of manufacture which we feel may be of interest to you... 我们开始了一套新的生产系统，我觉得也许贵方对它感兴趣。

You were recommended to our company by the Bank of China, New York Branch and we wish to... 中国银行纽约支行将贵方介绍给我公司，我公司希望……

130 Clifford Street
LONDON W 1 England

Dear Sirs

Re. Chinese Electronics Products

We have obtained your name and address from the London Chamber of Commerce, who has told us that you wish to import electric goods manufactured in China.

We manufacture electric appliance of the kind illustrated in enclosed catalogue, which we hope will be of interest to you. Also enclosed for your reference, is our latest price list.

Should you be interested in any of our product, please let us know and we will provide you with a quotation. In the meantime, should you require any further information about either our products or our corporation, please do not hesitate to let us know.

We look forward to hearing from you soon, and to the possibility of doing business with you in the future.

Yours faithfully

(Signature)
Liu Sheng-feng
Sales Manager

Encs: as stated

3) Modified Block Style (改良齐头式)

在这一格式中，各段的第一行不后缩，日期、结尾敬语和签字三部分要越过中线上下对齐。如：

2. 当一封信要邮往第三者（或组织），该第三者（或组织）有义务传递给收信人，有必要在收信人的名称之下写（打）上第三者的名称，其前加 c/o，例如：如果一个名叫约翰·史密斯的英国人来到了中国湖南长沙，他在他临时的岗位——湖南外贸公司，他自己英国的公司对他写信时应当写上 care of (c/o) 湖南外贸公司（他现在暂时留住地）转交（他）：

Oversea Trading Co., 24 Park Street London EC4 England	<div style="border: 1px solid black; padding: 5px; width: 80px; margin: 0 auto;">Stamp</div>
Mr. John Smith c/o Hunan Foreign Trading Corp. 32 Wuyi Road CHANGSHA, HUNAN, CHINA	
Urgent	

3. 如果有人给你带一封信给收信人，把他的名字写在收信人的名字之下，并在带信人的名字前加上：Politeness of (or Kindness of, Through the Courtesy of, Forwarded by, By Favour of, With Favour of, Favoured by).

Oversea Trading Co., 24 Park Street London EC4 England	<div style="border: 1px solid black; padding: 5px; width: 80px; margin: 0 auto;">Stamp</div>
Mr. John Smith Kindness of Mr. Zhang Ming	
Private	

总的说来，信封上的地址和封内地址要一致，它应按下列顺序写作：

Name (名字)

Title (position or department) (职称或部门职位)

Company name (公司名称)

Unit Three

Writing and Transmitting for Faxes and E-mails

传真与电子邮件的写作与传输

Translation (译文)

I. Introduction (简介)

在国际贸易中，由于买卖双方住在不同的地域，远隔数千里之遥。大多数买卖都是通过航空信函、传真和电子邮件谈成的。此外由卖方提供的货物经常按照国际市场的价格变化而波动。所以，时间因素对买卖双方都十分重要。

敏感的货物卖主通常要求买方短期予以答复。在这种情况下，航空信函不能为此服务。为了早日达成交易，很有必要用传真和电子邮件向买方提供报盘，或向卖方表示接受。因为它们比信件要快得多。

II. Fax or Facsimile Transmission (传真)

1. Introduction (简介)

传真通讯以有线或无线电传输静止图象，传真机扫描一文件后，产生电子信号，并将信号传输到传真接受机，接受机就输出文件的复印件。传真接受机能将急输的文件迅速从此地传到彼地。它可以传送气象图、表格、报纸校样、X光照片、订货单、银行单据、指纹卡、特征照片和其他单据或文件。正常情况下，传真收到的复印件情况良好。

We are active in commercial intercourse with the trade and financial circles of various countries and districts.

3. 我们将努力与各国扩大经济合作和技术交流，灵活地运用通行而合理的国际惯例。

We are striving to expand economic cooperation and exchange of technology with foreign countries and will utilize common and reasonable international practices in a flexible way.

4. 随函附上公司概况、业务范围和其他方面的小册子一本，以供参考。

A booklet including a general introduction, the scope of business and other topics is enclosed for your reference.

5. 本公司专营电子产品出口业务，行销世界各国。

The cooperation is specialized in handling the export business in electronic products, which sells well in various countries.

6. 特函联系，愿为发展双方贸易提供机会。

We are writing to offer you an opportunity to develop trade.

7. 如贵公司有意与我建立该商品的业务往来，请提出具体要求，以便寄上样品，目录以及详细说明。

If you are interested in establishing business relations with us in this line, please let us know your specific requirements. We'll be pleased to forward samples, catalogues as well as detailed information.

8. 对于贵公司任何询问，我们将给以充分关注。

We assure you of our best attention to any inquiries from you.

9. 承蒙日本东京商会介绍，我们了解贵公司在世界各地供应高质量的食品，并且确知我国对各种外国食品的需求量很大。

Through the courtesy of the Chamber of Commerce in Tokyo, Japan, we have learned that you have been supplying the best quality foods all over the world, and we are sure that there is a large demand for various foreign foods in our country.

10. 我们预料你方产品在我方市场有着广阔的前景，我们保证随时给予你方密切合作，盼速复。

We foresee a bright prospect for your products in our market. We look forward to hearing from you and assure you of close cooperation at all times.

如你方认为这价格可行，交货期合适，我们打算大量订购，请早复。

……启

Letter 6. A Letter Confirming Non-Firm-Offer (确认已报虚盘)

先生们：

9月21日来函嘱报我电器设备，现确认9月28日函不受约束盘如下：

品质：“汉普”牌电热水器（小厨宝）

型号：TP12

尺寸：435×235×260 (mm)

重量：10磅

颜色：白

数量：500条

价格：成本加保险费、运费到上海价每条80美元

装期：10月份

付款：不可撤销信用证60天期票

请接受此难得再有的报盘。最近可望有大笔订单自其他国家来，到时将导致价格猛涨。

想必已从五月份所寄目录了解，我们的热水器经久耐用，使用方便。相信你们会做这笔赚钱的买卖，如可能，盼早复。

……启

III. Translation to Sentences Commonly Used on Establishing Business Relations (报盘与递盘常用句型译文)

1. Your inquiry is having our immediate attention and we hope to make you an acceptable offer in a few days.
正在研究你方询价，几天便可给你合适的报盘。
2. We thank you for your enquiry of July 6 and are sending you, under separate cover, a specimen of...together with our price list.
感谢你方七月六日询盘，现另寄上……样品及价格回单。
3. Thank you for your recent inquiry. We have a large quantity of...in stock, and are pleased to offer them as follows.
谢谢你方最近询价。我们有大量的……现货，欣为报盘如下：
4. With reference to your letter of..., inquiring for..., we enclose our Quotation No....for your

4. We take pleasure in making you a special offer (做出优惠报盘).
5. We trust the above will be acceptable to you and await with keen interest your trial order (等待你前来试订).
6. Please wire us by return your lowest price c.i.f. New York (成本加保险费、运费到纽约最低价) for the enclosed specification of bicycle parts.
7. We confirm having faxed you a firm offer for the following goods subject to your reply reaching us by September 10 (9月10日达到有效).

III. Fill in the appropriate prepositions.

Dear Sir,

We are pleased to receive your inquiry of 10th January and enclose our illustrated catalogue and price list giving the details you ask for. We are also sending you by separate post some samples and feel confident that when you have examined them you will agree that goods are both excellent in quality and reasonable in price.

On regular purchases in quantities of not less than five gross of individual items we would allow you a discount of 2%. Payment is to be made by irrevocable L/C at sight.

Because of their softness and durability, our cotton bed-sheets and pillowcases are rapidly becoming popular, and after studying our prices you will not be surprised to learn that we are finding it difficult to meet the demand. But if you place your order not later than the end of this month, we would ensure prompt shipment.

We look forward to your early reply.

Yours sincerely,

...

IV. Translate the following into Chinese.

1. Samples will be sent to you upon your request.
样品承索即寄。
2. This offer is firm, subject to your cable reply reaching here before Nov. 6.
这是实盘，以你方十一月六日前电复到此有效。
3. If our offer is of interest to you, please fax your acceptance before the end of October.
如对我方报价感兴趣，请于十月底前用传真接受。
4. We shall not fail to contact you once our supply becomes available.
将来能供货时，我方一定和你方联系。

今后如你方有机会把价格做高，请告知我方。同时，请随时告知你地行市变化情况。我方保证对你们任何询价都予立即办理。

……启

Letter 4. Seller's Counter-Counter Offer (卖方反还盘)

先生：

8月15日来信收到，得悉你方对我们的皮鞋很感兴趣。但认为我方7月10日的报价偏高，无法成交。

我们要告诉你方，我们的报价已为你处的其他客户所接受，而且已有大量成交。数月来，许许多多的询价单源源而来。

在这种情况下，我们无法考虑降低我们的价格。事实上，鉴于你我两公司之间长期的贸易关系，我们才给贵方报这样优惠的价格，希望贵方重新考虑这一优惠报价，早日来电订货，以便我们确认。

等候佳音。

……启

Letter 5. The Buyer's Counter-Offer and Request of the Reduction of the Price (买方还盘要求减价)

亲爱的先生：

谢谢你方5月20日来函，按惯常条款拨给我100台标题货物报盘，成本加运费到上海价为每台600英镑。

现答复，很遗憾，我方用户认为你方价格过高，与现行市场价格不一致。有消息说，一些日本货以每台480英镑的价格售出。

因此，在可以容易地以更低的价格买到类似质量货物的情况下，我们不可能说服用户接受你方价格。如你方愿意减价，比如说，减20%，我们也许能达成交易。

只是鉴于双方长期的业务关系，我们才给以上述还盘。市价正在下跌，希望你方很好考虑，并早日接受我方还盘。

盼早复。

……启

5. 达成交易 come to business (terms)
6. 印度才打进市场不久，价格比较低。
India has just come into the market with a lower price.
7. 众所周知，有的国家实际上正在削价抛售。
As everybody knows, some countries are actually lowering their prices.
8. 如果不是为了我们之间的友好关系，我本来不考虑以这个价格报实盘。
If it weren't for our good relations, we couldn't consider making you a firm offer at this price.
9. 作为友谊的表示，我们接受贵方对 5 000 千克核桃仁的还盘，即单价以每公斤 25 镑。
As a token of friendship, we accept your counter-offer for 5 000 kilos of walnutmeat, at £25 per kilogram.
10. 你们的价格上涨了，比去年几乎上涨了 10%，这样的价格使我们无法销售。
Your price has gone up. It's almost 10% higher than last year's. It would be impossible for us to make any sales at such a price.

Unit Nine

Acceptance and contract

接受与签约



Translation (译文)

I. Brief Introduction (业务简介译文)

1. Acceptance (接受)

接受或者确认是买方或卖方经过相互协商后，无条件地同意愿意按照已达成的条款签订协议。卖方的实盘被买方所接受，或者卖方的虚盘被买方接收后，又被卖方所确认，买卖才能做成。在买方接受一切必要条款，做出还盘，或采取主动，确认订货，或果断递盘的情况下，卖方的接受就达成了交易。

总的来说，只有在交换了大量信函、传真或 E-mail 之后买卖双方才能完全达成交易。在这种情况下，买方最后正式订货时才会确认为卖方接受的条款。

接受或者叫确认之后，合同或者销售确认书——后者在外贸实务中称为常规合同——一般由卖方拟订，买卖双方都要签字。

2. Contract (签约)

合同是以法律为依据的协议书。根据合同，买卖双方相互同意进行交换许多信函而达成的交易。但是根据中国相关的经济法，进出口合同只有写成书面形式才有效。下面是中国外贸合同法进出口合同的常见形式：

1) Purchase Contract and Sales Contract, with General Terms and Conditions overleaf, usually for business involving considerable amount. (购买合同或者销售合同，其背面印有

Letter 2. Seller Accept Buyer's Order (卖方接受买方订货)

先生:

你方 9 月 8 日确认订购下列货物的传真收悉, 谢谢。

500 公吨滑石块

价格: 利物浦到岸价每公吨人民币……元

包装: 用单层麻袋包装, 每袋净重约 50 公斤

虽然目前市场价格稍有上升, 但为了促进交易, 我们仍按以前成交条款接受你方这次订货。

现应你方上函所请, 随函附去销售确认书一式三份, 请签署后退回一份。

请确信: 我方定将妥善办理你方的订购事宜。

……启

附件如文:

Letter 3. Buyer's Confirmation (买方确认)

先生:

我们很高兴向你方订购花生油 100 公吨, 现随函附上订单一份, 请查收。有关信用证将于几天内传真你方。

对这批订货, 我方客户已同意分运, 这样可使你方可以从 4~6 月分三个月装运。如你能按一定比例, 分月装运, 而不是把 100 公吨整批货物集中在同一个月内装运, 将大大有利于我们的客户。客户都是我市最大的食油进口商, 他们很可能在本月内将再次向你们订货。

谢谢你方的协作。

……启

附件: 如文

Letter 4. Confirmation (确认)

先生:

我们确认向你们销售下述货物, 并按下列条款签订合同。

数量: 1 000 吨

规格: 加拿大常规标准燕麦

价格: 每吨 CIF 基隆价 30.5 英镑

装运: 即时装运, 直达目的港, 允许转运。

prices as well as terms of payment.

继我方七月十五日去电，其中我们已接受你方×××号订货，现寄送你方如下所订货物的详细情况以及价格和支付条款。

6. As a result of the recent exchange of faxes between us, we confirm having booked your Order No. 369 on the terms and conditions set forth in the enclosed S/C No. 939, in duplicate, one copy of which please sign and return to us for our file.

由我们双方之间最近来往传真而得结果：我们确认按照 939 号销售确认书所规定的条款和条件，已接受你方 369 号订货。现随函附寄该书一式两份，其中一份请签署后退回予我方以便存档。

7. "No pains, no gains." If it had not been for the strenuous efforts from both sides, we wouldn't have come to this happy ending.

“一份耕耘，一份收获”。如果不是双方的加倍努力，则不会有我们这样愉快的结局。

8. We are happy to have concluded the business with you. Our work was not wasted. The time-taking negotiations were worth our while.

很高兴与你方达成这笔交易，我们的工作不会白费。长时间的谈判和协商十分有价值。

9. We are pleased to enclose our Contract No.589 in two originals, one copy of which please counter-sign and return to us for our records.

很高兴随函附寄 589 号合同一式两份，请会签后退回一份予我方以便存档。

10. We attach hereto our Purchase Contract No. 2986 in duplicate with our signature. Please check and countersign. Then return one copy to us for our file as soon as possible.

现随函附寄我方已签署的 2986 号购买合同一式两份。请查收并对签。然后请尽快退回我方一份以便存档。

11. The conclusion of the dealing is certainly not the ending. It is only the beginning, and a good one, of the long and friendly business relations between us.

这次交易的达成肯定不是一个结束，它仅仅是一个开端，一个我们之间良好的、长期的、友好的贸易关系的开端。

12. Enclosed please find our Sales Contract No. 986 in duplicate. If you find everything in order, please sign and return one copy for our files.

现随函附上我方 986 号销售合同一式两份，请查收。如你方认为一切尚可，请签署后退还一份以便存档。

13. "A good beginning makes a good ending," we hope that from now on we shall enjoy a business relation profitable to both of us.

“良好的开端，意味着良好的结束”。我们希望从现在起，我们将有一个对双方有益

的贸易关系。

14. Please accept our offer and confirm the above mentioned terms immediately.

请即接受我方报盘，并尽快确认以上条款。

15. Enclosed we are sending you Contract No. HX361 in duplicate, one of which please sign and return to us by airmail.

随信附寄 HX361 号合同一式两份，请签署其中一份并航邮我方。



Key to Exercises (练习答案)

I. Fill in the blanks with the following words or expressions.

1. We assure you that due care will be given to the packing of these goods.
2. We enclose our Sales Confirmation No. km-9432 in duplicate, one copy of which is to be completed with your signature and returned to us for our records.
3. Since our prices are quoted on the basis of C&FC3%, it is understood that insurance has to be effected by yourselves. But we shall be glad to effect insurance for your account at your request.
4. Please note that our packing has been greatly improved with the result that our recent shipments have turned out to the satisfaction of our clients.
5. We are glad to attach hereto our Proforma Invoice No. PI- 9435 in duplicate for your application for an import license.
6. Although your counter-offer is below the current market level, we exceptionally accept your order, with a view to encouraging business.
7. As there is an upward tendency in the price of dried chillis, we hope that you will place an order with us as soon as possible.
8. With reference to our Proforma Invoice No. 9456 covering 1 000 pcs. "Diamond" brand Electric Desk Fans, we have not received any news from you so far.
9. We are confident that your efforts will result in fruitful business.
10. The manager himself will attend to this matter and have a talk with a view to settling it amicably.
11. We look forward to receiving your fax order at an early date.
12. We hope that you will take good note of the design of your canned meat containers, lest they should not be accepted by the consumers at our end.

II. Complete the following sentences in English.

1. We confirm our telephone conversation early this morning and attach the official order of