



应用型本科院校规划教材/经济管理类

Modern Business English Correspondence

现代商务英语信函



- 适用面广
- 应用性强
- 促进教学
- 面向就业



主编 郭琛 刘忠梅



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哈尔滨工业大学出版社
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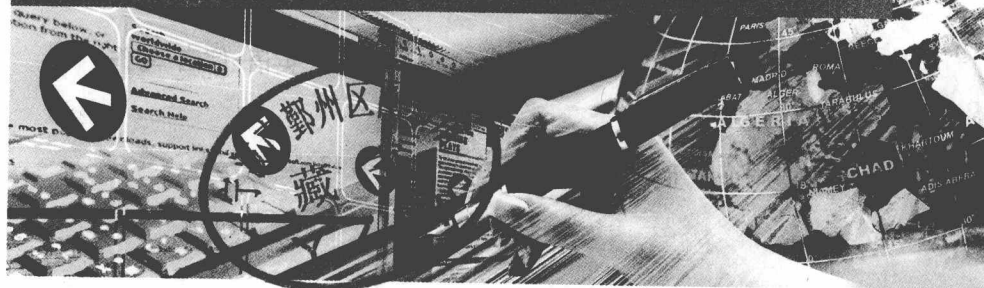


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二 商 务 内

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主 编 郭 琛 刘忠梅
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内 容 简 介

本教材主要介绍国际贸易实务中各种英文业务函件的写作格式和表达方法,以及对外贸易各环节的具体做法。每章包括商务英语信函的写作要求、知识和技巧,以及相关业务知识的简介和习题;全书以样信解析为主线,每封信后面还有针对该样信中的难点进行的解释;常用短语部分主要有相关专业术语和写作中经常用到的专业表达。

本书旨在培养和强化学生英语水平和外贸业务能力,为国家培养从事国际贸易工作的高水平应用型人才。

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序

哈尔滨工业大学出版社策划的“应用型本科院校规划教材”即将付梓,诚可贺也。

该系列教材卷帙浩繁,凡百余种,涉及众多学科门类,定位准确,内容新颖,体系完整,实用性强,突出实践能力培养。不仅便于教师教学和学生学,而且满足就业市场对应用型人才的需求。

应用型本科院校的培养目标是面对现代社会生产、建设、管理、服务等一线岗位,培养能直接从事实际工作、解决具体问题、维持工作有效运行的高等应用型人才。应用型本科与研究型本科和高职高专院校在人才培养上有着明显的区别,其培养的人才特征是:①就业导向与社会需求高度吻合;②扎实的理论基础和过硬的实践能力紧密结合;③具备良好的人文素质和科学技术素质;④富于面对职业应用的创新精神。因此,应用型本科院校只有着力培养“进入角色快、业务水平高、动手能力强、综合素质好”的人才,才能在激烈的就业市场竞争中站稳脚跟。

目前国内应用型本科院校所采用的教材往往只是对理论性较强的本科院校教材的简单删减,针对性、应用性不够突出,因材施教的目的难以达到。因此亟须既有一定的理论深度又注重实践能力培养的系列教材,以满足应用型本科院校教学目标、培养方向和办学特色的需要。

哈尔滨工业大学出版社出版的“应用型本科院校规划教材”,在选题设计思路认真贯彻教育部关于培养适应地方、区域和社会发展需要的“本科应用型高级专门人才”精神,根据黑龙江省委书记吉炳轩同志提出的关于加强应用型本科院校建设的意见,在应用型本科试点院校成功经验总结的基础上,特邀请黑龙江省9所知名的应用型本科院校的专家、学者联合编写。

本系列教材突出与办学定位、教学目标的一致性和适应性,既严格遵照学科

讲授理论,做到“基础知识够用、实践技能实用、专业理论管用”。同时注意适当融入新理论、新技术、新工艺、新成果,并且制作了与本书配套的PPT多媒体教学课件,形成立体化教材,供教师参考使用。

“应用型本科院校规划教材”的编辑出版,是适应“科教兴国”战略对复合型、应用型人才的需求,是推动相对滞后的应用型本科院校教材建设的一种有益尝试,在应用型创新人才培养方面是一件具有开创意义的工作,为应用型人才的培养提供了及时、可靠、坚实的保证。

希望本系列教材在使用过程中,通过编者、作者和读者的共同努力,厚积薄发、推陈出新、细上加细、精益求精,不断丰富、不断完善、不断创新,力争成为同类教材中的精品。

黑龙江省教育厅厅长



2010年元月于哈尔滨

前 言

随着计算机技术的广泛应用和现代通讯技术的发展,国际商务通讯的联系方式也发生了变化,过去常用的电报、电传已逐步被电子邮件所取代。为适应对外贸易等业务发展的实际情况和需求,本书编写人员搜集了许多有关现代商务英语信函的具体实例,并在吸取百家之长的基础上,增加了对外经济和贸易等国际商务联系等方面的内容。

本书从实用角度出发,重点介绍了企业在现代国际商务活动中与国外企业进行业务沟通时撰写各类英文商务信函的方法与技巧,以及一些国际商务营销知识。依据国际贸易通行惯例,全书共分8章,内容包括发盘与还盘、促销与订货、支付条款、装运、保险、索赔与仲裁、代理、合同与协议。全书的主要特点是通过实例系统地讲解了国际贸易信函的格式和写作技巧,为了便于课堂教学和自学,帮助学习者更好地了解、掌握和运用,每章安排有背景介绍、经典样信分析、关键词汇、相关链接和练习库5个部分。使学生对需要掌握的学习内容一目了然,更能学以致用。

本书适合用作应用型本科院校国际贸易、国际商务、国际经济、国际金融、国际会计、国际市场营销、经济管理、公共管理、公共关系、人事管理、旅游管理、涉外高等文秘等专业的双语教学用书,也适合作为应用型本科院校经济与管理类其他专业方向的教材。对于从事对外贸易和对外经济工作的业务人员、在外国公司和中外合资企业工作的管理人员及业务人员、从事招商引资的工作人员等都是很实用的参考书。

本书由郭琛、刘忠梅担任主编,魏婧、刘莹莹、姜颖担任副主编,全书由郭琛统稿。具体编写分工为:第2、7章由郭琛编写,第1、3章由魏婧编写,第4章由刘忠梅和姜颖编写。第5、6、8章由刘莹莹编写。

由于编者水平和学识有限,书中难免存在疏漏,敬请读者不吝指正。

编 者

2010年10月

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第 1 章

Offer and Counter-offer

1.1 Introduction

1.1.1 Offer

1. Offer

Making an offer is a most important step in business negotiation.

Offer is a promise to supply goods on the stated terms and conditions. In an offer the seller not only quotes the prices of the goods he wants to sell but also indicates all necessary terms of transaction.

In a business transaction offer can be divided into firm offer and non-firm offer.

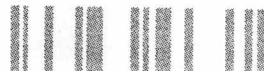
2. Firm offer

Firm offer means an offer with sanction, that is the seller has the intention to make a contract. If the firm offer is accepted effectively by the others that is the offerer. The offerer will not be withdrawn, revoked, or amended during the validity. Otherwise the offerer must endure the liability for the breach of faith. The terms stated in the firm offer must be definite, specific and without any reservation.

A firm offer will include the followings:

- (1) Accurate name of the commodity
- (2) Specific quality specification
- (3) Clear packing conditions
- (4) Concrete quantity
- (5) Accurate shipping times and shipping ports
- (6) Comprehensive payment terms

Besides the above-mentioned terms, as a firm offer it must has an expiry date. The date is enforceable that the offerer in order that the offeree can research the possibility of transaction by it.



During the expiry date, the offerer is obligated to confirm the transaction. But if it exceed the date since the offeree accept the offer, it can be refused by the offerer. When we state the expiry date, we should consider the goods, different markets, different geographical locations and feast day.

The expressions of a firm offer:

- (1) Subject to your reply reaching us by (before)...
- (2) Subject to your reply (acceptance) here within... days.
- (3) This offer is firm (open, valid, good) for... days.

3. Non-firm offer

It is also named offer without. That is the offer can be expressed with some reservation. In a non-firm offer the terms and conditions can be changed or amended. For this reason, We can use the phrases such as reference prices, the quantity according to our supply, subject to our final confirmation. We offer... subject to market fluctuation and so on.

In regular business, the quotation, price list and invoice by mail are general noted only for reference, subject to our final confirmation, which exclude the condition that if the buyer accepts it will be made a contract. An non-firm offer allows sellers to have more time and flexibility in choosing business opportunities and making decisions on prices so that they are more favorable to them in a changeable market. However, a non-firm offer will be considered as a general business contact by the offeree, so it will not helpful to make a deal.

The expressions of a non-firm offer:

- (1) Are without engagement (obligation)
- (2) Subject to prior sale
- (3) Subject to our final confirmation

1.1.2 Counter-offer

A counter-offer is made when the prospective buyers find any terms or conditions in the offer unacceptable, they will put forward their terms for the sellers to consider.

Counter-offers may be made more than once before a transaction is concluded. If no compromise can be reached, the negotiation is dropped when one of the parties gives it up. If it is amended again, another counter-offer is made until an acceptable one is worked out. This final and accepted offer is firm and legally binding to both parties. It is common for a business negotiation to go through several rounds of offer and counter-offer before an agreement is reached.

In some cases, telephones or telexes or faxes instead of letters are exchanged to save time.

1.2 Writing Guide

1.2.1 Writing Tips of an Offer

In response to an enquiry, an offer may be sent, in which the following are usually covered:

- (1) An expression of thanks for the enquiry
- (2) Details of the goods, prices, discount, delivery, and terms of payment
- (3) The time period in which the offer is valid
- (4) The advantage of the offer by the way

1.2.2 Writing Tips of a Counter-offer

When writing a counter-offer we should write as followings:

- (1) The point of view by the buyers

- Express thanks for the offer
- Point out the prices or other terms are not good
- List the reasons for inability to accept the offer
- Set up for your request
- Urge the others to consider your request

- (2) The point of view by the sellers:

- Insist in your points
- State the counter-offer
- Emphasize the rationality of your counter-offer
- Insist in your points
- Urge the others to accept your offer

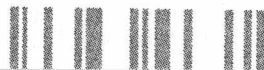
- (3) The point of view by the sellers: agree with concession

- State the counter-offer
- Emphasize the rationality of your counter-offer
- Change the tone, then make a concession
- Urge the others to accept your offer

1.2.3 Sample Letters

1.A firm offer made in reply to a general inquiry

[A letter for Example 1 - 1]



Dear Mr. White,

We are pleased to learn from with inquiry of May 13 that you like our range of silk shirts.

We are in a position to supply you with our wide selection of shirts and blouses which we make for all age groups. We can offer you the quantity discount of 2.5% you asked for orders over US \$ 30,000. We usually accept confirmed and irrevocable L/C payable by draft at sight.

Enclosed you will find our fall catalogue and price list quoting prices FOB C2.5% Shanghai. We are sure you will find a ready sale for our products in the USA as have sold well throughout Asia and Europe.

Any orders you may place with us will have our prompt attention.

Yours faithfully,

× × ×

2. Sending a non-firm offer to a potential customer

[A letter for Example 1 - 2]

Gold King Candle Co. Ltd
11th Floor, Futai Plaza

100 Hong Kong Road
Qingdao, China

November 10, 20...

Worldwide Trading Pty. Ltd
Level 25, 367 Collins Street
Sydney, Australia

Dear Sirs,

Thank you for your enquiry of December 5 for Christmas candles.

As requested, we are offering Article No. 202 candles you require at USD 340 per case CIFC2% Sydney subject to our final confirmation.

It is known that our products are superior in quality and moderate in price, and are very popular in the international market. We hope you will agree to our quotation.

As Christmas is approaching, please send us your orders without any delay.

Your prompt reply will be highly appreciated.

Yours faithfully,

Golden King Candle Co. Ltd

Gaolin
Export Manager

3. A counter-offer from an importer

[A letter for Example 1 - 3]

Dear Sirs,

We are in receipt of both your offer and the samples of blouses of June 3, and thank you for all these.

While appreciating the good quality of your blouses, we find your price too high for our market.

Also we have to point out that blouses are available in our market from Korean and Japanese manufacturers. Their prices are 10% to 15% lower than yours. In this case, we hope you can consider a reduction in your price, say 10%. As our order will be worth about RMB ¥ 200,000, you may think it worthwhile to make a concession.

We await your early reply.

Yours faithfully,

× × ×

4. Seller rejects the counter-offer

【A letter for Example 1 - 4】

Dear Sirs,

We learn from your letter of 9th April that our price for iron wire is found to be on the high side. Much as we would like to cooperate with you in expanding sales, we regret that we cannot entertain your counter-offer, since the price of raw materials has advanced 5% and our quality is superior to any other similar products.

In addition, for minimum quantity of one ton, which is the size of your order, we usually do not grant any discount.

For your information, our products are enjoying fast sales both at home and abroad, so the stocks are getting low. On account of a limited supply available at present, we suggest you accept our offer without delay.

If you have any further enquiries please contact us, and we assure you that you will receive our prompt attention.

Yours faithfully,

× × ×

5. Supply the offer of substitute

【A letter for Example 1 - 5】

Dear Mr. Green,

Thank you for your telex enquiry of 23 September concerning cotton print 634.

We appreciate your efforts in marketing our products and consequently we regret very much that we are unable to supply the desired goods due to excessive demand. We would, however, like to take this opportunity to offer, without engagement, the following material as close substitute.

500 pieces cotton print 428 at US \$ 1.5 per metre CIF New York, including your commission of 2%.

A sample is enclosed for your reference. If you find the sample acceptable, please telex us as soon as possible.

Your sincerely,

Jack

Sales Manager

6. A counter-offer from an importer

【A letter for Example 1 - 6】

Dear Sirs,

Apples

We thank you for your letter of August 27 offering us 200 tons of the subject goods at US \$ 125 per ton CIF Shanghai.

Although we are in urgent need of such product, we find your price is too high and out of line with the prevailing market level. Your quoted price will deprive us of any profit. To tell you the truth, we have received quotations 11% lower than yours. Should you be prepared to reduce your price by, say 10%, we might come to terms.

Considering our long business relations, we make you such a counter offer. As you know, this year's apple harvest was good and the market is declining, though there is a heavy demand for apples. We hope you will consider our counter offer most favorably and let us know your acceptance at your early convenience.

Hope to hear from you soon.

Yours faithfully,

× × ×

7. Decline the counter-offer

【A letter for Example 1 - 7】

Dear Sirs,

Apples

Upon receipt of your counter-offer of Sept. 6, we have made a very careful study.

As our two companies have done business with each other for so many years, we should like to grant your request to lower the price by 10%. However, such practice will mean nil profit to us. Our apples are of higher quality and thus of higher cost than that of others. It is impossible for us to reduce the price by 10% without lowering the grade of apples.

Considering our long standing mutual relationship, let's meet half way. We suggest a reduction of

5% on orders of 300 tons. Only on orders of this size can we manage to make the reduction without lowering the grade of apples.

We hope our counter suggestion will be acceptable to you and look forward to your orders.

Sincerely Yours,

8. The best favorite price offer

[A letter for Example 1 - 8]

Gentlemen:

We are pleased to offer your firm, subject to your reply reaching here by June 20 as follows:

Article: Shoes

Quality: ABC Brand No.5

Quantity: 100 pairs

Price: US \$ 30 A pair FOB Keelung

Shipment: July ~ August

Terms: Draft at 60 d/s under Irrevocable Letter of Credit

We are sure that this is the best offer we can make and that no other firms can offer you better terms than these. At present we are receiving a lot of orders from all over the world and there is a possibility of our running out of stock one of these days. Therefore we think it will be to your interest to place an order at once.

Your early order is looked forward to.

Yours Sincerely,

Liu Xiangdong

Manager of Department of Aquatic Products

9. Reply to maintain the present price

[A letter for Example 1 - 9]

Dear Mr. Green,

It was a pleasure to receive your inquiry of March 16, concerning the supply of our best electric fans. We are enclosing our price list and a copy of our catalogue, in which you will find full details of our normal trade conditions.

We note that you have requested an additional discount of 3% and would point out that our prices have already been cut to an absolute minimum. These prices can not be offered by our competitors.

We therefore regret that we are unable to allow you any discount in this instance. You can, however, be sure that any advantage we receive in the way of manufacturing costs is always passed on to you in the form of lower prices.

In spite of the increased cost of raw materials, we anticipate being able to maintain present prices. We look forward to hearing from you.

Yours Sincerely,
Jack

10. Give a preferential price to the VIP

【A letter for Example 1 - 10】

Dear Sirs,

Due to the rise in the world price of paper, from 1 January of next year, prices for our products are due to increase by 10% across the board.

Since you are a valued customer of long standing, we wish to give you the opportunity to beat the price increases by ordering now at the current prices. In addition, we are willing to give you a discount of 5% on all orders of more than GB £ 20,000.

We are aware that you do not have sufficient warehousing for large quantities of reserve stock. In the circumstances, we would be prepared to hold paper for you to be delivered at your convenience. There will be no charge for warehousing at this end.

We believe that you will see the advantages of this arrangement, which will save you at least 15% on paper purchases in the coming year.

We look forward to your early reply.

Yours faithfully,
Tony Smith
Chief Seller

Words and Phrases

1. as requested 根据要求

• As requested, we have immediately instructed our bankers to open the relative L/C. 根据要求, 我们已立即指示我们的银行开立信用证。

• We regret we can not bring down the prices as requested. 很遗憾不能满足你们的降价要求。
“根据某人要求”还可以说 at one's request.

• At your request, we are going to modify the color of the sample. 根据你们要求, 我们将更改样品的颜色。

• At your request, we have examined the sample of the food, but found everything was in order. 根据你们要求, 我们已经检验了食品的样品, 但没有发现任何问题。

as + 动词过去分词是一个特殊的语法结构。as requested 原形应该是 as is requested, as 在这