

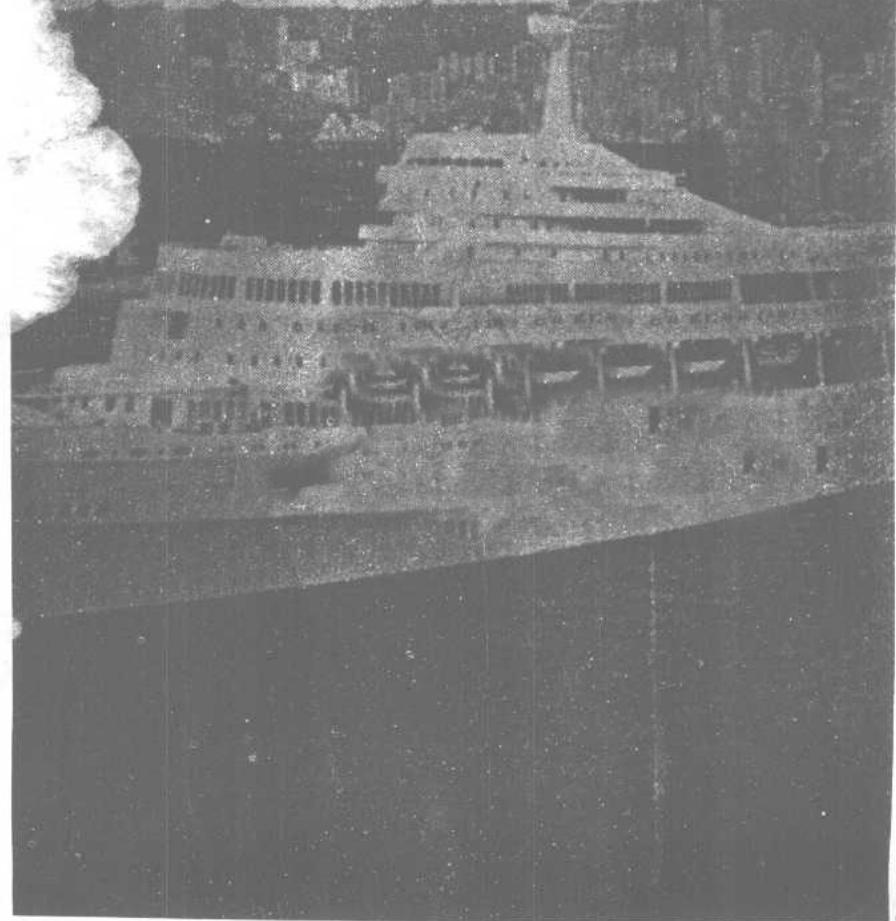
ENGLISH BUSINESS
CORRESPONDENCE

英文商業書信

黎國雄 編譯

ENGLISH BUSINESS
CORRESPONDENCE

英文商業書信



內 容 簡 介

香港是高度商業化的都市，對外對內的商業活動都非常頻繁。商業活動一般都要通過書信來往而進行的。一次商業活動，往往涉及很多人或團體，如客戶、推銷員、代理商、供應商、銀行及運輸公司等。生意上的接觸，尤其是海外貿易，實在是無法一一當面洽商，必須靠書信聯絡。因此，掌握有效的書信寫法是十分重要的。

本書共分十七章，輯錄了大約四百篇書信範例，各篇書信都是用現代商場慣用的書信體裁寫成。每一種不同類型的書信，都有簡要的解釋；包括該種書信用途與編排方法及一般商業知識，使讀者易於理解和便於學習。

本書編排了八十種不同種類的書信，如保險、代理、銀行業務、定貨、人事……等一般普遍用途的商業書信人都被輯錄在內，這是在市面上同類書中較少見的。加上本書目錄分類詳盡，易於翻閱參考，可作為一般商業機構從業員的案頭參考書。

本書內容精簡；不空談理論，著重實用。每篇範例都有詳盡的中文譯文和註釋，對文員、秘書、商科學生和自修者都會有很大幫助。

ENGLISH BUSINESS CORRESPONDENCE

英文商業書信

商業知識叢書

定價港幣二十元正

編	譯：黎	國	雄
出	版：新	聯	書社
	香港太古城衛星閣12樓G座		電話：5-673762
發	行：藝	美	圖書公司
	香港摩利臣道1-3號2樓		電話：5-745650
	天	天	圖書公司
	香港筲箕灣道290號3樓B座		電話：5-699486
承	印：文	英	印刷廠
	新蒲崗彩虹道華懋工業大廈5樓		電話：3-217983

PREFACE

Hong Kong is a highly industrialised and commercialised city. Business activities both local and abroad are numerous and essential. Few Business transactions are carried through successfully without correspondence at some point. Letters must be written to customers, salesmen, agents, suppliers, bankers, shipowners and many others, they cover every conceivable phase of business activity. They are the firm's silent salesmen and often enough, represent its only contact with the outside world. Hence the need of efficient letter-writing is by no means essential and important.

In the following pages that follow are to be found over four hundred specimen letters dealing with a comprehensive range of transactions of the kind handled in business every day. They are written in the modern English style to illustrate the accepted principles of good business writing. Moreover, Chinese translation and explanation are given at the end of each letter to facilitate better understanding for the Chinese readers.

For help in the preparation of the book I am indebted to those business organization and men who generously permitted me to quote from published materials and who have made valuable contributions to this book.

Finally, I wish to thank Miss Susana Leung, Mr. T. K. Leung, Mr. Y. F. Chan and his friends for their reading through of my manuscript and making valuable suggestions for improvement. Special thanks are given to Mr. Patrick Lau, who helped me to translate the chapters on Banking, Transportations, Quotations and Orders and their Fulfillment.

K. H. Lai
(editor)

CONTENTS 目錄

CHAPTER I 第一章

Business Letter-Writing 商業書信書寫方法

Some Rules of Good Writing 怎樣寫得好

1. Study your reader's interest 研究收信者的興趣 2
 2. Adopt the right tone 使用適當語氣 2
 3. Write naturally and sincerely 誠懇和自然地書寫 2
 4. Write clearly to the point 清楚地寫出要點 3
 5. Be courteous and considerate 要客氣和體諒人 3
 6. Avoid wordiness 避免字句累贅 3
 7. Avoid commercial jargon 避用陳舊商業術語 5
 8. Write effectively 有效地書寫 6
 9. Plan your letter 編排要點的先後次序 7
 10. Pay attention to first and last impressions 由此至終要給人
良好印象 8
 11. Check your letters 複閱 9
- Telegrams and Letter Telegrams 電報與書信電報 9

CHAPTER II 第二章

Structure of Business Letter 商業書信結構

1. Heading 開端 12
2. Date 日期 12
3. Inside name and address 收信人姓名與通訊地址 13
4. Salutation 稱呼 14
5. Body of the letter 信的本文 14
6. Complimentary closure 結語 14
7. Signature 簽署 17
- Miscellaneous Items 其他事項 19

CHAPTER III 第三章

Letter Promoting Good Will 促進交往書信

Creating Good Will 塑造好感

- Supplier's letter with a friendly tone 供應商的友善回覆……………21
- Letter tactfully refusing a request for credit 婉拒除帳要求的回信 22
- Letter regretting need to increase prices 調整價格致歉函……………24
- Letter explaining delayed reply 回信解釋阻延……………25
- Letter of Congratulation 祝賀書信
- Formal letter of congratulation upon a promotion 祝賀升職……………26
- Letter of Thanks 致謝書信
- Letter of thanks for a first order 致謝首宗定貨……………27
- Letter of thanks for a large order 致謝大宗定單……………28
- Letter of thanks for prompt settlement of accounts 致謝迅速結帳 29
- Letter of thanks for information received 致謝惠賜資料……………29
- Letter of thanks for a service performed 致謝効勞……………30
- Letter of Condolence and Sympathy 弔慰信
- Letter of condolence to a customer 客戶喪母致唁……………31
- Letter of condolence to a neighbour 唁慰鄰居喪夫……………31
- Letter of sympathy to a business associate 慰問同業……………32
- Letter of condolence to a business associate 唁慰同業……………33

CHAPTER IV 第四章

Enquiries and Replies 函詢與回覆

General Enquiries and Replies 一般函詢與覆信

- An enquiry for office equipment, with demonstration 函詢文
儀器材，並請安排示範……………35
- A tabulated enquiry for information 用表列式書函查詢資料……………38
- "First" Enquiries and Replies "首次" 函詢與回覆
- A "First" enquiry for textiles "首次" 函詢紡織品……………40
- A "First" enquiry from a foreign importer 外商"首次" 函詢……………43
- Catalogues and Price-lists 貨目冊與價格表

Routine requests for catalogues not requiring written replies 無需回覆的索取貨目冊信件	45
Request for catalogue by a private customer 私人索取貨目冊	46
Patterns and Samples 花式與貨樣	
Request for samples 索取樣品	48
Goods "On approval" 試銷貨品	
Request for goods to be sent "On approval" 請求試銷貨品	50
Request for Concessions 要求特別優惠	
Request for special terms 要求特惠條件	52
Letter declining request for reduction in prices 婉拒減低定價 要求	55
Visit by Travellers 推銷員探訪	
Supplier's offer to send his representative 供應商派遣營業代表	56

CHAPTER V 第五章

Quotations 報價單

Request for quotation for printing paper 索取紙張報價單	59
Request for quotation for crockery 索取陶器報價單	61
Firm Offers 確定發價	
Confirmation of telephone offer 証實電話報價	64
Quotation for curtain material 窗簾材料的報價	65
Quotation in Tabulated Form 表格式報價單	
Covering Letter with Tabulated Quotation 表格式報價單的附函	66
Quotations and Other Offers not Accepted 報價及其他出價不 獲接受	
Buyer rejects seller's quotation 買家拒接受賣家報價	68
Seller grants request for better terms 賣家准予改善條款	69
Seller rejects request for better terms 賣家拒絕改善買賣條款	71

CHAPTER VI 第六章

Orders and Their Fulfilment 定單及其履行

Placing the Order 發出定單	
Routine orders 例行定單	75
Orders based on seller's quotations 基於賣家報價定單	76
Orders from new customer 新客戶定單	77
Order with conditions attached 附帶條件的定單	78
Acknowledging the Order 認收定單	
Formal acknowledgement of routine order 一般定單的正式認收	80
Acknowledgement of a "first" order 認收“首宗”定單	81
Seller notifies delay in delivery 賣家通知貨運延滯	82
Acknowledgement of safe delivery 貨物安全到達通知	82
Declining the Order 拒受定單	
Seller refuses to extend credit 賣家拒絕延長賒帳	83
Seller has no available stock 賣家欠缺存貨	84
Suppliers' Counter-offers 供應商還價	
Seller sends a substitute article 賣家送上代用品	85
Goods supplied "On Approval" 供應試銷貨品	
Seller offers goods "On Approval" 賣家提供試銷貨品	87
Packing and Despatch 裝箱和發運	
Notification of goods despatched 貨物運出通知	87
Report of damage in transit 運載途中損壞報告	88
Report of non-delivery of goods 貨物尚未到達報告	89

CHAPTER VII 第七章

Invoicing and Settlement of Accounts 發票與清理帳項

Invoices and Adjustments 發票及其核算	
Seller sends invoice 賣家寄出發票	92
Debit and Credit Notes 借項清單及貸方票據	
Seller sends debit note 賣家寄出借項清單	93
Buyer requests credit note 買家請求發回貸方票據	95
Seller refuses request for credit note 賣家拒絕發出貸方票據	97
Statement of Account 結算報告表	

Seller sends statement of account 賣家發出決算報告書.....	99
Buyer reports errors in statement 買家報告決算表有錯誤.....	101
Varying the Terms of payment 更改結帳條款	
Customer requests time to pay 客戶要求延期付款.....	102
Seller questions partial payment 賣家質詢未清付帳項.....	106
Seller disallows discount deduction 賣家不允減低折扣.....	107
Methods of Payment 結帳方法	
Letter enclosing payment (and acknowledgement) 郵寄帳款 (及認收)	108
Seller asks customer to select terms of payment 賣家請求客 戶選擇結帳條款	109
Payment Through the Bank 透過銀行結帳	
Payment by bank cheque (and acknowledgement) 銀行支票 結帳(與認收)	110
Payment by credit transfer 過戶付款.....	111
Payment by banker's draft 銀行滙票付款.....	112

CHAPTER VIII 第八章

Letters Requesting Payment 收帳書信

Late Payments 過期付款

Customer explains late payment 客戶解釋逾期結帳..... 114

Customer explains inability to pay 客戶解釋無法結帳..... 114

Collection Letters 收帳書信

A printed collection letter 印備催款函..... 116

First application for payment 首次催款函..... 117

Reminder to customer who has not paid yet 催結帳款備忘錄 119

Second application for payment 再次催款函..... 120

Third application for payment 第三次催款函..... 123

CHAPTER IX 第九章

Credit and Status Enquiries 信用及經濟地位查詢

Reasons for Credit 給予信用記帳的原因	
Disadvantages of Credit 記帳的缺點	
Request for Credit 請求給予信用記帳	
Customer requests open-account terms 客戶要求記帳交易條款	127
Business References 商業證明書	
Seller requests references 賣家要求證明書	129
Customer supplies trade references 客戶提供貿易證明書	131
Customer supplies a banker's reference 客戶提供銀行證明書	132
Status Enquiries 經濟地位查詢	
Seller takes up trade references 賣家查詢貿易證明書	133
Trader's replies to credit information enquiries 貿易商回覆 信用資料查詢	135
Seller takes up bank reference 賣家查詢銀行證明書	137
Banker's replies to credit information enquiry 銀行回覆信用 資料查詢	139
Seller refers to credit enquiry agency 賣家諮詢信用調查機構	140
Agency's replies to credit information enquiry 調查機構回覆 信用資料諮詢	141

CHAPTER X 第十章

Complaints and Adjustments 投訴及其處理

How to Handle Complaints 怎樣處理投訴

1. Making a complaint 進行投訴
2. Dealing with a complaint 處理投訴

Complaints Concerning Delivery 有關交貨投訴

Complaint concerning frequent late deliveries 投訴經常逾期 交貨	146
Complaint concerning non-delivery 投訴貨未送到	148
Customer's complaint not accepted 不接納客戶投訴	152
Complaints Concerning the Goods 有關貨物投訴	
Complaint concerning goods not to sample 投訴貨不對辦	153

Complaint concerning quality 投訴貨物質量欠佳.....	155
Complaints concerning quantity 有關貨物數量投訴.....	159
Cancelling the Order 取消定單	
Cancellation of order through delay in delivery 逾期交貨取消定單	160
Buyer seeks to cancel order 買家要求取消定單.....	161
Seller agrees to cancel order 賣家同意取消定單.....	162
Seller declines to cancel order 賣家拒絕取消定單.....	164

CHAPTER XI 第十一章

Agencies 代理商號

Applications for Agencies 申請代理權	
Application for local agency 申請本地代理權.....	167
Application from foreign commission agent 申請為外商代理人	171
Application for sole agency 申請為獨家代理.....	172
Offer to act as del credere agent 自薦為保証收取貨款代理...	175
Manufacturer's confirmation of agency terms 製造商確定代理條款	177
Offer of Agencies 徵聘代理	
Offer of a town agency 徵聘某市代理.....	182
Offer of an overseas agency 徵聘海外代理.....	184
Offer of a del credere agency 徵聘保証收取貨款代理.....	187
Correspondence with Agents 代理商來往通訊	
Agent to visit prospective customer 代理商拜會客戶.....	188
Agent recommends credits dealings 代理商建議記帳式買賣...	190
Agent complains of slow delivery 代理商投訴交貨緩慢.....	192
Agent rejects an order 代理商拒受定單.....	193
Principal complains of poor sales 主顧投訴銷路欠佳.....	194

CHAPTER XII 第十二章

Foreign Trade 對外貿易

Foreign Correspondence 對外通訊

1. The exporter's correspondence 出口商通訊內容

2. The importer's correspondence 入口商通訊內容

Export Procedure 貨物出口程序

Enquiry for f. o. b. quotation 查詢船上交貨價..... 198

An export transaction 出口交易 200

(a) Agent acknowledges order 代理商認收定單..... 200

(b) Agent requests quotation from manufacturers 代理商查詢製造商貨價 201

(c) Agent writes to shipping line 代理商接洽航運公司 202

(d) Agent sends advice of shipment 代理商寄發船運通知 202

(e) Agent passes documents to banker 代理商將貨運文件交託銀行 204

(f) Buyer acknowledges consignment 買家認收貨物..... 204

Goods on Consignment 託銷貨物

Offer of goods "On Consignment" 供應“託銷貨物”..... 207

Request for goods "On Consignment" 請求代銷售“託銷貨物” 209

Agent submits account sales 代理商提交銷貨單..... 212

Agent complains of poor quality goods 代理商投訴貨物質量粗劣 214

Indents 購買委託書

Buyer instructs commission house 買家指示經紀行辦貨..... 219

CHAPTER XIII 第十三章

Banking 銀行事務

The Kinds of Bank Account 銀行戶口種類

Bank Current Accounts 銀行來往戶口

Request to open an account 申請開設戶口..... 224

Transfer from current to deposit account 來往戶口存款轉為

定期存款 224

Drawer stops payment of cheque 發票人停止兌現支票..... 225

Bank Loans and Overdrafts 銀行貸款及透支

Request for loan without security 請求免抵押貸款.....	226
Request for extension of loan 請求延長貸款期.....	227
Request for overdraft facilities 申請透支服務.....	228
Letter of Credit 信用狀	
A traveller's letter of credit 旅行信用狀.....	231
Circular letter of credit 巡迴信用狀.....	232
Payment in Foreign Trade 對外貿易結帳	
Bankers' Draft 銀行匯票	
Request for payment by banker's draft 請求以銀行匯票付款	234
Bankers' Transfers (Mail, Telex and Telegraphic transfers)	
銀行匯兌 (郵匯與電匯)	
Payment by telegraphic transfer 電匯付款.....	236
Bills of Exchange 匯票	
Payment by bill of exchange 匯票付款.....	237
Bill dishonoured at maturity 匯票到期不兌現.....	238
Promissory Notes 期票	
Payment by promissory note 以期票付款.....	239
Bankers' Commercial Credits 銀行商業信貸	
Importer opens a credit for exporter 入口商替出口商要求借貸	240
Documentary Bills 押匯	
Documentary bill presented through bank 透過銀行押匯.....	243
Exporter's letter to importer 出口商致入口商書函.....	244
Documentary bill sent through exporter's bank 經出口商銀行寄運貨運文件	245
Documentary bill sent direct to importer's bank 直接發給入口商銀行的貨運押匯匯票	246

CHAPTER XIV 第十四章

Transport 運輸

Types of Carrier 運輸行種類

Documents Used 運輸文件	
Enquiry for freight rates 詢問貨運收費率	247
Request for carrier to call 請運輸公司派人取貨	248
Buyer notifies receipt of goods 買家通知收到貨物	249
Liners and Tramps 定期與不定期貨輪	
Enquiry for sailings and freight rates 詢問航運收費率	251
Shipping and Forwarding Agents 裝運代理	
Advice of shipment to forwarding agent in buyer's country 通知買家的運送行貨物運出	253
Advice of shipment to buyer 通知買家貨物已運出	255
Supplier seeks forwarding agent's services 供應商尋求運送服務	256
Forwarding agent seeks buyer's instructions 運送代理人徵詢 買家指示	257
Container Service 貨櫃服務	
Request for information on container service 索取貨櫃服 務資料	259
Chartering of Ships 租借貨輪	
Enquiry for a time charter 查詢定期租船	261
Enquiry for a voyage charter 查詢按次租船	262
Enquiry for air freight rates 詢問空運收費率	264

CHAPTER XV 第十五章

Insurance 保險

Enquiries for Insurance Rates 查詢保險收費率	
1. Furniture removal 搬運傢俬	266
2. Goods sent by sea 貨物海運	266
3. Cash in transit 解款	267
4. Request for special rate 要求特惠保率	268

Request to brokers to arrange insurance 請求經紀安排保險	268
Insurance Premiums 保險費	
Request for reduction in premium 請求降低保費	269
Householder's Policies 業主物業保險	
Application for householder's insurance 申請業主物業綜合保險	271
Temporary Cover 暫時承保	
Request for cover pending issue of policy 請求在待發保單 前受保	272
Claims 索償	
Claim for damage by fire 火險索償	274
Insurer declines to meet claim in full 保險商拒絕全數賠償	276
Buyer requests seller to make claim 買主要求賣家代為索償	277
Claim for damage to house property 室內財產損壞索償	278
Claim for injury to workman 工人受傷索償	280
Marine Insurance 海上保險	
Request for an all-risks policy 要求全保	282
Floating Policies (Open Policies) 流動保險 (預定保險)	
Enquiries for open policy terms 查詢預定保險條款	283
Application for an open policy 申請預定保險	284
Declaration of shipment off open policy 預定保險裝船通告	284
Renewal of an open policy 延續預定保險	285

CHAPTER XVI 第十六章

Personnel 人事書信

Letters of Introductions 介紹信	
Letter introducing the firm's buyer 介紹商號買手	287
Letter introducing an agent 介紹代理商	288
Letter introducing persons seeking employment 謀職介紹信	289
Letters of Application 應徵信	

Letter of application, with resume 附履歷應徵函	292
Application with subject heading 附有提綱應徵函	297
Application answering an advertisement 應徵廣告職位	298
Application for computer training 應徵接受電腦訓練	299
Application using an introduction 友人介紹應徵函	301
Enquiring if there is a vacancy 函詢有無空缺	302
An unsolicited application 自薦函	303
References and Testimonials 介紹與保薦書	
Letters taking up references 索取工作證明書	306
Ex-employee requesting testimonial 前僱員請發證明書	308
A common testimonial 一般離職證明書	309
Favourable testimonial—departmental manager 讚譽薦書 ——部門經理	309
Cashier 出納員	310
Teacher 教師	311
Former Student 前學生	312
Unfavourable testimonials 欠恭維薦書	314
Termination of Employment 解僱書信	
Employee terminates engagement 僱員終止聘約	315
Employer terminates engagement 僱主解僱函	316
Transfer of employee to other work 調職	318
Request for increase in salary 要求調整薪金	319
Interviews 會面	
Invitation to attend for interview 邀請會面	320
Recruitment of staff through an agency 委託薦人館聘請職員	321
Offers of Appointments 提供職位	
Letter confirming offer of appointment 証實取錄	323
Letter offering appointments 提供職位	324

CHAPTER XVII 第十七章

Miscellaneous Correspondence 其他各類通訊

Circular Letters 通告書函

Business Organizations 商業機構

Opening of new business 開業通告..... 327

Expansion of existing business 擴張營業..... 328

Removal to new premises 遷址通告..... 329

Transfer to new owner 頂讓通知..... 329

Discontinuation of business 停止營業..... 331

Partnerships 合夥公司

Admission of a new partner 增加新合夥人..... 332

Retirement of a partner 合夥人退休..... 333

Dissolution of a partnership 拆夥通告..... 334

Voluntary Offers 自動提議

Offer to a former customer 向舊客戶供銷..... 336

Offer to a newly established trader 向新開張商戶供銷..... 337

Offer to a regular customer 向常客供銷..... 338

Offer of a demonstration 展覽宣傳..... 339

Offer of a quality product 供銷優質產品..... 340

Travels and Hotels 旅遊及酒店

Enquiries concerning flights 查詢飛行班次..... 341

Reservation of seat on plane 預定機票..... 344

Enquiry concerning sea journey 查詢航程..... 345

Reservation of berths on ship 預定船票..... 345

Reserving accommodation 預定酒店..... 346

Miscellaneous Matters 其他事項

Request for payment of late subscription 請求補交訂閱費... 347

Letter declining invitation 婉拒邀請..... 348

Personal letter declining invitation 婉拒私人邀請..... 349

Appendix 附錄

Commercial Abbreviations 商業縮寫..... 350

Glossary 字彙..... 359