

(台湾)魏俊雄



外销贸易与电传打字

商用英文书信

世界图书出版公司

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序 言

外销是创造经济奇迹的主力之一。当我们走向国际化，市场化之时，外销市场的开拓，更是工商业者业务的命脉。

然而，外销业务涉及广泛，除产品品质，价格及市场因素外，厂商与客户之间的连系，扮演着重要的一环，一般公司只着重说明书之设计而忽略商业书信之内容，结果，往往功亏一篑。

本书以简洁之文笔将外销业务，与来往信函作有顺序之介绍，使读者能随本身之需要参照应用。

编撰未善之处，敬希先进不吝指正，为感！

魏俊雄 谨识

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第一单元

外销贸易书信

2 商用英文书信

LESSON 1. WRITE TO UNKNOWN CUSTOMER

Re: Home-used sauna cabin

Dear Sir,

We wish to inform you that our company is the exporter of the captioned product. Enclosed please find our catalog and price list for your reference.

We look forward to receiving your comment and reply.

Thanking you, we remain,

Yours sincerely,

ABC TRADING COMPANY LTD.

General Manager

第一课 写给未谋面客户

主题：家庭用桑拿浴箱

经理先生台鉴：

本公司乃上述产品的出口商。随函奉上本公司产品说明书及价目表，以供参考。

谨盼阁下对本公司的产品赐予回音。

此致即颂 台安

ABC 贸易有限公司

总经理 敬启

LESSON 2. WRITE TO INTRODUCED PARTY

Re: Electronic Calculator

Dear Sir,

Your name has been recommended to us by our Association as one of the leading importer of electronic calculator in the Middle East.

We wish to establish business relationship with your Company.

As such, we enclose herewith our latest catalog and price list for your reference.

Kindly advise us the model of products selected by you. Upon request, we shall send you our best quotation.

Thanking you, we remain,

Yours sincerely,

ABC TRADING COMPANY LTD.

President

第二课 写给他人介绍客户

主题：电子计算机

经理先生台鉴：

经由本会推荐得知，贵公司乃中东地区进口电子计算机最大入口商之一。

本公司欲与贵公司建立贸易关系。

因此，随函附上本公司最新说明书及价目表，敬希参阅。

祈通知贵公司所挑选产品款式，以便寄出本公司最相宜的报价。

此致即颂 台安

ABC 贸易有限公司

负责人 敬启

LESSON 3. WRITE TO OLD CUSTOMER

Re: Telephone set

Dear Sir,

It has been quite some times since we last met in Taipei.

My colleagues and I shared many points of view with you in connection with the present market position.

We understand there are many competitors in the market and the competition is very keen. However, we believe our quality and price can match other manufacturers.

We hope that you will proceed to apply permission from the Communication Authority for their final approval so that we could quote the relevant number on our catalog specially printed for you.

Thanking you, we remain,

Yours sincerely,

ABC TRADING COMPANY LTD.

Export Manager