

新编外贸函电实务

● 刘洪飞 / 主编

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社会科学文献出版社

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编者的话

本书是按照《外经贸部人劳司颁布的外贸函电教学大纲》编写的，可供各高等院校开设该课程作为教材使用。

本书内容广泛，共十五章，涉及外贸业务各个环节。该书分为上下两册，上册为学生用书，下册为教师用书。

外贸函电是门实用性强的课程，根据编者较长时间的教学经验，要想收到良好的教学效果，必须摆脱传统的“信文—→注释—→填词—→翻译”的模式。为此，我们编写了此书，特点是体例新颖，注重实践，使学生通过具体业务运作掌握函电技巧。

本书除了教学大纲规定的有关函电内容外，并根据外贸业务需要增加了销售书信、外贸单据和公司企业介绍三章。

本书曾作为教材在河南大学、郑州大学等院校试用，收到较好的效果。

本书由刘洪飞主编，编委包括：万鹏杰(二单元)，高东军(五单元)，郭孝田(七单元)，王月霞(八单元)，黄宜(十一单元)，蔺会民(十二单元)，樊斐然。

限于编者水平，错误和不足之处在所难免，欢迎读者对本书提出有益意见，以便重印时改正。

Contents

| | |
|--|-------|
| Unit 1. Structure and Organization | (1) |
| Unit 2. Eestablishing trade relations | (17) |
| Unit 3. Enquiries and replies (1)..... | (32) |
| Unit 4. Enquiries and replies (2)..... | (47) |
| Unit 5. Sales letters | (63) |
| Unit 6. Replies to offers | (81) |
| Unit 7. Order letters | (96) |
| Unit 8. Concluding Business | (110) |
| Unit 9. Payment | (125) |
| Unit 10. Letter of credit | (144) |
| Unit 11. Shipment | (163) |
| Unit 12. Complaint and replies | (181) |
| Unit 13. Telegram and telex | (199) |
| Unit 14. Agency | (218) |
| Unit 15. Sales documentation | (232) |
| Unit 16. Introduction of companies and enterprises | (246) |

Unit 1 The Structure and Organization

1.1 Structure of the Business letter

A. A business letter consists of 10 parts:

- | | |
|-------------------|------------------------|
| 1. letterhead | 6. body |
| 2. date | 7. complimentary close |
| 3. reference | 8. writer's name |
| 4. inside address | 9. subject line |
| 5. salutation | 10. enclosure |

Locate the 10 parts in the model letter. Match the numbers to the correct places.

a → { CHINA NATIONAL SILK IMP. & EXP.
CORPORATION (CNSIEC)
105 Beihe St. , Beijing , China

b → 25th October, 199 _

c → { Our Ref. : CNN/868
Your Ref. :

d → { Tonton Trading Co.
24 Sunny Road
Manchester N2 4NS

e → Dear Sirs,

f → Subject: Your Letter Or Inquiry 850

g → Thank you for your letter of 20th October. We are now sending you our latest pricelist for our new products. As you will see in the list, we are quoting the lowest prices for our best quality goods, which will induce you to favour us with your valued orders.

We are looking forward to hearing from you soon.

h → { Yours faithfully,
CHINA NATIONAL SILK IMP. & EXP.
CORPORATION

i → { (Signature)
Hu Jianmo
Manager

j → Encl. the price list

Among the 10 parts, 6 are commonly regarded as necessary for a business letter. Point them out.

B. Answer the questions below:

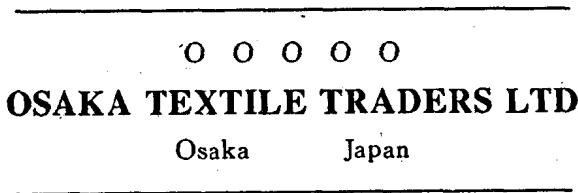
1. Whose address is the letterhead and whose is the inside address?
2. What is the difference between the inside address and 'outside' address?
3. Put the letterhead into Chinese and compare the two versions. What is the notable difference between them?
4. What is the function of the subject line?
5. For signature, does the writer of the business letter sign by writing or by typing?

1. 2

A. All the styles of the letterheads

The position and style of the letterhead vary with companies. Large firms or manufacturers often have preprinted stationery with the heading on top of the page. Look at the following letterheads and make a guess as for the type of business each company deals in.

1.



2.

Saudi Distribution Co.

P. O. Box 13195 Jeddah 21493

Tel: (02) 653 0909

Fax: (02) 651 4509

3.



Crown Container Corp.

5 King Street

New York 3, N. Y. ,USA

4.

B N S W

BANK OF NEW SOUTH WALES

657 Bligh Street

Sydney, NSW 16

5.

THE WORLD ELECTRONICS LTD

P. O. Box 668 Hong kong

6.

THE ACME SHOE CO. LTD.

369 Piccadilly
London, WIN OBH

B.

1. Addresses often contain abbreviations to make them easy to read and write. In the abbreviations below, give their full forms and then translate them into Chinese.

| Abbrev. | Full form | Chinese |
|-----------|-----------|---------|
| A & Bros. | _____ | _____ |
| Dept. | _____ | _____ |
| Co. Ltd. | _____ | _____ |
| Gen. | _____ | _____ |
| Add. | _____ | _____ |
| st. | _____ | _____ |
| Mr. | _____ | _____ |
| Rd. | _____ | _____ |

2. The choice of salutation and closing depends on the degree of familiarity between the writer and the reader. Look at the table below.

| Relationship | salutation | | Closing |
|--------------|-----------------------------|-------------------------------|---------------------------------|
| | Male | Female | |
| Not known | Dear Sir Gentlemen | Madam Dear Madam | Yours faithfully Yours truly |
| Known | Mr. Smith Dear Mr. Smith | Mrs. Smith Dear Mrs. Smith | Yours sincerely Yours truly |
| Familiar | Dear John | Dear Alice | Yours ever (with)Best Wishes |

Choose an appropriate salutation and closing for the following recipients.

a.

Peter Olsen
Sales Manager of Daya Co.

.....

b.

Wondershoes Co. Ltd.

.....

c.

Tina Adler
Manageress of Assicott Ltd. Adler

.....

d.

John Wilson (Your friend)

.....

3. Addressing the envelope

The addresses on the envelope are fixed. Where is the return address and where is the receiver?

The Acme Shoe Co. Ltd
369 Picadilly,
London, W N OBH

stamp

Mr. H. G. Black
Staff Manager
Hongkong Textile Co.
G.O. P. box 0680
Kowloon, Hongkong

C. The format — — Block form vs. indented form

The format of business letters can be either in **block form** or in **indented form**. Compare the two forms and make a list of their respective advantages.

| |
|------------------|
| (date) |
| (inside address) |
| (salutation) |
| (body) |
| (closing) |

Block Form

| | |
|-------------------------|------------------|
| | <u>(date)</u> |
| <u>(inside address)</u> | |
| _____ | |
| _____ | |
| <u>(salutation)</u> | |
| _____ | |
| <u>(body)</u> | |
| _____ | |
| _____ | |
| | <u>(closing)</u> |

Indented Form

There is also a modified format common in use. How is it different from the other two?

| | |
|-------------------------|------------------|
| | <u>(date)</u> |
| <u>(inside address)</u> | |
| _____ | |
| _____ | |
| _____ | |
| <u>(salutation)</u> | |
| _____ | |
| <u>(body)</u> | |
| _____ | |
| _____ | |
| | <u>(closing)</u> |

1.3 The body of the letter

The body of the business letter consists of 3 parts: The opening, the body and the ending.

A. Opening—key to business communication

In business writing, the first sentence should make clear and direct your purpose of writing the letter. Study the following purposes and match them to the appropriate openings.

- a. to establish trade relations
- b. to inform
- c. to thank
- d. to ask for information
- e. to express regret
- f. to confirm

1. I feel sorry for having to announce that your goods cannot be shipped to you until the end of this month.
2. We are obliged for your letter of May 6.
3. Your name and address have been given by Hong Kong Chamber of Commerce as a large exporter of electronic goods. We have the pleasure to introduce ourselves to you.
4. Please be advised that your goods are ready for shipment and we are waiting for the relative letter of credit.
5. The Tokyo Manufacturers Association has advised us to approach you concerning...
6. We regret being unable to settle our accounts before June.
7. By this letter we wish to inform you that.....
8. Please accept our thanks for your cable offer of...
9. Will you please send us a copy of your catalogue and current pricelist for motorbikes?
10. In confirming our telegram sent to you this morning...

B. Closing to summarize

The closing of the business letter is often used to sum up the message or express a wish. Look at the following situations. Match them to the closings.

- a. expecting a reply
 - b. appreciating cooperation or patronage.
 - c. apologizing
 - d. wishing for future/further patronage.
 - e. promising future cooperation
1. We hope that we may be of service to you in some way.
 2. We thank you for your trial order.
 3. We extend our gratitude to you for your cooperation and assure you of our readiness to reciprocate at all times.
 4. Please accept our apology for the inconveniences we have caused you.
 5. Awaiting the pleasure of your early reply.
 6. You may rely on us to give our cooperation in any possible way.
 7. We hope we may have your decision soon.
 8. We hope to receive a continuance of your valued favour.

C. Read the letter bodies below. Choose from the listed sentences one appropriate opening and ending to finish each letter.

-
1. _____.
Will you please send us samples and quote your lowest prices on Men's Cotton Shirts? If your prices are com-

petitive and your goods suit our trade, we shall place large orders from you.

2. _____.

3. _____.

We are happy to tell you that the above — mentioned firm has always paid our bills on time. We have never had any problem with them.

4. _____.

5. _____.

All the items ordered are available from stock, and we can guarantee delivery within 3 weeks.

6. _____.

7. _____.

Commodity: Acrylic Sweaters

Size: Large(L) Medium (M) Small (S)

Price: FOBC 3% Hongkong per dozen in U. S. Dollar

L: 14.00 M: 12.50 S: 11.50

Shipment: One month after receipt of L/C

Payment: By irrevocable L/C

8. _____.

9. _____.

In case the goods do not reach here by the 20th of this month, they will be quite useless to us and we must decline your sending them.

10. _____.

- a. Trust you will be satisfied with our goods and give us the pleasure of serving you again.
- b. Replying to your inquiry of 30th of May for further supply of our Acrylic Sweaters, we are pleased to quote as follows:
- c. Your name and address have been given by American Chamber of Commerce as a leading supplier of textile made-up goods.
- d. We look forward to hearing from you soon.
- e. I hope this information will help you.
- f. We are very glad to receive your order of May 3 for our Fuji