

剑桥英语系列

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Company to Company

A Communicative Approach to Business

Correspondence in English

剑桥商务英语写作教程

(第三版)

[英] Andrew Littlejohn 著

陈 荣 译注



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1A Study section

Letter layout, the date, opening/closing, subject headings

TEST YOURSELF

You work in Computer World, a computer shop. A customer ordered a new printer, the Solar EX43, and it has now arrived. Write to the customer and ask him/her to collect the printer as soon as possible. Write a complete business letter, with names, addresses, dates, etc. (Invent any details you need.)

When you have finished, put the letter away until the end of this section.

1.1 Letter layout

Look at the following two letters.

- 1 What can you notice about the layout of the paragraphs?
- 2 Is there any punctuation in the addresses?
- 3 What differences are there between the two letters?



Intercity Bank plc

Jalan Thamrin 58
Jakarta 11196
Indonesia
Tel 021-6376018
Fax 021-6376333

www.intercity.com/indonesia

Your ref:

Our ref: JL/da/246

12 January 2001

Prapatan Office Supplies
Jalan Prapatan 7
Jakarta

Dear Sir or Madam

We are expanding our offices in Jakarta and we will need extra desks, lights, chairs and filing cabinets.

Please send us your catalogue with prices, sizes and colours for these items.

Yours faithfully

Ms Jennifer Long
Manager

expand
make bigger

Mr S Basuki
Jakarta Furnishings
7 Jalan Arjuna
Jakarta

Dear Mr Basuki

Office furniture

We are expanding our offices in Jakarta and we will need extra desks, lights, chairs and filing cabinets.

Please send us your catalogue with prices, sizes and colours for these items.

Yours sincerely

Susan Woods

PP Jennifer Long
Manager

PP
'in the place of'

1.2 Block style

There are many ways to lay out a business letter. The letters from Intercity Bank are examples of the most common way. Complete the description:

- the name and address of the addressee (the person you are writing to) are at the top on the _____ (left or right?)
- there is no punctuation in the address or after 'Dear ...' or after 'Yours faithfully/sincerely'
- the date is on the _____ (left or right?)
- the paragraphs start at the margin. Between each paragraph there is _____
- under the signature, there is _____ and _____

In this book, you will see some other ways of laying out business letters, but the 'block style' is the most useful to learn because it is accepted everywhere.

1.3 The date

Be careful with the date! In British English, they write the day first, but in American English they write the month first. This means that

12 06 2002

is the twelfth of June in Britain but in the United States it is the sixth of December! So write the date like this:

12 June 2002

and then everybody will know what you mean. Remember to use a capital letter for the month. You do not have to write **th**, **rd**, **nd** or **st** after the day.

How would you write these dates in a letter?

- a** Jan. 16th, 2001 **b** 23rd March 2002 **c** 6/11/03 (UK)
d 09-07-01 (USA) **e** 21.1.01 **f** 04.08.02 (USA)

1.4 Dear .../Yours ...

Here are some ways to open a letter.

Dear Sir or Madam	- to a company
Dear Sir	- to a man if you do not know his name
Dear Madam	- to a woman if you do not know her name
Dear Mr Smith	- to a man
Dear Ms Smith	- to a married or unmarried woman
Dear Mrs Smith	- to a married woman
Dear Miss Smith	- to an unmarried woman
Dear John	- to a friend or someone you know well

Notes: Letters do not usually open with 'Dear Mr John' or 'Dear Mr John Smith'. Unless you know that a woman prefers to be known as 'Miss' or 'Mrs', it is best to use 'Ms'.

The way you close a letter depends on how you open it.

Dear Sir or Madam	- Yours faithfully
Dear Mr/Ms/Mrs/Miss/Smith	- Yours sincerely
Dear John	- Best wishes

1 Join these openings to the right ending.

- a** Dear Mrs Wilson **b** Dear Madam **c** Dear Ms Hemsuchi **d** Dear Susanna
e Dear Mr Gonzalez **f** Dear David **g** Dear Sir or Madam

Best wishes

Yours faithfully

Yours sincerely

2 Now put in the missing openings and closings.

- | | | |
|--|--|--|
| a The Manager
Fuchi Bank
Tokyo 101
Dear
Yours | b John Hall
Ave Paul Hymans 26
1200 Brussels
Dear
Yours | c Ms B Carrillo
Restaurante ;Bien Padre!
Guadalajara
Dear
..... |
| d The Manageress
Bells Supermarket
76 Oxford Road
Bath BA2 5HD
.....
..... | e Trufit Shoe Co.
841 Pacific St
Los Angeles 90121
.....
..... | f Mrs H Cheng
5 Hatton Road
Hong Kong
.....
..... |

1.5 Practice

There are ten mistakes in this letter. Can you find them? Write out the letter correctly, in 'block style'.

Ms Margareta Lindell,
Slottsberget 26,
Göteborg 41803,
Sweden.

Your ref
Our ref FH/ts

Dear Sir

Thank you for your letter of the nineteenth of May two thousand and one

I have pleasure in sending you our brochure with details of all our holidays.

I look forward to hearing from you.

2001, may 22nd

Best wishes
Sales Manager
Fred Henderson

Fred Henderson

**ISLAND
WORLD
HOLIDAYS**

181 North Street
London W1M 2FW
Tel 020-8676 9096
Fax 020-8676 9222

www.island.co.uk
sales@island.co.uk



1.6 Subject headings

The letter to Jakarta Furnishings (1.1) has a heading, **Office furniture**. This draws Mr Basuki's attention to what the letter is about and helps to make sure that he will pass the letter to the right person. Sometimes, when we put a heading we then use the word *above*, like this:

Dear Mr Chang

Order No. 519

The above order of books has now arrived.

Please can you collect it as soon as possible.


Yours sincerely

Michael Paine

Mr Michael Paine
Sub-Manager

1.7 Practice

Can you complete these four letters? There are two things missing in each one.

WESTERN COMPUTERS 

Invoice No. 258 3/3/2001		
1 DGS Computer	950	50
1 SH1000 Monitor	300	25
1 Word Mate Word Processing Package	206	00
Total £	1,456	75

a
Dear Miss Spencer

.....
I am writing about the above invoice for £1,456.75. I would like to remind you that it is now three months since we delivered the goods.

Please could we have your payment as soon as possible.

.....
B. East

Mr Brian East
Accountant

b

Dear Ms Morales

Mercedes SL series

Thank you for your letter about

.....
I enclose some information which
I hope you will find helpful.

T. Lander

Mr Thomas Lander
Sales Representative

Mercedes SL series

The legendary convertible from Mercedes-Benz.

Technical data

	Performance			
	SL 280	SL 320	SL 500	SL 600
No. of cylinders	4	4	6	6
Bore/stroke	89.90/84.60	89.90/86.60	89.90/88.60	90.90/89.60
Total displacement	2199 cm ³	2699 cm ³	3199 cm ³	3699 cm ³
Compression ratio	10.0:1	10.0:1	10.0:1	10.0:1
Engine oil capacity				
max./min. (litres)	5.5/3.5	5.5/3.5	7.0/5.0	7.0/5.0
Capacity of cooling				
system (litres)	8.7	8.7	9.3	9.3
Generator	14 V/70A	14 V/70 A	14 V/80 A	14 V/80 A
Battery	12 V/620 Ah	12 V/620 Ah	12 V/620 Ah	12 V/620 Ah
Max. 5-speed man.	125 mph	131 mph	144 mph	147 mph
	200 km/h	210 km/h	230 km/h	235 km/h
speed 4-speed auto	122 mph	128 mph	141 mph	144 mph
	195 km/h	205 km/h	225 km/h	225 km/h
Fuel	Premium, unleaded, in accordance with DIN 51607			

c

Dear Sir or Madam

.....
This year the Daily Observer newspaper will print a
special report on travel agencies. We were wondering if
your company would like to put an advertisement in it.

I enclose our price list and look forward to hearing
from you.

Renate Makosch

Renate Makosch
Advertising Manager

Daily Observer

Special Report on Travel Agencies

Advertising prices:

Full Page£1,100

Half Page£600

Quarter Page.....£400

*Reminder!
Write to Peter Brown
about the conference*

d

Dear

Thank you for your letter of 12 February.

I am happy to say that I will be at the Marketing Conference in Paris in March.

I look forward to seeing you there.

.....

John

1.8 Letter practice

You are the Purchasing Supervisor at Green Supermarkets, 13 Station Road, Dublin, Ireland. Your manager has just sent you this memo.

GREEN

Supermarkets

To Purchasing Supervisor

Date 15th April 2001

From Stock Manager

Subject Order 564

We sent an order for orange juice to Corona on 4th January but we have still not had a delivery. Please write to them and ask them when they can deliver the orange juice. Their address is Calle Mayor 340, 28014 Madrid, Spain.

Write the letter to Corona. Make sure that you lay it out in the modern 'block style'. Put a heading in your letter that says what it is about.

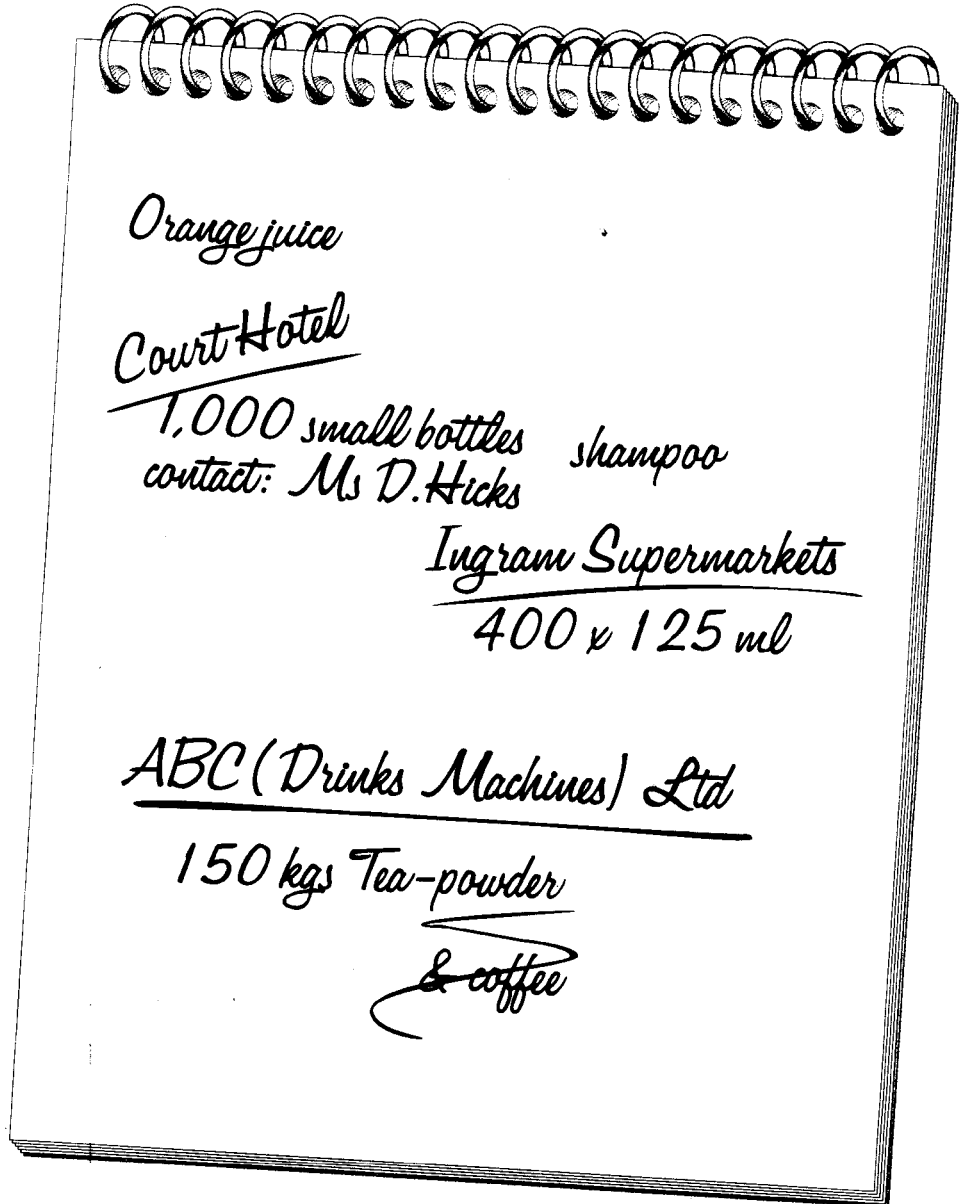
1B Activity section

Misplaced orders

- 1 Slembrouck BVBA, a wholesaler in Belgium, has problems. Business is not good and their profits have fallen. They have dismissed a lot of staff and now their offices are very badly organised. Here are some orders that their sales representative brought back after a trip to England.


wholesaler

a business that buys goods in large quantities direct from the manufacturer and then sells them in smaller quantities to shops, etc.



- a What has ABC (Drinks Machines) Ltd ordered?
b Who ordered the shampoo?

2 The accounts department made out these invoices for two of the orders.




SLEMBROUCK
BVBA
Violetstraat 187, B-1000 Brussels, Belgium
Tel 02 242 3789 Fax 02 242 3927

Invoice No. *391* Date: *25 Jan*
 Order No. *256* Contact: *Stephan Ghislain*

To: *Court Hotel
Chilcompton
Bath BA3 4SA England*

<i>1000 small bottles of shampoo</i>			
<i>@ £40 per 100</i>	<i>£</i>	<i>400</i>	<i>-</i>
<i>fixed delivery charge</i>	<i>£</i>	<i>15</i>	<i>-</i>
<i>TOTAL</i>	<i>£</i>	<i>415</i>	<i>-</i>



SLEMBROUCK
BVBA
Violetstraat 187, B-1000 Brussels, Belgium
Tel 02 242 3789 Fax 02 242 3927

Invoice No. *732* Date:
 Order No. *260* Contact:

To: *ABC (Drinks Machines) Ltd
186 Park Lane
Bristol BS2 8BE*

<i>150 Kgs powdered tea</i>			
<i>@ £3 per kg</i>	<i>£</i>	<i>450</i>	
<i>fixed delivery charge</i>	<i>£</i>	<i>15</i>	
<i>TOTAL</i>	<i>£</i>	<i>465</i>	

Prices agreed in £ sterling

- a Are they correct?
- b Look at the invoices again.
 - i If the Court Hotel wants to write to Slembrouck BVBA, who will they address the letter to?
 - ii How will they open the letter? (Dear ...)
 - iii What subject heading will they put?
 - iv If they want to ask Slembrouck BVBA to deliver the order as soon as possible, how will they start the letter? (... above ...)
 - v How will they end the letter? (Yours ...)
 - vi If ABC (Drinks Machines) Ltd wants to send a similar letter, what will they write?

- 3 Slembrouck BVBA has now delivered the orders to the Court Hotel and ABC (Drinks Machines) Ltd. Unfortunately, there are some problems and both the Court Hotel and ABC Ltd have to write to complain.

Work in three groups. One group is Slembrouck BVBA, another group is the Court Hotel and another group is ABC (Drinks Machines) Ltd. The role cards at the back of the book will help you but you must decide exactly what to write.

You must write neat, clear business letters. Remember to:

- put the date
- write to a particular person if you have his/her name
- use a subject heading
- thank the person for any letter they have sent you
- use 'Yours sincerely/faithfully' correctly
- sign the letter with your name and title.

When you have written a letter, give it to the correct group. Then ask for a new role card number. (There are three cards for each company.)



Start on card 59



Start on card 2



Start on card 30

Unit 2

2A Study section

Parts of a letter, beginning and ending

TEST YOURSELF

Your office needs to rent a video camera for one month. You need a small machine that produces a professional quality image. Write to Photofinish Ltd and ask them if they rent machines like that and the price. Write a full business letter, with names, addresses, etc. (Invent any details you need.)

When you have finished, put the letter away until the end of this section.

2.1 Interfon looks for new agents

Interfon, Inc., USA, is looking for new business so they sent a letter to their bank's branch in Bahrain. They received the faxed reply shown.

- 1 What differences are there between the layouts of the two letters?
- 2 How can Eastern Bank help Interfon?
- 3 How many copies of Eastern Bank's letter will Interfon receive?

: sometimes used after the opening in American English

Dear Corporate Section Manager:

in American English, a job title is sometimes used to open a letter. (British English: Dear Sir or Madam)

catalogs

British English: catalogues

Sincerely yours

British English: Yours sincerely/Yours faithfully

inquire

ask


forward

send further, pass on

enc

short for 'enclosure'

Your ref
Our ref RW:jd

Interfon, Inc. 

1677 Sea Harbor Drive
Orlando, Florida 35509
USA
Telephone: 407-240 3000
Fax: 407-240 5454
export@interfon.com

February 8, 2001

Dear Corporate Section Manager:

We are writing to inquire about agents for our products in Bahrain. Your branch in Orlando, Florida, has told us that you may be able to help us.

We manufacture radio telephones. At present, we export to Europe and Latin America, but we would like to start exporting to the Arabian Gulf.

Could you please forward this letter to any companies in Bahrain that might be interested in representing us? We enclose some of our catalogs.

Sincerely yours
Robert J. Winston
Robert J. Winston
Export Division

enc

20 2 2001 15:03 FROM: EASTERN BANK, BAHRAIN 254363 p.01

EASTERN BANK

PO Box 3455 Bahrain
Arabian Gulf
Tel 254809 Fax 254363
www.easternbank.com.bh

Your ref: BW:jd
Our ref: HD/mm

20 February 2001

Mr Robert J Winston
Export Division
Interfon, Inc.
1677 Sea Harbor Drive
Orlando, Florida 35509
USA

Dear Mr Winston

Thank you for your letter of 8 February, enquiring about agents for your products. I am faxing this reply now but I will forward the top copy to you for your records.

We have passed your letter on to the following companies who will contact you direct:

Arabian Electronics PO Box 26180 Bahrain
Gulf Communications PO Box 348 Bahrain
Radio Workshop PO Box 23432 Bahrain
Khalid Electronics PO Box 26578 Bahrain
Almoayed Brothers PO Box 20909 Bahrain
Al Khajah Ltd PO Box 453 Bahrain
Zayani Radio and Television PO Box 76511 Bahrain

We hope that this will help you.

Yours sincerely

Husain Dhaif

Husain Dhaif
Corporate Section

top copy
the original letter
(rather than a
photocopy or fax)

records
files