

商用英文範例大全

薛兆基編著

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萬源財經事業公司

內部參考
批判使用

商用英文範例大全

兆基編著

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商用英文范例大全

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本書篇次

序 論·····	1
商業書信的結構·····	5
有關詢問及服務之函件·····	13
一般例行及通告之商業函件·····	31
訂購函·····	61
推銷函件·····	77
報 價·····	102
提供商品之函件·····	121
投訴與善後·····	159
催帳書信·····	180
代理商號·····	200
對外貿易·····	232
銀行業務·····	247
運 輸·····	264
保 險·····	281
私人商業書信·····	296
國際電報·····	308
附 錄·····	325

Introduction

序 論

Some general points for consideration :

I. Definition of Business English : 商用英文之定義 :

" Business English is the art of selling one's idea of doing business, both domestic and international trade, by using contemporary English . "

商用英文是利用當代英文，推銷自己的意念，以從事國內外貿易的一種藝術方法。

II. Making your letter attractive : 商用英文應美觀及生動。

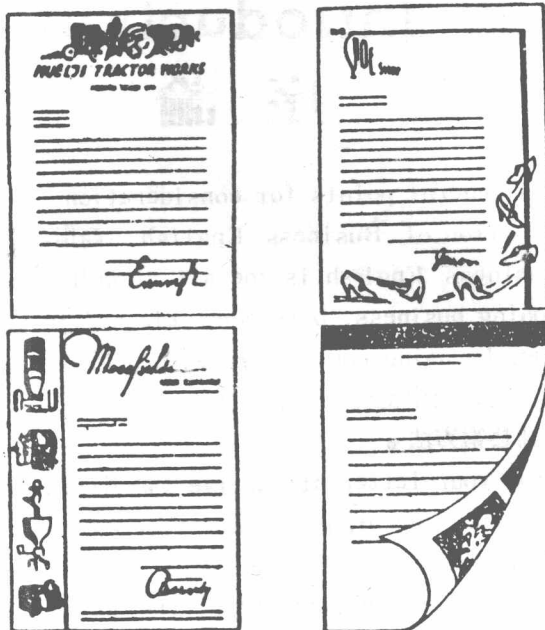
Attractive appearance in a letter is a pleasant introduction for your message. The quality of paper used, the design of the letterhead, the color of ink, and the arrangement of the letter on the paper —— all go to help make a good first impression.

一封生動的商業書信對你的工作任務來說，是一件愉快的引介。對於書信所用的信紙，信頭的設計，筆墨的顏色，以及信文的安排等等，均會致成——良好的第一印象。

Letter paper——Most business firms use $8\frac{1}{2} \times 11$ inch letter size paper.

The quality of the paper should be as fine as the firm can afford.

Illustrated letters (信紙圖樣) :



Letterhead — Modern business letterhead are dignified and simple. Any good printer will design and print the right kind of letterhead and envelope that will be in keeping with your business requirements.

Envelopes — As a general rule, envelopes should match the letterhead in color, quality, and weight.

Illustrated letterheads (信頭圖樣) :



Typing the address — The first line of the address should be centered slightly below the center of the envelope itself. The address used in the letter (inside address) is typed in the same style on the envelope (block or indented).

Personal (親啓)——If this word is to be used, it is typed two spaces above the address or in the lower left corner, in full capitals.

Attention and in care of (c/o) (查照及轉交)——This line may be typed at the lower left of the envelope or in the main part of the address below the name of the company.

Illustrated envelopes (信封圖樣) :

<i>Return Address</i> <i>A.B.C. Publishing Co.</i> <i>52 Third Street</i> <i>Chicago 10, Illinois</i>		(stamp)
Book Rate	<i>To:</i> <i>The Editor</i> <i>The New York Star</i> <i>New York, N.Y.</i>	

<i>Return Address</i> <i>Ronald Drug Company</i> <i>21 Swan Boulevard</i> <i>Detroit 12, Mich.</i>		(stamp)
AIR MAIL	<i>To:</i> <i>O'Brien Drugstore</i> <i>42 Little Elm street</i> <i>Syracuse, New York</i>	

- 附註：1.如：Registered (掛號)，Air Mail or Par Avion (航空)，Printed Matter (印刷品)，Express (快信)等信件，都可註明在信封左下角。
- 2.托人面交的信，同樣應註明：By Courtesy of Mr.— or By favour of Miss——
- 3.如果是介紹信，由被介紹人面交的，應同樣註明：Introducing Mr.— or Recommending Mr.—。

The Parts of Business Letters 商業書信的結構

Business letters follow a definite order that is convenient for the reader and typist. The arrangement follows a standard pattern :

爲了讀者及打字員方便起見，商業書信主要有七項基本部門，如：

- 1 Letterhead : 信頭
- 2 Dateline : 日期
- 3 Inside address : 信內地址
- 4 Salutation : 稱呼
- 5 Body of the letter : 信文
- 6 Complimentary closing : 結尾語
- 7 Signature : 簽署

附註：發信人斟酌需要，可有四項部門加入信中，如：

- 1 Attention line : 指定受信人
- 2 Subject, Reference, File Number : 主旨，參照，文號。
- 3 Enclosures : 附件
- 4 Postscript : 附啓

The illustrated forms of the business and social letters:

Business letter (一)

(商業信格式)

Letterhead (1)
Date (2)
Inside address (3)
Attention (4)
Salutation (5)
Body of letter (6)
Complimentary close (7)
Signature (8)
Special data (9)
Postscripts (10)

Business letter (二)

(商業信格式)

Letterhead (1)

Inside address (3)

date (2)

Attention (4)

Salutation (5)

Body of letter (6)

Complimentary close (7)

Signature (8)

Special data (9)

Postscripts (10)

商業信各部分填寫・說明書 如上海、武漢、廣州、香港、澳門、台北、台中、台南、高雄、基隆、新竹、嘉義、屏東、花蓮、台東、澎湖、金門、馬祖、琉球、台北、台中、台南、高雄、基隆、新竹、嘉義、屏東、花蓮、台東、澎湖、金門、馬祖、琉球

Letterhead (or heading) : 信頭 —— 通常應印於信紙頂端，約二吋寬的部位，其內容如下：

- (A) Name and address (公司行號之名稱及地址)
- (B) Cable Address (電報掛號及電話號碼)
- (C) Trade Mark (貿易商標)

附註：信頭印製與設計，應依下列三原則爲之：

- 1 設計簡潔大方。
- 2 圖文大小適中。
- 3 商標資料恰當。

Dateline : 日期 ——

The date (month, day, year) should be written in one straight line without abbreviation of any kind as " October 1, 1979 " , Never write a date as " 1-10-1979 " for " January 1, 1979 " .

日期之寫法，英美二國不同，如：

(A) 美國式：

October 10, 1979 (商用英文適用)

10 October 1979 (政府軍事機構適用)

(B) 英國式：

10th October, 1979

附註：

- 1 英國人用 1 st, 2 nd, 3 rd, 4 th, 15 th, 等序數。
- 2 美國人用 1, 2, 3, 4, 15 等阿拉伯數字。但口語中，應以序數發音爲宜。
- 3 日期年月不可簡寫，如：
正：March 29, 1979
誤：Mar. 29, '79
- 4 更要避免用 3/29/1979 之日期表達法。

Inside Address : 信內地址——

In a business letter the inside address, containing " the title, the name, and the address " of the recipient, is usually placed at the left margin above the body of the letter.

信內地址爲中文信中所沒有之部門。其功能一方面作打信封之依據，一方面便於分類歸檔，殊爲英文書信之一特色。其書寫公式如下：

Addressee Name and title (受信人之姓名職稱)

Company Name (公司名稱)

Street Address (P.O. Box Number)(門牌街道名稱或郵箱號碼)

City, State (Province ZIP Code (城市·州(省)·郵遞區號)

Country (國家)

Salutation : 稱呼

The Salutation should be written flush with the first line of the inside address. The only punctuation needed after the salutation is the colon (:).

下列爲正式、非正式或親密的稱呼：

Sir.: Madam:最正式

My dear Sir: My dear Madam:正式

Dear Sir: Dear Madam:

My dear Mr. Wang: My dear Miss Wang: }非正式

Dear Mr. Wang: Dear Miss Wang:

My dear Jones, }親密稱呼，標點用(, ')。

Dear Jones,

Body of the Letter : 信文

The body of the letter is the main part of the message, the subject matter. It may consist of only one paragraph, or

of as many paragraphs as you need to convey your message clearly and pleasantly.

信文的寫法及其格式亦有不同，通常有下列二種格式：

Full Block style (齊頭式)

(Letterhead)

August 15, 1971

*Mr. Roger G. Baldwin,
240 Dakota Street,
Billings, South Dakota.*

Dear Sir:

Thank you for your letter of May 25. We are sorry there has been a slight delay in filling your order. As you may know, we are now working on a full 24-hour schedule, and we have found it difficult to obtain sufficient raw materials. You will be pleased, however, to know that we can definitely ship your order by next Thursday at the latest.

We hope we have not inconvenienced you.

Very truly yours

Athens Office Equipment

(Signature)

John G. Bradley

Manager.

Complimentary Closing : 結尾語

The placement of the complimentary closing depends somewhat on the length of the Signature. It should begin to the right of the vertical center and not extend beyond the right margin. It should be placed at least two spaces below the last line of the letter.

Full Block style (齊頭式)

(Letterhead)

August 15, 1971

Mr. Roger G. Baldwin,
240 Dakota Street,
Billville, South Dakota.

Dear Sir:

Thank you for your letter of May 25. We are sorry here has been a slight delay in filling your order. As you may know, we are now working on a full 24-hour schedule, and we have found it difficult to obtain sufficient raw materials. You will be pleased, however, to know that we can definitely ship your order by next Thursday at the latest.

We hope we have not inconvenienced you.

Very truly yours

Athens Office Equipment

(Signature)

John G. Bradley

Manager.

英文信中通常的結尾語，大約分類如下：

Respectfully yours ……用於政府高級官員或長輩。

Truly yours ……用於正式公文函件。

Sincerely yours ……用於一般商業書信。

Cordially yours ……用於知己好友。

Signature：簽署

The signature, the name of the person who wrote or dictated the letter, should always be written by hand.
A rubber stamp makes a poor showing.

簽署部門，內含四項構成，以示代表公司對外負責：

(A) Company Name：公司名稱

(B) Signature：親筆手簽，以示責任

(C) Typed Name：用打字機打出手簽姓名

(D) Typed Title：用打字機打出公司職稱，如經理等。

附註：Identifications：姓名縮寫——在最後一行下左方用齊頭式打出該書信係由何人口述，簽發，及打字，以便歸檔參考。

Enclosure：附件——書信中如有附件，除在信中說明外，並應再加說明，如：Encl. 1 或 Encls. 4 等，以便提醒收發部門或收信人加以注意。

Postscript：附註——有時縮寫為 p. s.，所謂“附註”在一封完整的書信中是不必要的，但寫信人萬一有疏忽遺漏之處，就不得不用 P. S. 來加以補充。其位置應寫於書信最後，由左邊打出，如：

P. S. Please airmail as soon as possible your latest price list.

有時候寫信人為了便收信人注意，故意將重要事情置於附註內，如：

P. S. Don't forget our date on Sunday March 29.