

纺织高职高专“十二五”部委级规划教材

纺织服装外贸 双语实训教程

F ANGZHI FUZHUANG WAIMAO
SHUANGYU
SHIXUN JIAOCHENG

龙炳文 主编

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内 容 提 要

本书以纺织服装外贸出口为背景,以出口操作流程为主线,全面系统地介绍纺织服装外贸出口的基本知识、操作流程和实训。全书共九章,内容包括出口交易磋商、合同的签订、货款的结算、备货与装运、货物投保、货物报检、货物报关、制单结汇、核销与退税等。

本书适用于高职院校应用英语专业(纺织服装外贸方向)、国际贸易专业、现代纺织技术专业(纺织工艺与贸易方向)服装工艺技术专业(贸易方向)等专业学生。也可作为成人高校相关专业的学生及有志于从事纺织服装外贸的人员自学之用。

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邮购电话: 010—64168110 传真: 010—64168231

http: //www. c-textilep. com

E-mail: faxing@ c-textilep. com

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纺织服装产业是我国国民经济重要支柱产业之一,是我国出口创汇的重点行业。东部沿海地区已具备了非常良好的纺织服装生产的产业群,纺织服装企业星罗棋布,仅浙江宁波就多达 4500 家。目前,中国已经成为世界上最大的纺织服装的生产国和出口国。

作为世界上纺织服装贸易大国,对从事出口贸易的专业人才需求日益增加。为此,我国应加快培养具有实际操作能力的纺织服装外贸人才。为了加强学生的实训操作能力,我们编写了《纺织服装外贸双语实训教程》。通过对纺织服装外贸出口各个操作环节的实训,希望能使学生尽快适应未来的工作岗位。

作为一本特色教程,我们以纺织服装外贸出口业务过程为主线,强调工作流程实训。本教材内容按照出口贸易业务过程划分为九章,并在每章下根据业务类型分为若干小节,每个小节依据操作流程安排四个实训环节。本教材具有如下特点:

- (1) 双语性。满足不同层次学生的需要。
- (2) 仿真性。为学生提供了一个仿真模拟的学习环境。
- (3) 整体性。涵盖了一个完整出口实训操作的全过程。
- (4) 操作性。可操作性强,可提高和培养学生实际操作能力。

本教材由龙炳文老师担任主编,曾纪伟老师担任副主编,参加本教材编写的成员还有张晓蕾和张丽老师。编写具体分工为:张晓蕾(第一、二章),张丽(第三章),龙炳文(第四、五、六、七章),曾纪伟(第八、九章)。全书由龙炳文老师统稿,做了最后的修改和审定。

在教材编写过程中,我们参阅了大量的文献资料,也参考了同类教材,在此一并表示感谢。由于编者水平有限,编写时间仓促,书中肯定存在一些不足,衷心希望同行专家、学生和读者批评指正。

编著者
2012 年 5 月

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第一章 纺织服装出口交易磋商

(Business Negotiation)

课程名称: 纺织服装出口交易磋商

课程内容: 建立业务关系

发盘

还盘

接受

上课时数: 8 课时

训练目的: 本课程是学习纺织服装进出口交易磋商的前期准备工作和交易磋商的方式;了解交易磋商的一般程序,即询盘、发盘、还盘、接受成交四个阶段。掌握进出口交易磋商的内容,主要是进出口商品的各项交易条件,如商品的品质、数量、包装、价格、装运、支付、索赔、仲裁等进行协商。同时在外贸函电的写作中注意遵循简明、清晰、礼貌三个原则;学习如何掌握好写作的分寸,既有利于双方的业务合作,又能达到交易目的。

教学要求:

1. 了解纺织服装出口贸易的特点。
2. 了解寻找纺织服装客户的途径。
3. 了解怎样书写并回复建立业务关系的函电。
4. 掌握发盘技巧和常用句型并能书写发盘函电。
5. 掌握还盘和接受技巧并能书写函电。

课前准备: 阅读商务英语、服装英语及外贸出口流程方面的书籍。

第一节 交易磋商的前期准备工作

(Preparations for Negotiation)

一、操作指南(Operation Guidance)

(一) 纺织服装外贸业务调研

经过 30 多年的发展,中国的纺织服装业的基础设施已具备相当的竞争力。在环渤海地区、长三角地区和珠三角地区等东部沿海区域已具备了非常良好的纺织服装生产的产业群,纺织服装企业星罗棋布,仅浙江宁波就多达 4500 家,其中上规模的企业就有 2000 多家。目前,中国已

经成为世界上最大的纺织服装的生产国和出口国。同时,由于其众多的人口和日益增长的经济,中国将是潜在的纺织服装的最大消费市场。

纺织服装产业正面临人民币升值、出口退税率下调、政府对加工贸易的限制以及生产成本上升等一些问题。此外,纺织服装出口国间的国际竞争日趋激烈,不断出现进口国施加的各种形式的贸易壁垒和地方保护。为了克服这些问题,许多纺织服装企业正不断寻求设计并生产独特的产品,开发创新性的营销战略,重视对新技术的投资,建立自己的品牌以及提高产品的质量,加大纺织和服装的出口力度。

(二) 纺织服装贸易特点

(1) 服装通常为特定的季节生产,如果它们不能及时交货(错过季节),它们只能来年销售。此外,特别是女装以及童装之类的服装几乎总是时尚性的。因此,如果它们不能适时销售,可能会过时,其价值会大打折扣。这就是为什么装运时间对于销售合同中的买卖双方都是非常敏感的问题。

(2) 某些检测的质量指标取决于检验者的主观看法。由于买卖双方的不同看法可能导致贸易争议。

(3) 由于零售商为消费者提供频繁更迭的时尚商品的欲望,常常会涉及不同款式的小批量订单。这就需要卖方工作非常仔细。任何算错料、定错料及发错料,对合同的履行会带来非常严重的后果。

(三) 寻找客户资源

1. 参加国际商品交易会、出访、出国参展

通过参加国际商品交易会、出访、出国参展,买卖双方可以获得面对面的交流机会,使双方有较深入的了解。这种形式缺点是成本较高。世界上一些国家也有自己的国际博览会,比如莱比锡国际博览会、米兰国际博览会、巴黎国际博览会、蒙特利尔国际博览会、东京国际博览会、悉尼国际博览会等。我国的是中国进出口商品交易会,举办地点在广州,又称广交会。

2. 利用网站寻找客户

越来越多的人利用互联网寻找客户,尤其是新进入国际贸易行业的公司,对互联网的依赖更强。由于互联网成本低、信息广泛,买卖双方都倾向于先在互联网上搜寻潜在的供方或者需方,大致确定一个寻找范围,然后再做进一步的联系。

3. 通过专业杂志寻找客户

商品求购信息一般出现在专业杂志上,专业杂志可以是英文杂志和中文杂志。关注目标客户所在国家的专业性杂志对于寻找客户很有帮助,公司也可以在专业性杂志做广告来吸引客户的注意。

4. 利用行业协会、贸促会、驻外经济商务参赞寻找客户

行业协会、贸促会对国外资讯了解较多,公司可以查阅行业协会、贸促会网站或者与当地的行业协会、贸促会联系,获得相关资料。参加它们组织的涉外商务会议或组团,以扩大信息渠道。驻外经济商务参赞处是我国商务部派出,促进双边经济贸易合作的代表

机构。

(四) 怎样建立业务关系

一笔具体的交易往往始于主动向潜在客户发函建立业务关系。而建立业务关系的信,通常是发信的一方在通过一定的途径得到对方公司的名称和地址,并经过初步信用调查后,向对方发出的。建立业务交往的信函一般包括以下要点:

(1) Where you get the information about the person or company to whom you are writing the letter.

(2) A brief introduction to your business scope, experience and products.

(3) Your intention of writing.

(4) The reference as to your firm's credit standing.

(5) Expectation for cooperation and an early reply.

二、操作实例及解析(Case and Analysis)

(一) 操作案例

Background : Ningbo Oriental Garment Trade Co. Ltd. was founded in 2002. It is a professional exporter specializing in garment products and their relative accessories.

In order to develop more clients and more business, this company would seek all the possibilities to attend all kinds of related fairs or exhibitions. Lily, the salesgirl of this company, just returned from “The United States of America Las Vegas International Apparel Expo” with her manager. She found some useful information from the collected business cards. She would like to send some development letters to the relative clients or company in order to develop more business.

根据以上情景,业务员李莉给一家名叫美国瓦格进出口公司(American Wargger Imp & Exp Co.) 去信,信函如下:

Dear Sir or Madam,

We have learnt your name and address from the business cards exchanged at “The United States of America Las Vegas International Apparel Expo”, and we are writing to you in the hope of establishing business relations with you.

We are one of the largest exporters of garment products and their relative accessories in Ningbo, Zhejiang, China. We are well experienced and have enjoyed a good reputation for many years in this line.

To give you a general idea of our product, we enclose our catalog covering the main items available now for your reference.

We hope you will be satisfied with the fine quality of our apparel products.

We look forward to receiving your early reply.

Yours Sincerely,

A Reply from the client

美国瓦格进出口公司(American Wargger Imp & Exp Co.) 在收到东方服装贸易有限公司业务员李莉的信函后, 有礼貌地及时给予回复, 信函如下:

Dear Sirs,

Thank you for your letter of the 5th of this month, and we are pleased to learn that you wish to establish business relations with us in the line of tablecloths.

We are very interested in your products. Would you please send us details of your various ranges, including colors and prices, and also samples of different qualities of materials used?

We are a wholesaler in tablecloths and believe there is a promising market in our area for moderately priced goods.

Your earliest reply will be highly appreciated.

Yours faithfully,

建立业务交往信中, 卖方通常将自己最新产品目录或价目表发送给买方, 或邀请老客户来公司参观选购, 或邀请老客户参加即将举办的商品交易会或博览会等, 洽谈新的一笔业务。而买方也可以在完成一笔交易后, 继续下订单, 或到公司或交易会、博览会参观后, 洽谈新的一笔业务。

以下是进口商写给出口方的信函: 澳大利亚国际纺织贸易公司欲进口纺织产品, 给东方服装贸易有限公司写的一封要求建立业务关系的信函。

Dear Sirs,

We owe your name and address to the Overseas Department of China Bank in Sydney. They have informed us that your Corp. is a well – established exporter of textile.

We are one of the principal manufacturers of wool sweater in Australia and are interested in importing quality wool and cashmere sweaters.

It will be a great pleasure to receive your details and prices of various sweaters with photos and specification. And we are confident that we shall be able to give you some large orders if you would cooperate with us on delivery, price and quality.

We are looking forward to establishing a friendly business relationship with you soon.

Yours sincerely,

A Reply to the client

东方服装贸易有限公司在收到信函后, 在回复信中同意建立业务关系。

Dear Sirs,

With reference to your letter on July 12, 2008, we are glad to learn that you wish to set up business relations with our corporation.

In compliance with your request, we are sending you under separate cover our latest catalogues together with a price list covering our exports for your reference. If any of the items listed in the catalog meets your interest, please let us have your specific enquiry, and our quotation will be forwarded without delay.

However, since this is the first transaction between us, we should be obliged if you would let us know the name of your bank so that we may apply for references.

We await to hear from you again soon.

Yours faithfully,

(二) 解析

这些信虽然不长,但包含了许多内容。如何去信要求建立业务关系,信的内容包括信息来源、写信目的、自我介绍、业务范围、公司的承诺等。其语言简练通俗易懂,结构清晰,是很好的业务建交范文。如是回复这样的建交信,可对对方的来信表达谢意,同时按照对方的要求,寄送相应的目录册、价格表或提供其他的必要信息作为回应。

三、双语学习(Bilingual Learning)

(一) 短语

letter-head 信头

the date 日期

salutation 称呼语

the message 信的正文

miscellaneous matters 其他事项

inside name and address 信内名称、地址

“per pro.” signature 代理人签署

postscript(p. s.) 附笔

margins 页面边缘空白

the complimentary close 表示敬意的结尾

the writer's signature and official position 写

信人的职位和签名

your reference 你方编号

for the attention of 请某人注意

subject headings 标题

enclosure 附件

identification marks 辨认记号

(二) 句子

(1) We are willing to enter into business relations with you.

我们愿意和贵方建立业务关系。

(2) Your letter of August 8 has been received with thanks.

感谢贵方8月8日的来信。

(3) Your wish of establishing business relations coincides with ours.

你们建立业务关系的愿望和我们不谋而合。

(4) We shall be very glad to enter into business relations with you.

我们将非常高兴与你们建立业务关系。

(5) We are sending you our catalogue and price list...

我们将给你方寄去我们的目录和价格表。

(6) We shall be glad to have your specific inquiry.

我们将很高兴得到你方的具体价格。

(7) In compliance with your request, we are sending you a range of cut samples of our cotton piece goods. We hope they will arrive in time and be found to your satisfaction.

遵照你方要求,我们正打算寄上一套布匹剪样。希望这些样品能及时到达,并使你满意。

(8) Prior to shipment, our goods will be tested and inspected by Shanghai Commodity Inspection Bureau, who will provide the necessary certificate in regard to the quality and quantity of the shipment.

货物在装运前将由上海商品检验局检验。所装货物的品质、数量将由该局提供必要的证明。

四、实训操作(Practice Operation)

1. Fill in the blanks with a suitable word or phrase

Dear Sirs,

We (1) from the Internet that you are a large buyer of table - cloth. As this article (2) within the scope of our business activities. We (3) this opportunity to express our wish to (4) business relations with you.

Chinese table - cloths are famous for their good (5) and fine workmanship. They have enjoyed great (6) in the American market. We are sure that (7) our joint efforts they will meet with a favorable reception in your country.

In order to give you a general idea of our various table - cloths, we are airmailing to you (8) separate cover a copy of (9).

We shall be glad to send you offers upon (10) of your specific enquiries.

We hope to hear from you soon.

Yours faithfully,

2. Translate the following letter into English

敬启者:

从网上得知贵公司名称和地址,并了解到你公司经营纽扣的进出口。今特致函与你,望能与你建立业务关系。

若能提供贵公司的有关产品的目录和价目单,将不胜感激。

如果价格合理而且交货期可接受,相信能成交大笔交易。

谨上

3. Write a reply according to the following E – mail

Dear sirs,

Subject: Establishment of Business Relations

Having obtained your name and address from the Internet, we are writing to you in the hope of entering into trade relations with you.

We have been one of the leading importers of Children's Wears in our country and enjoyed high reputation in European markets.

At present, we are interested in your products and will appreciate it if you could send us your latest catalogues.

We are looking forward to your early reply.

Yours faithfully,

4. Practical writing

Suppose you are a salesman in Ningbo Oriental Garment Trade Co. Ltd. Through the courtesy of Mr. Smith you learnt that Dubai Jikak Imp & Exp Co. is in the business of trading garments from China. You are asked to write a letter or send an E-mail to the foreign company for establishing business relations. The letter or the E-mail should cover at least the following points:

- (1) Where have you got the information?
- (2) What is your desire?
- (3) What is your business scope?
- (4) How about your financial standing?

第二节 发盘(Offer)

一、操作指南(Operation Guidance)

发盘也称为发价,是一方当事人(发盘人)向另一方当事人(收盘人)提出各项交易条件并且愿意按照这些条件与收盘人达成交易、订立合同的要求。发盘必须是确定的,如果在信中最后表明“仅供参考”等不确定字样,则不构成发盘,其目的只是和买方商讨而已。

(一) 实盘

实盘是发盘人(Offerer) 按其提供的条件以达成交易目的的明确表示。实盘具有法律效力。受盘人(Offeree) 一旦在有效期限内接受实盘上的条件和内容,发盘人就无权拒绝售货。一项实盘必须具备以下几项要求。

- (1) 发盘的内容和词句必须肯定,不能用“大约(about)”,“参考价(reference price)”等模棱两可的词。
- (2) 发盘的内容明确完整,其内容应包括商品品质(Quality)、数量(Quantity)、包装(Pack-

ing)、价格(Price)、装运(Shipment)、支付(Payment)、有效期(Validity)。

(3) 发盘中不能有保留条件。如以我方最后确认为准(subject to our final confirmation) 以货物的未售出为准(subject to goods being unsold)。

(二) 虚盘

虚盘是发盘人所作的不肯定交易的表示。凡不符合实盘所具备的上述三个条件的发盘,都是虚盘。虚盘无须详细的内容和具体条件,也不注明有效期。它仅表示交易的意向,不具有法律效力。

(三) 发盘信的结构

完整的发盘信必须包括以下要点。

(1) 对询盘表示感谢 (An expression of thanks for the enquiry)。

(2) 有商品名称、质量、数量和规格要求 (Name of commodities, quality, quantity and specifications)。

(3) 价格、折扣和付款条件 (Details of prices, discounts and terms of payment)。

(4) 明确可接受的价格范围 (A statement or clear indication of what the prices cover)。

(5) 包装和运输日期 (Packing and date of delivery)。

(6) 发盘有效期 (The period for which the offer is valid)。

(7) 表示希望可接受报价 (An expression of hope that the quotation will be accepted)。

(四) 发盘的终止

发盘既可以是买方做出,也可以是卖方做出。在做出发盘时,要特别谨慎,因为一旦对方接受,合同即告成立。发盘只有在以下情况下方可终止。

(1) 未在有效期内被接受。

(2) 受盘人拒绝或者还盘提出不同意见。

(3) 有效的撤销。所谓有效的撤销是指发盘已到达受盘人并开始生效时,发盘人通知撤销发盘,解除其生效的行为。按照《联合国国际货物销售合同公约》(以下简称《公约》),撤销的通知在受盘人发出接受通知前送达受盘人,可以撤销;但是如果发盘规定了有效期或者以其他方式表明为不可撤销的则不能撤销;或者受盘人已根据该发盘采取了行动,撤销该发盘将使受盘人蒙受经济损失,此时也不可撤销。

(4) 撤回发盘。撤回通知必须在发盘到达受盘人之前或者同时到达受盘人,否则就是撤销发盘。撤回发盘与撤销发盘是两个不同的概念。

二、操作实例及解析(Case and Analysis)

(一) 操作实例

1. Case No. One

Dear Sirs,

Thank you for your enquiry of 11 May, in which you expressed your interest in our sweaters.

We enclose our illustrated catalogue and price – list giving the details you asked for. We feel confident that you will agree that the goods are both excellent in quality and reasonable in price.

If regular purchases in quantities are not less than 100 dozen of individual items, we would allow you a discount of 2%. Payment is to be made by irrevocable L/C at sight.

Because of their softness and durability, our all cotton bed – sheets and pillowcases are rapidly becoming popular and after studying our prices, you will not be surprised to learn that we find it difficult to meet the demand. But if you place your order not later than the end of this month, we would ensure prompt shipment.

Yours faithfully,

2. Case No. Two

Dear Mr. Brown,

In reply to your letter of May 15th, we take pleasure in making you a special offer, subject to our final confirmation, as follows:

Art. No. 81000 Printed Shirting

Design No. 72435 – 2A

Specifications: 30 × 36 × 72 × 60 35/6" × 42 yds

Quantity: 18000 yds

Packing: In bales or in wooden cases, at seller's option

Price: USD. . . per yard CIF3 Hamburg

Shipment: To be made in two equal monthly installments, beginning from October, 2009.

Payment: By confirmed, irrevocable L/C payable by draft at sight to be opened 30 days before the time of shipment.

We believe that the above offer will be acceptable to you and await with keen interest your first order.

Yours sincerely,

3. Case No. Three

A firm offer from the seller

Dear Sirs,

As requested in your letter of April 18th, we offer your firm as follows, subject to your reply reaching us by the end of this month.

1000 dozen cotton shirts at USD60 per dozen CIF New York. The shipment is to be made during June. We require payment by confirmed irrevocable letter of credit payable by draft at sight.

This is the best offer we can make at present and we believe that you will accept this offer without loss of time as the demand for our cotton shirts is great.

For your reference, we are sending you some samples separately.

Yours faithfully,
Chun

(二) 解析

(1) 当卖方发出产品目录,或买方在网页上查阅了产品目录后,若有意购买,就会向卖方发出具体询盘。告知具体货号、询问或指定交货期和付款方式、指定价格术语来要求卖方报价。有时还会要求卖方寄出指定的样品。

(2) 当卖方收到买方的具体询盘后,一般会按要求进行报价,并寄出样品,其费用通常由买方支付。报盘通常分实盘与虚盘,对于市场价格波动频繁的产品通常会报虚盘,或有效期短的实盘。完整的询盘与报盘内容通常包括商品名称、货号、单价、交货期、付款方式、包装、保险(CIF)等。

(3) 实盘还有两个内容:一个是明确提出这个发盘是个实盘(firm offer or irrevocable)。但即使有实盘或不可撤销字样,也不是构成实盘的必要条件。如果具备构成实盘的上述必要条件,没有实盘字样也是实盘。

有时,老客户直接下订单,或是指定产品价格,或是按原来的价格表中的价格。若卖方认为价格合理,可以接受,签订合同;若卖方认为所指定的价格太低,可进行还盘,说明缘由,提出一个合理的价格;若原价格有变动,则应给予说明,并寄出最新价格表。

在当前的国家贸易中,使用实盘报价较多。但遇到下列情况之一,实盘立即失效。

- ①受盘人在实盘有效期未表示接受。
- ②受盘人对实盘中的一项明确表示拒绝或修改,该项实盘立即失效。
- ③一经受盘人作出还盘,原发盘也随之失效。

三、双语学习(Bilingual Learning)

(一) 词组

negotiator	谈判手	offerer	发盘人
hard and fast rule	一成不变的规则	negotiation in person	当面谈判
general enquiry	一般询价	specific enquiry	具体问价
offeree	受盘人	reference number	参考号
private & confidential	机密并亲启	with reference to	关于,有关
standing credit	定额贷款	favourable price	优惠价格

(二) 句子

- (1) Many thanks for your inquiry of...
多谢您于……日的询价。

(2) Thank you for your enquiry and for your interest in our products.

感谢您的询价以及对我方产品的兴趣。

(3) We thank you for your inquiry of... and are pleased to quote as follows.

我们对您在……日的询价表示感谢并愿意提供以下产品。

(4) Please note our standard terms and conditions on the reverse side of this quotation.

请注意我们列在本报价后面的交易条件。

(5) We can ship your order within 3 weeks upon receipt of your order.

我们能在收到订单后三周内寄出货物。

(6) It is our usual practice to supply new customers with our goods for payment within one month from date of invoice, in the first instance, and later to extend this term to three months.

我们通常的做法是:新客户首次订购我们的货物从结算日起一个月内付款交货。之后,则宽限至三个月。

(7) We must stress that this offer can remain open for three days only.

我们必须强调此报价只在3天内有效。

(8) We cannot consider these prices firm for an indefinite period because of the situation on the fashion market.

鉴于服装市场的行情,我们无法长期保持这一价格不变。

(9) We believe that our quotation will satisfy you and we look forward to receiving your order.

相信您会满意我们的报价,盼订货。

(10) An offer is a promise to supply goods on the price and trade terms agreed upon by both parties.

发盘是买方向卖方提出各项交易条件并且愿意按照这些条件与收盘人达成交易、订立合同的表示。

四、实训操作(Practice Operation)

1. Complete the following sentences by translating the phrases into English

(1) This offer _____ (将保留到10月15日有效)。

(2) _____ (如果你方认为我方所报的价格可接受), please let us know.

(3) _____ (中国棉布目前数量有限), we would recommend you to accept this offer as soon as possible.

(4) _____ (按照你方5月20日来函要求), we are giving an offer as follows.

(5) Our usual payment terms are made by _____ (保兑的不可撤销即期信用证)。

2. Translate the following sentences into English

(1) 我方的报价是合理的、现实的,符合当前市场的价格水平。

(2) 兹报实盘,以自本日起一周之内你方回复到达我方为准。

(3) 由于我方这些产品的存货有限,请立即订货,切勿拖延。

(4) 假若贵方能将价格降至与你们的竞争对手类似的价格,我们将下大订单。

(5) 这里所报价格是成本加运费含 3% 佣金纽约价。

(6) 根据请求,我们将报价有效期延至 12 月 15 日。因此你方必须在这日期前回复;否则,我方将把货物卖至别处。

(7) 在对情况进一步考虑后,如贵方感到不能接受我方报价,我方希望这不影响我们今后在其他方面的合作。

(8) 如果你方坚持自己的价格,不作让步,我们没有必要再谈下去了。

3. Practical writing

Compose a letter of making a firm offer according to the following details:

(1) thanks to the addressee's enquiry if any.

(2) explicit willingness to sell.

(3) period of validity.

(4) terms of transaction.

(5) your expectation.

第三节 还盘(Counter-offer)

一、操作指南(Operation Guidance)

(一) 还盘(Counter-Offfer)

(1) 买卖双方对某些交易条件讨价还价,去信表明自己的要求或意见就是还盘。为了促进早日成交,还盘信需要给出适当的理由,选择适当的角度,提出适当的条件。还盘实际上是对原发盘的拒绝,同时也是受盘人向原发盘人做出的一项新的发盘。还盘一旦做出,原发盘即失去效力,同时还盘一方与原发盘人在地位上发生变化,分别成为新的发盘人和受盘人。因而,与发盘一样,还盘也存在一个效力问题,这与发盘是一致的,只有具有约束力的还盘才能成为一项新的发盘。

(2) 拒绝降价实际上就是对买方出价条件的否定还盘。因此这样的还盘信要注意强调坚持原价、无法降价的理由。例如,正处在销售旺季,已收到对方所在地区进货商的大量订单,销售利润已低到极限,着眼点在该商品的质量上等。此外,为促成交易成功也可以推荐对方购买与所要求价格相近的、价格较低的替代商品,这实际上是价格让步的一种。

(二) 拟写还盘函

出口商发盘后,进口商往往会进行还盘。出口商收到对方的还盘后,通常要做出答复,答复可以是接受或拒绝对方的还盘,也可以是对对方的还盘进行再还盘。一般来说还盘包括如下