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十一五
高职高专规划教材

国际贸易系列

王俊 主编

外贸函电



WaiMao Handian

合肥工业大学出版社

高职高专国际贸易系列教材



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前 言

随着世界经济一体化,中国对外贸易的迅速发展,我们的外贸企业将更直接地参与国际竞争,而企业要想在竞争中站稳脚跟并不断扩大,必须拥有一批外贸基础知识和基本功扎实,实际操作能力强并具有创新意识的实用外贸人才。

外贸函电是国际商务专业主干课程,也是一门重要的技能课程。外贸函电作为国际贸易中对外联系和交往的一种主要媒介和商务信息交流的载体,以英语语言形式反映世界各国之间的经贸往来和商务活动,其作用已越来越受到人们的重视。但长期以来,由于诸多因素,外贸函电的教材建设还不能完全适应外经贸职业教育发展的需要,特别是没有一套根据职业教育特点编写的适合职业院校学生学习的教材。为填补这一缺憾,我们组织了部分外贸院校的教师,编写了这本外贸函电教材。

本教材立足于“转变教育观念,改革人才培养模式,积极实行启发式和讨论式教学,激发学生独立思考和创新意识”的精神,对有关外经贸专业的教学方法以及教学内容等进行了有益的尝试,力争做到实用性、针对性、技能性和知识性的有机结合。

全书内容涵盖了书信结构、包装、装运、保险、支付、索赔和理赔、建立业务关系、询盘、报盘和还盘、成交,以及代理、投资、加工装配贸易和补偿贸易等其他贸易方式,并根据外贸新的发展形势和要求增加了“制单”一章。全书旨在通过课文和练习训练使学生能较好地掌握本章所学的知识,加深对本学科基本概念和基本技能的掌握,以更好地适应形势发展和就业的需要。

外贸函电由王俊同志担任主编,陈桃秀和张熹春同志担任副主编,参与编写的还有(按篇章顺序):王荣(第一篇),张熹春(第二篇第一章),王俊(第二篇第二章,第六篇),吕仁艳(第二篇第三章,第三篇第六章),陈桃秀(第二篇第四章),华云世(第三篇第五章,第七章),董娟(第四篇),李树刚(第五篇),全书由王俊统稿和总纂。本书在编写过程中,得到安徽国际商务职业学院张卿副院长的大力支持,在此表示感谢。

由于编者水平有限,书中错误或不当之处在所难免,敬请广大专家、读者批评指正。

编 者

2005年11月28日

CONTENTS

Part I Layout of a Business Letter (1)

Part II Terms of Contract (14)

Chapter I Shipment (14)

Introduction (14)

Lesson 1 Packing Requirement (16)

Lesson 2 Inner Packing (23)

Lesson 3 Partial Shipment (29)

Lesson 4 Shipping Instructions (36)

Lesson 5 Shipping Advice (40)

Optional Letters (45)

Useful Sentences on Shipment (48)

Chapter II Insurance (50)

Introduction (50)

Lesson 6 Insurance Practice (52)

Lesson 7 Covering Additional Risks (61)

Lesson 8 Covering Insurance for the Buyer (67)

Optional Letters (72)

Useful Sentences on Insurance (75)

Chapter III Payment (76)

Introduction	(76)
Lesson 9 Request for Payment by T/T	(78)
Lesson 10 Asking for Payment by D/P	(85)
Lesson 11 Asking for Payment by D/A	(91)
Lesson 12 (A) Urging an L/C	(95)
(B) Notifying the Exporter	(95)
Lesson 13 A Specimen L/C	(101)
Lesson 14 Asking for L/C Amendment	(111)
Lesson 15 Extension of an L/C	(118)
Optional Letters	(123)
Useful Sentences on Payment	(126)

Chapter IV Complaints and Claims (128)

Introduction	(128)
Lesson 16 Complaining of Inferior Quality	(130)
Lesson 17 Claim for Damage	(138)
Lesson 18 Claim for Short Delivery	(144)
Lesson 19 Settlement of a Claim	(150)
Lesson 20 Declining a Claim	(156)
Optional Letters	(163)
Useful Sentences on Complaints and Claims	(166)

Part III Business Negotiation and Contract (168)

Chapter V Establishment of Business Relations (168)

Introduction	(168)
Lesson 21 A Letter from an Exporter	(170)
Lesson 22 A Letter from an Importer	(177)
Lesson 23 A Reply	(184)

Optional Letters	(190)
Useful Sentences on Establishment of Business Relations	(193)
Chapter VI Enquiries, Offers and Counter-offers	(195)
Introduction	(195)
Lesson 24 A General Enquiry	(197)
Lesson 25 A Specific Enquiry	(202)
Lesson 26 A Firm Offer	(207)
Lesson 27 A Non-firm Offer	(213)
Lesson 28 A Counter-offer on Refrigerators	(218)
Lesson 29 A Reply to a Counter-offer	(224)
Lesson 30 A Counter-offer on Shipment	(229)
Optional Letters	(233)
Useful Sentences on Enquiries, Offers and Counter-offers	(236)
Chapter VII Conclusion of Business	(238)
Introduction	(238)
Lesson 31 (A) A First Order	(240)
(B) A Reply to the Above	(241)
Lesson 32 (A) A Repeat Order	(247)
(B) Declining a Repeat Order	(247)
Lesson 33 Confirmation of an Order	(253)
Lesson 34 Offering Substitute	(258)
Lesson 35 Sending a Sales Confirmation	(263)
Lesson 36 Counter—signature	(268)
Optional Letters	(273)
Useful Sentences on Conclusion of Business	(276)
Appendix A Specimen Sales Confirmation	(278)

Part IV Miscellaneous Materials (282)

Introduction	(282)
Lesson 37 (A) Asking for Sole Agency	(285)
(B) A Reply to the Above	(286)
Lesson 38 Compensation Trade	(293)
Lesson 39 (A) Processing with Supplied Materials	(299)
(B) Processing according to Samples Supplied	
.....	(300)
Lesson 40 (A) Joint Venture	(305)
(B) A Reply to the Above	(306)
Lesson 41 Bids for Olympic Village North Temporary Establishments	(313)
Optional Study	(320)
Useful Sentences on Agency, Compensation Trade, Processing Trade, Joint Venture and Invitation to Bid	(341)

Part V Documentation (343)

Chapter I Introduction	(343)
Chapter II Letter of Credit	(347)
Chapter III Bill of Exchange	(355)
Chapter IV Commercial Invoice	(357)
Chapter V Marine Bill of Lading	(360)
Chapter VI Insurance Policy	(364)

Chapter VII Packing List (368)

Chapter VIII Certificate of Origin (370)

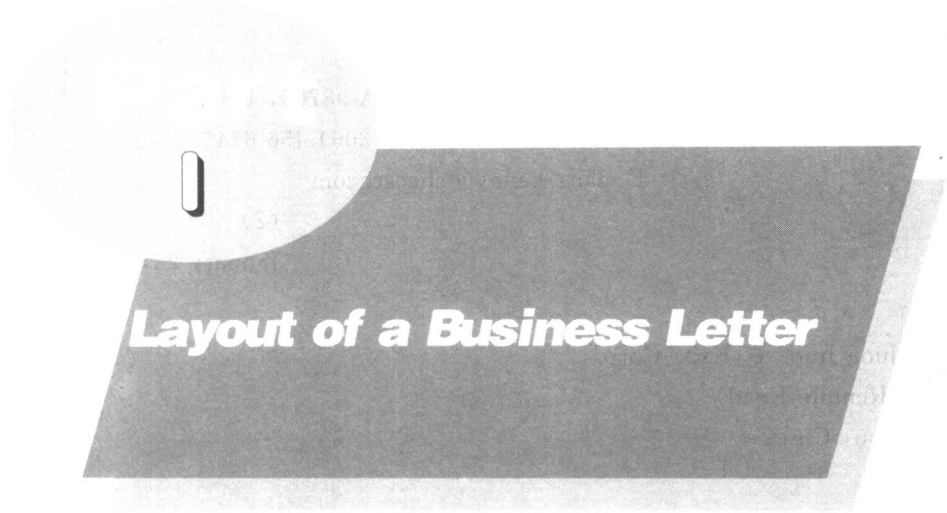
Chapter IX Inspection Certificate (373)

Part VI Appendix (376)

Chapter I Electronic Mail (E-mail) (376)

Chapter II Fax (380)

Chapter III Telex (382)



Writing an effective business letter is an important skill for every businessman and business-woman. Understanding the layout of a business letter makes pavement for developing logic writing. In this part, seven principal parts, miscellaneous options and the formats of business letters will be discussed.

I. Seven Principal Parts

Usually, a business letter has seven parts. They are: (1) the letter head; (2) the date; (3) the inside name and address; (4) the salutation; (5) the body; (6) the complimentary close ; (7) the signature. The following is a sample business letter containing these parts:

(1)

Ken's Garments Inc.

34 Chatley Avenue, Seattle, WA 98765, USA

Tel: (206) 456 8967 Fax: (206) 456 6745

E-mail: kenny@cheese.com

(2)

January 23, 2005

(3)

Fashion Imp. & Exp. Corp.

456 Renmin Road

Suzhou, China

(4)

Dear Sirs,

(5)

In reply to your letter of January 20, we are writing to confirm our order for 12,000 dz of Men's Shirts.

Please note that the order should be shipped by direct steamer and arrive at our port in time.

We are looking forward to receiving your early reply.

(6)

Yours faithfully,

(7)

(Signature)

Kenneth Beare

Ken's Garments Inc.

Director

1. The Letter Head

The letter head in a business letter indicates the writer's name and full address that, in the order of from top to bottom, reads street address, city, state/province and country. Sometimes, it may also contain such information as the writer's telephone number, fax number, e-mail address and so on.

The head is usually put in the middle or upper right corner of the page without end punctuation. Sometimes a printed letterhead may be used.

2. The Date

The date line is used to indicate the date the letter was written. However, if your letter is completed over a number of days, put the date it was finished in the date line. Write out the month, day and year two inches from the top of the page. Depending on which format you are using for your letter, either left justify the date or center it horizontally. Or if letterhead stationary is used, the date is often centered two or three spaces below the printed matter, though it may be flush with either margin. But note that never write 2. 1. 2005 or 02/01/05. To give the day in figures may easily cause confusion because in Britain this date means January 2, 2005 while in America and some other countries, it would mean February 1, 2005.

All in all, when typing the date, please see to it that the year is typed in full, e. g. , 2006 instead of 06 and the month in English instead of in figures. For the day, either cardinal numbers or ordinal numbers can be used, it can also be placed after month.

3. The Inside Name and Address

The inside name and address gives the name and full address of the firm or company addressed to, number of house and name of street, name of city, state or county and its postal code and the name of the country.

It is typed flush left and is usually separated four or six spaces from the

date. The inside name and address is consistent in form with the head.

Sometimes Messrs. (the plural form of Mr.) is used for firms or companies, the name of which includes a personal element, e. g. , Messrs. Smith & Co. , Ltd. . Do not use it if the title is impersonal, e. g. , The Pacific Trading Company.

4. The Salutation

The salutation, which is also called the start, greets the addressee appropriately. It appears flush with the left margin two spaces below the inside name and address, and is followed by a comma or a colon. Note that the salutation "Dear Sirs" in a business letter from England and other countries is always followed by a comma (,) while "Gentlemen" in a business letter from America or Canada is followed by a colon (:), i. e. :

Dear Sirs,

Gentlemen;

Sometimes there may also be:

Dear Sir or Madam — (use if you don't know who you are writing to)

To Whom It May Concern — (very formal as you do not know the person to whom you are writing)

Dear Mr. , Mrs. , Miss or Ms. — (use if you know who you are writing to, and have a formal relationship with and it is very important to use Ms for women unless asked to use Mrs or Miss)

Dear Frank— (use if the person is a close business contact or friend)

5. The Body

Typewritten body of a business letter is usually single-spaced, with double spaces between paragraphs. A good business letter should know how to attract the recipients' attention, arouse their interest, stimulate their desire and induce them to take actions. Therefore, in addition to abiding by the principles of good writing, the body should be written in a correct, clear, concise, complete, and courteous way and convey the information easily,

quickly, clearly and effectively.

6. The Complimentary Close

The complimentary close is also called the finish. It is typed flush left, and followed by a comma. Business letters usually have such complimentary closes as:

Yours faithfully, (very formal as you do not know the name of the person you're writing to)

Yours sincerely, (If you know the name of the person you're writing to)

7. The Signature

The signature includes handwritten and typed ones. The handwritten signature is double spaced between the complimentary close and typed signature. Ordinarily, neither professional titles nor degrees should be used with the signature, but the writer's official capacity, such as Manager and President, should be indicated after the typed name.

II. Miscellaneous Parts

In addition to the above principal parts, a business letter may include such optional parts as the reference number (Ref. No.), the attention line (Attn.), the subject matter, the enclosure (Enc.), the carbon copy (C. C.), the reference notation, the postscript (P. S.), etc.

1. The Reference Number

It is a good idea to indicate the reference number if you have a large volume of correspondence, which facilitates the writer's numbering and filing the letters he sends and receives and enable the writer or the recipient to link the reply with the previous correspondence.

2. The Attention Line

The attention line is usually placed above the salutation in a business letter, directing the letter to one specified or for whom the letter is intended.

3. The Subject Matter

Though it is optional, its inclusion can help the recipient in dealing successfully with the aims of your letter. Normally the subject sentence gives a brief indication of the content of the letter.

It is placed one line below the salutation, either flush left or in the center, preceded with the word "Re".

4. The Enclosure

If you attach other materials to a letter, put "Enclosure", "Encl", or "Enc.", as appropriate, two lines below the last entry.

5. Reference Notation

Reference notation indicates the initials of the person who dictated the letter and the person who typed the letter. If you type the letter yourself, just omit this part.

6. Postscript

Postscript, abbreviated as P. S. , is a short message added onto the end of a letter, after the signature. A postscript is an afterthought which we should try to avoid using, as in formal letters this is usually a sign of poor planning. If something is forgotten, it is better for the writer to rewrite the whole letter.

7. Carbon Copy

If the copy of the letter is to be sent to a third party, type cc or C. C. two lines below the signature or immediately below the enclosure at the left-hand margin, followed by the name of the recipient of the copy, e. g. :

cc Transportation Department

III. Three Formats of Business Letter

There are three formats: indented, blocked, and semi-blocked.

The indented format has each paragraph indented by five or six spaces. If

you are using the indented form, place your address at the top, with the left edge of the address aligned with the center of the page. Skip a line and type the date so that it lines up underneath your address. Type the inside address and salutation flush left; the salutation should be followed by a colon. For formal letters, avoid abbreviations.

Indent the first line of each paragraph one-half inch. Skip lines between paragraphs. Instead of placing the closing and signature lines flush left, type them in the center, even with the address.

The blocked form has all entries tight against the left-hand margin. It is the most common layout of a business letter. Using this format, the entire letter is left justified and single spaced except for a double space between paragraphs. When you use the block form to write a business letter, all the information is typed flush left, with one-inch margins all around. First provide your own address, then skip a line and provide the date, then skip one more line and provide the inside address of the party to whom the letter is addressed. If you are using letterhead that already provides your address, do not retype that information; just begin with the date. For formal letters, avoid abbreviations where possible.

The last format is the most widely utilized form, known as semi-blocked. In this type, the body of the letter is left justified and single-spaced. However, the date and closing are in alignment in the center or the right of the page. The semi-blocked format sets the references and the date to the right margin for filing and retrieval purposes, with the remaining entries placed against the left margin.

The following are examples of the three different formats:

1. Indented Format

Hans Schiller GmbH

Blaustrasse 86, Hamburg, Germany

February 10, 2006

N&P Manufacturing Co. , Ltd.
42 Narrow Alley, Chiswick
London W5A 3EU
UK

Dear Sirs,

We have read your advertisement for the sofa-beds in the Guardian and intend to introduce your products into our market.

We are a well-known company selling wide range of furniture products in Germany. We would like to enlarge our assortment by hand-made pine furniture you advertise. Could you please send us your latest catalogue and price list, including more details about cash or trade discounts?

We look forward to hearing from you soon.

Yours faithfully,
Kurt Johnson
Sales Manager

2. Blocked Format