



21世纪高等院校经济与管理核心课经典系列教材

21SHIJI GAODENG YUANXIAO

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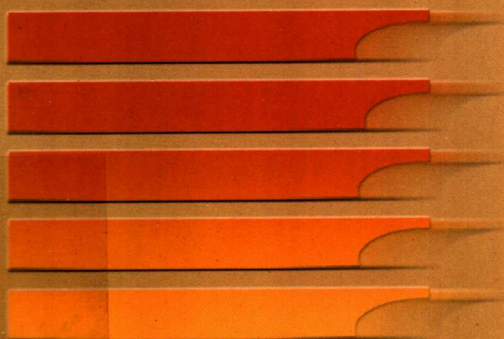
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ENGLISH FOR INTERNATIONAL
BUSINESS COMMUNICATION

● 滕美荣 许楠/编著



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出版总序

中国加入世界贸易组织不仅标志着我国成为当今全球最大、最具代表性的国际经济组织的成员,而且标志着我国在融入经济全球化、参与国际经济竞争方面又迈出了决定性的一步,使我国的改革开放和经济发展自此步入了一个崭新的阶段。

入世是一把双刃剑,机遇与挑战并存。

我们已经看到和将要看到的是,经济领域中的竞争会日趋激烈。

经济领域竞争的实质,是人才的竞争;而人才的培养,有赖于教育,尤其是培养高素质专业人才的高等教育。与严酷的现实相比,我们还缺乏一大批既熟悉现代市场经济运行规律和世贸组织规则,又精通专业知识,适应国际竞争需要的高级管理人才和专业人才。

教育是当代科技生产力发展的基础,是科学技术转化为现实生产力的条件,是培养高素质人才和劳动者的根本途径,也是实现管理思想、管理模式、管理手段现代化的重要因素。

《中共中央国务院关于深化教育改革全面推进素质教育的决定》指出:“当今世界,科学技术突飞猛进,知识经济已见端倪,国际竞争日趋激烈。教育在综合国力的形成中处于基础地位,国力的强弱越来越取决于劳动者的素质,取决于各类人才的质量和数量,这对于培养和造就我国 21 世纪的一代新人提出了更加迫切的要求。”

中共中央和国务院的决定为高等教育的改革与发展确定了基本目标和方向。

教材是体现教学内容的知识载体,是进行教学的基本工具,更是培养人才的重要保证。

教材质量直接关系到教育质量,教育质量又直接关系到人才质量。因而,教材质量与人才质量密切相关。

正是由于教材质量在实施科教兴国的发展战略中具有十分重要的作用,我们在策划与组织编写这套教材的过程中倾注了大量的人力、物力和财力。

我们希望奉献给广大教师、学生、读者的是一套经得起专家论证和实践检验的经济与管理专业系列精品教材。

在策划和编写本套教材的过程中,我们贯彻了精品战略的指导思想,使之具有如下特点:

第一,以全面推进素质教育为着眼点,以教育部《普通高等教育教材建设与改革的意见》为指导,面向现代化,面向未来,面向经济全球一体化,充分考虑学科体

系的完备性、系统性和科学性,以适应教学和教材改革的需要,满足培养高素质、创新型、复合型人才的需要,并力求教材在内容质量方面具有体系新、内容新、资料新、方法新的特点。

第二,在广泛调查研究的基础上,通过多所高等院校一批有着丰富教学经验的专家教授论证和推荐,优化选题,优选编者。参加本套教材论证和编写的专家教授分别来自北京大学、清华大学、中国人民大学、中国政法大学、对外经济贸易大学、首都经济贸易大学、东北财经大学、西南财经大学、中南财经政法大学、上海财经大学、武汉大学、北京工商大学、南开大学、天津财经大学、天津商学院、南京大学、华中科技大学、北京科技大学、厦门大学、复旦大学、四川大学、中央财经大学等二十余所国内著名或知名高等院校。

第三,在选择教材内容以及确定知识体系和编写体例时,注意素质教育和创新能力、实践能力的综合培养,为学生在基础理论、专业知识、业务能力以及综合素质的协调发展方面创造条件。在确定选题时,一方面根据教育部的指导性意见收入了各相关学科的专业主干课教材,以利于学生掌握各学科及各专业的基础理论、基本知识;另一方面又在充分学习和借鉴国外经典教材的基础上,编选了部分带有前沿性、创新性的专业教材,以利于中外高等教育在课程设置方面的接轨。

第四,考虑到培养复合型人才的实际需要,本套丛书突破了原有的较为狭隘的专业界限和学科界限,在经济学和管理学两大一级学科的统领下,广纳多个分支学科的基础课、专业基础课、专业主干课教材。这些分支学科和专业包括工商管理、金融学、人力资源管理、物流学、广告学、会计学、市场营销、电子商务、国际经济与贸易等。从纵向上看,各学科、各专业的教材自成体系,完整配套;从横向上看,各学科、各专业的教材体系又是开放式的,相互交叉,学科与专业之间没有明确的界限,以便于各院校、各专业根据自身的培养目标设置课程,交叉选用。

本套丛书自身也是开放式的。我们将根据学科发展的需要、教学改革的需要、专业设置和课程调整的需要,不断加以补充和完善。

本套教材不仅是一大批专家教授多年科研成果的总结和教学实践的总结,而且在编写体例上也有所突破和创新,希望它的问世能够对我国经济与管理人才的培养有所帮助。

出版者



前 言

21 世纪是经济日益全球化的世纪,中国与世界各国的交往日益频繁,国际贸易事业发展迅猛,因此,我国对国际商务人才的需求量也在不断增加。

外贸英语函电属我国外贸类高等院校的主干课程,同时也是从事国际经贸工作必需的技能之一。掌握有效的国际贸易交往技巧、具备书面英语沟通能力就能在激烈竞争的经贸领域中占据先机,取得佳绩。

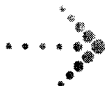
《外贸英语函电》的出版是应时之需,本书除了注重外贸英语信函的业务特色外,还突出了当今英语函电文字简明、风格自然亲和的特点,更侧重于语言的运用技巧,以适应当今外贸业务发展的需要。本书突出教学内容的实用性和针对性,结合我国外贸业务的实际,通过大量实例介绍国际商务书信的特点、格式和结构,商业语汇以及有关外贸业务的英语表达方式和句型结构,并设置了许多练习以帮助读者把基础英语技能和外贸英语知识有机地结合起来,使学生具备撰写国际商务英语书信的能力,满足时代对有效地从事国际经贸信息沟通专门人才的需求。

本书共分 16 章,各章内容涉及简明的相关业务知识介绍、信例、商业语汇注释、常用句型、练习及答案。

本书由对外经济贸易大学滕美荣和许楠两位教师共同编写,它将外贸实务各重要环节与信函写作相结合,英汉双解清晰加注,适合高等院校和高等职业技术学院对外经济贸易专业或国际商务英语专业高年级教学之用,亦可供涉外经贸、商务工作人员培训和自学之用。

编 者

2005 年 1 月





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Chapter 1 Fundamentals of Business Letters



Lead-in 导读

Since China joined the WTO, business activities and information exchanges across borders have been increasing rapidly. Today almost all the business communities recognize with one consent the significance of essential communicating skills, for all business activities rely on satisfactory exchange of information. Among the several communications tools, business letters remain an indispensable part of business communication.

自中国加入世界贸易组织以来,国家间的贸易活动和信息交往日益频繁。如今,几乎所有的商业人士都认识到了必要的通信技能的重要性,因为所有商务活动都依赖于满意的信息交流。在现有的几种沟通工具中,外贸书信仍然是商务沟通不可缺少的一部分。

Learning Objectives 学习目标

By studying this chapter, you will be able to :

- ★ Understand the functions of business letters
- ★ Learn the principles of business-letter writing

通过学习本章节,应该做到:

- ★ 了解商务书信的功能
- ★ 领会商务书信写作原则



Functions of Business Letters 商务书信的功能

Since China joined the WTO, business activities and information exchanges across borders have been increasing rapidly. Today almost all the business communities recognize with one consent the significance of essential communicating skills, for all business activities rely on satisfactory exchange of information. Among the several communications tools, business letters remain an indispensable part of business communication. Without them, much of the ordinary activities of business would be impossible. They are used to sell products or services, request material or information, answer customers' inquiries, maintain good public relations, and serve a variety of other business functions.

In this age of rapid communications, you may ask if many of these activities couldn't be handled over the phone or in person. In some cases, these two methods may be the best ways to get message across. But few business people have the time to visit clients personally, and long-distance telephone calls can be time-consuming and expensive. More importantly, most people retain only about 25% of what they hear. The chances of your message being forgotten or misunderstood greatly increase if you rely on oral communication.

As a result, business letters are one of the best ways to ensure that your message is accurately received, particularly if you are discussing technical or highly detailed information.

Business letters also serve as a part of a company's permanent record. They can be used to verify bookkeeping and inventory entries. If you have a question about a customer's order, whether someone's query was answered, or about the details in an agreement, you can check your file copy of the letter. You cannot do the same with a phone conversation unless you record every outgoing and incoming call!

Letters also function as written contracts, fully recognized by the courts. Letters of agreement are often drawn up between companies and independent suppliers or consultants. Job offers made through the mail are regarded as legally binding on the sender. If you accept in writing, your letter is a binding contract of employment.

Letters can act as formal or informal public relations material. They can help to build goodwill between you and your clients, creditors, suppliers, and other public

第一章 商务写作基础



groups. Your letter represents you and your firm to people you may never meet personally or call on the phone. How you express yourself and the appearance of your letter form an impression in the reader's mind of you and your business.

Every letter that leaves our office fulfills several purposes. As a result, your business letters deserve considerable care and attention.

自中国加入世界贸易组织(WTO)以来,国家间的贸易活动和信息交往日益频繁。如今,几乎所有的商业团体都认识到必要的通信技能的重要意义,因为所有商务活动都有赖于满意的信息交流。在现有的几种沟通工具中,外贸书信(也称外贸函电)仍然是商务交流不可缺少的工具之一。如果没有贸易往来书信,大部分普通贸易活动便不可能进行。商务书信可用于出售商品或服务、索要材料或信息、回复客户的询函、保持良好的公共关系,同时还具有其他一系列的商务功能。

在这个通信便捷的时代里,你可能会问:难道这些商务活动不可以通过电话或面谈来实现吗?在某些情况下,这两种方法可以说是传达信息的最好办法。但是,商务领域的人士很少有时间亲自拜访客户,而长途电话既费时又昂贵。更重要的是,大多数人只能记住他们所听到全部信息的25%,如果依靠口头交流,你的信息就很有可能被遗忘或误解。

因此,商务书信是确保你的信息被准确无误接收的最佳方法之一,尤其当你讨论的是技术信息或细节信息之时,它更是首选。

商务书信还可以作为公司永久档案的一部分。它们可以用来核实账簿和库存。如果你对某客户的订单有疑问,无论是想确认是否某份询函已经答复,或是对协议的某个细节有疑问,你都可以查对信函的存档原件。然而你却无法查对某次电话交谈的内容,除非你将所有进出电话全部录音。

信函也可以作为书面合同得到法律的完全认可,如公司与供应商或与顾问之间常签署协议书。通过邮件提供的工作机会对发信人具有法定约束力,如果你以书面形式接受,那么,你的信件就是具有约束力的任职合同。

信函可以作为正式或非正式的公共关系材料,它们有助于你与你的客户、债权人、供应商以及其他公共关系群体之间建立友好关系。对于那些你从未通过电话,也从未亲自会过面的客户来说,信函代表的就是你与你的公司。如何表达你的想法以及你的信件外观都会在你的客户心中留下关于你和你公司的深刻印象。

每封发出的信函都要履行不止一项任务,因此,有必要仔细认真地对待商务函电。



Principles of Business Letter Writing

商务书信写作原则

The most effective business letter should be easy to read and easy to understand. They must be friendly and courteous. We should put in mind the point that business letters play important role in development of goodwill and friendly trade relationship. Generally speaking, we need to apply some specific writing principles while writing a business letter. They are: consideration, completeness, correctness, concreteness, conciseness, clarity and courtesy.

最有效的商务书信应该是易读易懂,友好而客气。我们必须始终牢记商务书信对于发展友好贸易关系起着重要的作用。一般而言,书写商务书信时,应该遵守其特有的写作规则,即体贴、完整、准确、具体、简洁、清楚、礼貌。

1. Consideration 体贴

Consideration is an important rule of good business writing. The letters you send out must create a good impression. Try to put yourself in his or her place to give the consideration to his or her varied wishes, demand, interest and difficulties. Emphasize the "You" attitude rather than the "I" or "We" attitude. Find the best way to express your better understanding and present the message. That enables a request to be refused without killing all hope of business or allows a refusal to do a favor to be made without harming friendship.

体贴是商务写作应遵循的重要原则。你寄出的信件一定要建立良好印象,试着站在对方的立场去考虑他们的各种不同的愿望、要求、兴趣和困难,采取以第二人称“您”为出发点,而不是以第一人称“我”或“我们”为出发点的态度。找出最好的方法来有效表达想法和传递信息,这可以使我们婉拒要求而保存继续生意往来的希望、拒绝帮忙而不伤害友情。

Compare the following pairs of sentences:

比较下列各组句子:

You-attitude (第二人称)

Congratulations to you on your success.

We will send you the sample next month.

We-attitude (第一人称)

We'd like to send my congratulations to you.

We won't be able to send you the sample



You earn 2% discount when you pay cash.

this month.

We allow you 2% discount for cash payment.

2. Correctness 准确

Correctness means not only proper expression with correct grammar, punctuation and spelling, but also appropriate tone which is a help to achieve the purpose. It is likely to convey the real message in a way that will not cause offence even if it is a complaint or an answer to such a letter. Business letters must be factual information, accurate figures and exact terms in particular, for they involve the right, the duties and the interest of both sides often as the base of all kinds of documents. Therefore, we should not understate nor overstate as understatement might lead to less confidence and hold up the trade development while overstatement would throw you in an awkward position.

准确表达不仅是指语法、标点符号和拼写使用得正确,而且要采用合适的语气来帮助达到目的。语气如果正确,即使是一封投诉信或回复投诉信,也能既传达了本意又不得罪人,商务书信的内容必须是实事求是的信息,尤其要保证数据的精确和术语的严格准确,因为它们是各种单据的依据,会涉及买卖双方的权利、责任与利益。因此,我们既不能过于保守也不能太夸大,因为过于保守会引起信心不足而对贸易造成不利,同样的,说话过于夸大则会使自己陷入尴尬境地。

3. Completeness 完整

A business letter is successful and functions well only when it contains all the necessary information. An outline helps for the letter to be full and complete. See to it that all the matters are discussed, and all questions are answered. Incompleteness is not only impolite, it also leads to the recipient's unfavorable impression towards your firm. He may give up the deal if other firms can provide him with all the information needed, or if he would not take the trouble inquiring once again.

As you work hard for completeness, keep the following guidelines in mind: why do you write the letter, what are the facts supporting the reasons, whether have you answered the questions asked or not and what the reader has expected to do.

一封商务书信只有包含了所有的必要信息时才可能达到它的理想效果,而列好提纲则有助于使信件全面完整。要确保信函包含了一切商讨内容,并回答了所



有问题。不完整的信件不仅有失礼貌,而且会令收信人对你的公司产生不好的印象。如果其他公司向他提供了一切必要的信息,或者他嫌再次询盘麻烦,他就可能放弃与你的合作。

要想使信函全面完整,就必须注意以下几个问题:为什么写这封信? 陈述原因所依据的事实是什么? 是否已回答了对对方提出的所有问题? 收信人期待的是什么?

4. Concreteness 具体

What the letter comes to should be specific, definite rather than vague, abstract and general. Especially for letters calling for specific reply, such as offer, inquiring trade terms, etc.; concreteness is always stressed. For example, some qualities or characters of goods should be shown with exact figures and avoid words like short, long or good. Give specific time with date, month, year and even offer hour, minute if necessary, but avoid expressions such as yesterday, next month, immediately and etc.

The following guidelines can help us write concretely: use specific facts and figures; put action in your verbs, prefer active verbs to passive verbs or words in which action is hidden; choose vivid, image-building words; pay attention to word orders, put modifiers in right place.

书信应该写得具体、明确,而不能含糊、抽象、笼统。尤其是像报盘、询问贸易条款这类需要具体答复的信函,就更加强调写作时要具体。例如,商品的某些质量和特征要用准确的数字,避免使用“长”、“短”或“好”这样的词语。时间要具体,用年月日标明,必要时,甚至要注明小时、分钟,避免使用诸如“昨天”、“下个月”、“马上”等表达用语。

以下方法可以帮助我们书信写得具体:使用具体的事实与数据;用动词表达动作,多使用主动语态,少用被动语态或隐含动作的词语;选择生动、形象的词语;注意词序,妥善放置修饰语。

5. Conciseness 简洁

Conciseness is often considered to be the most important writing principle, it enables to save both the writer's and the recipient's time. Conciseness means most complete message but briefest expression with no sacrificing clarity or courtesy. A good business letter should be precise and to the point. To achieve conciseness of your letter-writing, try to keep your sentences short, and avoid wordy languages and redundancy,

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or repetition, and eliminate excessive detail.

Paragraphing carefully can make a business letter clearer, easier to read and more attractive to readers. It is a good rule to confine each paragraph to only one point or topic.

简洁常常被视做写信的第一要义,因为这样既能节约写信人的时间,也能节约收信人的时间。简洁指的是书信内容完整、语言简洁而不失清楚、委婉客气。一封好的商务书信应该是明确的、直截了当的。为了做到书信简洁,就要力求句子短小精悍,避免赘言赘语或重复,省去多余细节。

认真划分段落会使商务书信更加清楚、易读,吸引读者。同时,每个段落仅围绕一个要点或一个主题展开则是一种很好的方法。

Compare the following sentences:

比较下列句子:

Concise (简洁)

We will consider the delivery schedule at today's meeting.

They attend the Guangzhou Trade Fair to find a partner.

We've received your letter of March 15.

We have received your L/C.

Thank you for your letter of ...

I/ We enclose our new catalogue.

Wordy (赘冗)

We are going to give consideration to the delivery schedule at today's meeting.

They attend the Guangzhou Trade Fair for the purpose of finding a business partner.

We are in receipt of the letter you send to us on March 15.

Please be advised we have received your L/C.

The writer wishes to acknowledge your letter of ...

Enclosed please find our new catalogue.

6. Clarity 清楚

You must express yourself clearly to make sure that the message conveys exactly what you wish to say and is not liable to misunderstanding. Avoid vague and ambiguous expressions.

When you are certain about what you want to say, express it in plain, simple words, or present it in well-constructed sentences and paragraphs, and include necessary transitional words or expressions to link them up. Good, straight-forward, and simple English is what is needed for business correspondence.





为了准确传达你希望表达的信息,避免误会,你必须清楚地表达你的想法,避免使用含糊不清或有歧义的语言。

当你明确了想要表达的想法时,要用清晰、简单的词语,或准确无误的语句、段落将其表达出来,并注意使用必要的过渡词语或短语把它们有机地连接起来。正确、直截了当、简洁的英语才是商务函电所必需的。

Compare the following pairs of sentences:

比较下列句对:

We send you 4 samples yesterday of the goods which you requested in your letter of May 10 by air.

We send you yesterday, by air, 4 samples of the goods which you requested in your letter of May 10.

The goods not only differ in quality, but also in price.

The goods differ not only in quality, but also in price.

7. Courtesy 礼貌

Courtesy plays a considerable role in business letter writing, as in all business activities. It is a favorable introduction card, helping to strengthen your business relations and establish new ones. Courtesy means to show tactfully in your letters the honest friendship, thoughtful appreciation, sincerely politeness, considerably understanding and heartfelt respecting.

Avoid irritating, offensive or belittling statements. Answer letters promptly, for punctuality will please your recipient who hates waiting for days before he obtains a reply to his letter. Sometimes, discrepancy may occur in business, but with diplomacy and tact it can be overcome and settled without ill-will on either side. Never show your anger in a business letter.

And you must also adopt the right tone. Before you begin to write, think carefully about the way in which you want to influence your customer, and then express yourself accordingly, being persuasive, firm, apologetic and so on.

在商务函电写作中乃至所有商务活动中,礼貌都起着很重要的作用。它是有效的自我推介名片,有助于老关系的加强和新关系的建立。礼貌意味着在书信中非常巧妙地表示出诚挚的友情、诚恳的感谢、真诚的礼貌、体贴的理解和由衷的尊重。

避免激怒、冒犯或轻蔑的言辞。要做到及时回复,因为准时回复会使客户高

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兴,通常很少有人愿意等待很久才得到回复。有时生意中难免会产生分歧,但是运用策略和巧妙辞令完全可以克服并妥善解决,而不伤害任何一方。在商务书信中绝对不能显露出任何的怒气。

另外,还必须采用正确的语气写信。在开始写信之前,要认真考虑如何影响和感染你的客户,然后恰当地表达你的想法,或劝诱,或坚持观点,或道歉,等等。

Compare the following sentences:

比较下列句子:

We are sorry you have misunderstood us.

We are sorry we didn't make ourselves clearly.

Your letter of May 5 regarding the shipment of this batch has been received.

Your letter of May 5 regarding the shipment of this batch has received our careful attention.

Functional Sentence Bank on Beginnings and Endings

1. We have duly received your letter dated July 8.
敬悉贵公司7月8日来函。
2. Thank you for your interest in our electric heaters, expressed in your letter of June 5.
你方6月5日来函收悉,谢谢你对我方加热器产品的兴趣。
3. We are pleased to inform you that we like to enter into business relations with you.
特此奉告,我方愿与你方建立业务关系。
4. I'm pleased to tell you that your order will be delivered tomorrow.
欣然告知,你方订货明日交付。
5. Thank you very much for your inquiry of September 2 for our chemical fertilizers.
感谢你方9月2日对我方化学肥料的询盘。
6. In reply to your letter of August 3, we are sending you two copies of our brochure for your reference.
敬复你方8月3日来函,特寄去我公司产品手册两份,仅供参考。
7. We regret to inform you that the shipment of order No. 216 has to be delayed due to the heavy rain of July 8.
本公司深表遗憾,订单216号项下的货物因7月8日的大雨不得不推迟装运。
8. We have enclosed our latest catalogue and price list.
随函附上我方最新产品目录与价格单。



9. We hope to hear soon about our shipment.

我们希望尽快听到装船的消息。

10. Your prompt reply would be greatly appreciated.

如蒙迅速回复,将不胜感激。

Words and Expressions

fundamental	n.	原理,原则,基本知识
border	n.	边界,国界
community	n.	团体,社会,共同体(政)
consent	n.	同意,赞成
communication	n.	交流,通信,传达
product	n.	产品,产物
service	n.	服务
request	vt.	请求,要求,邀请
inquiry	n.	询盘,询问
public relation		公共关系
get ... across		被理解;使人了解
client	n.	顾客,客户
time-consuming	adj.	费时的
ensure	vt.	保证,担保
accurately	adv.	精确地,正确地
particularly	adv.	特别地,格外,尤其;特殊地
permanent	adj.	永久的,持久的
verify	vt.	核实,查证,校验
bookkeeping	n.	簿记,记账
inventory	n.	存货,详细目录,财产清册,总量
query	n. / v.	问题/质问,询问,质疑
file copy		存档原件
letter of agreement		协议书
draw up		草拟,拟定
supplier	n.	供应商,厂商,供给者