

“21世纪”
经济类

21世纪高职高专
经济类实用规划教材

21世纪高职高专**经济贸易类**实用规划教材

21SHIJI GAOZHIGAOZHUAN JINGJIMAOYILEI SHIYONG GUIHUA JIAOCAI

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电子课件

外贸英语函电

郑文玲 主 编

肖扬军 副主编

- 由高校教师及企业管理人员共同参与编写，将理论知识和实际业务活动结合起来，强化学生从事国际商务活动的能力和技巧。
- 以合作企业为背景，以一票真实的外贸订单为主线，从外贸业务员角度安排内容，以便在教学过程中实现一定程度的工学结合。

清华大学出版社

21 世纪高职高专经济贸易类实用规划教材

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郑文玲 主 编
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清华大学出版社
北 京

内 容 简 介

本书是以高等职业学校国际贸易实务、商务英语专业的学生就业为导向,进行具体交易流程分析,提炼核心知识与技能作为课程的职业能力目标,将知识与技能分解、重构、序化在五个典型工作模块中进行以实际工作任务为引领的项目教学。全书贯穿“根据企业真实案例设计工作情景—在学生完成工作任务的过程中讲授知识点—最终进一步通过实训练习应用知识与技能”的写作思路,让学生在完成工作任务的同时掌握知识与技能。

本书分成五个模块,包括出口业务准备、出口订单洽谈、出口订单签约、出口订单履行和出口订单善后。每个模块又各设若干个活动,每个活动都按学习目标、工作任务、知识链接、操作指导、能力拓展的思路编排。

本书可作为高职高专国际贸易实务、商务英语等专业的教材,也可以作为相关从业人员的参考用书。

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前 言

中国的经济越来越融入世界格局，经济建设需要我国的高等教育输送更多既懂专业知识，又能用外语同客户有效沟通的国际化人才。很多外贸企业对员工缺少系统化的岗前培训，学生最初走上工作岗位时常常感觉很茫然，不知道如何将书本上的知识和实际业务活动结合起来。为了强化学生运用英语从事国际商务活动的能力和技巧，使学生实现“零距离”就业，我们编写了本书，希望为学生们在校期间的学习和走上工作岗位后的工作提供参考和帮助。

为了使初学者加深对书本知识的理解，更容易在学习过程中抓住要领，在具体业务操作时更快上手，本书在编排的时候从外贸业务员的视角，分析从与潜在客户建立起贸易关系到签订出口订单再到履行出口订单的基本过程，并以此编排教学内容，帮助学生一步步完成外贸的整个操作流程。我们以合作企业为背景，以一票真实的外贸订单为主线，通过与客户往来的真实信函，使得在课堂教学中实现一定程度的“工学结合”。为了使学生行文更加规范，我们在知识链接中选取了外贸英语函电方面的经典例文，保障了教学体系的完整。同时，我们邀请企业管理人员参与编写，并在本教材中加入了与产业相关的商品知识，使教学内容更加贴近企业实际业务操作的需要。

本教材分成五个模块，包括出口业务准备、出口订单洽谈、出口订单签订、出口订单履行和出口订单善后。每个模块又各设若干个活动，每个活动都按学习目标、工作任务、知识链接、操作指导、能力拓展的思路编排。体例设计符合教学需要，笔者多年从事外贸业务和教学工作的经历和经验的融入使得本教材更贴近学生的就业需要。

感谢诸暨博宇贸易有限公司肖扬军总经理在本教材编写过程中给予的大力支持。

编 者

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工作准备

1. 人物简介

Ms. Li (Ella) graduated from Zhejiang Vocational College of Commerce in June, 2011. After graduation, she was lucky to be employed by ZHUJI *** TEXTILES CO., LTD. The company sent her to the plant to be an order supervisor in order to give her some ideas of the company's commodities.

Three months later, Ella came back to the company. The general manager asked her to open up the international market.

2. 公司简介

ZHUJI *** TEXTILES CO., LTD. is located in Zhuji city, Zhejiang province, China. The city is famous as "World Socks Manufacturing Center", which is 70 km away from Hangzhou, 250 km away from Shanghai, neighboring the Hangjinq Expressway. The company considers itself in a very advantageous geographical position.

The company is set up as a joint venture, which was established in 1998. The overall investment of the company exceeds \$4,000,000, covering a plant floor area of 18,000 square meters, building area of 12,000 square meters. The company is equipped with the latest and most advanced machines. It possesses over 200 computerized socks knitting machines, and 2 fully automatic type-setting machines as well as more than 20 piece-end sewing machines. 320 employees including more than 20 specialized technicians constitute the company's staff force, with designing, manufacturing, developing, and operating integrated. The major products of the company are composed of a variety of medium and high grade cotton-type socks, including terry socks, sports socks, casual socks, gentle's socks, and panty-hoses, etc. All products are exported to North America, Europe, Japan, South America, and the Middle East, with an annual production of 25,000,000 pairs, annual production value up to \$7,000,000.

The company insists on "Based on Integrity, Developed by Quality". By establishing modern management system and bringing forward "To Be the Best of the Industry", the company is aiming to be an internationally reputable modern enterprise.

Address: ZHUJI, ZHEJIANG CHINA



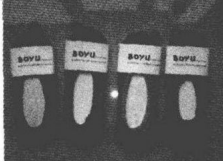
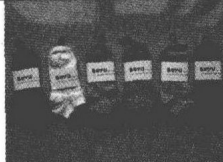


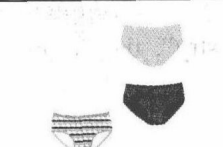

Phone No.: +86 575 8123****

Fax No.: +86 575 8123****

E-mail: ***@GMAIL.COM

Some commodities of the company:

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Items	Specification	MOQ/PER SIZE PER COLOR	Price (FOB SH)
	Ladies' socks 63g/pair corn fibre	200 dozen per color	USD1.00/PAIR
	ladies' socks , 60g/pair 34% acrylic, 27% polyester, 20% rayon, 10% wool, 7% angora rabbit wool, 1% cashmere, 1% spandex	MOQ, 200 dozen	USD1.72/PAIR
	ladies' socks 20g/pair 75% acrylic, 23% polyester, 2% spandex	200 dozen per color	USD0.36/PAIR
	ladies' socks 54g/pair 85% cotton, 13% polyester, 2% spandex	200 dozen per color	USD0.74/PAIR
	ladies' pajamas pants 65% polyester, 35% cotton S/M/L/XL	200 dozen per color per size	USD2.20/PANTS
	ladies' seamless camisole 92% polyamide, 8% spandex S/M/L	200 dozen per color per size	USD1.50/PIECE
	ladies' briefs 100% cotton S/M/L/XL	200 dozen per color per size	USD0.50/PIECE
	men's t-shirt 100% cotton S/M/L/XL	200 dozen per color per size	USD2.40/PIECE

3. 商务书信写作的基础知识简介

1) Form of Business Letters

(1) Full Block Form (齐头式)

In the Full Block Form, every part of a letter is typed from the left margin. It is convenient to be typed with a typewriter but the layout is not so beautiful. So some businessmen use a modified block form with indented style.

PINETIME IMPORT LIMITED

PO BOX 270

UNITED KINGDOM

TEL.: +44 020 12345678

FAX: +44 020 12345679

YOUR REF.: A123

OUR REF.: BCBC

DATE: FEB. 07,2011

ZHUJI *** TEXTILES CO., LTD.

17 XINGYE ROAD,

ZHUJI, ZHEJIANG, CHINA

Dear Sirs,

Thank you for your letter of February 03, 2011. We are a company that is engaged in importing clothing items from your country.

We are interested in contacts as mentioned by you. Our Purchasing Manager, who is in Hong Kong at the moment, will contact you when he returns.

Yours faithfully,

PINETIME IMPORT LIMITED

(Signed)...

Aziz, Managing Director

外贸英语函电

(2) Modified Block Form with Indented Style (混合式)

In the Modified Block Form with Indented Style, the sender's address is typed (or printed) in the up-middle part. The receiver's address starts from the left margin. The complimentary close as well as the signature is typed from the middle a little towards the right.

PINETIME IMPORT LIMITED
PO BOX 270
UNITED KINGDOM
TEL.: +44 020 12345678
FAX: +44 020 12345679

YOUR REF.: A123 OUR REF.: BCBC

DATE: FEB. 07, 2011

ZHUJI *** TEXTILES CO., LTD.
17 XINGYE ROAD,
ZHUJI, ZHEJIANG, CHINA

Dear Sirs,

Thank you for your letter of February 03, 2011. We are a company that is engaged in importing clothing items from your country.

We are interested in contacts as mentioned by you. Our Purchasing Manager, who is in Hong Kong at the moment, will contact you when he returns.

Yours faithfully,
PINETIME IMPORT LIMITED
(Signed)...
Aziz, Managing Director

(3) Modified Block Form (改良式)

In the Modified Block Form, all the parts start from the left margin, except the date, complimentary close and signature which are positioned same as that in the Modified Block Form with Indented Style.



PINETIME IMPORT LIMITED

PO BOX 270

UNITED KINGDOM

TEL.: +44 020 12345678

FAX: +44 020 12345679

YOUR REF.: A123

OUR REF.: BCBC

DATE: February 07, 2011

ZHUJI *** TEXTILES CO., LTD.

17 XINGYE ROAD,

ZHUJI, ZHEJIANG, CHINA

Dear Sirs,

Thank you for your letter of February 03, 2011. We are a company that is engaged in importing clothing items from your country.

We are interested in contacts as mentioned by you. Our Purchasing Manager, who is in Hong Kong at the moment, will contact you when he returns.

Yours faithfully,

PINETIME IMPORT LIMITED

(Signed)...

Aziz, Managing Director

(4) Simplified Form (简化式)

Simplified Form is somewhat like Full Block Form. But some parts are omitted, such as salutation and complimentary close.

PINETIME IMPORT LIMITED

PO BOX 270

UNITED KINGDOM

TEL.:+44 020 12345678

FAX: +44 020 12345679

DATE: February 07, 2011

ZHUJI *** TEXTILES CO., LTD.

17 XINGYE ROAD,

ZHUJI, ZHEJIANG, CHINA

Thank you for your letter of February 03, 2011. We are a company that is engaged in importing clothing items from your country.

We are interested in contacts as mentioned by you. Our Purchasing Manager, who is in Hong Kong at the moment, will contact you when he returns.

Aziz, Managing Director

The above four forms are popularly used nowadays. The form a sender chooses depends on his or her preference. The main aim of designing a letter is to make the letter not only pleasing to the eye, but also convenient to be typed.



2) Structure of Business Letters

<p>PINETIME IMPORT LIMITED PO BOX 270 UNITED KINGDOM TEL.: +44 020 12345678 FAX: +44 020 12345679</p>	<p>a. letterhead</p>
<p>YOUR REF.: A123 OUR REF.: BCBC DATE: February 07, 2011</p>	<p>b. reference and date</p>
<p>ZHUJI *** TEXTILES CO.,LTD. 17 XINGYE ROAD, ZHUJI, ZHEJIANG, CHINA</p>	<p>c. inside name and address</p>
<p>Attention: Import Dept.</p>	<p>d. attention line</p>
<p>Dear Sirs,</p>	<p>e. salutation</p>
<p style="text-align: center;"><u>Clothing Items</u></p>	<p>f. subject line</p>
<p>Thank you for your letter of February 03, 2011. We are a company that is engaged in importing clothing items from your country.</p>	<p>g. body of the letter</p>
<p>We are interested in these items as mentioned in our attached list. Our Purchasing Manager, who is in Hong Kong at the moment, will contact you when he returns.</p>	
<p style="text-align: right;">Yours faithfully, PINETIME IMPORT LIMITED (Signed)··· Aziz, Managing Director</p>	<p>h. complimentary close i. signature</p>
<p>Encl. as stated</p>	<p>j. enclosure</p>
<p>C.C. our Branch Offices</p>	<p>k. carbon copy notation</p>
<p>P.S. If possible, please arrange some samples for our reference.</p>	<p>l. postscript</p>

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(1) Letterhead (信头)

Letterhead includes the sender's name, postal address, telephone number, fax number and E-mail address, etc. Usually letterhead is printed in the up-center or at the left margin of a letter writing paper.

In some countries, the letterhead contains other details. For example, in the U.K. the director's names of a company are given.

(2) Reference and Date (编号和日期)

In business communication, when a firm writes to another, each will give a reference. The reference may include a file number, departmental code or the initials of the signer followed by that of the typist of the letter. These are marked "Our ref.:" and "Your ref.:" to avoid confusion. They are typed immediately below the Letterhead.

The date should always be typed in full and not abbreviated (e.g. December for Dec.) and the -th, -st, -nd, and -rd that follow the day can be omitted (e.g. May 5 for May 5th). Don't write 12 instead of 2012 for the year.

Avoid typing dates in figures (e.g. 10/2/2011), since it could easily be confusing. Because the British form follows the order of day, month and year while the American practice is to write in the order of month, day and year. So 10/2/2011 could be taken as either October 2, 2011 or February 10, 2011.

(3) Inside Name and Address (封内名称及地址)

The name and address of the receiver is typed at the left-hand margin about two to four spaces below the date. It appears exactly the same way as on the envelope.

Mr., Mrs., Miss, and Ms. — the ordinary courtesy titles are used to address to one person. Mr. for a man, Mrs., Miss and Ms. for a woman. After the name, his or her official position should follow, if there is any.

e.g. Mr. C.C. Eckersley, Director

Messrs. (abbreviation of Messieurs) is, also a courtesy title, used for partnerships whose firm's name includes a personal element, as in Messrs. Macdonald & Evans. It is not used, where there is no personal element in the name, as Utility Furniture Co., when the name already carries a courtesy title, as Sir William Dobson & Sons, or when the word "The" forms part of the name, as The Grayson Electrical Co.

(4) Attention Line (经办人)

Attention Line is used when the writer of a letter addressed to an organization wishes to direct the letter to a specific individual or section of the firm. It generally follows the inside address.

e.g. Attention: Mr. Smith Attention: Sales Manager

(5) Salutation (称呼)

Salutation is the complimentary greeting with which the writer opens his letter. Its form



depends on the writer's relationship with the receiver. The customary formal greeting in a business letter is "Dear Sir" or "Dear Madam" used for addressing one person; and "Dear Sirs", "Dear Mesdames", or "Gentlemen" (always should be in plural form and never write "Gentleman") for addressing two or more people. If the receiver is known to the writer personally, a warmer greeting "Dear Mr. ××." is then preferred.

Salutation is usually typed two spaces below the inside address or the attention line, and followed by a comma for "Dear Sir", "Dear Sirs", and a colon for "Gentlemen".

(6) Subject Line (事由)

Subject Line is actually the general idea of a letter. It is inserted between the salutation and the body of the letter either at the left-hand margin for fully-blocked letter form or centrally over the body for other forms. It calls the receiver's attention to the topic of the letter.

(7) Body of the Letter (信文)

This is the main part of the letter. It expresses the writer's ideas, opinions, purposes and wishes, etc., so it should be carefully planned. When writing, pay attention to the following.

(a) Write simply, clearly, courteously, grammatically, and to the point.

(b) Paragraph correctly, confining each paragraph to one topic.

(c) See that your typing is accurate and the display artistic. Aim at an attractive and pleasing appearance for your letter. Margins are especially important, since they serve to "frame" your letter.

For very short letters you may adopt double line-spacing except for your correspondent's name and address for which single line spacing should always be used.

If there has been previous correspondence, the reply letter will refer to it in the first paragraph. The writer's plans, hopes and expectations will be expressed in the last paragraph.

(8) Complimentary Close (结尾敬语)

Complimentary Close is merely a polite way of ending a letter. It is in keeping with the salutation. The most commonly used sets of salutation and complimentary close are:

Formal:

Dear Sir(s), Yours faithfully,

Gentlemen: Truly yours,

Less formal:

Dear Mr. Henry, Yours sincerely, (or Sincerely yours,)

As the salutation and complimentary close are merely a matter of courtesy and don't mean anything to the message, they can be omitted in the simplified form used nowadays.

The complimentary close, when it is used, must never be separated from the substance of a letter by carried to a separate sheet. If through faulty judgment, this becomes necessary, the letter must be scrapped and retyped--leaving narrower spaces to retype the letter within one sheet of paper or rearranging the letter with some portion of the body carried over to the next sheet.

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When using continuation sheets, plain paper of the same quality as the letterhead must be used and typed with a heading to show:

- (a) the number of the sheet (in the center of the page)
- (b) the name of your correspondent (on the left-hand side)
- (c) the date of the letter (on the right-hand side)

e.g.

ABC CO.,

FEB.17,2011

(9) Signature(签署)

It is common to type the name of the writer's firm or company immediately below complimentary close. Then the person who dictating writes should sign his name by hand and in black or blue ink below it. Since hand-written signatures are illegible, the name of signer is usually typed below the signature, and followed by his job title or position. Never sign a letter with a rubber stamp.

e.g.

Yours faithfully,
 THE NATIONAL TRANSPORT CO.
 (Signature)
 Wang Dawei
 Manager

(10) Enclosure (附件)

If something is enclosed, note it below the signature.

Encl.: Price List

(11) Carbon Copy Notation (抄送)

When copies of the letter are sent to others, type C. C. below the signature at the left margin.

C. C. The Osaka Chamber C. C. Mr. G Well

(12) Postscript (附言)

If the writer wishes to add something he forgot to mention or for emphasis, he may add his postscript two spaces below the carbon copy notation:

P.S. The samples will be mailed to you tomorrow.

Try to avoid using P.S. since it may suggest that the writer failed to plan his letter well before he typed it.

3) Addressing Envelopes (信封的写法)

Business Envelopes ordinarily have the return address printed in the upper left corner. The receiver's name and address should be typed about half way down the envelope.

The postmark or stamps should be placed in the up right-hand corner, while the bottom left-hand corner is for post notations such as "Confidential", "Secret", "Printed Matter", etc.

It is important to include the postcode (zip code in the U.S.A.) in order to facilitate mechanical mail-sorting.

<p>China National Chemicals Import & Export Co. Beijing, China</p> <p style="text-align: center;">Oversea Trading Co. 153 Market Street London, E.C.3</p> <p>Registered</p>	<div style="border: 1px solid black; padding: 5px; display: inline-block;">Stamp</div>
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4) Writing Principles of the Business Letter (写信的原则)

(1) Courtesy (礼貌)

Courtesy is not mere politeness. It stems from a sincere You-attitude.

Compare:

(Polite)

We have received with many thanks your letter of Oct. 07, and we take the pleasure of sending you our latest catalog. We wish to draw your attention to a special offer which we have made in it.

(Courteous)

You will be particularly interested in a special offer on Page.5 of the latest catalog enclosed, which you requested in your letter of Oct. 07.

In order to make a business letter courteous, try to avoid irritating, offensive, or belittling statements. To answer letters promptly is also a matter of courtesy.

(2) Consideration (体谅)

Consideration emphasizes You-attitude rather than We-attitude. When writing a letter keep the reader's request, needs, desires, as well as his feelings in mind. Plan the best way to present the message for the reader to receive.

The following points are necessary for writing a letter to embody consideration:

a. You-attitude

Compare:

We-attitude

You-attitude