

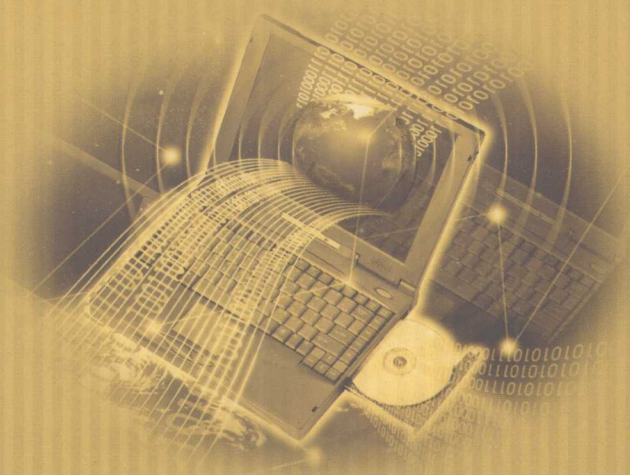


高 职 经 管 类 精 品 教 材

国际商务函电

GUOJI SHANGWU HANDIAN

主编◎张 颖



中国科学技术大学出版社



高职经管类精品教材

国际商务函电

GUOJI SHANGWU HANDIAN

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• 中国科学技术大学出版社 •

内 容 简 介

本书以项目为导向,以能力培养和训练为核心,从实际工作任务出发,按照工作过程展现了完整的对外交易磋商的流程。全书首先介绍了国际商务函电的格式和写作原则,其次从十一个方面展示了建立业务关系、询盘和答复、发盘和还盘、促销、达成交易、支付方式、包装、装运、保险、索赔和理赔、代理等交易磋商内容。

本书可作为高等学校国际商务类专业及相关经济贸易类专业的教材,还可作为国际商务工作者的参考书和自学用书。同时本书的目标读者也可定位于“有志于或刚到外贸类公司工作以及工作了两三年的青年业务员”。

图书在版编目(CIP)数据

国际商务函电/张颖主编. —合肥:中国科学技术大学出版社,2009. 8
ISBN 978-7-312-02511-2

I. 国… II. 张… III. 国际贸易—英语—电报信函 IV. H315

中国版本图书馆 CIP 数据核字(2009)第 089790 号

出版 中国科学技术大学出版社

安徽省合肥市金寨路 96 号,邮编:230026

网址: <http://press.ustc.edu.cn>

印刷 合肥学苑印务有限公司

发行 中国科学技术大学出版社

经销 全国新华书店

开本 710 mm×960 mm 1/16

印张 12.75

字数 249 千

版次 2009 年 8 月第 1 版

印次 2009 年 8 月第 1 次印刷

定价 22.00 元

前 言

在长期的教学实践中,我们认识到国际商务函电是高校国际商务专业必修的一门主干专业课程,也是一门颇具实践性的课程。

本书秉承以能力培养和训练为核心的教育理念,从实际工作任务出发,以项目为导向设计学习情景。本书首先介绍了国际商务函电的格式和写作原则,其次从十一个方面展现了对外交易磋商的环节,力图使学生在掌握基本写作技巧后能融会贯通,在实际业务中结合具体情况灵活运用函电对外磋商,做到用得上、用得好、用得巧,从而更好地适应外贸工作的实际需要。

本书可作为高等学校国际商务类专业及相关经济贸易类专业的教材,还可作为国际商务工作者的参考书和自学用书。同时本书的目标读者也可定位于“有志于或刚到外贸类公司工作以及工作了两三年的青年业务员”。

本书作者均为长期从事国际商务函电教学的一线教师,其中不乏拥有外贸企业实战经验的双师素质教师。张颖编写 Business Letter Writing, Project 2, Project 3, 郭艳青编写 Project 1, Project 9, 张键编写 Project 4, 张芳编写 Project 5, Project 8, 叶佩华编写 Project 6, Project 7, 许瑞松编写 Project 10, Project 11。本书由安徽工商职业学院张颖担任主编,叶佩华、张芳担任副主编。全书由张颖负责修改、总纂和定稿。

在本书的编写过程中,参考、借鉴了许多国内外作者的观点和有关资料,主要参考文献已列于书后。在此谨向各位作者表示最衷心的感谢。有些资料因各种原因,已无法找到原始出处及作者,在此谨向原作者致歉并表示衷心的感谢。本书得以顺利出版,还要特别感谢中国科学技术大学出版社的关心、支持和大力帮助。

由于编者水平有限,书中缺点、疏漏甚至错误在所难免,敬请专家、同仁和广大读者向我们提出宝贵意见,我们一定会及时改进。

编者

2009年5月

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Business Letter Writing

Working Task

The purpose of communication is to obtain complete understanding between the parties involved, and elicit the responses required. In this part, students are required to acquire some basic knowledge about the layout of business letter writing, and master the writing principles so as to avoid confusion and waste of time for both sender and receiver.

Task Description

Business letter has its special features, especially in format and structure. Considered in its most fundamental terms, a business letter may be defined as a message that attempts to influence its receiver to take some action or attitude desired by the sender. Thus, the ability to write an effective business letter will help those who want to represent themselves positively to their customers, competitors and employers.

Writing Skill

1. Layout of Business Letters

Usually, there are the following elements in formal business letters.

(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 upper center or at the left margin of a letter.

Chiwan Petroleum Supply Base

Chiwan, Shenzhen, China

Tel: 769840

Oil Patch Tel: 4352136

Fax: (5677)6670825

E-mail: cpsb@sohu.com

(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:

Your ref.:

Our ref.:

They are typed immediately below the letterhead. If desired, the reference initials can also be placed at the lower left margin two lines below the name of the signer.

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. 6 May for 6th May, June 1 for June 1st). Don't write 09 instead of 2009 for the year.

The forms of dates are as follows:

16 August, 2009 August 16, 2009

Avoid typing dates in figures (e. g. 12/3/2009), since it should easily be confusing. Because English form follows the order of day, month and year while the U. S. practice is to write in the order of month, day and year. So 12/3/2009 could be taken as either December 3, 2009 or March 12, 2009.

(3) Inside Name and Address (封内名称和地址)

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.

The following are the two examples to show the way of writing an inside

name and address:

e. g. 1 Messers William & Werner

36, Tower Street

North York, Ont

M2H1W8, Canada

e. g. 2 Mr. C. E. Eckersley

The London Export Corporation

6&7 Clifford Street

London, W. 1, England

(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: The sales Manager

(5) Salutation (称呼)

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

The customary formal greeting in a business letter is "Dear Sir" or "Dear Madam" 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. sb." is then preferred.

(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 a letter (正文)

This is the main part of the letter. It expresses the writer's idea, opinion, purpose and wishes, etc., so it should be carefully planned.

(8) Complimentary Close (结尾敬辞)

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,)

(9) Signature (签名)

It is common to type the name of the writer's firm or company immediately below complimentary close. Then the person who dictates the letter should sign his name, by hand and in ink, below it. Since hand-written signatures are illegible, the name of the signer is usually typed below the signature, and followed by his job title or position.

(10) Enclosure (附件)

If something is enclosed, note it below the signature.

e. g. 1 Enclosures 4 samples

e. g. 2 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.

e. g. 1 C. C. The Osaka Chamber of Commerce

e. g. 2 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.

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

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

The following letter is designed to illustrate the position of each part mentioned above:

①

Chiwan Petroleum Supply Base

(新 華 郵 政) Chiwan, Shenzhen, China

Tel: 769840

Oil Patch Tel: 4352136

Fax: (5677)6670825

E-mail: cpsb@sohu.com

Date: 7 March, 2009

② Your ref: Our ref: bw/bw

③ Messers. J. Brown & Co.

219 Eastcheap

London, E. C. 3.

④ Attention: Import Dept.

⑤ Dear Sirs,

⑥ Oil Tools

⑦ We thank you for your letter of March 2, 2009.

In compliance with your request, we are sending you here with a copy of our latest price list for your reference.

All prices are understood to be CIF European Main Ports, subject to our final confirmation.

Payment is to be made by irrevocable Letter of Credit available by draft at sight.

As there is a heavy demand for the goods, we suggest that you advise us by E-mail in case of interest.

We are looking forward to your early reply.

⑧ Yours faithfully,

⑨

Chiwan Petroleum Supply Base

(Signed) ...

Jiang yitian

Manager

⑩ Encl. as stated

⑪ C. C. our Branch Office in Chinese Hong Kong

⑫ P. S. Your letter of March 5 has just come to hand. As requested, we will airmail you two samples tomorrow.

2. Format of business letters

(1) Full-block Format (全齐头式)

In the full-block format, all lines begin at the left margin. There is no indentation in the letter at all. This format is simple, easy to type, and is often used in business letters.

Date	Letterhead
Inside address	
Salutation	
Body of letter	
Complimentary close	
Signature	

(2) Semi-block Format (半齐头式)

Complimentary close and signature end at the right-hand margin of the paper. All the other elements are blocked against the left margin.

Date	Letterhead
Inside address	
Salutation	
Body of letter	
Complimentary close	
Signature	

(3) Conventional format(传统式)

The difference between this format and the semi-block format is that it takes four spaces in the first line of each paragraph of the body letter. The positions of other elements are quite similar to those in the semi-block.

Letterhead	
Inside address	Date
Salutation	
Body of letter	
Complimentary close	
Signature	

3. Addressing Envelopes

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 post mark 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.

Here are two samples:

(1) Block form (齐头式)

Jennifer Green	Stamp
78 Cowpepper Road, Jericho	
Oxford X2 6DP England	
Purchase Manager Huapu Chemicals	
Import and Export Corporation	
29 Baishiqiao Road	
Haidian District	
Beijing 100034	
P. R. China	
By Air	

(2) Indented form (缩进式)

Overseas Trading Co. 88 Market Street London, E. C. 3.		Stamp
Huapu Chemicals Imp. & Exp. Corporation Li Qing Chaoyang District Beijing 100022 P. R. China		
Registered		

4. Writing Principles of Business Letters

(1) Courtesy

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

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

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:

- e. g. 1 We allow 2% discount for each payment. (We-attitude)
You earn 2% discount when you pay cash. (You-attitude)
- e. g. 2 We won't be able to send you the brochure this month. (We-attitude)
We will send you the brochure next month. (You-attitude)

(3) Completeness

A business letter should include all the necessary information. It is essential

to check the message carefully before it is sent out.

(4) Clarity

The writer must try to express his meaning clearly so that the reader will understand it well. To achieve this aim, he should try to:

① Avoid using the words which have different understanding or unclear meaning.

e. g. As to the steamers from Chinese Hong Kong to San Francisco, we have bimonthly direct services.

The word “bimonthly” has two meanings: twice a month, or once two months. The reader will feel puzzled about the meaning.

(Rewriting):

We have two direct sailings every month from Chinese Hong Kong to San Francisco.

We have semimonthly direct sailing from Chinese Hong Kong to San Francisco.

We have a direct sailing from Chinese Hong Kong to San Francisco every two months.

② Pay attention to the position of the modifiers.

e. g. We shall be able to supply 12 cases of the item only.

We shall be able to supply 12 cases only of the item.

The modifier “only” in the above sentences modifies two different words, so the two sentences have different meanings.

③ Pay attention to the sentence structures.

e. g. We sent you 4 samples yesterday of the goods which you requested in your letter of April 6 by air.

We sent you, by air, 4 samples of the goods which you requested in your letter of April 6 yesterday.

④ Paragraph carefully and properly.

Commercial letters should be clear and tidy, easy to be understood. So a writer should paragraph a letter carefully and properly. One paragraph for each point is a good general rule.

(5) Conciseness

To achieve conciseness is to use concise sentences and fewest words, without losing completeness and courtesy, to explain the meaning of a letter clearly.