

Lesson 1

Establishing Business Relations

建立业务关系

Dear Sirs,

We have received your letter of May 18, 1994. We note with pleasure that you are desirous to establish business relations with us. This we very much appreciate.

We specialize in light industrial products. To give you a general idea of the goods we handle, we are sending you, under separate cover a price list and a pamphlet for your selection.

As we are just initiating business with you, we would to know your business scope, the terms of payment and inspection, etc., so as to enhance mutual understanding and further our business.

We await your early reply.

Yours faithfully,

Words

- establish [is'tæblɪʃ] v. t. 建立 开立 创立
- business ['biznis] n. 业务 交易 商业
- relation [ri'leɪʃən] n. (pl.) 关系 交往
- pleasure [p'leʒə] n. 愉快 高兴
- desirous [di'zaiərəs] a. 想要的 想望的
- specialize ['speʃəlaɪz] v. i. 专门经营; 专门从事
- handle [hændl] v. i. v. t. 经营 处理
- separate ['sepəɪt] a. 分开的 各别的
- pamphlet ['pæmfli:t] n. 小册子
- initiate [ɪnɪʃi'eɪt] v. t. 开始 第一次做某事
- enhance [ɪn'hɑ:ns] v. t. 提高 (价值等) 增进
- mutual ['mju:tʃuəl] a. 相互的
- further ['fə:ðə] a. adv. v. i. 促进 更远 进一步的 地
- await [ə'weɪt] v. t. 期待 等待

Notes

1. note with pleasure 高兴地获悉

note V. 注意 注意到

与 learn, understand 同义, 但是语气较重相当于汉语时的“获悉”、“得知”。

Please note that this bill must be paid within 8 days.

请注意这帐单应在 8 天内付清。

You may have noted that our business address has changed.

你们也许已经注意到我公司的营业地址改了。

2. desirous a. 想要的 想望的。

后接介词 Of 和动名词或动词不定式

One of our clients in london is desirous to establish business relations with your company.

我们在伦敦的一个客商希望和你公司建立业务关系。

desire v. 想望 要求

We desire to discuss business with your representative.

我们很想与你方代表洽谈业务。

'desire n. 愿望

后跟动词不定式

We will do it at your desire.

我们愿照你方的要求去做。

3. business n. 商业 业务 交易

该词是不可数名词, 说两笔交易应说 two deals 或 two transactions

Please send us your bank and business references.

请提供银行及商业证明。

We are unwilling to see our business relations affected by such a small matter.

我们不愿看到我们的业务关系为这样的小事受到影响。

We do business with many countries in Asia.

我们和亚洲很多国家做买卖。

4. specialize v. 专门经营

后接介词 in

They specialize in porcelain ware. 他们专营瓷器。

speciality n. 专业

We make a speciality of glassware.

我公司专门经营玻璃器皿。

5. general idea 大体概念

6. handle v. 经营

表示经营某种商品，还可以用 deal in, trade in, engage in

They handle the import and export of plastics.

他们经营塑料制品的进出口业务。

We are engaged in the import of tableware.

我们经营餐具进口。

7. send v. 寄发

Please send us the samples of your printed shirting you recommend.

请提供贵方推荐的印花细布样品。

We shall send you catalogues of any lines in which you are interested.

我们将寄去你公司感兴趣的产品目录。

8. under separate cover 另邮

也可以用 by separate mail 或 by separate post

We are sending the sample and price list under separate cover.

样品及价格表另行寄去。

9. business scope 业务范围

与 the business activities, the line of business . the sphere of business 同义

10. terms of payment 支付条件

11. etc. (是拉丁语 et cetera 的缩写 等等)

与 and other things, and so on, and so forth 同义

12. so as 后面跟 to 不定式短语表示目的, 也可以改用 that 从句, 这句也可以改为 Please let us know your business scope and terms of payment so that we could further our business.

13. We await your early reply. 期待你方早日答复

await 与 wait for 同义, 后跟名词或动名词, 不能跟不定式。

We await hearing from you. 我们期待你方的消息。

Exercise

I. Translate the following into English:

从贵方 6 月 3 日函获悉, 贵方愿与我公司建立贸易关系。对此我方表示欢迎。由于以前未曾与贵公司建立业务关系, 想了解你方业务范围、支付条件和检验条款、财物状况等等。对你方提供的情况我们一定严格保密。

II. Translate the following into Chinese:

1. This morning we received your letter of May 7, and understand that your trade representative delegation will visit our town in October. They are welcome to our town and particular to our factory.
2. We shall be glad to show them round our factory, where they would see for themselves the superior quality of our products and the exquisite workmanship. (优良品质和精湛工艺)
3. They may return with interesting and useful information for your customers. We desire to establish a happy and successful business relationship with you.

Lesson 2
An Enquiry
询 盘

(A)

A Short Enquiry from an Importer

Dear Sirs,

We are one of the leading importers of cotton goods in Japan.

We should like to have some information about the printed shirting and sample books. If you cannot supply the information, please refer our enquiry to the appropriate corporation in your city, and we assure you of our reciprocating your courtesy at all times.

Yours faithfully,

(B)

An Enquiry from a Buyer

Dear Sirs,

Re: "Wanli" Brand Leather Shoes

We learn through your embassy in London that you are the largest exporters of Leather Shoes in Beijing.

At present we are mainly interested in "Wanli" Brand Men's Leather Shoes. We shall appreciate it if you will send us your latest illustrated catalogue, price-list together with details of the products. Meanwhile, please quote the lowest price CIF. London, indicating the earliest date of shipment.

If the price quoted is competitive, and the quality up to standard, we will place a substantial order with you. Your quotation would arrive here before 29 June, 1994, otherwise it would be too late for our consideration.

We await your early reply.

Yours faithfully,

Words

- enquiry [ɪn'kwɪəri] n. 询价; 询盘;
enquire [ɪn'kwɪə] v. . 询价 求购
appropriate [əp'rouprɪt] a. 合适的
assure [ə'sʊə] v. t. 确信 向.....保证
reciprocate [rɪ'sɪprəkeɪt] v. 酬答、答谢
catalogue ['kætəlɒɡ] n. 目录 (本)商品目录
embassy ['embəsi] n. 大使馆
illustrate ['ɪləstreɪt] vt. 用图或例子等)说明 阐明
detail ['di:teɪl] n. v. t. 详情 详述
indicate ['ɪndɪkeɪt] v. t. 告知 指明 指出
quote [kwənt] v. t. 报(价)
competitive [kəm'petɪtɪv] a. 有竞争力的
quality ['kwɒləti] n. 质量 品质
substantial [sʌb'stænʃəl] a. 大量的
otherwise ['ʌðəwaɪz] adv. 否则 另外 不同地

Notes

1. enquiry n. 询盘 询价 求购

指明具体商品时 通常接介词 for

该词可以拼写为 inquiry。enquiry 和 inquiry 的动词分别拼写为 enquire 和 inquire。

We thank you for your enquiry for our Men's Shirts.

感谢贵方对我们男衬衫的询盘。

There are large enquires for preserved fruits from the west countries.

西欧国家求购大量蜜饯水果。

enquire v. 求购

The grey flannels enquired for by you are unavailable for the moment.

贵方所求购的灰色法兰绒暂时无货。

We would like to inquire what your major interest is.

我们想问问你们主要兴趣是什么。

动词 inquiry 后跟 about 作“了解某事”解

We would like to inquire about the character of the company. 我们了解一下该公司的信誉。

inquire 后跟公司 of 作“向某处询问”

We wish to inquire of customer's comments on our products. 我们想问客户了解他们对我方产品的意见。

We shall inquire of the shipping company the date of the ship's arrival.

我们将向轮船公司询问该船的到达日期。

2. should like 希望、想

We should much like to inquire about the market conditions in Latin America.

我们很想了解一下拉丁美洲的市场情况。

We should like to know whether you can quote us prices for peas. 我们愿知你方可否报豌豆价格。

3. sample book 样品本

用小块剪样装钉成册，附有商品编号，称为样品本供客户选购之用。

4. supply v. 供给 供应

常用句型是 supply sb. with sth. 或 supply sth. to sb.

If you can supply us with goods of superior quality at reasonable prices, we shall give you a large order.

如贵方能供应品质好而且价格合理的货物，我们就大量订购。

We can not supply bed lamps you require any more at the same price.

我们不能再按同样价格供应你方需要的床头灯。

supply n. 供应

At the moment supply exceeds demand of wheat in our market.

目前我方市场小麦供过于求。

5. refer ... to ... 向某人去了解 转给、转交

For our business standing, you may refer to the Bank of China.

关于我们的业务情况，你们可以向中国银行了解。

Please refer our samples to customers in your city.

请把我们的样品转交给你市客户。

6. corporation n. 公司

指大的公司或集团公司 company 公司。

7. assure v. 保证

在贸易中使用该词要谨慎，因为它意味着自己的保证将不失信于人，assure 后接某人 + of + 某事 或接某人 + that 引起的从句

We assure you of our long-term cooperation.

我们保证与你方长期合作。

We assure you that we shall do our best to sell high quality goods with high quality services.

我们保证在销售优质货物的同时提供最佳服务。

8. at all times 任何时候 随时

与 at any time 同义

9. the largest exporters of Leather Shoes 最大的皮鞋出口商

exporter n. 出口商

They are exporters of man-made leather bags.

他们是人造革提包出口商。

export n. (单数和 exportation 同义) 出口 (复数 出口货

They handle the export (exportation) of textiles.

他们经营纺织品出口。

Wool is one of the chief exports of Australia.

羊毛是澳洲主要出口货之一。

export v. 出口

We export electric toys.

我们目前出口电动玩具。

They used to export transformers.

他们以前经常出口变压器。

10. at present 目前

此短语意思与 at the moment 相同。

11. interested a. 感兴趣的

to be interested in... 对某种商品感兴趣

在外贸书信中，这个表达方式用得相当多。

At present we are interested in importing electrical household appliances from your side.

目前我们对从你方进口家用电器感兴趣。

Which lines are your users interested in at present?

目前你方用户对什么商品感兴趣？

We are interested in your canned goods.

我们想购买你方的罐头货物。

interest n. 兴趣

对某种商品有兴趣也可以用下面句子：

We take interest in your leather shoes.

我们对贵方皮鞋感兴趣。

12. We shall appreciate it if you will ... 如蒙你..... 将非常感激。

这是外贸书信中常见的句子 等于 please 但更客气一些。

We shall appreciate it if you will inform us the name and address of the largest bicycle importer in your city .

贵方如能告知你市最大自行车出口商的名字及地址，我

们将非常感激。

We shall appreciate it if you will give us first --- class reference

如能提供最好的资信证明将十分感激。

We shall appreciate it if you will make efforts to push on products.

如你们能努力推销我们的产品，我们将甚为感谢。

appreciate v. 感谢 感激

该词后接名词或动名词，不能接不定式

We greatly appreciate your help and look forward to a continuing relationship of mutual benefit.

我们非常感谢你方的帮助并盼望继续保持这种互利互惠的关系。

We appreciate your close cooperation in promoting this line. 在推销此类商品上，我们感谢你方的紧密合作。

以下是类似的表达方式：

We shall be grateful if you will ...

We should be thankful if you would ...

We should be obliged if you would ...

13. quote v. 报价

Please quote us your lowest price for Men's Bicycles.

请问我方报男式自行车最低价。

We quote for the products at US \$ 400 per metric ton CIF Singapore

我们对该产品按成本费、保险费加运费报价新加坡每公吨 400 美元。

quotation n. 报价（指商品的单价）

常用句型为：make sb. quotation for sth.

Please make us your lowest quotation for table tennis bats.

请报你方乒乓球拍最低价。

与 quotation 搭配的动词还有：send, give, cable 等

14. place v. 订购

place with sb. an order 向某人订购

与 book with sb an order 同义

If you can supply us with goods of superior quality at reasonable price we shall place a substantial order with you.

如你方能提供品质好价格合理的货物，我们将大量订购。

Favourably impressed with the fine quality of our goods, many buyers have kept placing order with us.

许多买主对我方货物品质优良有着良好的印象，持续不断地向我方订货。

Exercises

I. Complete the following sentences in English :

1. We shall appreciate it if you will
 - a. 告知友谊牌缝纫机的详情。
 - b. 早日给我方答复。
 - c. 免费寄来全套样品。
2. At present.
 - a. 我们是这些商品的大用户。
 - b. 我们的客户对办公用具感兴趣。
 - c. 我们对图解目录上的多数产品很感兴趣。

II. Translate the following sentences into Chinese:

1. We should like to know whether you can supply various sizes of "Five Star" Brand Adjustable Wrenches.
2. At the moment we are particularly interested in Beans displayed by you at the Chinese Export Commodity Fair, particularly Red Beans and Green Beans.
3. At present, our customers are especially interested in importing tea from China.
4. We would like to have your lowest quotation for raw cotton.
5. Through the courtesy of our Commercial Counsellor's Office in Beijing, we learn that you are interested in doing business with us.

6. We shall very much appreciate it if you will quote your lowest price for walnut meat.
7. It would be helpful if you send us samples.
8. Your enquiry for millet has been referred to our sister corporation.

Ⅲ. Translate the following sentences into English :

1. 我们想购买你方的开罐头器具。
2. 他们在国内市场销售，但是不出口。
3. 我们与你们询问的公司有大量业务往来，我们可以给你方提供关于该公司的业务能力和财务状况。
4. 胜利贸易公司主要出口货是电器。
5. 我公司对你方在广交会上展出的自动玩具很感兴趣，希望获得你方出口条件的详细资料。