

Unit 1 Modern Business Letters

Text A The Language of Modern Business Letters

All business letters have two main functions;

A) To ask for and give a reply to an enquiry, offer, order or complaint.

B) To keep a record of all the important facts for ready reference.

The language of old-style business letters is often long and complicated. Such letters are liable to confuse the reader. A confused and over long letter may be put aside until someone explains its meaning, and this may mean delays. Since a letter is written for the reader, the language of modern business letters is simple, clear and direct. The writer states the purpose of his letter briefly, and the letter is short and friendly. Such letters help the writer as much as the reader, and will probably mean an earlier reply.

Nowadays, more and more people like to do business through a fax machine by sending faxes or even on the Web by sending E-mails. The former is the abbreviation of facsimile, which is actually an exact copy of a document, a picture or a piece of writing sent or received by an electronic system using telephone lines. The latter is correspondence sent or received on the Web. At the moment, the E-commerce involves offering, ordering, enquiring, payment and complaint, etc. But all these are still based on the business letters.

Here are two letters. One is an old-fashioned, pompous style of English, which is too long and complicates the message. The other is in a simple and clear style.

Old-fashioned Style

Dear Sir,

I beg to acknowledge receipt of your letter of the 15th inst. in connection with our not clearing our account which was outstanding as at the end of June.

Please accept our profuse apologies. We were unable to settle this matter due to the sudden demise of Mr. Noel, our accountant, and as a result were unaware of those accounts which were to be cleared. We now, however, have managed to trace all our commitments and take pleasure in enclosing our remittance for £ 620 which we trust will settle our indebtedness.

We hope that this unforeseen incident did in any way inconvenience you, nor lead you to believe that our not clearing our balance on the due date was an intention on our part to delay payment.

We remain, yours...

Simple and Clear Style

Dear Sir,

I am replying to your letter of 15 July asking us to clear our June balance.

I apologize for not settling the account sooner, but due to the unfortunate death of Mr. Noel, our accountant, we were not able to settle any of our outstanding balances.

Please find enclosed our check for £ 620, and accept our apologies for any inconvenience.

Yours sincerely,

Text B The Parts of Modern Business Letters

(1)

Jameson & Sons Ltd.

34 Madison Square

Melbourne E.C.2.

Australia

Tel: (0536)70525345

Fax: 356467132

January 25, 20 __

Our Ref. No. ...

Your Ref. No. ...

(2) China National Light Industrial Products Import & Export Corp.

Shanghai Branch

128 Huchiu Road,

Shanghai, China

Tel: (021)64468726

Fax: 64468787

(3) Dear Sirs,

(4)

Re: Bicycles

(5) One of our customers is interested in your bicycles, particularly Model No. PA - 18. Please send us a copy of your illustrated catalog, quoting your prices FOB Shanghai if possible. Meanwhile, please indicate the time of delivery you usually offer.

(6)

Yours faithfully,

(7)

Jameson & Sons Ltd.

S. F. LOVER

(Managing Director)

(8) Encl.

商业信函的组成部分

一般的商业信函可分为 8 个组成部分：

1. 信头 (The letter-head)

发信人的名称、地址和发信日期。目的在于使收信人了解信发自何方、何处、何时 以便复信时参考。用印有信头的信笺写信，信头部分除写上日期外还可以写上编号或查号。

2. 封内地址 (The inside name and address)

收信人的名称和地址。一般列在信笺的左上方，信头之下。封内地址与信封写法相同。

3. 称呼 (The salutation)

写信人对收信人的一种称呼。位置在封内地址下，空两行。Dear Sir 或 Dear Sirs 用得较多。

4. 事由 (The subject line)

顾名思义，简单扼要地说明来信事由，一般只写商品名称、数量、信用证或合同号码等。

5. 正文 (The body of the letter)

信函的主体。

6. 客套结尾 (The complimentary close)

结束信函的一种客套。它应与前面的称呼相一致，如 Faithfully yours 这是商业信件中常用的客套语，相当于汉语的“谨上”。也可写作“Yours faithfully”，或“Truly yours.” (Yours truly,) 或“Sincerely yours.” (Yours sincerely,) 等。

7. 签名 (The writer's signature)

写信人签名。因签字常常很潦草，为使对方了解签名人的姓名和职位，可以打字注明。

8. 附件 (The enclosure)

如信中有附件时 应在左下角注明 Encl. 或 Enc. 然后详细列明。

此外还有经办人代号 (The reference notation)、抄送 (The carbon copy) 和附言 (The postscript) 等 可根据具体情况酌情列入 均放在信的左下角。

New Words & Expressions

enquiry n. 询购 询盘
offer n. v. 报价 报盘
order n. v. 订购 订单
complicate v. 使复杂化
to ask for 请求 (要价)
to be liable to 易于...的

to put aside 放在一边
facsimile(fax) n. v. 传真 发传真
on the Web 在互联网上
E-commerce 电子商务
pompous a. 浮夸的
beg to acknowledge receipt of 承认收到

inst. (= this month 本月

clear one's account 结账

as a result 所以

trace v. 跟踪 查询

commitments n. 所承担的义务

in connection with 与...有关

outstanding a. 未付的

profuse a. 毫不吝啬的

demise n. 死亡

take pleasure in 乐于(做)

indebtedness n. 负债

inconvenience v. n. (使)不便

balance n. 收付差额 余额

illustrated catalog 附有插图的目录

if possible 如有可能

time of delivery 交货期

indicate v. 指出 表明

delivery n. 交货

Notes

1. ...which is actually an exact copy of a document, a picture or a piece of writing sent or received by an electronic system using telephone lines.

(传真 实际上是文件、图片、书信等的一种影印本 通过使用电话线的电子系统收发。

fax(facsimile 的缩写) n. 摹真本 传真 v. 发传真

sent or received by ...是过去分词短语, 在句中作后置定语。

2. At the moment, the E-commerce involves offering, ordering, enquiring, payment and complaint, etc.

目前 电子商务涉及报盘、订购、询盘、支付、索赔等。

3. but due to the unfortunate death of Mr. Noel, our accountant, we were not able to settle any of our outstanding balances.

但是, 由于我们的会计诺埃尔先生的去世, 我们所有的余账均未结。

due to (由于) 是外贸函电常用语, 也可以说 owing to / on account of / because of / as a result of / thanks to 等。要注意的是, 它们都是介词短语, 其后只能接名词。而 because, since, as, for 因为 是连词, 其后要接句子。

4. Please find enclosed our check for £ 620 and accept our apologies for any inconvenience.

随函寄去 620 英镑支票一张, 请查收。对所造成的不便请接受我方歉意。

enclose 是“随函寄, 附寄”之意, 在外贸英语函电中往往倒装使用。如:

Enclosed is a set of sample cuttings.

随函寄去剪样一套。

Enclosed please find our pricelist.

随函寄去我价目单一份, 请查收。

5. One of our customers is interested in your bicycles, particularly Model No. PA-18.

我们的一个客户对你们的自行车感兴趣, 特别是 PA-18 型。

particularly ad. 特别地 尤其 (= especially) 如 :

The last thing we want to do is to disappoint a customer . particularly an old customer like you .

我们最不愿做那些使顾客失望的事 , 特别是像您这样的老顾客。

Thank you for your letter of May 10 . in which you gave us a nice market survey . especially (or particularly) the price situation estimated from different sources of supply .

贵方 5 月 10 日函悉。信中对市况作了详尽的调查分析 , 尤其是根据各方供应情况对价格趋势所进行的估计。对此我们表示感谢。

6. Please send us a copy of your illustrated catalog . quoting your prices FOB Shanghai if possible .

请寄给我们一份附有插图的目录。如有可能 , 请报来你们的 FOB 上海价。

FOB (= free on board) 是国际贸易价格术语 表示“(装运港 船上交货价 ”, 有时也称“ 离岸价 ”。

Key Words

economy n.

1. 节约, 节省

They will have to practice strict economy if they are to survive the recession .

如果他们要想度过萧条时期 , 就必须厉行节约。

2. 经济 经济情况 经济结构 经济体制

Our national economy is growing rapidly .

我们的国民经济发展迅速。

We have a healthy and vigorous economy .

我们的经济是健全的、欣欣向荣的。

The WTO (World Trade Organization) now represents about 142 economies .

世贸组织现在代表了大约 142 个经济体。

planned economy 计划经济

collective economy 集体经济

market economy 市场经济

economies of scale 规模经济

national economy 国民经济

trade vi. 经商 做买卖

1. trade with 与...做生意

We trade with other countries on the basis of equality and mutual benefit .

我们在平等互利的基础上与别国进行贸易。

2. trade in 经营(商品)

They trade mainly in light industrial products .

他们主要经营轻工业产品。

n.

1. 贸易 买卖

Our foreign trade is expanding day by day.

我们的对外贸易日益发展。

2. 手艺 行业

How long did it take you to learn your trade?

你学这门手艺用了多少时间？

The students can be trained for many trades.

对学生可以进行多种行业培训。

market *n.*

1. 市场

The market determines what goods are made.

市场决定生产什么。

2. 市价 行情

Your price is out of line with the market.

你方价格与市价不符。

The market is strengthening.

市价行情上扬。

3. 销路

There is no market here for such goods.

这种商品在这儿没有销路。

4. *be in the market for ...* 想要购买

They might be in the market for sophisticated equipments.

他们可能要购买尖端设备。

5. *come to(into) the market* 上市

We'll contact you as soon as the new crops come to the market.

一旦有收成上市，我们定将与你联系。

v. 销售 推销

This product is being marketed in all European countries.

这种产品行销所有欧洲国家。

marketing *n.* 营销 营销学

market(be) firm with an upward tendency 市场坚挺 有上涨趋势

market(be) weak with a downward tendency 市场疲软 有下跌趋势

market(be) brisk 市场活跃

market(be) dull 市场呆滞

market(be)uncertain 市况不定

Preposition

介词是英语中最活跃的词类之一，不能单独使用，要放在其宾语（名词或与之相当的词）之前构成短语，所以介词也称前置词。英语虽只有为数不多的几十个介词，但因其搭配力很强，几乎在每个句子中都可找到。学习外贸英语函电尤其要注意介词用

AT

“at”可用来表示地点（强调某一个点）、时间（强调时间点）、价格、速度、比率等。如：

at the window 在窗子边	at the bus stop 在汽车站
at one o'clock 在一点钟	at that time 在那时
at our price 以我方价	at a high speed 以高速度
at one's risk 由...承担风险	at a loss 不知所措
at the cost(expense/sacrifice) of 以...为代价(牺牲)	

也可用来表示一天中的特殊时间，如：

at dawn 破晓，at dusk 傍晚，at noon 正午，at night 晚上，at midnight 在午夜
还有：

at first 首先/at last 最后，at most 最多/at least 至少，at best 最好/at worst 最糟
在外贸英语函电中的常用搭配有：

We would like to receive your specific enquiry at an early date.

望能早日收到你方具体询价单。

We shall not fail to revert to the question of agency at a later date.

我们日后一定会再行考虑代理问题。

Our company is ready at any time to give you any assistance.

我公司准备随时给予你们任何帮助。

Owing to the financial difficulties at present that corporation will not meet your draft at maturity.

由于目前该公司的财务困难 在你汇票到期时将无力付款。

At its expiration the termination or renewal of the agreement will be decided by both parties through negotiation.

本协议有效期满后，应由双方协商决定其终止或延长。

Our terms are by confirmed, irrevocable letter of credit available by draft at sight.

我们的付款条件是保兑的、不可撤销的、见票即付或即期信用证。

I wish to make it clear at the outset that this matter of labels is entirely our problem.

我想，一开始就讲清楚，商标问题是我们自己的问题。

Please send us some catalogs at your earliest convenience.

请尽早给我们送一些商品目录来。

You can sell more this year according to the marketing conditions at your end.

根据你处 你地 市场情况 你们今年可以销得更多。

The exhibits at the fair have impressed the visitors very favorably.

(在)交易会上的展品给了参观者很好的印象。

The goods cannot be sold at a discount(at a premium/at retail/at wholesale/at auction).

货物不能打折 按溢价 / 零售 / 批发 / 拍卖 出售。

The goods are to be loaded either at Shanghai or Tianjin at seller's option(or discretion /disposal).

货物或在上海港卸 或在天津港卸 由卖方任选 决定 / 处理)

At your request we send you under cover a quotation sheet showing our lowest price for cotton.

应你方要求我们随函附上棉花最低报价单。

Reading

Since a letter should always be written for the reader, the language used should be related to his probable ability. There is no point, therefore, in using language that is complex(复杂的) if you know that your correspondent's(通信者) knowledge of English is very limited. In these circumstances, what you say should be expressed in simple and straightforward(直截了当) English so there will be little possibility of being misunderstood. Further, you should be careful not to use technical terms in your letter unless you have good reason to believe he is familiar with them.

Long paragraphs and even long sentences are often off-putting(令人烦恼的) to many readers, whether they are familiar with English or not. While there is no point in composing your letter in artificially(人造的) short sentences, you should avoid using very long ones that are either hard to understand or ambiguous(含糊不清的) in meaning. Your reader could get lost in them and therefore fail to grasp your meaning as clearly as he should. If you have to write a long or complex letter, you would also be well advised to number each of your paragraphs. This facilitates(使容易) easy reference for you as you write and also for your reader when he comes to reply to you.

Skill Drilling

You are asked to write a letter or an E-mail in reply to the letter in the Text B. The letter in reply should be arranged in proper forms.

The following are some words and expressions which may be useful in your writing:

as requested 按要求

price list 价目单

catalog 商品目录

for your consideration 供你考虑

subject to 以...为准(条件)

for our final confirmation 供我最后确认

/Unit 2 Establishing Business Relations

Text A

Dear Sirs,

From the E-mail sent back by our Toronto Office, we know that you are one of the firms of good standing and reliability in Toronto and are particularly interested in the export of various papers to China.

By this letter, we are approaching you with a view to entering into business relations with your company and hope to receive soon your catalog and other printed matters for reference.

Of recent years, we have done much business with the largest and most prominent houses in your district. As is well known to you, the possibilities of importing the foreign products are very great here, especially as we are now developing our economy.

We are confident that we shall be able to give you big orders if you would cooperate with us on delivery, price and quality.

We look forward to establishing a friendly relationship with you soon.

Yours faithfully,

Text B

Dear Sirs,

From your letter of May 8, we are glad to learn that you wish to enter into trade relations with this corporation in the line of various papers.

In compliance with your request, we are sending you by air a catalog together with a range of pamphlets for your reference.

If any of the items listed in the catalog meets your interest, please let us have your specific enquiry, and our quotation will be forwarded without delay.

In the meantime, we hope you will tell us the name of your bank prior to the conclusion of the first transaction between us.

Yours truly,

New Words & Expressions

firm n. 公司 商号

standing n. 信誉

reliability n. 可靠

particular a. 特别是 尤其是

approach vt. 与...联系

with a view to 为了 以...为目的

enter into business relations with 与...建立业务关系

catalog n. (商品) 目录

prominent a. 杰出的

confident a. 有信心的

in the line of 在...业务方面

in compliance with 与...相一致 按照

pamphlet n. 小册子

for your reference 供你参考

meet one's interest 满足...兴趣 使...满意

specific a. 具体的

forward v. 寄送

in the meantime 与此同时

prior to 在...之前

transaction n. 交易

Notes

1. ...you are one of the firms of good standing and reliability in Toronto...你们是多伦多地区信誉可靠的商号之一。

英语中表示“公司”的词很多 常用的有 company, corporation, firm 以及后面出现的 house。“股份有限公司”常用 Co., Ltd. 或 Corp., Inc. 表示 前者是 company limited 的缩写, 后者是 corporation incorporated 的缩写。

2. By this letter, we are approaching you with a view to entering into business relations with your company...

为建立贸易关系 现特致函联系...

a) approach(与...联系 是个及物动词 在使用时不能再与介词 with 搭配 否则便成画蛇添足了。如:

As soon as any fresh supply comes in, we'll approach(不可再用 with) you.

一旦有新货源上市, 我们立即与你方联系。

contact 也是这种用法。如:

We'll contact you again when we resume offering.

我们将在恢复报盘时与你方联系。

b) with a view to...(为了)其后常常接名词。如:

With a view to supporting your sales, we have especially prepared some samples of our new products.

为支持你们的销售，我们专门准备了新产品的样品。

Will you please let us know your trade terms and forward your samples with a view to getting into business in the near future?

请寄来样品并告知交易条件，以便不久的将来进行交易。

c) enter into business (trade) relations (relationship) with ...与 establish business relations with ...意义相同 均表示“与...建立业务关系”。

3. Of recent years we have done much business with the largest and most prominent houses in your district.

近年来，我们已经和你地一些最知名的大公司进行了大量交易。

in your district (area/place/territory) (在你们地区) 是外贸函电常用语，常译作“你地”、“你处”，也可说 at your end 或 on your spot (side)。如：

You can sell more this year according to the marketing conditions at your end.

根据你处市场情况，你们今年可以销得更多。

4. As is well known to you the possibilities of importing the foreign products are very great here...

如你所知，此地进口国外产品的可能性很大...

“as is well known”是非限制性的定语从句，修饰整个句子。关系词 as 在句中作主语。又如：

as is usual the case 情况常如此

as you know 如你所知 (as 在句中作宾语)

5. We are confident that we shall be able to give you big orders if you would cooperate with us on delivery, price and quality.

我们深信，只要你们在交货、价格和质量方面和我们全力合作，我们将向你方大量订购。

to be confident of (in) ... / to be confident that... 对...有信心 / 确信)

to have confidence in... / to have confidence that... 对...信得过 / 对...有信心)

注意上述句型的搭配和用法。如：

We are confident of persuading our customer to place a trial order.

我方有把握说服客户试订。

We feel confident that we can push the sale of your products in this market.

我们确信能在此市场推销你方产品。

I'm sorry I don't have confidence in that financial institute.

对不起，我对那家金融机构信不过。

6. In compliance with your request, we are sending you by air a catalog together with a range of pamphlets for your reference.

按要求，我们航空寄去目录一本，并随附小册子一套，供你方参考。

注意外贸函电中的一些常用搭配：

- a) in compliance(agreement /accordance /conformity) with(与 ... 相一致)
- b) for your reference(information /inspection /consideration /perusal) 供你方参考)

7. ...our quotation will be forwarded without delay.

...我们的报价将立即发出。

without delay (立即 / 毫不延迟)是外贸函电常用语 还可以说 soon , as soon as possible , the soonest possible , at once , immediately , with the least possible delay 等。

8. In the meantime , we hope you will tell us the name of your bank prior to the conclusion of the first transaction between us .

同时 在达成第一笔交易前 请告知贵方银行行名。

a) in the meantime(与此同时)也可说 at the same time 或 in the meanwhile 或 meanwhile (ad)

b) 英语中表示“交易”的词比较多 常用的有 business , transaction , deal 等。其中 business 是不可数名词 而 transaction 和 deal 是可数名词。因此“三笔交易”的表达应该是：

3 transactions 或 3 deals 或 3 items of business

c 表示“达成交易”常用“to conclude (close) the business (transaction /deal)”。

Key Words

business n.

1. 商业 贸易 业务

We have done business with ABC Company for many years.

我们与 ABC 公司已做了多年生意。

Business prospects are likely to turn better.

商业前景可能会有所好转。

What's your line of business?

你们经营什么业务？

2. 交易；买卖（不可数名词）

Business has been closed at this price.

已按此价达成交易。

We are not sure of the business possibility.

对交易的可能性我们没有把握。

They have concluded substantial business with that company

他们已与该公司达成大量交易。

3. 工商企业 公司 商行（可数名词）

He owns a small car repair business

他拥有一个小型汽车修理行。

There are many businesses engaged in the trade.

许多商号从事此项业务。

Businesses are less optimistic about economic prospects.

工商企业对经济前景不太乐观。

deal n. 交易 (=transaction) (可数名词)

We believe we can put the deal through.

相信我们能达成交易。

Thanks to mutual efforts, we have closed several big deals with them.

由于共同努力, 我们已与他们达成几笔大交易。

v.

1. deal in 经营 (=trade in, handle)

This firm deals in furs.

这家商行经营皮货。

We deal in chemicals, while they handle foodstuffs for export.

我们经营化工产品, 他们经营食品出口。

2. deal with 与...打交道 与...做生意 处理某事

Some businessmen are hard to deal with.

有些商人很难打交道。

We have been dealing with your sister companies in the past few years.

这几年我们一直与你们兄弟公司做生意。

Please deal with the order carefully.

请认真处理 执行 这一订单。

transact vi.vt. 办理 执行 做交易

We are prepared to transact business only on these terms.

我们准备只按这些条件进行贸易。

At present they don't want to transact negotiation on this matter.

他们目前不想就此问题进行谈判。

Stockbrokers transact business on behalf of their clients.

经纪人代表客户做交易。

transaction n. 处理 交易 (可数名词)

Leave the transaction of the matter to your secretary.

这件事交秘书处理。

For large transactions we suggest payment by sight L/C.

对大笔交易建议用即期信用证支付。

Useful Sentences

1. We are one of the main producers (主要厂商) of industrial chemicals in Germany, and are interested in establishing business relations with your company.

2. Specializing in (专营) the export of Chinese bicycles, we express our desire to trade with you in this line.

3. Your name and address have been passed on to (转交) us by Hong Kong Trading Company, and we are glad to write to you hoping to establish trade relations with you.

4. We'd like to thank you for your letter of June 7 offering your services and should be glad to discuss the possibility of expanding trade (扩大贸易) with you.

5. We should be pleased if you would respond to our request at your earliest convenience (尽早).

6. We are willing to enter into business relations with your firm on the basis of equality and mutual benefit (平等互利).

7. We write to introduce ourselves as one of the leading exporters (主要出口商) of a wide range of (广泛系列) electric fans and air conditioners.

8. In order to promote business (促进贸易) between us, we are airmailing you samples under separate cover (另封, 另邮) for your reference.

9. To acquaint you with (使你了解) the light industrial goods we handle (经营), we are sending you, by separate mail (另封, 另邮), several pamphlets for your reference.

10. Your company has been introduced to us by Mr. Nelson as prospective buyers of Chinese foodstuffs because we have been in this line (经营这类商品) for many years.

Preposition

IN

in, 可用来表示位置 (在里面)、状态、方面、时间 (具体的月份、季节、年份、世纪等)。如:

in the box 在盒子里

in the sky 在空中

in the city 在城市

in town 在城镇

in 1997 (在) 1997 年

in winter 在冬季

in the world 在世界上 (on the earth 表示“在地球上”)

in the middle of 在...中

in the 21st century 在 21 世纪

注 1): 泛指一天的上午、下午和晚上时也用 in。如: in the morning (afternoon evening),

但是具体某一天的上午、下午和晚上却要用 on。如：on Friday morning 星期五上午，on the afternoon of the 5th this month 本月 5 日的下午，on Saturday evening 星期六晚上。

注 2)：in 还可表示“在一段时间之后”。如：

She will come here in three months.

她三个月后来这儿。

注 3) 请注意一些固定搭配：in time 及时，in turn 轮流地，in danger 有危险，in fact 事实上，in public 公开地，in short 总之。

在外贸函电中的常用搭配：

We can sell large quantities in the market.

我们能在市场上大量销售。

The rust could occur in transit.

生锈可能发生在运输途中。

The foreign businessmen came to the Fair in hundreds(thousands . millions...).

外国商人成百上千 成千上万... 地来到交易会。

We shall order in large quantities(or in a large quantity).

我们将大批量地订货。

Please ship the goods in three equal monthly installments.

这批货物请分三批按月等量装运。

Any delay in shipment(delivery . paying . etc.) will be detrimental to our future business.

延误装运 交货 支付... 将会对我们将来的贸易不利。

The goods are to be packed in tens(or dozens).

货物应该每十个 每一打 装一包。

They vary in size(length . number . color . price . etc.).

它们在大小(长度 数量 颜色 价格... 方面不同。

The goods are wide in range (fine in quality . moderate in price . novel in design . beautiful in pattern . elegant in style . matching in color . skillful in workmanship . etc.).

商品种类繁多 质地优良 价格公道 设计新颖 式样优美 款式雅致 色泽和谐 做工考究...)

The article is in short(scare . light . free . abundant . ample . etc.) supply.

这种商品供应短缺(稀少, 量少 量大, 丰富, 充分...).

The goods are to be sold in sets(individual pieces . grades . heaps . batches...).

货物成套出 (单件出售 按级出售 成堆出售 成批出售...)

The goods are to be packed in bales(barrels . boxes . cartons . cases . drums . glass jars . kegs . paper bags . etc.).

货物用捆 琵琶桶 盒 纸箱 箱 铁皮桶 玻璃瓶 小桶 纸袋... 包装。

Reading

Dear Sirs,

Your company has kindly been introduced to us by Messrs. (注) Freeman & Co. Ltd., Lagos, Nigeria, as prospective buyers (潜在的买主) of Chinese Cotton Piece Goods (棉布). As this item falls within the scope of our business activities (属…的经营范围), we shall be pleased to enter into direct business relations with you at an early date (早日). To give you a general idea of the various kinds of cotton piece goods now available (可得到的, 可供的) for export, we enclose a brochure (小册子) and a pricelist (价目单). Quotations and sample books will be airmailed to you upon receipt of (一收到…就) your specific enquiry.

We look forward to your favorable reply (合意的答复, 好消息).

Yours faithfully,

(注): Messrs. (法) 先生们 (只用在以人名命名的公司前)。

Skill Drilling

You are asked to write a letter or send an E-mail to a foreign company for establishing business relations. The letter or the E-mail should cover at least the following points:

1. Where have you got the information?
2. What is your desire?
3. What is your business scope?
4. How about your financial standing?