

# *Project 1*

## Business Letter Writing



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# 1 Project Introduction

Today almost all the business communities come to an agreement—the significance of essential communicating skills, because all business activities rely on satisfactory exchange of information. Writing a business letter is very important in the business world. If a businessman is unable to write an effective business letter, it is very difficult to express his opinions, which may cause some problems in doing business. In this project, students will learn about some knowledge of how to write a business letter, that is, 7C principles, three basic formats of business letters, and twelve parts of a business letter.

## 2 Learning Goals

Learn about seven principles of business letter writing.

Master the three formats of letters and the main parts of a business letter.

Learn sample letters and master the new words and useful sentences.

## 3 Task 1 Principles of Business Letter Writing

Letter-writing does not differ from any other form of creative writing. Good English is one of the bases of good business letters. What you write should be avoid of grammatical mistakes, and free from the slightest possibility of being misunderstood. So, it's necessary to master the writing principles.

Business letter writing requires adherence to the 7C Principles: Courtesy, Clarity, Conciseness, Consideration, Completeness, Concreteness and Correctness.

### 1. Courtesy

Courtesy is reflected in the tone of the words and sentences, that is to say, writers should think of readers' attitude or feelings and take readers' place to consideration. It's also a kind of courtesy for the businessman to answer promptly. Any delay in dealing with the matters is discourteous.

### 2. Clarity

Clarity requires the writers to be simple and understood, so that readers will get their main intention at the first sight of the letter without any confusion or misunderstanding.

### 3. Conciseness

Conciseness asks writers to use as few words as possible to express ideas, avoiding long and complex sentences. In writing letters, the sentences must be brief and succinct. If a letter includes much more information, it can be written in paragraphs.

### 4. Consideration

In preparing every piece of information and before taking every step, writers must always keep readers in mind and think about the opposite side. Writers look at things from the readers'

point of view, emphasize readers' benefit. It is very positive in written communications.

### 5. Completeness

The business letter must consist of complete and intact information. An incomplete message may result in increased communication costs, loss of goodwill, sales, value customers, and cost of returning goods, etc.

### 6. Concreteness

Business writing should be vivid, specific and definite rather than vague, general and abstract, especially when the writer is requiring a response, solving problems, making an offer or acceptance, etc.

### 7. Correctness

Whenever writers write a letter, fax or email, they must check the typing of figures, types, specifications, etc. again and again before sending them out, in order to avoid making any mistakes which will bring injuries to business.



## Notes

最有效的商务书信应该通俗易懂、简明完整、清楚正确。这就要求学生在写作过程中，突出商务写作特点，强调其独特的写作风格，始终贯彻商务书信特有的写作基本原则，即7C原则(指用7个以字母C开头的单词来表述)，即：礼貌(Courtesy)、体贴(Consideration)、完整(Completeness)、清楚(Clarity)、简洁(Conciseness)、具体(Concreteness)、准确(Correctness)。就从这七个方面着手，探讨它们的具体运用及写作技巧：

1. 礼貌 (Courtesy) 绝不是表面的客套，它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。因此，要通过具体的语言形式得体地表达，就需要掌握一定的语言技巧和使用恰当的措辞。

2. 体贴 (Consideration) 是商务信函写作应遵循的重要原则。“体贴”就是采取收信人的态度(You-Attitude)，而不是寄信人的态度(We-Attitude)，即采取以第二人称“您”为出发点，而不是以第一人称“我”或“我们”为出发点的态度。

3. 完整 (Completeness) 的信件应该包含所有必要的信息，才能达到预期的理想效果。否则，既有失礼貌，也会令收信人对你公司产生不良的印象。要确保信件的全面完整，列好提纲非常重要，同时建议写完信后要用五个W来检验，即：Who, What, Where, When, Why(包括How)。检查信件中是否交待了所涉及的对象，陈述写信的原因及依据的事实，商讨的内容中所牵涉的地点等因素，以确认没有疏漏一些重要信息。

4. 具体 (Concreteness)。书信应该写得具体、明确，不能含糊、抽象、笼统，尤其像报盘、询问贸易条款和付款条件这类需要具体答复的信函，更强调写作时要具体。

5. 清楚 (Clarity)。写信人应该尽量将自己的意思表达清楚，有助于收信人正确地理解书信的内容，这样才能达到写信的效果，避免产生误会。

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6. 简洁 (Conciseness) 指的是在不影响完整和礼貌的情况下, 使用最简短的语句明确且直截了当地说明、表达书信的内容。一篇好的商务书信力求短小精悍, 避免毫无意义的重复和连篇累牍, 因为这样既能节约写信人的时间, 也能节约收信人的时间。

7. 准确 (Correctness)。商业书信必须写得准确, 因为它涉及买卖双方的权利、义务和利害关系, 是各种商业单据的依据。

## 4

### Task 2 Formats of Business Letters

There are three basic formats of business letters used by people nowadays, including indented format, modified block format and the block format.

#### 1. Indented Format

In the main body, each paragraph is indented three to five spaces. There may or may not be a double space between paragraphs. The date, complimentary close and signature are written in the center of the page. The following is an example:

Letterhead	Date
Inside Address	
Reference Line	
Salutation	
_____	
_____	
_____	
	Complimentary Close (Signature)

#### 2. Modified Block Format

The paragraphs are not indented and there is a double space between paragraphs, but the date, complimentary close and signature are again written in the center of the page. The following is an example:

Letterhead	Date
Inside Address	
Reference Line	
Salutation	
_____	
_____	
_____	
	Complimentary Close (Signature)

### 3. Block Format

This format is most widely used in business communication in the US. Everything starts from the left edge of the page. The whole letter is single spaced except for a double space between paragraphs. The following is an example:

Letterhead
Date
Inside Address
Reference Line
Salutation
_____
_____
_____
_____
Complimentary Close (Signature)



#### Notes

1. Indented Format: 缩行式，正文部分每一段开头处向内缩3-5个空格。
2. Modified Block Format: 混合式，除了信纸的信头已印制于公司专用信纸的顶端；日期、结尾套语、签名一起居中放，其余部分放在信纸左端。
3. Block Format: 齐头式，除了信纸的信头已印制于公司专用信纸的顶端，其他的各项均集中于信纸的左端。

## 5

### Task 3 The Main Parts of a Business Letter

Learning of writing various parts of English business letters is very important. Only after mastering the correct writing components can you strengthen the good impression your company gives to the outside world and increase its prestige. It is also beneficial to raise the position and the trust of your corporation in the international business.

A business letter includes twelve parts: the letterhead, the reference and date, the inside address, the salutation, the subject line, the main body, the complimentary close, the signature, reference notation, the enclosure, the carbon copy, and the postscript.

#### 1. The Letterhead

The letterhead is the heading at the top of a sheet of letter paper. It usually consists of the writer's name, postal address, telephone number, fax number and E-mail address, etc. The

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letterhead can be on the left side of the page, in the middle, on the right, and it can also be put in long lines. The following is an example:

Chiwan Petroleum Supply Base  
Chiwan, Shenzhen, China  
Tel:(86755)26678904  
Oil Patch Tel:(86755)26453321  
Fax:(86755)267880002  
E-mail: swihko@welorlor. net.cn

## 2. The Reference and Date

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. The date should also be typed in full and not abbreviated. The following is an example:

January 25, 2014  
Your Ref: JBD / MW  
Our Ref: WDW / LP

## 3. The Inside Address

This part usually includes some or all parts of the following: company name, the receiver's name, street address, city, state/province, postcode and country. It is typed at the left-hand margin and starts two to four lines below the date. The following is an example:

China National Light Industrial Products  
Import & Export Corporation  
Beijing branch  
128 Nanjing Road, Beijing, China  
Cable address: INDUSTRY SHANGHAI  
Telex address: 33054 TNDUS CN

## 4. The Salutation

The salutation is usually typed two lines below the inside name and address. 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", or "Gentlemen" for addressing two or more people. If the receiver is known to the writer personally, a warmer greeting such as "Dear Mr. Smith" is preferred.

## 5. The Subject Line

The subject line is actually the general idea of a letter. It is inserted between the salutation and the main body of the letter either as the left-hand margin for the blocked format or centrally over the letter body for other format. It calls the reader's attention to the topic of the letter. The following is an example:

Re: Bicycle

## 6. The Main Body

The main body is the part that really matters. It expresses the writer's ideas, opinions, purposes and wishes, etc. So it should be carefully planned. The following is an example:

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

## 7. The Complimentary Close

The main words in the complimentary close are as follows: sincerely, cordially, respectfully and truly. These words may appear in any of these combinations as "Yours sincerely," or "Sincerely yours," The choice depends on the writer's preference. It is usually placed two lines below the last line of the body of a letter. The complimentary close ends a letter in a polite way.

## 8. The Signature

It is common to type the name of the writer's firm or company immediately below the complimentary close. The writer's signature consists of a typewritten signature and a handwritten signature.

## 9. Reference Notation

The initials of the person who types the letter should appear in business letters. If the dictator's name is not typed in the signature area, the reference notation shows the initials of both the dictator and the typist. It is placed two or three lines below the signature. The following is an example:

FCM/HL  
FCM :HL  
FCM/hl  
fcm:hl

## 10. The Enclosure

The enclosure should be added to the business letter, when such documents as catalogues, pricelist, sample book, etc. are enclosed. Type the word "Enclosure", or its abbreviations "Enc." or "Encl.", two lines below the signature. If there are more than two enclosures, the writer should list them with numbers. If the enclosure is very important, the writer can write the main points on the top of the enclosure.

## 11. Carbon Copy

When copies of the letter are sent to others, carbon copy notation is used. The writer should type "C.C." or "c.c." below the signature or the enclosure at the left margin.

## 12. Postscript

The postscript is used to add further information to the letter. When the writer finds something forgotten to mention or emphasis, he may state it in a postscript again. However, the adding of a P.S. should be avoided as far as possible, for it is usually a sign of poor planning. If unavoidable, type "P.S." below the carbon copy notation.

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## Notes

1. The Letterhead 信头。商业信函的信头一般印在信笺上端中央,也可在左边或右边。信头中含有发信人公司名称、地址、邮编、电话号码、传真号码、电子邮箱等信息资料。
2. The Reference and Date 编号和日期。地址下面写发信日期,次序是月、日、年或日、月、年。信函编号是为了信件归档、查找之用,通常由我方参考号码和对方参考号码组成。
3. The Inside Address 信内地址。现代商业信件,通常把收信人的姓名和地址打在信上,这样可以保持信函的完整,并便于归档立卷。
4. The Salutation 称呼。常用的称呼:对个人的称呼有Dear Sir, Dear Madam; 写给一个公司时,可以用Dear Sirs, 也可以用Gentleman。
5. The Subject Line 事由。事由写在称呼下面、信笺中间的位置,可以让对方在阅读书信的正文之前对书信的主题、内容一目了然。另外,在归档和查卷时也很方便。
6. The Main Body 正文。正文的每一段开头可以用齐头式或缩行式,由于电脑普及,为了方便,齐头式被广泛使用。
7. The Complimentary Close 结尾套语。结尾套语是对收信人表示的一种谦称,只占一行,低于正文一两行。
8. The Signature 签名。写信人应在结尾套语之下签上姓名,通常包括手写签名和打印签名两个部分。
9. Reference Notation 经办人代号。经办人代号是由信件口述者和秘书的姓名的首写字母组成,用冒号或斜线分开。
10. Enclosure 附件。信中如有附件,则在签名的下方左下角注上Enc.或Encl.,其复数形式是Encls.。附件有两个以上时,应注明数字。如附件特别重要,应给以简短的标题。
11. Carbon Copy 抄送。如本信有抄件寄第三者,则打上C.C.或c.c.字样,然后写上第三者的名称和地址。
12. Postscript 附言。附言用于补写要叙述的事情。一般来说,正式信件最好少用或不用。附言有时也可用来强调或提醒一些信中特别重要的内容。

## 6

## Task 4 Sample Letters

## Letter 1

Merrybest International Co.  
 Fl. 4 No. 141, Sec. 4, Hsin-Yi Road, Taipei, Taiwan  
 Tel: 886 -2 -27051608 Fax: 886 -2 -27056237  
 E-mail Address: merrybest@msa.hinet.net



July 15, 2010

BATA Crane Ltd.  
P.O. Box 9370, Daytona Beach  
FL 32150, U.S.A

Our Ref. No. MB -012  
Attn: Export Manager

Subject: Inquiry for Water Hammer Arresters

Dear Sirs,

As the leading manufacturer of Valve & Piping Accessories here in Taiwan, we are looking for the Water Hammer Arresters now. From the Name List of U.S. Suppliers, we know you are the manufacturer of these products and hope that you can mail your relevant catalogues or brochures to us soon.

Besides, please kindly make your best quotation according to our enclosed drawing and send it to us by fax for our evaluation as soon as you can.

Many thanks for your attention to the above and looking forward to starting the business cooperation with you in the near future.

Sincerely yours,  
Merrybest Int'l Co.

Jane Jiang  
V. President

Encl: Drawing No. MBO50



### New Words & Expressions

the leading manufacturer		领先制造商
relevant	a.	相关的
catalogues or brochures		目录或小册子
enclosed drawing		附上的图纸
evaluation	n.	评价, 评估
look forward to		盼望, 期待



### Notes

1. Please kindly make your best quotation according to our enclosed drawing and send it

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to us by fax for our evaluation as soon as you can.

请根据我们附上的图纸，给出你方的最好报价，尽快传真寄给我们评估。

make a quotation 报价

Please make a quotation of your cotton piece goods, as we are in urgent need of it.

因我方急需棉布，请报上你方的报价。

2. Looking forward to starting the business cooperation with you in the near future.

期待与贵方在不久的将来开始业务合作。

start the business cooperation with ... 与……开始业务合作

They hope to start the business cooperation with us.

他们希望与我们开始业务合作。

## Letter 2

STAPLES INCORPORATED

P.O. Box 1753

Atlantic Beach, NC 28512

252-555-3454

staple@clis.com

January 21, 2010

Brown's Furniture Store

1212 Main Street

Camas, WA 98607

Re: Catalog request

Dear Mr. Brown,

We have seen your advertisement online and we are interested in your products.

Please send us a catalog of your office furniture and supplies. We are planning to purchase new furniture and file cabinets. Please include your terms of payment and let me know how soon you will be able to ship after you receive an order.

Thank you for your assistance.

Sincerely yours,

Andrew Staples

Purchasing Manager



### New Words & Expressions

office furniture and supplies

file cabinets

办公家具和用品

文件柜

terms of payment

付款条件

**Notes**

We are planning to purchase new furniture and file cabinets.

我们计划购买新家具和文件柜。

plan to do ... 计划(打算)做……

This bank plans to branch throughout the country.

这家银行计划向全国扩充业务。

He planned to leave London on Monday.

他计划星期一离开伦敦。

purchase v./n. 购买, 采购

I want to purchase some computers from your company.

我想从贵公司购买一些电脑。

Customer selects one or more items from the list to purchase.

客户从列表中选择一个或多个要购买的商品。

Goods are open to free purchase.

自由采购商品。

**Letter 3**

Innov Imp & Exp Co., Ltd.

77 Eastern Road

Chiswick, London

UK

Telephone: 45632

Fax: 68539

26th July 2013

ABC Stores Plc.

9 High Street

Manchester

Dear Sirs,

It has just come to our attention that you have lately opened your new American headquarter in New York. Congratulations on your bold venture.

As you know, our company has had a long business association in the UK. We look forward to collaborating with you in your American venture. Please let us know if we could be of any assistance to you. We will be delighted to help.

We wish you the very best of luck and a prosperous future.

Yours faithfully,

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Sandra Jones  
Sales Manager



### New Words & Expressions

headquarter

总部

bold venture

大胆的冒险

delight

v./n.

高兴



### Notes

1. We will be delighted to help.

我们很高兴提供帮助。

be delighted to... 高兴(乐意)做……

Thanks for your invitation, and I'd be delighted to come.

谢谢你的邀请, 我将很高兴来参加。

They'll be delighted to see you.

看到你她们会很高兴。

2. We wish you the very best of luck and a prosperous future.

我们希望贵公司有好的运气和繁荣的未来。

prosperous a. 繁荣的; 兴旺的

If we succeed, our future will be more prosperous and more peaceful than our past.

如果我们能取得成功, 我们的未来将会比过去更加繁荣、更加和平。

## Letter 4

China National Import & Export Corporation

Cable address: CNIEC

Telephone No.: 123456

China National Import & Export Corp.

SHANGHAI

China

Our Ref.: BG/1569

Your Ref.: CT-W

January 24, 2012

United Textiles Ltd.

York House  
Lawton Street  
LIVERPOOL, ML3 2LL  
England

Dear Sirs,

We are very pleased to receive your enquiry of 15th January and enclose our illustrated catalogue and price list giving the details you ask for. Also by separate post we are sending you some samples and feel confident that when you have examined them you will agree that the goods are both excellent in quality and reasonable in price.

On regular purchases in quantities of not less than 100 dozen of individual items we would allow you a discount of 2%. Payment is to be made by irrevocable L/C at sight.

Because of their softness and durability, our all cotton bed-sheets and pillowcases are rapidly becoming popular and after studying our prices you will learn that we are finding it difficult to meet the demand. But if you place your order not later than the end of this month, we would ensure prompt shipment.

We invite your attention to our other products such as table-cloth and table napkins, details of which you will find in the catalogue, and look forward to receiving your first order.

Yours sincerely,

China National Import & Export Corp.  
Manager: Zhang Hong

Enclosures 2  
Illustrated Catalogue  
Price List



### New Words & Expressions

enquiry  
illustrated catalogue  
price list  
by separate post  
excellent quality  
reasonable price  
regular purchases  
softness and durability  
cotton bed-sheets

询盘  
图解目录, 图示目录  
价格单, 价目表  
另邮  
优良品质  
合理价格, 价格公道  
定期购货  
柔软耐用  
棉质床单

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pillowcases  
meet the demand  
prompt shipment  
table napkins

枕套  
满足需要, 满足要求  
即期装运, 即刻装运  
餐巾



## Notes

1. We are very pleased to receive your enquiry of 15th January and enclose our illustrated catalogue and price list giving the details you ask for.

我们很高兴收到你方1月15日的询盘, 并附上图解目录和价格表告知你方要求的细节。

be pleased to... 乐于(高兴)做……

We shall be pleased to talk the matter over with you.

我们很高兴和你们详细讨论这件事情。

We shall be pleased to show you some of our safes.

我们将乐意您参观本公司所出售几种保险柜。

2. By separate post we are sending you some samples.

我们另邮寄给你方一些样品。

by separate post/mail/cover 另邮

The samples you asked for will follow by separate post.

贵方所要样品另行邮寄。

In compliance with your request, we have pleasure in sending by separate post a sample of our 10s.3-ply yarn.

依照您对本公司的要求, 我们已另邮寄去10支的三合股纱样品。

3. We would allow you a discount of 2%.

我们将给你2%的折扣。

allow a discount 给折扣

Better reduce the price than allow a discount.

与其给折扣, 不如减价。

From all listed prices we allow a discount of 8% on orders received on or before 31st May.

5月31日或此前收到的订单, 我们都按价目单上的价格给8%的折扣。

In view of our long-standing relationship, we agree to allow you a discount.

考虑到我们长期的关系, 我方同意给你方折扣。

4. We are finding it difficult to meet the demand.

我们发现很难满足需求。

meet the demand 满足需要, 满足要求

Such a scale is able to meet the demand of consumers.

这样的—个数量是能够满足消费者的需求的。

A large number of companies are creating services to meet the demand.

大量公司创建服务来满足需求。

5. We would ensure prompt shipment.

我们保证即期装运。

prompt shipment 即期装运, 即刻装运

We can make prompt shipment only if we are able to secure the necessary space.

只要我们能订到所需的舱位，就可以即期装运。

We regret to say that we cannot accept your demand for prompt shipment as we usually ship goods by regular liners.

我抱歉地告诉你们，因我方通常采用定期班轮装运，所以不能接受你方即期装运的要求。

## 7 Writing Skills

Business letter-writing does not call for superb language because it is not literary works, but it is required to express your own opinions accurately in a plain language, and catch the reader's attention and persuade the readers into believing what you said. If business letter writing is to achieve its purpose, the writer should have a good master of standard modern English, knowledge of technical terms, and all kinds of social knowledge. Apart from general principles, the following 5 points will provide you with more detailed guidance in writing an effective trade letter.

1. Control the length of your letter, and the short letter is better than the long one. Besides, pay attention to each paragraph. Usually, one paragraph should express one complete point. Moreover, varying your sentence length works best. The letter should show details, such as the name of the commodity, specification, packing, price, quality, quantity, terms of payment, etc.

2. Taking advantage of the power of verbs. It is better to use positive verbs than passive verbs in business letter writing. Verbs bring action to sentence, the more specific the verbs, the clear the message.

3. Using modifiers. Adjectives and adverbs are important to make descriptions clear and impress the reader effectively.

4. Pay attention to your tone in the letter. A friendly tone is more successful in getting what you want than one that shows anger or frustration. It is better to use "We" than "I", as "We" makes the responsibility of the letter of the company's. "I" expresses the personal opinion.

5. Avoid being overly formal. When writing a letter to a familiar company, avoid using overly formal expression, or it will make the reader uncomfortable.

## 8 Preposition

### ON

on可用来表示位置（在……上，靠近）、时间（强调具体的某一天或某天的早上、下午、晚上）和状态。如：

on the table 在桌上

on the wall 在墙上

on our side 在我们一边

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on my left 在我左边  
 on Sunday 星期日  
 on May 20th 5月20日  
 on Monday morning 星期一上午  
 on Christmas Eve 圣诞前夜  
 on a cold winter afternoon 在一个寒冷的冬天的下午  
 on the evening of June 10th 在6月10日晚上  
 on the second floor 二楼(美语), 三楼(英语)  
 on one's way home 在回家路上

**请注意下面的搭配**

on business 出差      on duty 值日      on leave 告假      on fire 着火  
 on foot 步行      on holiday 休假      on time 准时      on sale 在出售  
 to go on a visit (tour, trip, journey, excursion, errand, business, mission, one's honeymoon, expedition, etc.)

去拜访(观光, 远足, 旅行, 旅游, 出差, 出使, 度蜜月, 探险等)

to have influence (effect, pressure, impression, compassion, pity, mercy, etc.) on ...

对……有影响(有效果, 有压力, 有印象, 同情, 怜悯, 宽恕等)

the information (news, views, work, advice, idea, quarrel, analysis, instruction, comments, opinions, etc.) on ...

有关……的消息(新闻, 观点, 工作, 劝告, 想法, 争论, 分析, 指示, 建议, 意见等)

**在外贸函电中的常用搭配有**

The price is on the high (low) side.

价格偏高(低)。

The goods are on sale (offer, order, consignment, approval, loan, mortgage, etc.).

货物在出售(发盘、订购、寄售、试用、出借、抵押等)之中。

Business has been done on a large scale.

业务已大规模开展起来。

Your products can hardly sell well on the market at such a high price.

以这样高的价格你们的产品在市场上很难畅销。

On this occasion of the opening of the Fair, I would like to express our thanks to all our friends.

在交易会开幕之际, 谨向我们所有的朋友表示衷心的感谢。

It's safer for you to do business with them on the terms of C.O.D.

采用交货付款方式(按……条款)与他们交易较为安全。

We have booked (shipping) space on S. S. Red Sea.

我们已在“红海”轮上订舱。

We'll draw (a draft) on you for the expenses.

我们将向你方开出汇票索取费用。

We do not pay commission on that kind of products.

我们对(那类产品)不付佣金。

We can allow (you a 5%) discount on an order worth 50 000 dollars.

对5万美元的订货(商品), 我们可以给(5%)的折扣。



Please effect insurance on the captioned goods.

请就标题货物投保。

On receipt of your specific enquiry, we'll make you a firm offer.

一收到你方具体询盘，我们就给你报实盘。

on request (examination, re-inspection, presentation, perusal, delivery, arrival, etc.) ...

一经要求（检查、复检、提示、细读、交货、到达等）就……

We will send you samples on request.

样品我们承索即寄。

The draft will be honored on presentation.

汇票一经提示立即承兑。

On perusal, we find there are some discrepancies.

一经细读，发现有不符点。

on one's advice (order, instruction, recommendation, experience, invitation, understanding)

根据（按）某人的劝告（命令、指示、建议、经验、邀请、理解等）

On our advice the buyer at last accepted your prices.

按我方劝告，买方最终接受了你方价格。

On your recommendation we have approached the opening bank.

根据你方建议，我们和开证行取得了联系。

to levy (lay, impose) a tax (duty, fine, etc) on ...

对……征税（罚款）

The government will levy a tax on the J. V.

政府将向合资企业征税。

The authorities concerned have levied a fine on the firm for its tax evasion.

该公司因偷税已被有关当局罚款。

to lodge a claim against (sb.) on (goods) for (reason)

就（货物）因（某原因）向（某人）提出索赔

We'll lodge a claim against you on this parcel for the damage.

我方将因这批货物受损向你方提出索赔。

## 9

## Useful Sentences

1. Fax 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。

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. We were not able to settle any of our outstanding balances.

我们所有的余账均未结。

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。

5. Please send us a copy of your illustrated catalog, quoting your prices FOB Shanghai if

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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。

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

希望能早日收到你方具体询价单。

7. 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。

8. 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。

9. 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。

10. 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。

11. Our terms of payment 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。

12. 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。

13. Please send us some catalogs at your earliest convenience.

请尽早给我们送一些商品目录来。

14. 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。

15. 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。

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

货物不能打折扣（按溢价/零售/批发/拍卖）出售。

17. 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）。

18. 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。

19. 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。

20. They trade mainly in light industrial products.

他们主要经营轻工业产品。

21. They might be in the market for sophisticated equipment.

他们可能要购买尖端设备。

22. This product is being marketed in all European countries.

这种产品行销所有欧洲国家。

23. We have done business with ABC Company for many years.

我们与 ABC 公司已做了多年生意。

24. Business has been closed at this price.

已按此价达成交易。

25. Businesses are less optimistic about economic prospects.

工商企业对经济前景不太乐观。

26. 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。

27. 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。

28. We are prepared to transact business only on these terms.

我们准备只按这些条件进行贸易。

29. Stockbrokers transact business on behalf of their clients.

股票经纪人代表客户进行交易。

30. 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。

## 10 Knowledge Detection

### I. Answer the following questions.

1. What are the 7C Principles in business letter writing?
2. What are the three basic formats of business letters? Talk about the characters of one format.
3. What should be included in a business letter?
4. What is reference notation?

### II. Translate the following titles into Chinese.

- |                          |                      |
|--------------------------|----------------------|
| 1. Chairman of the Board | 6. Assistant Manager |
| 2. Managing Director     | 7. Standing Auditor  |
| 3. Executive Director    | 8. Selection Chief   |
| 4. Sales Manager         | 9. Company Secretary |
| 5. Department Manager    | 10. Clerk            |

### III. Translate the following titles into English.

询盘	报盘	报价	国民经济	互联网
订单	传真	目录	市场经济	交货期
文档	客户	支付	电子商务	
结账	余额	营销	电子邮件	

### IV. Read the following sentences and correct the mistakes.

1. Our competitors' price is 4% - 5% lower than us.
2. It is one of the machines that was delivered last week.
3. This fridge not only is attractive in proper price, but also in good quality.
4. While studying the reporter, the telephone rang.

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5. Depositing money with us, our bank can pay you high dividends.
6. We are well-established exporters of all kinds of goods made in China.

#### V. Arrange the following in the form of a letter.

1. Sender's name: China National Light Industrial Products Import & Export Corporation, Shanghai Branch

2. Sender's address: 128 Nanjing Road, Shanghai, China
3. Sender's cable address: INDUSTRY SHANGHAI
4. Sender's telex address: 33054 TNDUS CN
5. Date: May 25, 2014
6. Receiver's name: H.G. Wilkinson Company, Limited
7. Receiver's address: 452 Lombart Street, Lagos, Nigeria
8. Salutation: Dear Sir,
9. Subject line: Sewing Machines

10. Main Body:

We thank you for your letter of March 16 enquiring for the captioned goods.

The enclosed booklet contains details of all our Sewing Machines and will enable you to make a suitable selection.

We look forward to receiving your early reply.

11. Complimentary Close: Yours faithfully,

#### VI. Change the layout of the following letter into the block format.

Import and Export Company of Wuhan  
Jiefang Road 430072  
Wuhan, Hubei, China  
Tele: (86)2787654562 Fax: 84564879  
Our ref: DS/MR

Date: 3rd April 2012

Henry's Electric Company  
Time Square  
New York  
USA

Dear Sir or Madam,

Through the network, we have your name and address. We know that you are interested in wiring ducts made by Chinese enterprise and you want to import the wiring ducts from China. We take the pleasure of addressing you this letter, hoping to establish a sound trading relation of mutual benefits with you.

We—ABC COMPANY, located in Wuhan, is specialized in the manufacturing of wiring ducts with the production capacity of over 600 000 cubic meters per month. We have been manufacturing and exporting wiring ducts for many years. With excellent quality and fully competitive price, all our products are exported to overseas markets and they enjoy high reputation among our business partners and customers, and our trade partners are satisfied with our products.

In order to give you a general idea of various kinds of the wiring ducts we are handling, we are airmailing you under separate cover our latest catalogue for your reference. Please let us know immediately if you are interested in our products. We will send you our price list and sample to you as soon as we receive your specific inquiry.

We believe our products will benefit you very much. Please be advised that your order is greatly appreciated.

Yours faithfully,

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