



SỞ GIÁO DỤC VÀ ĐÀO TẠO HÀ NỘI

GIÁO TRÌNH

Tiếng Anh thư tín thương mại

English for Commercial Correspondences

DÙNG TRONG CÁC TRƯỜNG TRUNG HỌC CHUYÊN NGHIỆP



NHÀ XUẤT BẢN HÀ NỘI

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NGUYỄN BÍCH NGỌC - ĐÀO THỊ HƯƠNG

GIÁO TRÌNH
TIẾNG ANH THƯ TÍN
THƯƠNG MẠI

ENGLISH FOR COMMERCIAL CORRESPONDENCES

(Dùng trong các trường THCN)

NHÀ XUẤT BẢN HÀ NỘI - 2006

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Chịu trách nhiệm xuất bản
NGUYỄN KHẮC OÁNH

Biên tập
PHẠM QUỐC TUẤN

Bìa
TRẦN QUANG

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HẢI YẾN

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Lời giới thiệu

Nước ta đang bước vào thời kỳ công nghiệp hóa, hiện đại hóa nhằm đưa Việt Nam trở thành nước công nghiệp văn minh, hiện đại.

Trong sự nghiệp cách mạng to lớn đó, công tác đào tạo nhân lực luôn giữ vai trò quan trọng. Báo cáo Chính trị của Ban Chấp hành Trung ương Đảng Cộng sản Việt Nam tại Đại hội Đảng toàn quốc lần thứ IX đã chỉ rõ: “Phát triển giáo dục và đào tạo là một trong những động lực quan trọng thúc đẩy sự nghiệp công nghiệp hóa, hiện đại hóa, là điều kiện để phát triển nguồn lực con người - yếu tố cơ bản để phát triển xã hội, tăng trưởng kinh tế nhanh và bền vững”.

Quán triệt chủ trương, Nghị quyết của Đảng và Nhà nước và nhận thức đúng đắn về tầm quan trọng của chương trình, giáo trình đối với việc nâng cao chất lượng đào tạo, theo đề nghị của Sở Giáo dục và Đào tạo Hà Nội, ngày 23/9/2003, Ủy ban nhân dân thành phố Hà Nội đã ra Quyết định số 5620/QĐ-UB cho phép Sở Giáo dục và Đào tạo thực hiện đề án biên soạn chương trình, giáo trình trong các trường Trung học chuyên nghiệp (THCN) Hà Nội. Quyết định này thể hiện sự quan tâm sâu sắc của Thành ủy, UBND thành phố trong việc nâng cao chất lượng đào tạo và phát triển nguồn nhân lực Thủ đô.

Trên cơ sở chương trình khung của Bộ Giáo dục và Đào tạo ban hành và những kinh nghiệm rút ra từ thực tế đào tạo, Sở Giáo dục và Đào tạo đã chỉ đạo các trường THCN tổ chức biên soạn chương trình, giáo trình một cách khoa học, hệ

thống và cập nhật những kiến thức thực tiễn phù hợp với đối tượng học sinh THCS Hà Nội.

Bộ giáo trình này là tài liệu giảng dạy và học tập trong các trường THCS ở Hà Nội, đồng thời là tài liệu tham khảo hữu ích cho các trường có đào tạo các ngành kỹ thuật - nghiệp vụ và đồng đảo bạn đọc quan tâm đến vấn đề hướng nghiệp, dạy nghề.

Việc tổ chức biên soạn bộ chương trình, giáo trình này là một trong nhiều hoạt động thiết thực của ngành giáo dục và đào tạo Thủ đô để kỷ niệm "50 năm giải phóng Thủ đô", "50 năm thành lập ngành" và hướng tới kỷ niệm "1000 năm Thăng Long - Hà Nội".

Sở Giáo dục và Đào tạo Hà Nội chân thành cảm ơn Thành ủy, UBND, các sở, ban, ngành của Thành phố, Vụ Giáo dục chuyên nghiệp Bộ Giáo dục và Đào tạo, các nhà khoa học, các chuyên gia đầu ngành, các giảng viên, các nhà quản lý, các nhà doanh nghiệp đã tạo điều kiện giúp đỡ, đóng góp ý kiến, tham gia Hội đồng phản biện, Hội đồng thẩm định và Hội đồng nghiệm thu các chương trình, giáo trình.

Đây là lần đầu tiên Sở Giáo dục và Đào tạo Hà Nội tổ chức biên soạn chương trình, giáo trình. Dù đã hết sức cố gắng nhưng chắc chắn không tránh khỏi thiếu sót, bất cập. Chúng tôi mong nhận được những ý kiến đóng góp của bạn đọc để từng bước hoàn thiện bộ giáo trình trong các lần tái bản sau.

GIÁM ĐỐC SỞ GIÁO DỤC VÀ ĐÀO TẠO

INTRODUCTION

"English for commercial correspondences" is an important material for business persons. The success of any modern business to a large extent, depends on the proper use of business letters. Someone has rightly said: "A letter in business is what medicine is to a patient". Good letters are little ambassadors that traverse every nook and corner of the present-day commercial world. They constitute the biggest source of active liaison that is necessary for procuring business.

A good command of written commercial English is one of the most important qualifications of a business person, because a good business letter can:

- sell goods
- create new customers
- give an incentive to the dealers
- bring back confidence among the buyers
- bring more finance / profits
- open new markets
-

This book aims at meeting the needs of all students in commercial English department at the Ha Noi Commercial and Tourism College, and at the same time, it can serve as a hand book for those who are engaged in foreign trade transactions in Vietnam.

The book is divided into 7 units containing:

- *Letter form, letter parts*
- *Different kinds of business letters: Goodwill, Inquiries, Quotations, Complaints...*
- *What is to be written in business letters*
- *How business letters are to be written*
- *Specimen letters*
- *Useful phrases in business letters*
- *Exercises for practice*

It is desired that further research is necessary to find out specific problems of commercial students in writing commercial letters in English so as to help them to write efficiently and accurately at the discourse level.

Please let us know how you enjoy this book !

Unit 1

THE BUSINESS LETTER FORM

Objectives

- **Mastering:**
The letter layout, address on envelopes
- **Writing letterheads, sender's address, dates, inside address, salutation, complimentary closes, signatures**
- **Developing appropriate manner**

Contents

- The structure of a business letter
- Letter parts
- Letter layout
- Planning the letter
- How to address envelopes
- Useful phrases and specimen letters
- Exercises

I - THE STRUCTURE OF A BUSINESS LETTER

The business letter is the principle means used by a business firm to keep in touch with customers, very often it is the only one and customers form their impression of the letters it sends out.

Business letters require the writer to express himself accurately in plain language that is clear courteous and readily understood. The whole secret of good business letter writing is to write simply in an easy and natural way.

F. Lynch Co. Ltd

(1) **15. Newell Str. Birmingham B3 3EL-UK**

Phone: 848454755 .

Fax: 848255917.

(2) 24, Sep., 2004

(3) Our ref:

Your ref:

(4) Tocontap.

36-Ba Trieu Str.

Hanoi - Vietnam

(5) Attn: Mr. Ha Linh

(6) Dear Sir,

(7) Re: Order No. TD 5644

(8) Please find enclosed our order No. TD5644 for men's and boy's sweaters in different sizes, colors and designs.

We have decided to accept the 15% trade discount you offered and terms of payment viz D/P, but would like these terms revised in the near future.

Would you please send the shipping document and your sight draft to North-Minster Bank, deal Street, Birmingham B3 ISQ.

If you do not have the listed articles in stock, please do not send substitutes in their place.

We would appreciate delivery within the next six weeks, and look forward to your confirmation

(9) Yours faithfully,

(10) For F. Lynch Co. Ltd
(signed)
L. Crane
Import Manager.
(11) Enc: Order No. TD 5644
(12) c.c: Mr. Quang Huy

Refer to the above model letter as you study the following list of the parts of a letter.

(1) Letter-head: This, of course, is printed and supplied by your employer. It includes name, address, telephone number of the sender, and may contain a description of the business, trade mark, telegraphic address, telex, fax, email...

(2) Date line: The date on which the letter is being prepared, is typed a few lines below the letter-head. It is also usually written on the right-hand side of the page. The month should not be written in figures, but may be used in abbreviations like: Jan., Feb. ,

(3) References: References are quoted to indicate what the letter refers to (*Your ref.*) and the correspondence to refer to when replying (*Our ref.*)

(4) Inside address: The address of your reader is typed as it will appear on the envelope.

(5) Attention line: (may be omitted) It should be used when the letter is addressed to a company or organization as a whole, but you want it to be handled by a specific individual at the company or within the organization and it should be underlined or typed in Capitals.

(6) Salutation: *Dear Sir* opens a letter written to a man whose name you do not know. *Dear Sirs* is used to address a company. *Dear Madam* is used to address a woman, whether single or married, whose name you do not know. *Dear Sir or Madam* is used to address a person of whom you know neither the name nor the sex. When you do not know the name of the person you are writing to, the salutation takes the form of Dear followed by a courtesy title and the person's surname. Initials or first names are not generally used in

salutations. *Dear Mr Smith*, not *Dear Mr J. Smith* or *Dear Mr John Smith*. The comma after the salutation is optional (*Dear Sir, or Dear Sir*). Note that in the USA a letter to a company usually opens with *Gentlemen*, followed by a colon, not with *Dear Sirs*.

(7) **Subject line:** May be omitted, but it alerts the reader to the content of your message. It should be underlined or typed in capitals

(8) **Body of letter:** This is the actual message of your letter. The first paragraph starts with a capital letter.

(9) **Complimentary closing:** This is a polite, formal way to end a letter. If the letter begins with *Dear Sir*, *Dear Sirs*, *Dear Madam*, *Dear Sir or Madam*, it will close with *Yours faithfully*. If the letter begins with a personal name - *Dear Mr James*, *Dear Mrs. Robinson*, *Dear Ms Jasmin* - it will close with *Yours sincerely*.

A letter to a friend or acquaintance may end with *Yours truly* or the casual *Best wishes*.

The position of the complimentary close - on the left, right or in the centre of the page - is a matter of choice. It depends on the style of the letter

(10) **Signature:** Always type your name after your handwritten signature and your position in the firm after your typed signature block. Sender's name and official position are typed four lines below the previous item to allow space for the signature.

(11) **Enclosure:** (if any) followed by a list of the enclosed items. Its abbreviation is *enc*.

(12) **c.c notation:** (if any) when copies are sent to people other than the named recipient.

II - THE LAYOUT

The placement of a letter is flexible within the limits of three basic styles. Often a company will have a preferred arrangement style which employees are required to use.

- Full blocked style
- Blocked style
- Semi-blocked style

1. Full blocked letter layout

All letter parts begin at the left margin. It is therefore, the fastest traditional arrangement style to type

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24,Sep. 2004

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(signed)
L. Crane
Import Manager.

Enc: Order No. TD 5644
c.c: Mr. Quang Huy

2. Blocked letter layout

Like full blocked, all letter parts begin at the left margin, except the dateline, complimentary closing, company signature, and writer's identification, which start at the horizontal center of the page.

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15. Newell St. Birmingham B3 3EL-UK
Phone: 848454755 . Fax: 848255917.

24,Sep. 2004

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Import Manager.

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3. Semi-blocked style

This is the same as a blocked letter with one change: the beginning of each paragraph is indented three or five spaces.

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III - PLANNING YOUR LETTER

The way to get the right amount of information in your letter, and to get it in the right order, is by planning your letter in advance. Ask yourself: what do you want your letter to achieve and what response do you want? Note down everything you want to include in it before you start writing; then read your notes again to see:

- that you have included all the necessary information
- that you haven't included any unnecessary information
- that you have put the information in the right order

1. First paragraph

The first sentence or paragraph of a letter is an important one since it sets the tone of the letter and gives your reader his first impression of you and your company. Generally speaking, in the first paragraph you will thank your correspondent for his letter (if replying to an enquiry), introduce yourself and your company if necessary, state the subject of the letter, and set out the purpose of the letter.

2. Middle paragraphs

This is the main part of your letter and will concern the points that need to be made, answers you wish to give, or questions you want to ask. As this can vary widely with the type of letter that you are writing, it will be dealt with in the relevant units. It is in the middle paragraphs of a letter that planning is most important, to make sure that your points are made clearly, fully and in a logical sequence.

3. Final paragraph

When closing the letter, you should thank the person for writing, if your letter is a reply and if you have not done so at the beginning. Encourage further enquiries or correspondence, and mention that you look forward to hearing from your correspondent soon. You may also wish to restate, very briefly, one or two of the most important of the points you have made in the main part of your letter.

IV - CLARITY

Your correspondent must be able to understand what you have written. Confusion in correspondence often arises through a lack of thought and care, and there are a number of ways in which it can happen.

1. Abbreviations

Abbreviations can be useful because they are quick to write and easy to read. But both parties need to know what the abbreviations stand for.

Example:

c.i.f = cost, insurance, and freight

f.o.b = free on board

EEC = European Economic Community

UNO = United Nations Organization

CBI = Confederation of British Industry

TUC = Trades Union Congress

2. Figures

Numerical expressions can also cause confusion. The month in the date should not be written in figures

If there is a possibility of confusion, therefore, write out the expression in both figures and words

e.g. £10,575,90 (ten thousand five hundred and seventy-five pounds, ninety pence)

3. Titles, names, and addresses

Make quite sure that you use the correct title in the address and salutation, that you spell your correspondent's name correctly, and that you write his/her address accurately

Do not make assumptions about your correspondent's sex if you do not know it. If you are writing, for example, to a Chief Buyer who you do not know, do not assume that he/she must be one sex or the other: use dear Sir or Madam rather than Dear Sir or Dear Madam. If you know the person's name but not his/her sex (either because he/she only signs with an initial, or because his/her given name is new to you) then use Mr/Mrs...,

Dear Mr / Mrs. Barron.

V - ADDRESSING ENVELOPES

Envelope addresses are written in a similar way to inside addresses, but for letters in or going to the UK, the postcode is usually written on a line by itself

at the end of the address, and the name of both the town and the country are written in capital letters.

Mr G. Penter
49 Memorial Road
QRPINGTON
Kent
BR6 9UA

Messrs W. Brownlow & Co.
600 Grand Street
LONDON
WIN 9UZ
UNITED KINGDOM

- **Points to remember**

- *The layout and presentation of your letter are important as they give the reader the first impression of the firm's efficiency.*

- *There are two styles of letter, blocked and indented. Both are acceptable, but the blocked style will probably save time.*

- *Write both addresses in as much detail as possible and in the correct order.*

- *Make sure you use the recipient's correct title in the address and salutation. If in doubt as to whether a woman is single or married, use Ms.*

- *Do not abbreviate dates.*

- *Choose the correct salutation and complimentary close. When you begin with Dear Sir or Dear Sirs or Dear Madam or Dear Sir or Madam, end with Yours faithfully. But if you use a personal name in the salutation, then close with Yours sincerely.*

- *Make sure your references are correct.*

- *Make sure your signature tells your reader what he/she needs to know about you.*

EXERCISES

Type this letter in each of the 3 arrangement layouts (*Full blocked, Blocked, Semi - blocked*)

Dateline: July 9. 20__

Inside Address: The Middle Atlantic Institute of Technology, 149
Danbury Road. Danbury , Connecticut 50202.

Attention Line: Attention Dean Claude - Monet.

Salutation: Dear Sirs

Subject Line: Educational Exchange

Body: The Commission for Educations Exchange between
United States and Belgium has advised me to contact
your employment assistance.

I received my Doctor's Degree with a "Grante
distinction" from the University of Brussels and would
like to teach French (my mother tongue) English, Duton
or German.

My special field is English literature I wrote my
dissertation on Jams Joyce but I am also qualified to
teach language to business students. I have been active
in the field of applied linguistics for the last two years at
the University of Brussels

I look forward to hearing from you

Complimentary Closing: Respectfully yours

Signer's Identification: Jacqueline Brauer.

Reference initials: JB

Unit 2

BUSINESS GOODWILL LETTERS

Objectives

- **Mastering:**

Structure of letters of Congratulation, Thanks, Sympathy, Invitation

- - Expressing congratulation, thanks on other's happy opportunities, sympathy with others
- Making an invitation by letter or printed form

Developing goodwill in work

Contents

- Letters of Congratulations
- Letters of Thanks
- Letters of condolences
- Invitations: by letter or invitation card, accepting or declining invitations
- Useful phrases for goodwill letter
- Examples of goodwill letters
- Exercises

One of the most important functions of a business letter is to create goodwill. At festival time and on such an occasion as the award of an honor, a promotion, a wedding or a death, business persons all over the world take the

opportunity to send their good wishes, congratulations, sympathy or condolences. Such letters are appreciated by customers and certainly good for business.

I- LETTERS OF CONGRATULATIONS

The occasions for congratulatory messages are numerous: Promotions, appointments, and elections, achievements, award ,and honors, marriage and birth, anniversaries and retirements.

Whether written to a close friend or a distant business associate, any letter of congratulations must be SINCERE and ENTHUSIASTIC. It may be short, but it should contain PERSONAL remarks or references.

A letter of congratulations should contain three essential ingredients. It should:

- begin with the expression of congratulation.
- mention the reason for the congratulation with a personal or informal tone.
- end with an expression of goodwill (such as praise of confidence NEVER say "Good luck" which implies chance rather than achievement).

Example:

10 Bond Street
London W.1.

5th October, 2002

Mr. Charles Lyons
Ferdosi Square
Rafat Iyah Street 86
Teheran
Iran

Dear Charles,

I have just learned that you have been appointed Regional Manager for the Middle East. Looking back on your activities so far, I know that your enthusiasm and experience are the very qualities that are needed for this position. I wish you every success in managing the affairs of the branch.

My colleagues join me in sending you our warmest congratulations.

With kindest regards,

Yours,
R. Wetherby
Randal Wetherby

Talk about these questions

1. What does Mr. Wetherby congratulate Mr. Lyons on?
2. According to Mr. Wetherby, what qualities does Mr. Lyons possess which make him particularly suited to this position?
3. Who also send their congratulations?

Translate the following letter into Vietnamese

Dear Alan,

Congratulations on your promotion to senior accounts executive. You have worked hard for Rembow Consultants and I am delighted that your efforts have been rewarded.

As you move into your new office and assume the weight of responsibilities that go along with your position, please, please let me know if I can be of any assistance.

Sincerely,

Expressions of congratulations

- *It was with great pleasure that we heard of Please accept our heartiest congratulations.*
- *Please convey our best wishes and congratulations to*
- *We would like to send you our congratulation on the occasion*
- *I'm writing to convey my warm congratulations on*
- *We join in sending you our best wishes for the future.*

II - LETTERS OF THANKS

A letter of thanks should be sent in response to a letter of congratulations.

A thank-you letter may be BRIEF, but it must be PROMPT, for it must like all social business letters, sound SINCERE.

A thank-you letter or a note of appreciation should always be sent after receiving:

- Gifts
- Favors
- Courtesies
- Hospitality
- Donations

A proper letter of appreciation will contain three key elements; it will:

- begin by saying "thank you"
- make a sincere personal comment
- end with a positive and genuine statement

Notes:

In letters of this kind, it is a mistake to refer to business, to do so may create the feeling that your thanks are merely an excuse for getting business.

Example:

Bonds Forwarding Company BFC 117 Harbour Road, Southampton

17 June, 2002

Mr. Starros Alexiou
Alexiou Shipping Co.
125 Omonia Square
Athens

Dear Mr. Alexiou,

Looking through our files yesterday, I realized that it is just ten years since we started business together. So I'm really glad to have the opportunity of saying "Thank you" for your regular custom.

Your recommendations to other potential customers have also shown me that you appreciate the service we offer.

We are grateful, and look forward to continuing our long association.

Yours sincerely,

John Bonds

John Bonds

BONDS FORWARDING COMPANY

Talk about these questions:

1. How long have Bonds Forwarding Company and the Alexiou Shipping Company been doing business together?

2. What does Bonds Forwarding Company appreciate?
3. What does the Alexiou Shipping Company appreciate?

Expressions of thanks

- *We thank you very much for* your warmth and hospitality.
- *We are very grateful for* the trouble you took on our behalf.
- *We thank you for the opportunity you have given* us to supply the goods you need.
- *We thank you for your letter* enclosing an account of the organization and handling of Mac Donald Co. Ltd.

Translate the following letter into Vietnamese

Dear Sirs,

We thank you for your warmth and the hospitality you showed us on our last night in your country.

We were all, as you know, very tired indeed, and I am sure that we were not exactly wonderful company but we would like to say that we are very grateful for the trouble you took on our behalf.

All best wishes.

For Foreign Trade Delegation of the SRVN

III - LETTERS OF CONDOLENCES

When an acquaintance experiences the death of a loved one, it is proper, although difficult, to send a message of condolence

Write your letter immediately when you learn the news. Say what you sincerely feel and express your sympathy in simple words that are warm and convincing.

Expressions of sympathy

- *We're sorry to learn that you*
- *I'm shocked to learn that....*
- *I hope* the damage isn't too great.
- *Fortunately*, no damage occurred and no person injured.
- *If you need any help*, please tell me.
- *We were distressed to learn that...*
- *We are writing to express our deep sympathy...*
- *Please convey our sympathy to....*
- *We have learned with deep regret of the death of....*

Example:

CAMBRIDGE ARCHAEOLOGICAL MUSEUM

29 December, 2004

Dear Mr. De Vere,

I was deeply distressed to hear of the sudden death of Mr. Arthur Williams who served on your Museum Board for so long. His passing must mean a great loss to your institution and his associates. We, who knew him, have good cause to be grateful to him for his sound judgement and advice that he gave us unreservedly.

My staff join me in conveying our sincere sympathy to members of his family.

Yours sincerely,

B. Glover

Bernard Glover

Mr. Peter de Vere
Curator
Museum of Archaeology and Ethnology
Hill Square
Edinburgh

Talk about these questions:

1. What had been Mr. Williams' connection with the Edinburgh Museum?
2. Why did Mr. Glover have reason to be grateful to him?
3. To whom do Mr. Glover and his staff offer their condolences?

Translate the following letter into Vietnamese

Dear Mr. Summers,
I would like to extend the deep sympathy of all of us at Jason Associates. We had the privilege of knowing and working with Edith for many years, and her friendly presence will be sadly missed.
Please consider us your friends and telephone us if we can be of any help.
Sincerely,

IV - INVITATIONS

A general invitation should be cordial and sincere, a formal invitation should be less personal, written in the third person. Either kind of invitation, however, must do three things:

- Invite the reader to the gathering
- Give the date, time and place of the gathering.
- Offer a reason for the gathering.

A formal invitation should, in addition, include the R.S.V.P. notation. This abbreviation stands for "respondz s'il vous plait", it asks the reader to please respond

i.e.: "Please let us know if you plan to attend"

In such formal invitations, the place and the date of writing may be mentioned either at the right-hand top corner of the notepaper or postcard or below the text, beginning from the left hand margin. The text is usually short and mentions the following:

- The name of the host and / or hostess, that is the person who sends out the invitation.
- The name of the guest, that is, the person invited.
- The object of the invitation, that is whether it is for dinner or tea or a cocktail party.
- The exact time and date when the guest is expected to attend.
- The place where the guest is to arrive at. When the place is not mentioned, it is understood to be the host's usual residence.

Example:

A formal Invitation

MR ZHANG WEIMIN

President of Wei Le Trade Corporation
Requests the pleasure of your company at the
Opening Ceremony of the Western Branch of

Wei Le Trade Corporation

On October 15, 2004

At 10:30 a.m

Add. 38 Hai Yan Xi Lu

Shanghai 200142

Tel. No. 66431700 x 126

R.S.V.P.

Expressions of invitations

- The Chairman and Directors *of theCorporation have pleasure in inviting you to* attend a reception at (place) on (date) at(am/pm) in honor of (event)
- Mr. and Mrs.....*request the pleasure of* Mr. and Mrs.....& company at dinner on Saturday, 5th December at 7.30 p.m
- *We have pleasure in inviting you to the*International Fair in Poznan

Translate the following Invitation into Vietnamese

Mr. Kemmons Wilson

Chairman of the Board of Holiday Inns Inc.

And ***Mr. Ben Smith***

Chairman of the Board of Hotels United

request the presence of

Mr. and Mrs. Barrington

on the occasion of the inauguration of
the first Thai Holiday Inn and Restaurant at Bangkok Airport
(Holiday Inn, Bangkok, International Airport)
in the presence of Mr. Frank S. Wile
Consult General of the United States of America
On Wednesday, May 2, 2004

18.30 - 19.30 Cocktails
19.45 Dinner
(Dark suit)

R.S.V.P Secretary to Ben Smith, 108 Salome Road, Bangkok

1. Accepting an invitation

Hotel Cathay
Bangkok

28 th April, 2004

Mr. and Mrs. J. Barrington thank Mr. Kemmons Wilson and Mr. Ben Smith for their kind invitation to the inauguration of the Thai Holiday Inn and Restaurant to be held at the Holiday Inn, and will be pleased to attend.

2. Declining an invitation

The Anglo-Thai Insurance Company
10 Patpong Road
Bangkok - Thailand

2nd May, 2004

Mr. W. James, Chairman, thanks Mr. Kemmons Wilson and Mr. Ben Smith for their kind invitation to the inauguration of the Thai Holiday Inn and Restaurant to be held at the holiday Inn, but regrets that he is unable to attend due to a prior engagement.

Replies to invitations

- Mr. and Mrs. ...*thank* Mr. and Mrs....*for their kind invitation to* dinner, which they have much pleasure in accepting
- *It will be a pleasure to* see you again when I visit New York next month.
- *I'm looking forward to* becoming personally acquainted with you after our long correspondence.
- *Mr.B has much pleasure in accepting the kind invitation of* Mr. A to dinner on.....
- Mr. B *thanks* Mr. A *for his kind invitation, but regrets that* a previous engagement prevents him from accepting the same

PRACTICE

1. Write a letter inviting a foreign customer who is now staying in Vietnam to dinner given by your corporation at the Dan Chu Hotel at 7:30 p.m on 15th May. Tell him that present at the dinner will be your General Director and two executives with whom the customer has worked.

2. You have just returned from a meeting. There are two notes on your desk. Write an appropriate letter to each of them.

1.

Mr. Hayward called from Textile Import Ltd. He invited you to attend the launch of their new range on 13 February. Don't forget, however, that you have to travel to Paris that same evening.

2.

Ms Smith from Infidel called to invite you to view their new range of software on Monday, 24 January. You are free that night.

3. Add the punctuation to this letter inviting one of your distributors to the conference.

KEF Audio

MAIDSTONE KENT ME 15 6 Q P

TEL: (01622) 672261

FAX: (01622) 750653

Yoshi Watenable

2-9-9 Shinjuku, Shinjuku-ku

Toyko 160 - Japan

23 February 2004

Dear Yoshi

We would like to invite you to join us for the annual sales conference and launch of the new KEF loudspeaker range at Montreux Switzerland from 29 June to 1 July we enclose brochures on our new range together with a conference programme please let us know if you wish to attend as soon as possible

Best wishes

EXERCISES

1. Fill in the blank, then translate the sentences into Vietnamese.

1. We should like to this opportunity of ...you....wishes for a New Year.
2. We are deeply ...by the newsthe death of your General Director
3. We shall befor any help you may ...our representative, Mr. Hung
4. We should like ... convey to you our congratulation on your promotion.
5. We thank you for your letterus of the death of Mr Pham, The Chief of our Foreign Relations Department which we learned with deep sympathy.

2. Translate into English.

1. Chúng tôi rất vui mừng gửi đến ngài những lời chúc mừng tốt đẹp nhất nhân lễ kỷ niệm 100 năm ngày thành lập công ty của các ngài.
2. Chúng tôi rất vui mừng gửi đến ngài những lời chúc mừng nồng nhiệt nhân ngày Quốc khánh của quý quốc. Chúc tình hữu nghị giữa hai nước và quan hệ giữa hai công ty ngày càng phát triển hơn.
3. Sau nhiều năm cố gắng liên tục, ông được đề bạt làm Tổng Giám đốc công ty là rất xứng đáng. Chúng tôi xin chúc mừng ông.
4. Nghe tin ông bị tai nạn tôi rất buồn và mong muốn có thể giúp đỡ ông được việc gì. Tôi thành tâm chúc ông chóng bình phục.
5. Cái chết của ông ấy làm cho chúng ta mất đi một nhà lãnh đạo , một người bạn chí tình.

3. Complete the following letter with suitable words or phrases.

Dear Mr Watts,

I must write to (1)..... how much we appreciate (2).....promptness with which you (3).....settled your accounts with (4).....during the past year, (5).....as a number of them have been for very (6).....sums. It has been (7).....great help to us in our business. We (8).....you will continue to (9).....us the opportunity to (10).....you.

Yours faithfully,

4. Translate into Vietnamese.

Dear Charles,

On looking through the Times this morning I came across your name in the New Year Honors List and hasten to add my congratulations to the many you will be receiving.

The award will give pleasure to a wide circle of people who know you and your work. Your service to local industry and commerce over many years has been quite outstanding and it is very gratifying to know that this has been so suitably rewarded.

Warm regards and best wishes.

Yours as ever

N. Phan

5. Translate into English

Thưa các ngài,

Nhân dịp Noel và năm mới chúng tôi xin gửi đến các ngài và toàn thể cán bộ công nhân viên của quý hãng những lời chúc tốt đẹp nhất.

Chúng tôi hy vọng rằng trong năm tới chúng ta sẽ tiếp tục buôn bán với nhau nhiều hơn nữa.

Kính chào

Thay mặt TCTXNK Máy Hà Nội

(đã ký)

Tổng giám đốc

Nguyễn Anh Dũng

Unit 3

ENQUIRIES AND REPLIES

Objectives

- **Mastering:**
 - Structure of enquiries and replies**
- - Asking for details of goods
 - Replying and confirming help
- **Being friendly and polite**

CONTENTS

- Rules of writing Enquiries
- Asking for catalogues, price-lists, or prospectuses...
- Asking for details, samples, patterns, demonstrations
- Suggesting terms, methods of payment, discounts, delivery time
- Replying to an enquiry and confirming your help
- Exercises

1 • ENQUIRY

An enquiry (inquiry) is sent when a businessman wants some information, especially about:

- The supply of goods
- Leaflets or catalogues.
- Quotation or prices.
- Samples.
- Terms and discounts.
- Availability of goods.
- Method of transport.
- Insurance.

1. Rules of writing an inquiry

- Begin with the questions you want to ask your reader about goods.
- Keep your inquiry short and to the point, say what need to be said and then stop.

If your inquiry is to a supplier whom you have not previously dealt with:

- Tell him how you have obtained his name and address.
- Give him some details of your business, for example, the range of goods you handle....

Example 1:

Dear Sirs,

We are interested in cutter Model GH advertised by you in the latest issue of the "Industry"

We shall be obliged if you will send us a quotation for the above mentioned tool. Please quote your latest price and state the time of delivery and the most favorable terms of payment, the price is preferred to be quoted CFR Haiphong.

We also request you to send us Brochures and Specifications of your other products.

Yours faithfully,

Talk about these questions:

1. What rules do you observe when making an inquiry?
2. How do you acknowledge an inquiry?
3. How do you write a routine letter or inquiry?
4. What should you write in the inquiry reply?
5. By what ways can you be answered when you want to request for information?

Example 2:

Dear Sirs,

We are interested in the purchases of Vietnamese green and black tea for immediate shipment at regular intervals during 2004. We shall appreciate it, if you will inform us of the name and address of an organization engaged in the export of this product from Vietnam.

We thank you in advance for your trouble.

Yours faithfully,

Example 3:

Dear Sirs,

We have seen your advertisement in the "Textile World", and should be glad if you would send us patterns of Ladies' woolens with your best terms.

Yours faithfully,

Making Inquiries

- *I'm interested in*
- *Could you please give me.....?*
- *I would appreciate more details about.....*
- *I would like*
- *Could you let us know if.....?*

2. Writing opening

Tell your supplier what sort of firm you are.

- *We are a co-operative wholesale society based in Zurich.*
- *Our company is a subsidiary of Universal Business Machines and we specialize in....*
- *We are one of the main producers of industrial chemicals in Germany, and we are interested in....*

How did you hear about the firm you are writing to? It might be useful to point out that you know a firm's associates, or that they were recommended to you by a consulate or trade Association.

- *We were given your name by the Hoteliers' Association in Paris.*
- *You were recommended to us by Mr John King, of Lasworn & Davies, Merchant Bankers.*
- *We were advised by Spett. Marco Gennovisa of Milan that you were interested in supplying....*
- *The British Embassy in Madrid told us that you were looking for an agent in Spain to represent you.*

It is possible to use other references:

- *We were impressed by the selection of gardening tools that were displayed on your stand at this year's Gardening Exhibition held in Hamburg.*

- Our associates in the packing industry speak highly of your Zeta packing machines and we would like to have more information about them. Could you send us....

3. Asking for catalogues, price-lists, prospectuses

It is not necessary to give a lot of information about yourself when asking for catalogues, brochures, booklets, etc. This can be done by postcard, but remember to supply your address, unless it is already printed, phone number, telex, and fax number if you have one. It would also be helpful if you could briefly point out any particular items you are interested in.

- Could you please send your current catalogue and price-list for exhibition stands? We are particularly interested in "furniture display" stands.

- Would you let us have your summer brochure for holidays to Greece and the Greek Islands, and supply details of any low fares and tariffs for the month of September?

- I would appreciate your sending me an up-to-date price-list for your building materials.

- I am planning to come and study in London next autumn and I would like a prospectus for your college giving me information about fees and special courses in computing.

- We have heard about your latest equipment in laser surgery and would like more details. Please send us any information you can supply, marking the letter "For the Attention of Professor Kazuhiro", Tokyo General Hospital, Kinuta-Setagayaku, Tokyo, Japan.

4. Asking for details

When asking for goods or services you must be specific and state exactly what you want. If replying to an advertisement you should mention the journal or newspaper, the date, and quote any box number or department number given.

e.g. Box No. 341; Dept. 412B.

And if referring to, or ordering from a catalogue, brochure, leaflet, or prospectus, always quote the reference,

e.g. Cat. No. A149; Holiday No. J/M/3; Item No. 351; Course BL 362.

- I am replying to your advertisement in the June edition of "Tailor and Cutter". I would like to know more about the "steam pressers" which you offered at cost price.

- *I am interested in holiday No. J/M/3, the South Yugoslavian tour.*
- *I will be attending the auction to be held in Turner House on 16 February this year, and am particularly interested in the job lot listed as Item No. 351.*
- *Could you please give me more information about course BL 362 which appears in the language learning section of your summer prospectus?*
- *I would appreciate more details about the "University Communications System" which you are advertising on Grampian Television.*

5. Asking for samples, patterns, demonstrations

You might want to see what a material or item looks like before placing an order. Most suppliers are willing to provide samples or patterns so that you can make a selection. However, few would send a complex piece of machinery for you to look at. In that case you would be invited to visit a showroom, or the supplier would offer to send a representative. Nevertheless, if it is practical, ask to see an example of the article you want to buy.

- *When replying, could you please enclose a pattern card?*
- *We would also appreciate it if you could send some samples of the material so that we can examine the texture and quality.*
- *Before selling toys we prefer to test them for safety. Could you therefore send us at least two examples of these children's cars in the 'sprite' range?*
- *I would like to discuss the problem of maintenance before deciding which model to install in my factory. I would be grateful if you could arrange for one of your representatives to call on me within the next two weeks.*

6. Suggesting terms, methods of payment, discounts

Firms sometimes state prices and conditions in their advertisements or literature and may not like prospective customers making additional demands. However, even if conditions are quoted, it is possible to mention that you usually expect certain concessions. Although it is true that once a supplier has quoted a price and stated terms you indicate that certain conditions may persuade you to place an order.

- *We usually deal on a 30% trade discount basis with an additional quantity discount for orders over 1,000 units.*
- *As a rule our suppliers allow us to settle by monthly statement and we can offer the usual references if necessary.*

- We would also like to point out that we usually settle our accounts on a documents against acceptance basis with payment by 30-day bill of exchange.

- Could you let us know if you allow cash or trade discounts?

- We intend to place a substantial order, and would therefore like to know what quantity discounts you allow.

7. Specimen letters (short enquiries)

Request for a catalogue and price-list

Dear Sir,

Please would you send me your Spring catalogue and price-list quoting c.i.f. prices, Le Havre?

Thank you.

Yours faithfully,

Request for a prospectus

Dear Sir,

I would like some information about your Proficiency courses in English beginning this July.

Please send me a prospectus, details of your fees, and information about accommodation in London for the period July - December. If possible I would like to stay with an English family. Thank you.

Yours faithfully,

Request for general information

Dear Sir,

Could you please send me details of your tubeless tyres which are being advertised in garages around the country?

I would appreciate a prompt reply quoting trade prices

Yours faithfully,

Reply to an advertisement (an inquiry)

In this letter the customer is replying to an advertisement for cassettes which he saw in a trade journal. The advertiser gave little information, so the writer will have to ask for details

Example:

Disc SA

251 rue des Raimorneres F - 86000 Poitiers Cedex

Tel: (33) 99681031 Telecopie: (33) 102163

Ref: PG/AL

12 May 20__

The Sales Dept.

R.G. Electronics AG

Havmatt 601

D __ 5000 Köln 1

Dear Sirs,

We are a large record store in the centre of Poitiers and would like to know more about the tapes and cassettes you advertised in this month's edition of "Hi Fi news"

Could you tell us if the cassettes are leading brand names, or made by small independent companies, and whether they would be suitable for recording classical music or only dictations and messages?

It would also be helpful if you could send us some samples and if they are of the standard we require, we will place a substantial order. We would also like to know if you are offering any trade discounts. Thank you.

Yours faithfully,

P. GERARD

P. Gerard

Talk about the following questions:

1. Why does M. Gerard say they are a "large" record store?
2. Is he interested in high-quality cassettes or low-quality cassettes?
3. What two things does he require before he places an order?
4. How did he hear about the advert?
5. If the letter began Dear Mr... what would the complimentary close be?
6. Is M. Gerard asking about any special concessions?
7. Which words in the letter correspond to the following: publication; product's name; vocal instructions; examples, large?

II - REPLIES

1. Writing opening

Mention your prospective customer's name. If the customer signs the letter *Mr B. Green*, then begin *Dear Mr Green*, not *Dear Sir*, which indicates that you have not bothered to remember the enquirer's name.

Thank the writer for his/her enquiry. Mention the date of his/her letter and quote any other references that appear.

- Thank you for your enquiry of June 6th 1989 in which you asked about...

- I would like to thank you for your enquiry of May 10 and am pleased to tell you that we would be able to supply you with the...

- We were pleased to hear from your letter of 10 December that you were impressed with our selection of...

- Thank you for your letter, NJ 1691, which we received this morning.

2. Confirming that you can help

Let the writer know as soon as possible if you have the product or can provide the service he/she is enquiring about. It is irritating to read a long letter only to find that the firm cannot help.

- We have a wide selection of sweaters that will appeal to all ages, and in particular the teenage market which you specified.

- Our factory would have no problem in turning out the 6,000 units you asked for in your enquiry.

- We can supply from stock and will have no trouble in meeting your delivery date.

- I am pleased to say that we will be able to deliver the transport facilities you require.

- We can offer door-to-door delivery services.

3. "selling" your product

Encourage or persuade your prospective customer to do business with you. A simple answer that you have the goods in stock is not enough. Your customer might have made ten other enquiries, so remember it is not only in sales letters that you have to persuade. Mention one or two selling points of your product, including any guarantees you offer.

- We think you have made an excellent choice in selecting this line, and once you have seen the samples we are sure you will agree that this is unique both in texture and color.

- Once you have seen the Della 800 in operation we know you will be impressed by its trouble-free performance.

- We can assure you that the Omega 2000 is one of the most outstanding machines on the market today, and our confidence in it is supported by our five-year guarantee.

4. Suggesting alternatives

If you do not have what the enquirer has asked for, but have an alternative, offer it to him. But do not criticize the product he originally asked for.

- ... and while this engine has all the qualities of the model you asked for the "Powerdrive" has the added advantage of having fewer moving parts, so less can go wrong. It also saves on oil as it...

- The model has now been improved, its steel casing having been replaced by plastic which is lighter, more durable, and stronger.

- Of course leather is an excellent material to work with in the upholstering of furniture, but escalating costs have persuaded customers to look for something more competitive in price. Fortunately, Tareton Plastics have produced an amazing substitute, "Letherine, which has the same texture, strength and quality of leather, but is less than a quarter of the cost." The samples enclosed will convince you...etc

5. Closing

Always thank the customer for writing to you. If you have not done so in the beginning of the letter, you can do so at the end. You should also encourage further enquiries.

- Once again we would like to thank you for writing to us and would welcome any further points you would like us to answer.

- Please write to us again if you have any questions, or call us at the above telephone number.

- I am sorry we do not have the model you asked for, but I can promise you that the alternative I have suggested will certainly meet your expectations, and remember we offer a full guarantee for three years.

- We hope to hear from you again, soon , and can assure you that your order will be dealt with promptly

6. Specimen letters

Example 1:

Catalogue and price-list

Dear Mr Raval,

Thank you for your enquiry of 31 January. We are enclosing our Spring catalogue and current price-list quoting c.i.f. prices Le Havre.

We would like to draw your attention to the trade and quantity discounts, we are offering in our Special Purchases section pp. 19-26 which may be of particular interest to you .

Please contact us if we can be of any further help to you.

Yours sincerely,

Example 2:

General information

Dear Mr Wymer,

Thank you very much for your enquiry. You will find enclosed a catalogue giving detailed information about tubeless tyres and including the impressive results we have achieved in rigorous factory and track tests. Please note the items on safety and fuel economy which have proved the main selling points of this product.

With regard to trade discounts, we are allowing 25% off list prices to bona fide retailers and wholesalers, with quantity discounts for orders over £3,000

We will be pleased to supply any further information you require

Yours sincerely,

• Points to remember

- *Enquiries can take the form of telephoned, telexed , or faxed requests for information. Only use these forms if you can make your enquiry very brief, for fuller enquiries, write a letter.*

- Give details of your own firm as well as asking for information from your prospective supplier.

- Be specific and state exactly what you want. Quote box numbers, catalogue references, etc, to help your supplier to identify what you want.

- Ask for samples if you are uncertain about a product.

- You can suggest term and discounts, but be prepared for your supplier to make a counter-offer.

- Close with a simple "thank you" or "I look forward to hearing from you" , unless you want to indicate the possibility of substantial orders or further business.

- The reply to an enquiry does not only tell your customer whether you can provide the goods or services he has asked about , but also indicates what sort of firm you are; whether you are aware, conscientious, and efficient.

- Avoid opening with expressions like "We are in receipt of your enquiry" or "With reference to your enquiry" or "In reply to your enquiry". These openings tend to sound rather cold.

- Avoid phrases like "We are taking the liberty of sending you"... or "We hasten to reply to your esteemed enquiry of the 10th inst." you will sound like a firm that should have gone out of business a century ago.

EXERCISES

1. Fill in the blanks, and then translate into Vietnamese

Dear Sirs,

As it is our (1).... in the near future..... (2)start importing Vietnamese china (3)pottery, we are interested ... (4) contacting a number for (5).... manufacturers in Vietnam with..... (6)..... view to choosing items..... (7) for the British (8).....

We should be most (9).... if you would forward.... (10)..... of the items you (11)for export, together with your price (12)..... and terms F.O.B Haiphong.

We should very much (13)..... an early reply.

Yours faithfully,

2. Translate into English

a. Chúng tôi là khách hàng thường xuyên mua mặt hàng này và chúng tôi sẽ rất vui mừng nếu các ngài gửi mẫu và cho chúng tôi biết giá thấp nhất các ngài có thể chào bán.

b. Chúng tôi không sản xuất các mặt hàng các ngài hỏi mua mấy năm nay rồi, nhưng chúng tôi có thể chào bán cho các ngài những mặt hàng tương tự với trị giá 500 bảng Anh C.I.F Liverpool mỗi tấn

3. Translate into Vietnamese

Dear Sirs,

We are pleased to note from your letter of 4th Sept. that you are interested in establishing business relations with us, which happily happens to coincide with our interest.

At present we are in the market for silk yarn and shall be glad to receive your latest prices for whatever qualities available for export for November shipment CIF London.

When quoting, kindly send us a range of samples of the goods.

We await your early reply

Yours faithfully,

4. Letter writing

Write a letter of inquiry after you have seen the following advertisement in newspapers:

EMOCO CALCULATORS

Small,
Modern,
Reliable,

*First Class Products Available
At competitive Prices*

Address: EMOCO, 11 High St, Ashford Kent, England

Unit 4

QUOTATIONS AND OFFERS

Objectives

- **Mastering:**
 - Structure of quotations and offers
- - Quoting prices, transport and insurance costs,
 - Suggesting methods of payment, delivery time,
 - Offering goods or services to customers
- **Developing appropriate manner**

Contents

- What is a quotation?
- What kind of information is often included in a quotation?
- Offer in tabulated form & covering letters
- Fixed terms and negotiable terms. giving an estimate
- Offering goods or services to customers: Firm offer or offer without engagement
- Understanding some common shipping terms
- Useful phrases and examples of quotations and offers
- Exercises

I - QUOTATIONS

In your reply to an enquiry, you may want to give your prospective customer a quotation. It may be a simple one, containing simply the prices and other information asked for. The sales-conscious businessman, however, will take the opportunity to stimulate his correspondent's interest in his goods or services by including a sales message and the assurance that the customer will receive personal attention

A satisfactory quotation will include the following:

- An expression of thanks for the inquiry
- Details of prices, discounts and terms of payment
- A statement or clear indication of what the prices cover (e.g. packing, FOB, CIF, CFR...)
- The date of delivery
- The period for which the quotation is valid
- An expression of hope that the quotation will be accepted

Example 1:

Quotation letter

Dear Sirs,

Thank you very much for your inquiry of 18th March for a further supply of ceramics and in replying we are pleased to quote as follow

No. 112 TD, Gilt Rims

Tea cups £150 per thousand

Tea saucers £110 per thousand

Tea plates £110 per thousand

Tea pots, 2 - pint £50 per hundred

These prices are CIF London including packing

We can deliver from stock and will allow you a discount of 5% but only on items ordered in quantities of 50.000 or more

We hope you will find these terms satisfactory and look forward to the pleasure of your order.

Yours faithfully,

Many quotations are either tabulated or given on specially prepared form. For the tabulated quotation, it is claimed:

- That it is clear and presents its information in a way that is readily understood.

- That it is complete since essential information unlikely to be omitted.

- The tabulated quotation is particularly suitable where there are many items. Like quotation specially prepared forms, it should be sent with a cover letter that:

- a- Expresses thanks for the enquiry.

- b- Makes favorable comments on the goods themselves

- c- Draws attention to other products likely to interest the buyer

- d- Hopes for an order

By treating the buyer as a person worth the trouble of a letter, it creates a favorable impression and to build goodwill.

Example 2:

Tabulated quotation

Central leathercraft Ltd

85-87 Chapside, London, E.C.2

Directors Telegrams:

E. Jones (managing)

G.Woodhead, F.C.A

Telephone: 01 242 217 718

20th August, 20__

Messrs Tocontap

36 Ba Trieu St.

Hanoi, SRVN

Quotation No. 5644

Catalogue No.	Item	Delivery	Quantity	Price £
S.25	Men's box Caft shoes	15 Sep. immediate	1.200 pairs	5.750
S.38	Ladies's shoes (various colours)	15 Sep.	4.800 pairs	4.800
S.48	Ladies' handbag	immediate	3.600 pieces	3.600

For acceptance within 21 days

Delivery: CIF Haiphong including packing

Payment: by irrevocable Letter of credit

For Central Leathercraft Ltd

(signed)

W. Hanson

Sales Manager

Example 3:

Covering letter

Dear Sirs,

We thank you for your inquiry of 15th August and are pleased to enclose our quotation No. 5644 for leather shoes and handbags. We have indicated those items which we can deliver from stock immediately. For all the remaining items the stated dates of delivery are approximate, but in no case would these dates be exceeded by more than 3 months.

All the items for which we have quoted are made from very best quality leather and can be supplied in a range of designs and colors wide enough to meet the requirements of a fashion trade such as yours.

We look forward to receiving your order and meanwhile enclose a copy of our catalogue as we feel you may be interested in some of our other products.

These include leather gloves and purses, described and illustrated above. The catalogue will give you all facts about our goods but cannot answer all your personal questions.

This we shall be glad to do if you write to us.

Yours faithfully,
For central Leathercraft Ltd.
(signed)
W. Hanson
Sales Manager

Encl. (1) Quotation No. 5644
(2) catalogue

1. Prices

When a manufacturer, wholesaler or retailer quotes a price, he may or may not include other costs and charges such as transport, insurance, and taxes

(e.g. in the UK, Value Added Tax or VAT). Prices which include these extra costs are known as gross prices, those which exclude them are known as net prices.

- The net price of this article is £10.00, to which must be added VAT at 17 1/2 %, making a gross price of £11.75.

- We can quote you a gross price, inclusive of delivery charges, of £37.50 per 100 items. These goods are exempt from VAT

A firm's quotation is not necessarily legally binding, i.e. they do not always have to sell you the goods at the price they quoted in their reply to an enquiry. However, when prices tend to fluctuate, the supplier will add a provision to their quotation stating that their prices are subject to change. If the company makes a firm offer, it means they will hold the goods for a certain time until you order,

e.g. firm 14 days. Again, this is not legally binding, but suppliers generally keep to their offer to protect their reputation.

- The prices quoted above are provisional, since we may be compelled by increased costs of raw materials to increase our prices to customers. I will inform you immediately if this happens.

- We can offer you a price of £6.29 per item, firm 21 days, after which the price will be subject to an increase of 5%.

Whenever possible you should quote prices in your customer's currency, allowing for exchange fluctuations.

- The price of this model of cassette-player is 2,800 Belgian francs at today's rate of exchange.

- We can quote you a price of 150,000 Italian lire per 100 units, though I regret that, because of fluctuating exchange rates, we can only hold this price for four weeks from today's date.

2. Transport and insurance costs

The International Chamber of Commerce use a set of terms for delivery in overseas contracts - these are called *Incoterms*.

GROUP C - Main carriage paid

CFR (*Cost and Freight*) named port of destination

CIF (*Cost, insurance & freight*) named port of destination

CPT (*Carriage Paid To*) named place of destination

CIP (*Carriage and Insurance Paid*) named place of destination

GROUP D - Arrival

DAF (*Delivered at Frontier*) named place

DES (*Delivered Ex Ship*) named port of destination

DEQ (*Delivered Ex Quay - Duty Paid*) named port of destination

DES and **DEQ** can only be used for sea and inland waterways.

DDU (*delivery Duty Unpaid*) named place of destination

DDP (*Delivered Duty Paid*) named place of destination

GROUP E - *Departure*

EXW (Ex- Works)

e.g. from the factory or warehouse

Seller packs and prepares goods for dispatch with delivery taking place at his/her factory or warehouse. The buyer now takes all transit risks.

GROUP F - *Main carriage unpaid*

FCA (*Free Carrier*) named place

FAS (*free Alongside Ship*) with port of shipment named

FOB (*Free on Board*) named port of shipment

3. Discounts

Manufacturers and wholesalers sometimes allow discounts to be deducted from the net or gross price. They may allow a *trade discount* to sellers in similar trades; or a *quantity discount* for orders over a certain amount. or a *cash discount* if payment is made within a certain time. (e.g. seven days) or a *loyalty discount* when firms have a long association.

- *We allow a 3% discount for payment within one month.*

- *The net price of this model is £7.50, less 10% discount for quantities up to 100 and 15% discount for quantities over 100.*

- *We do not normally give discounts to private customers but because of your long association with our company we will allow you 20% off the retail price.*

- *The prices quoted are c. & f.. Yokohama, but are subject to a 20% trade discount off net price, and we will allow a further 20% trade discount off net prices for orders of more than 2,000 units*

4. Methods of payment

When quoting terms, you may require, or at least suggest, any of several methods of payment (letter of credit, bill of exchange, etc.)

If you would send us your personal cheque for the amount quoted, we will then send the article by registered mail, payment for initial order should be made by sight draft, payable at Den Norske Creditbank, Kirkegaten 21, Oslo 1, cash against documents.

5. Quoting delivery

If the enquiry specifies a delivery date, confirm that it can be met, or if not, suggest an alternative date. Do not make a promise that you cannot keep; it will give you a bad reputation, and if a delivery time is a condition of ordering, the customer could sue you if you break the contract, or reject the goods.

- And we are pleased to say that we can deliver by December 1st for the Christmas rush.

- As there are regular sailings from Liverpool to New York, we are sure that the consignment will reach you well within the time you specified.

- We have the materials in stock and will ship them immediately we receive your order.

- As there is a heavy demand at this time of year for heaters, you will have to allow at least six weeks for delivery.

- We could not deliver within two weeks of receipt of order, as we would need time to prepare the materials. However, if you could let us have a month, we could guarantee delivery within that period.

6. Fixed terms and negotiable terms

It is possible to quote terms in two ways: by stating your price and discounts without leaving room for negotiation, or suggesting that the customer could write again and discuss them. In the two examples below, the companies make firm quotes, indicating that methods of payment and discounts are fixed.

- All list prices are quoted f.o.b. Southampton and are subject to a 25% trade discount with payment by letter of credit.

- The prices quoted are ex-works, but we can arrange freight and insurance if required, and unless otherwise stated, payment is to be made by 30-day bill of exchange, documents against acceptance.

In the next two examples, the use of the adverbs *normally* and *usually* soften the tone of the statements to indicate that although the firm prefers certain terms, these can at least be discussed. In the final example the supplier even asks if this arrangement is satisfactory.

- We usually offer an 18% trade discount on f.o.b. prices, and would prefer payment by irrevocable letter of credit.

- Normally we allow a 23 % trade discount off net prices with payment on documents against payment basis. Please let us know if this arrangement is satisfactory.

7. Giving an estimate

Companies which are asked to estimate for a particular job of work may include the estimate in tabulated form in a letter. More often, however, they will send their official estimate form with a covering letter.

As you know, our representative has visited your factory to discuss the extension which you wish to add to it, and I now have pleasure in enclosing our official estimate.

The enclosed estimate covers labor and parts and carries a six-month guarantee on all work completed.

8. Specimen letters

Example 4:

Quotation of terms

Satex S. p. A.

Via di Pietra Papa 001 46 Roma

Telefono Roma 769910

Tcaleaf (06) 681 5473

Telex 289136

Mr L. Crane, Chief Buyer

F. Lynch & Co. Ltd.

Nesson House - Newell Street

Birmingham B3 3EL

UNITED KINGDOM

Dear Mr Crane,

We are pleased to receive your enquiry, and to hear that you liked our range of sweaters.

Vs. rf: Inq C351

Ns. rif. D/1439

21 February 20__

There would certainly be no trouble in supplying you from our wide selection of garments which we make for all age groups.

We can offer you the quantity discount you asked for which would be 5% off net prices for orders over £2,000, but the usual allowance for a trade discount in Italy is 15%, and we always deal on payment by sight draft, cash against documents. However, we would be prepared to review this once we have established a firm trading association with you.

Enclosed you will find our summer catalogue and price-list quotation prices c.i.f. London.

We are sure you will find a ready sale for our products in England as have other retailers throughout Europe and America, and we do hope we can reach an agreement on the terms quoted.

Thank you for your interest; we look forward to hearing from you soon.

Yours sincerely,

Talk about these questions:

1. How does Mr. Causio confirm that he can supply the sweaters?
2. Does Mr. Causio agree to all Mr. Crane's requests concerning discounts?
3. How does Mr. Causio suggest that the method of payment could be changed in the future?
4. What enclosures have been made?
5. What sort of payment does Mr. Causio ask for?
6. How does Mr. Causio suggest his firm deals internationally?
7. What expression does he use to say his firm has different clothes in different styles?
8. Which words in the letter correspond to the following: bulk discount; bill paid on presentation; clothes; reconsider; discount?

Expressions of quoting

- *Will you please quote for the supply of 100,000 tons of....*
- *Prices quoted should be understood to be CIF Haiphong..*
- *We will allow you a discount of 5% on order of quantities of 150,000ps or more.*
- *Delivery would be required within 5 weeks of order.*
- *We are pleased to submit our lowest prices / to enclose our latest price list / for the goods you inquired about.*
- *Please, let us have your order as soon as possible, since suppliers are limited*

II- OFFERS

An offer not only tells your customer whether you can provide the goods or services he has asked about, but also indicates what sort of firm you are, whether you are aware, conscientious and efficient, so try to make good impressions on your customers right at the beginning.

For new customers, state clearly what your product is, why he should buy it, how much it will cost and what concessions you are offering. This will convince the customers that your company is reliable and be able to handle their orders smoothly.

Make sure that you do not leave out information and have supplied printed matter that you think will help your customers.

1. Offers made in writing usually state

- name of the goods
- quantity and specification
- quality
- price
- packing and marking
- delivery time
- terms of payment

2. Offers may be firm or without engagement

- A firm offer is made when the seller promises to sell the goods at a stated price, usually within a stated period of time. The promise may be stated in words 'For acceptance within seven days.'

- An offer without engagement does not bind the seller and therefore, may be made to several buyers. If the buyer accepts such an offer, the goods are considered to have been sold to him only when the seller, after receipt of the buyer's acceptance, confirms having sold him the goods at the price and on the terms and conditions indicated in the offer.

3. Offers in printed form with covering letters

Like tabulated quotations, printed form offers should always be sent with a covering letter that:

- expresses thanks for the inquiry
- expresses pleasure in offering
- makes favorable comments on the goods or other terms
- draws attention to other products likely to interest the buyer
- hopes for an order

Example 5: Covering letter

Dear Sirs,

We thank you very much for your enquiry of 28th March for our Generators and are very pleased to enclose our offer for the said goods.

You will see that the price at which the goods are offered is very competitive. We are, therefore, confident that you will shortly place an order with us.

Yours faithfully,

(signed)

Encl. 2.

- Offer 15/3
- Catalogue 1/12

Example 6: Printed offer

TAIYO BUSSAN KAISHA, LTD

2-2 Chome, Damacho Minodashi

Chu-ku Tokyo - Japan

Telephone 663: 3171 (10 ext.)

Cable Address TRADE TAIYO

Telex: 252 - 2054 Code: ACME

TRADE TAIYO - TOK

15th Apr. 20__

Our ref: MA 162

Your ref:

Messrs: The Vietnam National Machinery Import and Export Corporation,
Hanoi, Vietnam

OFFER

Commodity: Generators

Manufacturer: Yammar Diesel Engine Co. Ltd.

Description of goods	Unit price
Yammar brand portable Generating Set Model YPG - 80 for industrial use	FOB Kobe \$ 22,981,000

Remarks:

- This offer is valid and effective until 15th May 20__ and has to be confirmed by us thereafter.

- Shipment will be made within three months after contract.

TAIYO BUSSAN KAISHA LTD

Kaisha

Manager

4. Quotations and offers are not accepted

When a buyer rejects a quotation or an offer he should write and thank the seller for his trouble and explain the reason for rejection. Not to do so would show a lack of courtesy.

The letter of rejection should cover the following points. It should:

- thank the seller for his offer
- express regret at inability to accept
- state reasons for non-acceptance
- make a counter - offer, in the circumstances, it is appropriate
- suggest that there may be other opportunities to do business together

Example 7: Rejection of offer for cloth

Dear Sirs,

In reply to our inquiry you were good enough on 10th July to quote for the supply of a quantity of good quality cloth and sent us samples.

We thank you for trouble in this matter but as your prices are much higher than those we have previously paid for cloth of the same quality, we regret not being able to give you an immediate order.

We do hope, however, to have other opportunities of doing business with you.

Yours faithfully,

Expressions of offers

- *We can make you a firm offer for....*
- *This offer is firm subject to acceptance by....*
- *Kindly remember this offer expires on Sep. 30th.*

EXERCISES

1. Write a following letter

Tổng Công ty Xuất nhập khẩu tạp phẩm (The Viet nam National Sundries Import and Export Corporation)

Địa chỉ 36 - Bà Triệu, Hà nội

Địa chỉ điện tín: TOCONTAP HANOI

Điện thoại: 84.4.252636

Fax: 84.4.252636

Nhận được thư hỏi hàng của hãng M.D. Eward and Co.Ltd

Địa chỉ: Finewell House, 28 Finsbury Square, London, E.C.2 England

đề ngày 16 tháng 6 năm 20__ hỏi mua vợt bóng bàn kiểu VS 44 TD

(Table tennis Bat), vợt cầu lông (Badminton bat) kiểu VB 50 MT.

Anh / Chị hãy viết chào hàng cố định vợt cầu lông đến 28/6/ 20__ theo các điều kiện thông thường, chú ý:

- 1- Giá vợt cầu lông: 2 đô la / 1 chiếc, FOB Haiphong
- 2- Catalogue của Tocontap số 22/95 VS
- 3- Giao hàng một chuyến vào tháng 8/20__

Anh / Chị cũng báo cho M.D. Eward and Co. Ltd là hiện thời Tocontap chưa có vợt bóng bàn VS 44 TD, nhưng thay vào đó Tocontap có thể bán VS 45 MH có chất lượng như vợt VS 44 TD với các điều kiện tương tự như vợt cầu lông và giá là 8 USD / 1 chiếc.

Thư này đề ngày 19/06/ 20__ và do ông Nguyễn Văn Thanh - Trưởng phòng xuất ký

2. Fill in the blanks, then translate into Vietnamese

Dear Sirs,

We are in receipt (1)...your letter of 22nd March (2).....us the residue stock (3).....Motoman repair Kits.

We have checked our (4)..... stocked of similar Kits.(5).....find that they are quite high, in particular Kasman Kits (6).....Mend-it-quick Kits (7).....if you are prepared (8).....increase your discount to 25 % (9).....the complete Stock, so (10).....we in turn can (11).....a special offer to (12).....customer, then we are (13).....to buy.

Yours faithfully,

3. Translate into English

1. Chúng tôi đã nhận được và rất xin cảm ơn thư của các ngài đề ngày 1 - 12 hỏi mua apatit Lào Cai (xi măng Hoàng Thạch, dụng cụ nhà bếp, ghế mây, thảm len các loại....)

2. Chúng tôi xin cảm ơn thư của các ngài đề ngày 8 tháng 10 hỏi mua vaseline và rất vui mừng chào bán cố định cho các ngài 1000 tấn, mỗi tấn C.I.F làđô la , chấp nhận trong vòng 10 ngày.

3. Chúng tôi muốn mua 10 máy bơm X30 và 10 máy bơm loại E-25 và với số lượng này các ngài có cho chúng tôi hưởng chiết khấu 5% không?

4. Về điều kiện thanh toán, chúng tôi đề nghị tiến hành bằng tín dụng thư không thể hủy ngang.

Unit 5

ORDERS AND ACKNOWLEDGEMENTS

Objectives

- **Mastering:**
structure of Orders & Acknowledgements
- **- Placing an order**
 - Acknowledging an order
 - Giving the common reason for refusing an order
- **Developing goodwill**

Contents

- Placing an order: by letter or printed form
- Acknowledging or refusing an order
- Confirming payment, discounts, delivery dates, packing...
- Useful phrases and examples of orders
- Exercises

I - PLACING AN ORDER

Orders are usually written on a company's official order form which has a date and a reference number that should be quoted in any correspondence which refers to the order. Even if the order is telephoned, it must be confirmed in writing, and an order form should always be accompanied by either a compliment slip or a covering letter. A covering letter is preferable as it allows you the opportunity to make any necessary points and confirm the terms that have been agreed.

1. Order form

Unlike quotations and sales letters, correspondence concerning orders is largely routine. Sometimes there is no correspondence at all, instead, buyers use printed order forms and sellers use printed acknowledgements. Ordering in printed forms has a number of advantages:

- The forms are pre-numbered and therefore easy to refer to
- Important details can not easily be overlooked
- The general conditions under which orders are placed can be legally bound by them

Orders placed by cable, telex or fax should be confirmed in writing to avoid misunderstanding

Example 1: Order form

ORDER	No. DR 4316
<i>J. Lynch & Co. Ltd.</i>	
(Head Office, Nesson House. Newell Street, Birmingham B3 3EL)	
Telephone: 021 236 6571 Fax: 021 236 8592 Telex: 341641	
Satex S.p.A	
Via di Pietra Papa	
001 46 Roma	

ITALY

Authorized: *L. Crane*

Quantity	Item description	Cat. No.	Price c.i.f. London
50	V Neck: 30 red/20 Blue	R 432	£13.80 each
30	Roll neck: 15 Black! 15 Blue	N 154	£ 9.40 each
30	Crew neck: 15 Green IIS Beige	N 154	£ 16.00 each
40	Crew Neck: pattern	R 541	£12.60 each
	Note: Subject to 5% quantity discount		

Comments: 15% Trade Disc. Pymt. D/P Del. 6 weeks Date: 9 March 20 ____

2. Order by letter

The essential quality of an order letter is accuracy and clarity. Failure in either of these may lead to trouble that can not be put right later. When ordering by letter:

- Include full details of description, quantities and prices and quote catalogue number, if any.
- State your requirement as to delivery place and date, mode of transport
- Confirm the terms of payment agreed in preliminary negotiations.

Example 2: A covering letter**F. lynch & Co. Ltd.**

(Head office) . Nesson House, Newell Street, Birmingham, B3 3EL

Telephone 02 12366571 Fax: 021236 8592 Telex: 341641

Satex S.p.A
Via di Pietra papa
00146 Roma
ITALY

Your ref: D/1439
Our ref: Order DR 4316
9 March 20 __

Attn. Mr D. Causio

Dear Mr Causio,

Please find enclosed our order No. DR43 16, for men's and boys' sweaters in assorted sizes, colors and designs.

We have decided to accept the 15% trade discount you offered and terms of payment viz, documents against payment, but would like these terms reviewed in the near future.

Would you please send the shipping documents and your sight draft to North-minister bank (City Branch), Deal Street, Birmingham B3 JSQ.

If you do not have any of the listed items in stock, please do not send substitutes in their place.

We would appreciate delivery within the next six weeks, and look forward to your acknowledgement.

Yours sincerely,

LJONEL CRANE

Lionel Crane

Chief Buyer

Enc. order form No. DR4316

How to write opening

Explain there is an order accompanying the letter.

- Please find enclosed our Order No.B452 1 for 25' Clear sound transistor receivers.

- The enclosed order (No. R154) is for 50 reams of A4 bank paper.

- Thank you for your reply of 14 May regarding the cassettes we wrote to you about. Enclosed you will find our official order (No. B561)...

- Your letter of 12 October convinces me to place at least a trial order for the "Letherine" material you spoke about. Therefore, please find enclosed...

3. Payment

Confirm the terms of payment

- As agreed you will draw on us at 30 days, documents against acceptance, with the documents being sent to our bank at...

- We would like to confirm that payment is to be made by irrevocable letter of credit which we have already applied to the bank for.

- Once we have received your advice, we will send a banker's draft to..... and we agreed that payments would be made against quarterly statements...

4. Discounts

Confirm the agreed discounts

- We would like to thank you for the 30% trade discount and 10% quantity discount you allowed us.

- Finally, we would like to say that the 25% trade discount is quite satisfactory.

- ...and we will certainly take advantage of the cash discounts you offered for prompt settlement.

- Although the rather-low trade discount of 15% disappointed us, we will place an order and hope that this allowance can be reviewed at some time in the near future.

5. Delivery

Confirm the delivery dates

- It is essential that the goods are delivered before the beginning of November in time for the Christmas rush.

- Delivery before February is a firm condition of this order, and we reserve the right to refuse goods delivered after that time.

- Please confirm that you can complete the work before the end of March, as the opening of the supermarket is planned for the beginning of April.

6. Methods of delivery

Many firms use forwarding agents who are specialists in packing and handling the documentation for shipping goods. Nevertheless, you should still

advise the firm as to how you want the goods packed and sent to ensure prompt and safe delivery, so that if the consignment does arrive late, or in a damaged state, your letter is evidence of the instructions you gave.

-...and please remember that only air freight will ensure prompt delivery. Please send the goods by Red Star express as we need them urgently. We advise delivery by road to avoid constant handling of this fragile consignment.

- Could you please ship by scheduled freighter to avoid any unnecessary delays?

7. Packing

Advise your supplier how you want the goods packed. Note, in the first example, that crates are often marked with a sign - a diamond, a target, a square, a lion, etc. - that can be recognized by the supplier and customer.

- Each piece of crockery is to be individually wrapped in thick paper, packed in straw, and shipped in wooden crates marked and numbered 1 to 6.

- The carpets should be wrapped in thick grease-proof paper which is reinforced at both ends to avoid wear by friction.

- The machines must be well greased with all movable parts secured before being loaded into crates, which must be marked.

8. Closing

- We hope that this will be the first of many orders we will be placing with you.

- We will submit further orders, if this one is completed to our satisfaction. If the goods sell as well as we hope, we shall send further orders in the near future.

- I look forward to receiving your advice /shipment/acknowledgement /confirmation

II - ACKNOWLEDGING AN ORDER

As soon as an order is received by a supplier, it should be acknowledged.

- Thank you for your order No. 3388 which we received today. We are now dealing with it and you may expect delivery within the next three weeks.

- Your order, No. 6712/ 1 is now being processed and should be ready for dispatch by next week.

- We are pleased to say that we have already made up your order, No. 99011 / 24 for 50 canteens of Silverme cutlery, and are now making arrangements for shipment to Rotterdam

1. Advice of dispatch

When the supplier has made up the order and arranged shipment, the customer is informed of this in an advice. This may be done on a special form.

- Your order, No. D/154/T, has now been placed on board the SS Mitsu Maru sailing from Kobe on 16 May and arriving Tibury, London, on 11 June. The shipping documents have already been sent to your bank in London for collection.

- We are pleased to inform you that the watches you ordered _ No. 88151 /24 - were put on flight BA 165 leaving Zurich 11.00, 9 August arriving Manchester 13.00. Please find enclosed air waybill DC 15161 / 3 and copies of invoice A 113/3.

- Please be advised that your order, No. Y1/151/ C , has now been put on the Glasgow London express and can be collected at Euston station. Enclosed is consignment note No. 1167153 which should be presented on collection. You should contact us immediately if any problems arise. Thank you for your order, and we hope we can be of service in the future.

Example 3: Acknowledgement of order

Satex Spa. will now prepare Mr Crane's order, but in the meantime let him know that the order has been received.

Satex S. p. A.

Via di Pietra Papa. 001 16 Roma

Telefono Roma 7699100 - Telex 285136

Mr L. Crane, Chief Buyer

Vs. rif: Order DR4316

F. Lynch & Co. Ltd

Ns. rif: D/l 140

Nesson House Newell Street

13 March 20 ____

Birmingham B3 3EL

UNITED KINGDOM

Dear Mr Crane,

Thank you for your order (No. DR 43 16) which we are now making up. We have all the items in stock and will be advising you in the near future.

Yours sincerely,

D. Causio

D. Causio

Talk about these questions

1. When should the order be delivered?
2. How will Lynch & Co. pay?
3. Who is L. Crane?
4. What sort of discounts have been agreed?
5. If the order was faxed to Satex, which number would be used?
6. Which reference identifies the sweaters?
7. Besides the price, what other costs are covered to London?
8. If Lynch & Co. need further correspondence with Satex on this order, what reference would they use?

Acknowledging an order

- *We have received with thanks your letter of.....*
- *We thank you very much for your offer of...*
- *The price quoted in your letter of ...are acceptable to us, and we are very pleased to place the following order for...*
- *We acknowledge with thank your order datedfor.....*
- *We are very sorry to tell you that we cannot supply*
- *We thank you for your order of....but regret very much that we are unable to ...*

How to write ending

- *We shall be grateful for* prompt delivery as the goods are urgently needed

- *Please acknowledge this order and confirm that* you will be able to deliver by...

- *Please confirm your acceptance of this order, such acceptance* should arrive not later than 14 days after the date of the order.

- *We hope that our handling of your first order* will lead to further business between us and mark the beginning of a happy working relationship

2. Delays in delivery

If goods are held up either before or after they are sent, you must keep your customer informed. Let him know what has happened, how it happened, and what you are doing to correct the situation.

- *I was surprised and sorry to hear that your consignment order No. B 145 had not reached you. On enquiry I found that it had been delayed by a local dispute on the cargo vessel SS Hamburg on which it had been loaded. I am now trying to get the goods transferred to the SS Samoa which should sail for Yokahama before the end of next week. However, I shall keep you informed.*

- *I am writing to tell you that there will be a three - week delay in delivery. This is due to a fire at our Green ford works which destroyed most of the machinery.*

- *Nevertheless, your order has been transferred to our Slough factory and is being processed there. I apologize for the delay which was due to circumstances beyond our control.*

- *We regret to inform you that there will be a hold up in getting your consignment to you. This is due to the cut in supplies from Gara where civil war suddenly broke out last week. We have contacted a possible supplier in Lagos and he will let us know if he can help us. If you wish to cancel your order, you may, but I think you will find most manufacturers are experiencing the same difficulties at present.*

3. Refusing an order

There are a number of reasons for a firm refusing an order, and some of the most common are given below. Whatever your reason, you must be polite:

the words *reject* and *refuse* have a negative tone to them, therefore it is better to use *decline* or *turn down* instead.

4. Out of stock

You may be out of stock of the product ordered, or indeed you may no longer make it. Note that, in either case, you have an opportunity to sell an alternative product, but remember not to criticize the product you can no longer supply.

- We are sorry to say that we are completely out of stock of this item and it will be at least six weeks before we get our next delivery, but please contact us then.

- We no longer manufacture this product as demand over the past few years has declined.

- Thank you for your order for heavy-duty industrial overalls. Unfortunately we have run out of the strengthened denim style you asked for. As you have particularly requested only this material, we will not offer a substitute, but hope we will get delivery of a new consignment within the next two months. We hope you will contact us then.

- We received your order for CAN dynamos today, but regret that due to a strike at the CAN factory we are unable to fulfill the order, and we realize that other models will not suit your requirements. Hopefully the dispute will be settled soon so that we will be able to supply you. You can rely on us to keep you informed of the developments.

5. Unfavorable terms

The supplier may not like the terms the customer has asked for, either for:

Delivery

- Delivery could not possibly be promised within the time given in your letter.

- Two months must be allowed for delivery, as we ourselves have to get raw materials and rely on our own suppliers.

Discount

- It would be uneconomical for us to offer our products at the discounts you suggest as we work on a fast turnover and low profit margins.

- The usual trade discount is 15 % in this country, which is 15% lower than the figure mentioned in your letter.

- The discount you asked for is far more than we offer any of our customers

Payment

- We only accept payment by letter of credit.
- We never offer quarterly terms on initial orders, even to customers who can provide references. However, we might consider this sort of credit once we have established a trading relationship.
- Our company relies on quick sales, low profits, and a fast turn-over, and therefore we cannot offer long-term credit facilities.

• Points to remember

- Even if you use an official order form when placing an order, send a covering letter confirming terms of payment, discounts, delivery, and packing.
- Orders should be acknowledged as soon as received.
- When sending an advice, explain how the goods are being sent and let your customer know how to identify the consignment.
- If there are problems with delivery, tell your customer immediately what you intend to do to correct them. Apologize for the inconvenience.
- If turning an order down, be polite, and generalize the terms you use so that the customer does not think this refusal only applies to him.

EXERCISES

1. Fill in the blanks and then translate into Vietnamese

Dear Sirs,

We have received an (1)..... for 500 gross of 16 in circular wash-basins, (2).... assorted colours, for shipment to Basra. Please (3)..... your lowest price F.O.B Saigon Port and (4) the earliest possible (5).....by which you can have the consignment (6).....for collection at your (7).....

Yourshould include arrangement of the (8).....in dozens and (9).....in cartons of convenient (10).....for manual handling.

Yours faithfully,

2. Translate into English

1. Chúng tôi xin cảm ơn thư chào hàng của các ngài đề ngày 1 tháng 12 và chúng tôi thấy có thể chấp nhận được những điều kiện đã nêu trong đó.

2. Xin các ngài theo đúng ngày giao hàng đã ghi trong đơn đặt hàng của chúng tôi và chúng tôi sẽ không nhận hàng sau ngày 31 tháng 12 vì lúc đó không còn là thời vụ bán hàng trên thị trường của chúng tôi nữa.

3. Chúng tôi thấy những máy móc này sẽ phải được bảo hành trong vòng 24 tháng kể từ ngày giao hàng và 6 tháng kể từ ngày sử dụng.

3. Translate into Vietnamese

Dear Sirs,

We thank you for your letter of 5th May and accept with pleasure your proposal to send us a representative selection of your nylons on a consignment basis. We find your suggested terms satisfactory and shall be glad to receive your formal agreement for signature.

We have been in the textile market here for the past fifteen years and believe that with our reputation and connections we can serve you well. Our showrooms, situated in the centre of town, also offers admirable facilities for display. With these advantages we do not expect to have any difficulty in selling your consignment at good prices and hope that in handling this, your first transaction with us we shall not in anyway disappoint you.

Yours faithfully,

4. Letter writing

You have received an order for various kinds of Vietnamese carpets from a firm in England. Write the confirmation of sales stressing that you will do your best to execute the order efficiently and hoping that the handling of this one may lead to further profitable and happy business relationships between your corporation and their firm.

Unit 6

COMPLAINTS AND ADJUSTMENTS

Objectives

- **Mastering:**
structure of letters of complaints & Adjustments
- - Giving general complaints
- - Expressing responses to complaints
- Developing goodwill

Contents

- Writing unjustified complaints or general ones
- Explaining the problems
- Suggesting a solution
- Dealing with complaints
- Replying to letters of complaint
- Useful phrases and specimen complaints.
- Exercises

I - UNJUSTIFIED COMPLAINTS

To have to complain is annoying, but to complain without good reason will also annoy your correspondent. If you complain, make sure you get your facts right, and if you have to answer an unjustified complaint, be polite and restrained, and remember that we can all make mistakes.

Below are examples of unjustified complaints, with the replies to them. Notice how restrained the replies are.

Example 1:

Dear Sir,

I strongly object to the extra of £9.00 which you have added to my statement. When I sent my cheque for £56.00 last week, I thought it cleared this balance. Now I find...

Example 2:

Dear Mr Axeby,

We received your letter today complaining of an extra charge of £9.00 on your may statement. I think if you check the statement you will find that the amount due was £65.00 not £56.00 which accounts for the £9.00 difference. I have enclosed a copy of the statement and...

Example 3:

Dear Mr Richardson,

Thank you for your letter. I checked the item you referred to, which is in fact the Scriba Pen catalogue No. 014 on our price-list. The pen has been increased to £7.00, not by £7.00, and I think you will agree that for a fountain pen this is not an unreasonable increase considering that the price of our materials has doubled in the past few months.

II - GENERAL COMPLAINTS

1. Opening

Do not delay and do not apologize. Complain as soon as you realize a mistake has been made; delay not only weakens your case, but can complicate the matter as the people you are dealing with might forget the details. And there is no need to open your letter by apologizing for the need to complain ("We regret to inform you..." , "I am sorry to have to write to you about ...") ; this also weakens your case. Begin simply:

- *We would like to inform you... I am writing to complain about...*
- *I am writing with reference to Order No. P32 which we received yesterday.*

2. The language of complaints

Terms like "disgusted", "infuriated", "enraged", "amazed" have no place in business. You can express dissatisfaction by saying:

This is the third time this mistake has occurred and we are far from satisfied with the service you offer.

- *Unless you can fulfill our orders efficiently in the future we will have to consider other sources of supply. Please ensure that this sort of problem does not arise again.*

Do not be rude or personal. In most cases correspondence between firms takes place between employees in various departments. Nothing is gained by being rude to the individual you are writing to; you may antagonize someone who has probably had nothing to do with the error and, rather than getting the error corrected, she/he could become defensive and awkward to deal with. Therefore, do not use sentences like:

- *You must correct your mistake as soon as possible*
- *You made an error on the statement*
- *You don't understand the terms of discount. We told you to deduct discount from net prices, not c.i.f. prices.*

Do not use words like "fault" (your fault ; our fault) or "blame" (you are to blame) these expressions are not only rude, but childish. Therefore, do not write:

- *It is not our fault, it is probably the fault of your dispatch department.*

But:

- *The mistake could not have originated here, and must be connected with the dispatch of the goods.*

Never blame your staff, and finally, while writing the complaint remember that your supplier wants to help you and correct the mistake. He is not in business to irritate or confuse his customer but to offer them a service

3. Explaining the problem

If you think you know how the mistake was made, you may politely point it out to your supplier. Sometimes when a mistake occurs several times, you may be able to work out why it is happening more quickly than the firm you are dealing with.

- *Could you tell your dispatch department to take special care when addressing my consignment? My name is C; J. Schwartz, Bergstr. 101 Koln. But there is a C. Schwartz, Bergstr. 110 Koln who also deals in electrical fittings.*

- *Could you ask your accounts department to check my code carefully in future? My account number is 246 - 642, and they have been sending me statements coded 642 - 246.*

- *I think the reason that wrong sizes have been sent to me is because I am ordering in metric sizes, and you are sending me sizes measured in feet and inches. I would appreciate your looking into this.*

4. Suggesting a solution

If you think you know the mistake can be corrected, let your supplier know:

- *If I send you a debit note for £18.00 and deduct it from my next statement that should put the matter right.*
- *The best solution would be for me to return the wrong articles to you, postage and packing forward.*
- *Rather than send a credit note, you could send six replacements which would probably be easier than adjusting our accounts.*

III - REPLYING TO LETTERS OF COMPLAINT

1. Opening

Acknowledge that you have received the complaint, and thank your customer for informing you.

- *Thank you for your letter of 6th August informing us that....*
- *We would like to thank you for informing us of our accounting error in your letter of the 7th June.*
- *We are replying to your letter of 10th March in which you told us that...*

2. Body

Getting time to investigate the complaint

Sometimes you cannot deal with a complaint immediately, as the matter needs to be looked into. Do not leave your customer waiting, but tell him what you are doing straight away.

- *While we cannot give you an explanation at present, we can promise you that we are looking into the matter and will write to you again shortly.*
- *As we are sending out orders promptly, I think these delays may have something to do with the haulage contractors and I am making investigations at the moment.*
- *Would you please return samples of the items you are dissatisfied with, and I will send them to our factory in Dusseldorf for tests*

Explaining the mistake

If the complaint is justified, explain how the mistake occurred but do not blame your staff; you employed them, so you are responsible for their actions.

- The mistake was due to a fault in one of our machines, which has now been corrected

- There appears to have been some confusion in our addressing system, but this has been adjusted.

- It is unusual for this type of error to arise, but the problem has now been dealt with

Solving the problem

Having acknowledged your responsibility and explained what went wrong, you must, of course, put matters right as soon as possible and tell your customer that you are doing so.

- We have now checked our accounts and find that we have indeed been sending you the wrong statement due to a confusion in names and addresses. The computer has been reprogrammed and there should be no more difficulties. Please contact us again if any similar situation arises, and once more thank you for pointing out the error.

- The reason for the weakness in the units you complained about was due to a faulty manufacturing process in production. This is being corrected at the moment and we are sure you will be completely satisfied with the replacement units we will be sending you in the next few weeks.

- The paintwork on the body of the cars became discoloured because of a chemical imbalance in the paint used in spraying the vehicles. We have already contacted our own suppliers and are waiting for their reply. Meanwhile we are taking these models out of production and calling in all those that have been supplied

- The material you complained about has now been withdrawn. Its fault was in the weave of the cloth and this was due to a programming error in the weaving machines themselves. This has been corrected and replacement materials are now being sent on to you.

Rejecting a complaint

If you think the complaint is unjustified, you can be firm but polite in your answer. But even if you deny responsibility, you should always try to give an explanation of the problem

- We have closely compared the articles you returned with our samples and can see no difference between them, and in this case we are not willing to either substitute the articles or offer a credit.

- Our engineer has examined the machine you complained about and in his report tells us that the machine has not been maintained properly. If you look at the instruction booklet on maintenance that we sent you, you will see that it is essential to take care of...

- Our factory has now inspected the stereo unit you returned last week, and they inform us that it has been used with the wrong speakers and this had overloaded the circuits. We can repair the machine, but you will have to pay for the repairs as misuse of the unit is not included under our guarantee.

3. Closing

It is useful when closing your letter to mention that this mistake, error, or fault is an exception, and it either rarely or never happens, and of course you should apologize for the inconvenience your customer experienced.

- In closing we would like to apologize for the inconvenience, and also point out that this type of fault rarely occurs in the Omega 2000.

- Finally, may we say that this was an exceptional mistake and is unlikely to occur again. Please accept our apologies for the inconvenience.

- The replacements of the faulty articles are on their way to you and you should receive them within the week. We are sure that you will be satisfied with them and there will be no repetition of the faults. Thank you for your patience in this matter, and we look forward to hearing from you again.

Expressions of complaints

- We are very sorry to inform you that...
- The content of this case were for another order...
- We shall be glad if you send us replacements for the broken articles
- Your last shipment is not up to your usual standard.
- We are all the more disappointed in this case
- We are short of storage at present

IV - SPECIMEN LETTERS

Example 1:

Complaint of wrong delivery

F. Lynch & Co. Ltd

(Head Office); Nesson House, Newell Street, Birmingham B3 3EL

Telephone No: 021 236 6571 Fax 021 236 8592 Telex 341641

Satex SpA.

Via di Pietra Papa

00146 Roma

ITALY

Your Ref:

Our Ref:

15 August 20____

Attn.Mr D. Causio

Dear Mr Causio,

Our order No. 14478

I am writing to you to complain about the shipment of sweaters we received yesterday against the above order.

The boxes in which the sweaters were packed were damaged, and looked as if they had been broken open in transit. From your invoice No. 18871 we estimate that thirty garments have been stolen to the value of £150.00. And because of the rummaging in the boxes, quite a few other garments were crushed or stained and cannot be sold as new articles in our shops.

As the sale was on C.I.F , we suggest you contact them with regard to compensation.

You will find a list of the damaged and missing articles attached, and the consignment will be put to one side until we receive your instructions.

Yours sincerely,

L. Crane

L. Crane

Chief Buyer

Example 2:

Reply to complaint of damage

Satex S.p.A.

Via di Pietra Papa, 00146 Roma

Telefono: Roma 769910 - Telex: 285136

Mr L. Crane, Chief Buyer

F. Lynch & Co. Ltd

Vs rif: Order 14478

Nesson House

Ns rif: D/1162

Newell Street

Birmingham B3 3EL

24 August 20_____

Dear Mr Crane,

Thank you for informing us about the damage to our consignment (Inv. No. 18871).

From our previous transactions you will realize that this sort of problem is quite unusual. Nevertheless, we are sorry about the inconvenience it has caused you.

Please would you return the whole consignment to us, postage and packing forward, and we will ask the shipping company to come and inspect the damage so that they can arrange compensation. It is unlikely that our insurance company needs to be troubled with this case.

If you want us to send you another shipment as per your order No. 14478, please let us know. We have the garments in stock and it would be no trouble to send them within the next fortnight.

Yours sincerely,

D. Causio

D. Causio

Talk about these questions:

1. How had the damage occurred?
2. Why can't the garments still be sold?
3. What does Mr. Crane intend to do with the damaged consignment?
4. Why does Mr. Crane suggest Mr. Causio has to deal with the documentary details of the complaint?
5. What is enclosed with the letter?
6. Which words in the letter correspond to the following: *during transportation; assess; clothes; make up for the loss?*

• Points to remember

- *Before writing a letter of complaint, make sure you have got your facts right.*
- *Complaints are not accusations; they are requests to correct mistakes or faults and should be written remembering that the supplier will want to put things right.*
- *Therefore, write calmly, clearly presenting all the relevant information and making any suggestions that might help put the matter right.*
- *Never make the complaint personal (your mistake, your fault, you are to blame). use an impersonal tone (the mistake, it must have happened because, the error).*
- *When answering a complaint, apologize for the mistake, thank the writer for pointing it out to you, explain how it occurred (but don't blame your staff) and how you intend to deal with it.*
- *If you need more time to investigate the complaint, tell your customer so.*
- *If the complaint is unjustified, politely explain why, but sympathize about the inconvenience it has caused.*
- *Remember that, whether your customer's complaint is right or wrong, he / she is your customer and his / her comments about you to other people in your trade or profession can either improve or damage your reputation*

EXERCISES

1. Fill in the blank of the following letter

Dear Mr Winford,

I have (1)your July statement for £3,280,64 but noticed that a (2)..... of errors have been (3).....:

1. Invoice Y 1146 for £256,00 has been debited twice.

2. No credit has (4)..... listed for the wallpaper (Cat. No. WR 114) which I returned (5)..... July. Your credit note No. CN 118 for £19.00 refers to this.

3. You have charged me for a delivery (6)..... paint brushes. Invoice No. Y 1162 for £62,000 but I never (7)...or received them. Could you check your delivery book?

I have deducted a total of £337,000 from your statement and will send you a draft(8).....£2,943,64, once I have your confirmation of this amount.

Yours sincerely,

M. Lancelot

Director

2. Translate into English

1. Hàng hoá chúng tôi đặt mua tháng 12 năm ngoái đáng nhẽ được giao 4 tuần trước đây rồi.

2. Nếu các ngài không giao hàng được vào hoặc trước ngày 1 tháng 6 , chúng tôi sẽ buộc phải huỷ đơn đặt hàng này

3. Chúng tôi xin lỗi về sự chậm trễ và tin tưởng rằng chúng tôi đã không gây phiền phức nhiều cho các ngài.

4. Chúng tôi hy vọng rằng các ngài sẽ hài lòng với cách giải quyết của chúng tôi và tin tưởng rằng sau đây các ngài lại tiếp tục tạo cơ hội buôn bán với chúng tôi bằng cách đặt hàng thường xuyên để chúng tôi được phục vụ các ngài.

3. Letter writing

You have ordered some tractors from a foreign firm, delivery of which was promised within 6 months from order. Seven months has passed and the tractors have not been delivered yet, nor has any explanation been received. Write a firm but polite letter about this to the supplier.

Unit 7

REVISION

Objectives

- **Reviewing:**
structures of all letters learnt in units 1-6
- **Writing the letter from the given note**
- **Developing goodwill in business**

Contents

- Review the languages used in business letters learnt.
- Do the exercises to practice writing letters

- **Goodwill Letters**

1. Write a letter congratulating a former colleague of yours on his appointment as sales manager

2. Your manager, who has been ill, is in hospital. Send him a book as a present from you and your colleagues, with good wishes for recovery.

- **Inquiries**

1. Why is the following letter unsatisfactory?

Dear Sir,

We recently saw an advertisement of yours for hooks. Please send us a quotation immediately.

Yours faithfully,

2. Write a letter from the following notes:

Guazelli Company of Sao Paulo write on 3rd August 20__ to Taylor & Co. Mincing Lane, London EC4 asking for a special offer of Darjeeling tea. They will require at least 200 cases monthly , and would like prices, terms , delivery dates.

- **Quotations, offers**

1. Write a reply to your inquiry for hooks (above) quoting price, terms of payment and delivery date, and enclosing samples and an order form

2. Write a letter from the following notes:

Taylor & Co. London EC4 thank Guazelli Company, Sao Paulo (10th August 20__) for inquiry of August 3rd. In accordance with the request from Guazelli Company, they enclose their latest price list and samples. Their terms of payment are: cash against invoice. Should further orders follow, they are willing to allow Guazelli Company three months" credit. They look forward to a trial order.

- **Order & Acknowledgements**

1. Write an order:

On 29th August Guazelli Company, Sao Paulo, thank Taylor & Co. for price concession. They now order for immediate delivery 150 cases of Darjeeling tea, No. 412. They request a credit of three months and ask for an acknowledgement of the order.

2. Write an acknowledgement:

On 5th September Taylor & Co. write that they are very pleased to receive Guazelli Company's order for 150 cases of Darjeeling tea, No. 412. They will be able to execute the order by the end of the month. Since they have not yet done any business with Guazelli, terms for this first order are cash against invoice. They enclose a pro-forma invoice and await an early reply.

• **Complaints, Adjustments**

Letter writing

1. Guazelli Company write on 18th December 20__ saying that they are in a very awkward position, since they have not yet received the shipment advised by letter of 28th November from Taylor & Co. London EC4. They request supplier to explain the non-delivery

2. Taylor & Co. reply on 23rd December 20__. Their forwarding agents have now been instructed to forward the cases of tea to Sao Paulo as soon as possible. They apologize for the inconvenience caused by this delay.

• **Further consolidation**

1 - Universal Books Ltd have just published two new books Nigel West Wood is a sales representative and he has written to Ms. Russell, manager of Ashworth Bookshops Ltd, to make an appointment to visit.

1. Put the paragraphs of his letter in the correct order.

2. If a shop had one copy of each of the new books, how many books would it have?

UNIVERSAL BOOKS LTD

Po box 379 jersey, Channel Island Tel. 01534-797201

Fax 01534-797407

Ms. M.Russell

Ashworth Bokshops Ltd

234 Hogden Rd

NW/ Lea

Bristol BS7 9XS

Your ref:

Our ref:

23 July 20__

Dear Ms. Russell,

	Both of the above books are very competitively priced and we offer attractive discounts to booksellers
	After years of research, we have now produced THE WORLDWIDE ENCYCLOPAEDIA, an important new work for the home, containing information on thousand of subjects. It is available as a set of three volumes or as a one - volume shortened addition.
	On August 18 th - 19 th , I will be in your area and I would be very grateful if I could meet you and show you our new books. Would Tuesday, August 19 th at 11.30 am be convenient for you?
1	I'm writing to introduce two important new books just published by universal Books Ltd.
	I look forward to hearing from you.
	Our second new book is THE COMPLETE COLLECTION OF BUSINESS LETTERS, containing 300 ready - to - use letter that they want, make a few small changes and then give it to a secretary to type. It is available in hardback and paperback.

Yours sincerely,

(signed)

Sales Representative

II - Here is Margaret Russel's diary for 18 and 19 August.

1. Can she meet Nigel Westwood on the day and at the time he suggested?
2. Write her reply to Nigel Westwood. Suggest some other days and times

for them to meet

Timetable:

- August 18 Monday
- Staff training 9 - 9.30 am
- Lunch with MP 13 pm

- August 19 Tuesday
- Staff training 9 - 9.30 am
- Meeting with Cambridge University Press 11 - 12.30 pm
- Lunch with MP 13 pm
- Work on book orders 14 - 16 pm

III - After their meeting, Nigel Westwood wrote to Margaret Russell to confirm the details of their discussion and tell her that he was waiting for her order. Here is part of his letter.

1. Write the beginning and ending of Nigel Westwood's letter. (Remember that he has met Margaret Russell so his letter will be more personal)

2. What does Margaret Russell have to send with her order?

How will Universal Books Ltd help Ashworth Bookshops the books in their area?

UNIVERSAL BOOKS LTD

Po Box 379 Jersey, Channel Island Tel. 01534 - 797201

Fax 01534 - 797407

Your ref: MR/ts

Our ref: NW/Lea

Ms M. Russell

Ashworth Bookshops Ltd

234 Hogden Rd

Bristol BS 79 XS

23 August 20 ____

It was.....

I thought it would be useful to confirm in writing the details of our discussion.

We are able to offer you 20% discount on the retail price of our books. If your sales are over 50 books a month, we will consider offering you a higher discount.

You will send a deposit of 50% of the total cost with your order. In return, we will deliver the books to you within one week of receiving your order.

You will also distribute by hand circular sales letters promoting both. The Worldwide Encyclopaedia and the Complete Collection of Business letters. We will contribute £50 toward the cost of doing this and provide you with a list of names and addresses.

I

Yours sincerely,

(signed)

Nigel Westwood

IV - Some days later, Margaret russell made out her first order for the books.

- 20 sets of 3 volumes Worldwide Encyclopaedia
- 50 shorter Worldwide Encyclopaedia.
- 20 Complete Collection of Business letters (hardback)
- 50 Complete Collection of Business letters (paperback)

Write Ms. Russell's letter to Nigel Westwood, placing the order.

V - Use Margaret Russell's notes to write a circular sales letter for The Complete Collection of business letters.

- Special low price
- Index of 300 ready - to - use letters
- Find the letter you want, make some changes, type it
- What took hours before, now takes minutes
- Secretary can also use it.
- Hardback (£21) and paperback (£12)
- 28 day refund

VI - Some days later, Margaret Russell received some bad news from Nigel Westwood. Fill in the missing words or phrases.

UNIVERSAL BOOKS LTD

PO Box 379 Jersey, Channel Islands Tel. 01534 - 797201

Fax 01534 - 797407

Your ref: MR/ts

Our ref: NW/Lea

7 September 20 ____

Ms. M. Russell

Ashworth Bookshops Ltd

234 Hogden Rd

Bristol BS7 9XS

Dear Ms. Russell,

I am afraid (1).....

I (2)to tell you that (3) To delay the delivery of your order for The Complete Collection of Business Letters. This is (4)..... unforeseen circumstances at our printer's. We expect to be able to deliver the books to you by the end of next month.

I hope (5).....

Yours sincerely,

(signed)

N. Westwood

APPENDIX

I. COMMERCIAL ABBREVIATIONS

A.D	= Acknowledgement due: thừa nhận
ad.	= advertisement: quảng cáo
B/E	= Bill of Exchange: hối phiếu
B/L	= bill of lading: vận đơn
C.I.F	= cost, insurance, and freight: giá hàng, bảo hiểm, và giá cước
c.i.f.c	= cost, insurance, freight & commission =& hoa hồng
hoc.i.f.i	= cost, insurance, freight & interest =& tiền lãi
C.O.D	= cash on delivery: trả tiền khi nhận hàng
C.W.O	= cashes with order: trả tiền mặt ngay khi đặt hàng
dis / disc/ disct	= discount: chiết khấu
D/N	= debit note: giấy báo nợ
D/O	= delivery order: phiếu giao hàng
Esq	= Esquire: ông, ngài
F.O.B	= free on board: giao lên tàu
F.O.R	= free on rail/ free on road: giao hàng trên toa
Mesers	= messieurs = quý ngài, quý ông
M.O	= money order: bưu phiếu
Re	= refer or referring to: tham chiếu , tham khảo
R.S.V.P	= respondes s'il vous plait (reply if you please): xin vui lòng trả lời
S/d	= sight draft: hối phiếu trả ngay sau khi xuất trình
V.P.L	= value payable letter = thư trả tiền
V.P.P	= value payable post = bưu thiếp trả tiền
w.e.f	= with effect from = có hiệu lực kể từ...

II. USEFUL ENGLISH - VIETNAMESE PHRASES

	<i>Acknowledging the letter received</i>	
1	We have received your letter of (date)....	<i>Chúng tôi đã nhận được thư của các ngài đề ngày....</i>

2	We thank you for your letter dated.....	Chúng tôi cảm ơn các ngài về bức thư đề ngày....
3	In reply to your letter of ...(In response/In answer)	Để trả lời bức thư của các ngài đề ngày...
4	We are obliged for your letter of	Chúng tôi xin cảm ơn về bức thư của các ngài đề ngày...
5	We acknowledge the receipt of your letter of...	Chúng tôi xác nhận đã nhận được thư của các ngài đề ngày...
<i>Writing dates</i>		
1	We have received your letter of (the) 15 th May, 2002/May 15, 2002	Chúng tôi đã nhận được thư của ngài vào ngày ...
2	We cabled you on	Chúng tôi đã gửi điện cho ngài ngày
3	The goods ordered by you on... are ready for shipment	Hàng hoá các ngài đặt mua ngày ... đã sẵn sàng để chuyên chở
4	We have received your letter dated	Chúng tôi đã nhận được thư của các ngài đề ngày...
5	We wrote to you on....	Chúng tôi đã viết thư cho ngài ngày
6	We refer to your letter of	Chúng tôi xin đề cập đến thư của các ngài đề ngày
<i>Expressions of requirements</i>		
1	We ask/request/ would ask you to inform us...	Chúng tôi yêu cầu các ngài báo cho chúng tôi..
2	Please inform us...	Mong các ngài báo tin cho chúng tôi..
3	We shall/ should be obliged if you will/would inform us...	Chúng tôi sẽ rất biết ơn các ngài báo tin cho biết..
4	We shall(should) appreciate it if you will (would) kindly inform us...	(nghĩa như trên)

5	In reply to your letter of ... we ask you to inform us....	Để trả lời bức thư của các ngài đề ngày ... chúng tôi yêu cầu thông báo cho biết...
6	Referring to our letter of ...we would ask you to inform us...	Căn cứ vào bức thư của chúng tôi đề ngày... chúng tôi muốn yêu cầu các ngài thông báo cho chúng tôi ..
<i>Complaints on goods received</i>		
7	Please inform us by cable whether you can deliver in ...(month)	Xin các ngài thông báo cho chúng tôi biết bằng điện tín, liệu các ngài có thể giao hàng trong tháng .. được không?
8	We shall be glad to know when we may expected delivery of the goods as they are most urgent needed (required)	Chúng tôi sẽ rất vui mừng được biết khi nào chúng tôi có thể nhận được hàng vì người ta rất cần những hàng hoá đó
9	When placing this order with you, we particularly stipulated for delivery within ... weeks	Khi đặt đơn mua hàng này với các ngài, chúng tôi đã quy định rõ việc giao hàng trong vòng ... tuần lễ
10	We must insist on your informing us by cable of the earliest date you can deliver the goods	Chúng tôi phải đề nghị các ngài thông báo cho chúng tôi bằng điện tín vào ngày sớm nhất mà các ngài có thể giao hàng được
11	We are surprised that you have not yet delivered the goods against order No. 2579	Chúng tôi ngạc nhiên là các ngài chưa giao những hàng hoá theo đơn đặt hàng số 2579 của chúng tôi
12	We must insist on your unconditional guarantee that the goods will be delivered at the end of August	Chúng tôi phải đề nghị các ngài cam đoan không điều kiện là hàng hoá sẽ được giao vào cuối tháng tám
13	This is not the first time we have had to complain of delay in delivery of goods against our order	Đây không phải là lần đầu tiên chúng tôi khiếu nại về việc giao hàng chậm trễ theo đơn đặt hàng của chúng tôi

14	We refuse to accept the goods on the ground of the late delivery	Chúng tôi từ chối nhận những hàng hoá đó vì lí do giao hàng chậm
15	We are sure you will give this matter your immediate attention	Chúng tôi tin chắc rằng các ngài sẽ xem xét ngay vấn đề này
16	We expect that you will look into the matter without delay	Chúng tôi mong rằng các ngài cứu xét vấn đề này
17	As the delay in delivery has lasted over eight weeks, you will have to pay us agreed and liquidated damages in accordance with clause 6 of the contract	Vì việc giao hàng chậm trễ đã quá tám tuần các ngài sẽ phải trả cho chúng tôi khoản tiền bồi thường như đã thoả thuận và giải quyết đúng theo điều 6 của bản hợp đồng
	<i>The goods doesn't meet the requirements or is broken</i>	
18	We have received serious complaints from our Clients with regard to the machine supplied by you against Contract No. 265	chúng tôi đã nhận được những khiếu nại gay gắt từ phía khách hàng của chúng tôi về chiếc máy mà các ngài đã cung cấp theo hợp đồng 265
19	The bulk of the goods discharged from the vessel do not correspond with the samples submitted	Số hàng rời được bốc dỡ từ tàu thuỷ đó không phù hợp với mẫu mà các ông đã đưa cho chúng tôi
20	We regret having to complaint of some grave defects in the machine delivered by you in execution of our order No. 1752	Chúng tôi buộc phải khiếu nại về một số khuyết tật nghiêm trọng trong chiếc máy được các ngài giao theo hợp đồng số 1752 của chúng tôi
21	We have examined the goods in the damaged cases and find that we cannot use them	Chúng tôi đã xem xét hàng hoá trong các thùng bị hư hại và thấy rằng chúng tôi không thể dùng những hàng hoá đó

22	The goods are being held at your disposal pending your instructions as to how they should be returned	Những hàng hoá đó đang được giữ để chờ chỉ thị của các ngài về cách gửi trả lại
23	We are making a claim on (against) you for inferior quality of the goods as follows...	Chúng tôi khiếu nại với các ngài về phẩm chất kém của những hàng hoá sau
24	We opened at random a number of cases which showed no signs of damage on the contents were badly damaged	Chúng tôi mở bất kỳ một số hàng không có dấu hiệu bị hư hỏng ở phía ngoài và thấy rằng những hàng đựng trong đó đều bị hư hỏng nặng
25	We can accept the goods only on condition that you grant us an allowance of per...	Chúng tôi chỉ có thể nhận những hàng hoá đó với điều kiện các ngài chấp nhận giảm giá cho chúng tôi là .. %
26	We can not make use of the goods and are sorry to have to place them at your disposal	Chúng tôi không thể sử dụng được những hàng hoá đó và rất tiếc là phải để tùy các ngài quyết định
27	The goods shipped by you in execution of our order No. 276 do not correspond with the sample on the basis of which the order was placed (which led to our placing the order)	Những hàng hoá mà các ngài gửi cho chúng tôi theo đơn đặt hàng số 276 không tương ứng với mẫu đã được thoả thuận
28	We estimate that the damage amounts to...	Chúng tôi ước lượng rằng thiệt hại này lên tới..
29	In the circumstances, we are compelled to give you formal notice of claim for inferior quality of the goods shipped on all Bills of lading	Trong trường hợp này chúng tôi bắt buộc phải báo chính thức cho các ngài về phẩm chất kém của những hàng hoá được gửi đến thuộc tất cả các vận đơn

30	Falling your acceptance of our offer, the claim will be submitted to arbitration	Nếu các ngài không chấp nhận lời đề nghị của chúng tôi thì những khiếu nại sẽ được trình cho trọng tài
<i>The goods are underweight or in bad wrapping</i>		
1	We regret to draw your attention to the fact that a shortage in weight of 8 cwt. Was found when the goods were discharged	Chúng tôi tiếc rằng phải lưu ý các ngài về một thực tế là trong khi bốc dỡ hàng hoá phát hiện thấy thiếu tám tạ hàng
2	We find that ...bales show a landed weight of lbs. Against a shipping weight of ... lbs, thus showing a loss of lbs	Chúng tôi thấy rằng ...kiện là số cân của hàng đã dỡ gồm... pao . So với số pao trọng lượng lúc xếp thì như vậy đã hụt mất ...pao
3	The consignment contains only 28 cases whereas 35 cases are sated on the Bill of lading	Lô hàng này chỉ có 28 thùng trong khi vận đơn lại ghi là 35 thùng
4	We must ask you to send us your credit note for the value of the goods short-shipped, viz \$...	Chúng tôi phải yêu cầu các ngài gửi cho chúng tôi một thông báo tính thành tiền cho số hàng giao thiếu theo Đô la Mỹ
5	A considerable number of cases arrived in a badly damaged condition, the lids being broken and the contents crushed	Có một số khá nhiều thùng hàng tới nơi trong tình trạng hư hỏng nặng, nắp thùng bị vỡ còn hàng ở bên trong bẹp rúm
6	The packing of the goods is inadequate and unsuitable to local conmditions	Việc đóng gói các hàng hoá không đầy đủ và không phù hợp với những điều kiện địa phương
7	We trust you will pay the greatest attention to packing so as to avoid any breakage in future	Chúng tôi tin rằng các ngài sẽ rất lưu ý tới việc đóng gói hàng hoá để tránh mọi sự vỡ hàng về sau này

	<i>Sending documents or catalogues</i>	
1	We send you.....	Chúng tôi gửi cho các ngài
2	We are pleased to send you...	Chúng tôi hân hạnh được gửi cho các ngài
3	We have pleasure in sending you....	Chúng tôi vui mừng được gửi cho các ngài...
4	We enclose .../ we attach....	Chúng tôi gửi kèm
	<i>Asking for necessary documents on goods</i>	
1	We are interested in... advertised by you in....	Chúng tôi đang quan tâm đến (loại hàng hoá) được các ngài quảng cáo trên
2	We have seen your advertisement in....	Chúng tôi đã đọc quảng cáo của các ngài trên ...
3	We refer to your advertisement in...	Chúng tôi đã căn cứ vào quảng cáo của các ngài trên ...
4	We shall be obliged if you will send us your latest catalogues, brochures or any other publications containing a description of the following machines	Chúng tôi sẽ rất cảm ơn nếu các ngài gửi cho chúng tôi những catalô mới nhất, những tờ quảng cáo hoặc bất kỳ một ấn phẩm nào có mô tả những máy móc sau.
5	We learn from.. that you are manufactures of...	Chúng tôi được biết từ... rằng các ngài là những người sản xuất các mặt hàng...
6	We have been informed by.. that you are exporter of ...	Chúng tôi được thông báo bởi ...các ngài là những nhà sản xuất các mặt hàng
	<i>Responding to the requirements of introducing about goods</i>	
1	We shall be glad to answer any additional questions you may ask	Chúng tôi hân hạnh được trả lời bất cứ câu hỏi thêm nào của các ngài

2	If you require further copies of this catalogue (or brochure) or if there are any details on which you desire to receive information, please do not hesitate to write to us	<i>Nếu các ngài cần thêm những bản khác của catalô này (hoặc tờ quảng cáo) hoặc có những khi tiết nào khác mà các ngài muốn nhận được thông tin, xin đừng ngần ngại, hãy viết thư yêu cầu cho chúng tôi</i>
3	We are pleased to enclose our latest catalogue illustrating our range of... which we trust you will find useful	<i>Chúng tôi hân hạnh gửi kèm theo bản catalô mới nhất có mô tả đầy đủ hàng... của chúng tôi và tin rằng các ngài sẽ thấy là bổ ích.</i>
4	The catalogues will only be printed after the service tests are completed	<i>Các bản catalô chỉ được in ra sau khi các thử nghiệm sử dụng đã hoàn tất</i>
5	We regret that we have no publications for the machines mentioned by you	<i>Chúng tôi tiếc rằng chúng tôi không có những ấn phẩm về những máy móc mà các ngài nói tới</i>
6	We regret to advise you that our catalogue of ... is out of print. A new impression is being printed now and as soon as the catalogue are available, we will send you some copies	<i>Chúng tôi lấy làm tiếc phải thông báo với các ngài catalô của... (năm) không được in nữa, bản catalô mới đang được in và ngay khi in xong chúng tôi sẽ gửi cho các ông vài bản</i>
<i>Getting information on price or sale terms</i>		
1	We are interested in... and would ask you to send us your offer (or tender, quotation) for these goods (or for this equipment)	<i>Chúng tôi đang muốn mua .. và xin yêu cầu các ngài gửi cho chúng tôi bản chào hàng (hoặc đề nghị, bản kê giá) về những hàng hoá này (hoặc về những thiết bị này).</i>
2	We are regular buyers of ... and would ask you to send us your quotation (or offer) ... for these goods	<i>Chúng tôi là những khách hàng quen ..., xin đề nghị các ngài gửi cho chúng tôi bản báo giá (hoặc chào hàng) về những hàng hoá đó</i>

3	Please inform us by return (of) post at what price, on what terms and how soon could deliver....	<i>Xin cho chúng tôi biết bằng thư về giá, điều kiện và thời gian giao hàng...</i>
4	We are in the market for ... and would ask you to send us your tender (or offer) ... for these goods	<i>Chúng tôi đang cần mua những hàng ... và yêu cầu các ngài gửi cho chúng tôi thư đề nghị (hoặc lời chào hàng....) về các hàng hoá này.</i>
5	Please let us know if you can offer us (or if you can make us an offer for) .. equal to sample sent to you by parcel post	<i>Làm ơn cho chúng tôi biết, liệu các ngài có thể chào bán cho chúng tôi những hàng hoá ... mà phẩm chất ngang bằng mẫu đã được gửi cho các ngài bằng bưu kiện</i>
6	Please send us samples of your manufactures stating your lowest prices and best terms of payment	<i>Làm ơn gửi cho chúng tôi các mẫu sản phẩm của các ông, đồng thời cho biết giá cả thấp nhất và những điều kiện thanh toán dễ dàng nhất của các ông</i>
7	Your offer must be accompanied by specification and blueprints	<i>Lời chào hàng của các ngài phải được kèm theo chỉ dẫn và bản vẽ rõ ràng</i>
<i>Being able to supply the demand of customers</i>		
1	The matter (or your enquiry) is having our careful attention and we hope to send you our quotation at an early date	<i>Vấn đề (hoặc thư yêu cầu) của quý ông đang được chúng tôi xem xét kỹ và chúng tôi hy vọng sẽ gửi cho quý ông bảng giá hàng của chúng tôi vào một ngày gần đây.</i>
2	We are contacting manufacturers with the view of (or with a view to) finding out whether the machine is available for sale and will advise you immediately upon receipt of their reply	<i>Chúng tôi đang liên hệ với các nhà sản xuất để được biết sớm chiếc máy đó có bán trên thị trường hay không và sẽ báo cho ông biết ngay khi nhận được thư trả lời của họ</i>

3	We have forwarded (or we have passed) your enquiry to our works and asked them to inform us whether this model can be altered to meet your specification within the time required by you	Chúng tôi đã gửi (hoặc đã chuyển) thư yêu cầu của ông cho xưởng sản xuất của chúng tôi và yêu cầu họ cho biết model này có thể được sửa đổi để phù hợp với quy cách của ông trong thời hạn ông yêu cầu được không
<i>Being unable to supply the demand of customers</i>		
1	We thank you for your enquiry dated .. but regret to inform you that at the present time we are not in a position to make you an offer for the goods required by you	Chúng tôi cảm ơn thư yêu cầu của ông đề ngày... nhưng chúng tôi lấy làm tiếc báo để ông rõ, hiện nay chúng tôi không có khả năng bán những hàng hoá mà ông yêu cầu
2	We very much regret that we are unable to accept new orders for delivery within the time specified by you	Chúng tôi lấy làm tiếc không có khả năng nhận các đơn đặt hàng mới và giao hàng trong thời hạn mà quý ông yêu cầu
3	As our plant is fully engaged with orders, we find it impossible to put forward a quotation for delivery this year	Vì xưởng sản xuất của chúng tôi hiện đang rất bận rộn với các đơn đặt hàng nên chúng tôi không có khả năng đưa ra bảng kê giá của các hàng phải giao trong năm nay
4	We are sorry that at the present time our machines type .. are not available for sale and must ask you to excuse us from sending you a quotation	Chúng tôi tiếc rằng lúc này không có sẵn loại máy ... để bán và phải xin ông thứ lỗi cho chúng tôi về việc không gửi bảng kê giá cho ông
5	We will revert to the matter at the end of next week	Chúng tôi sẽ quay trở lại vấn đề này vào cuối tuần sau

6	We should prefer not to put forward an offer for this machine as it is under re-designing now	Chúng tôi sẽ quyết định không chào hàng loại máy này, vì chiếc máy đang được thiết kế lại
<i>Offers as a promise</i>		
1	We hold this offer open for your acceptance until the 12 th October	Thư chào hàng này chỉ có giá trị đến hết ngày 12 tháng 10
2	We offer you the goods subject to receiving your confirmation within ... days of the date of this letter	Thư chào hàng này có giá trị trong vòng .. ngày kể từ ngày viết thư
3	This offer is made subject to your acceptance by cable..	Chào hàng này được ngài chấp thuận bằng điện..
4	We have pleasure in offering you, subject to your acceptance by cable 1,000 tons...	Chúng tôi hân hạnh chào bán cho các ngài 1000 tấn... theo xác nhận bằng điện nhận mua của các ngài
<i>Offers as introduction of goods</i>		
1	This offer is made subject to machine being free on receipt of your reply	Lời chào hàng này được thực hiện nếu máy móc đó còn khi chúng tôi nhận được thư trả lời của các ngài
2	This offer is subject to the goods being unsold on receipt of your reply	Lời chào hàng này được thực hiện nếu hàng còn khi chúng tôi nhận được thư trả lời của các ngài
3	This offer is made without (any) engagement (or without) obligation) on our part	Lời chào hàng này được thực hiện không có sự ràng buộc nào về phía chúng tôi
4	We have pleasure in offering you 1,000 tons of	Chúng tôi hân hạnh chào bán cho các ngài 1000 tấn mà không có sự ràng buộc nào

III. SOME SPECIMEN LETTERS

1. Quotation

** A covering letter:*

To: Secoin Company
Attn: Mr. Nam
Fm: Hoang Quang Trung
Date: 17th July 2004
Subject: **Inland transportation**

Dear Mr. Nam,

Thanks for your kindly inquiry.

We are pleased to offer you our best inland transport rate for the Shipment of container 40' From Hai Phong port to Chuong My Distr. Ha Tay province as follows:

Doing custom

Noted that:

The above **Ocean Freight** are valid until 30th June, 2004

Hopefully, this quotation would be workable to your kind interests.

Thanks & Best regard.

Hoang Quang Trung

Mobile: 0913056924

** Tabulated quotation:*

FM: TRANSWORLD HANOI/ HOANG TRUNG

TEL: 04-7162047/ FAX: 84-7162046

E-MAIL: LOUISE FRANCE/ E_mail: lolaantiques@hotmail.com

Date: 25th July, 2004

RE: QUOTATION FOR SHPT EXPORT VIETNAM TO PUERTO-LIMON
PORT OF COSTA RICA

Dear Ms. Louise France,

In reply to your kind inquiry, we would like to offer our best quote for your shipment ex Hanoi to Puerto- Limon port Costarica as follows:

1/ Trucking empty 20'DC container from Hai Phong to Hanoi in order to stuffing goods and return Hai Phong port: USD 100.00/20'DC

2/ Lift on/off container in Hai Phong port: USD 25.00/20'DC

3/ Loading, stuffing goods into container: USD 50.00/20'DC

4/ Customs clearance, export license: USD 30.00/Supplier

Maximum: SD 100.00/20'DC

5/ Packing fee (Incl. wooden packing - if any): USD 20/CBM

6/ B/L fee : USD 10/shpt

7/ Shipping docs (Include certificate of original): USD 30/shpt

8/ Seafreight rate (CY/CY) from Hai Phong port to Limon port:

Order	Rate (CY/CY)	Routing	transit time	Frequiery
1	USD 2655/20'DC (All-in)	Hai Phong/ Port Klang/ Lehavre/ Limon	About 50 days	Thus/ Sun
2	USD 3250/ 20'DC (All-in)	Hai Phong/ Kaoshiung/ Limon	About 30 days	Wed.

These rates include BAF and valid 30th September 2004 or until further notice,

9/ Trucing from your supplier's address in Hanoi area to Vietrans' storehouse, loading, unloading included: USD 30/ supplier

You can rely on us and our prestiged service and hopefully, this quote would be workable to your kind interests.

Should there be any further question, please contact us at any time.

With our best regards,

2. Order

ORDER

NO: 14983

DATE: AUG 20, 2004

TO: FRIGORA

Dear sir,

We are pleased to order the goods as follows:

ITEM NO.	DESCRIPTION	Q.TY	UNIT PRICE	AMOUNT (USD)
	CODENSING UNIT, EVAPORATING UNIT, INSULATION PANEL AND ACCESSORIES FOR PRESERVING			
1	KIT MOD.GT 14	10	139	1390
2	KIT MOD.GT 15	10	150	1500
3	ACCESSORIES FOR: GLASS DOOR	02	69	138
4	KIT ACCESSORIES FOR PRESERVING: TRAYS & LIDS	01	559	559
	TOTAL (C.I.F HAI PHONG)	23		3587
	TERMS OF PAYMENT: TT			

THE ABOVE TERMS AND DETAILS ARE CONSIDERED AS A CONTRACT

AUTHORIZED SIGNATURE
(SHIPPER)

AUTHORIZED SIGNATURE
(CONSIGNEE)

VIETNAM NATIONAL SUNDRIES EXPORT-IMPORT CORPORATION
36 BA TRIEU STREET, HANOI, S.R. VIETNAM

Tel: Fax: telex:

Cable: Tocontap Hanoi

24th, October, 20____

Mr. J. Alford, Director

Alford & Son Co. Ltd

Langston Road

Reading

United Kingdom

Dear Mr. Alford,

Re. Ladies' Leather shoes

We have received your offer No. 234 AE dated 20th October, 20____ regarding leather shoes. Enclosed you will find our order No. 142/TT for 1,500 pairs of ladies' leather shoes catalogue No. 44 AS. AS this is our first order, we would like to specify the following points:

We have decided to accept the price of £50 per pair, FOB London and the 15% discount you offered although we are not very happy with this low discount.

Payment is made in pound sterling, by irrevocable letter of credit at sight to be opened by the buyer at the Bank for Foreign Trade of Vietnam, 10 days prior to the shipment, to the seller's account at the NorthWest Bank, London for the full value of the order.

Delivery before the beginning of December is a firm condition of this order and we have the right to refuse the goods delivered after this time.

If we can find a ready sale for the goods in the Vietnamese market, we will certainly place further orders with you in the near future. We look forward to receiving your confirmation soon.

Yours sincerely,

(Signed)

Tran Anh Khoa

Manager

Purchase Department

GALLUCK LIMITED
FLAT A 3/F CAUSEWAY BAY, HONGKONG

Tel: Fax: Email:

5th March, 20____

Hanoi Food Export-Import Company
40 Hai Ba Trung Street,
Hanoi
S.R. Vietnam

ORDER No. 1345

Dear Sirs,

We thank you for your reply of 26th February, 20____ regarding the black sesame seeds we wrote to you about and are pleased to place an order on the following terms and conditions:

1. Commodity:

Vietnamese black sesame seeds

2. Specification:

- Moisture: 7,5 % max.
- Admixture: 0,5% max
- Other colour seeds: 2% max

3. Quantity:

100 MT more or less 5% at the seller's option

4. Packing:

The goods are to be packed in new jute bags of 50 kgs net each, suitable for rough handling and sea transportation

5. Marking:

According to the instructions to be advised later by the buyer

6. Price: FOB Sai Gon Port

Unit price: US \$ 618.00 per MT

Total price: US\$ 61,800.00 (say: US Dollars Sixty One Thousand Eight Hundred Only)

7. Delivery:

Shipment is to be effected not later than 10th April, 20__

Partial shipments are not allowed

8. Payment:

By irrevocable letter of credit at sight to be opened by the buyer in favour of the seller at Hongkong Bank, 15 days before shipment.

Documents required for payments:

- Original B/L: 3 copies
- Commercial invoice: 3 copies
- Packing list: 3 copies
- Certificate of origin: to be issued by the Vinacontrol in 3 copies each

We would appreciate your confirmation of this order within the next 5 days; after this period the order will be automatically cancelled.

Yours faithfully,

James Lee

Purchase Manager

Glossary

A

accept an order

FAS (free alongside ship)

acknowledge an order

advice of dispatch

adviser

agent

air freight

air waybill

apologize

arrange shipment

ask for trade references

associate

attention line

chấp nhận đơn đặt hàng

giá giao dọc mạn tàu

nhận một đơn đặt hàng

thông báo gửi hàng

nhà thông báo

đại lý

vận chuyển hàng không

vận đơn hàng không

xin lỗi

chuẩn bị chất hàng lên tàu

yêu cầu thông tin để kinh doanh

tổ chức

dòng ghi tên người nhận đích danh

B

backlog

bad workmanship

banker's draft

be satisfied/dissatisfied

bill of exchange

bill of lading

blocked style

booklet

bulk buyer

dự trữ, công việc tồn đọng

tay nghề yếu

hối phiếu ngân hàng

hài lòng / bất mãn

hối phiếu

vận đơn

đạng thẳng hàng

cuốn sách nhỏ

khách hàng lớn, chủ yếu

C

cable / telegram address

cancel an order

địa chỉ điện báo

hủy bỏ đơn đặt hàng

carriage forward	cước phí trả sau
carriage pre-paid	cước phí trả trước
cash against documents	thanh toán tiền mặt khi giao chứng từ
cash discount	thanh toán nhanh, bằng tiền mặt
catalogue	catalô, sách in mẫu hàng
cc. (carbon copy)	bản sao giấy than
CFR (cost and freight)	tiền hàng và cước phí
Chairman, (USA)= President	chủ tịch
Chief Accountant	Kế toán trưởng
CIF (cost, insurance, and freight)	tiền hàng, cước phí, bảo hiểm
circular letter	thư thông báo
commercial invoice	hoá đơn thương mại
commitment	cam kết
compensation repair	sự bồi thường sửa chữa
compliment slip	đanh thiếp chúc mừng
complementary	lời chào kết thúc
confirm an order	xác nhận một đơn đặt hàng
consignment note	phiếu gửi hàng
contract	hợp đồng
co-operative society	hợp tác
courtesy title	Danh tước
covering letter	thư mẹ, thư kèm chứng từ khác
customer	khách hàng

D

damage	sự thiệt hại- tổn thất
deadline	hạn cuối cùng (trả tiền)
Dear Mr/Mrs.../Miss.../Ms...	Kính thưa ông, bà, cô..
debit/ credit note	giấy báo nợ

delay	sự chậm trễ
deliver an order	giao hàng đặt mua
delivery date	kỳ hạn giao hàng
demonstration	trình diễn, thao tác thử
deny/accept responsibility	từ chối/ chấp nhận trách nhiệm
DEQ (delivered exquay - duty paid)	(giá giao tại cảng- đã được thanh toán thuế)
DES (delivered ex ship)	sự hư hỏng, sự xuống cấp
dispute	tranh chấp
documents against acceptance	chấp nhận đối chứng từ
documents against payment	trả tiền đối chứng từ
draw a bill on a customer	ký phát hối phiếu thư tiền của người mua hàng

E

Enc. / Encl. (enclosure)	phần đính kèm
enquire about a product	thăm dò thông tin về sản phẩm
error	sai sót

F

fault	lỗi, khuyết điểm
fax / telefax	số fax/ số fax điện tín
fill / fulfill /make up / complete/ meet/ supply an order	thực hiện, dàn xếp, ..cung cấp.. một đơn đặt hàng
Finance Director	giám đốc tài chính
firm order	đơn đặt hàng cố định
fixed terms	điều khoản cố định
FOB (free on board)	(giá giao trên tàu)
for the attention of private and confidential references	gửi riêng và bí mật
forwarding agent	đại lý giao nhận hàng hoá

G

give an explanation	đưa ra lời giải thích
goods exempt from VAT	hàng hoá được miễn VAT
goods in stock	hàng có sẵn cho tiêu thụ
goods on approval	hàng giao thử
goods on sale or return	hàng gửi bán
goods out of stock	hết hàng
gross price	giá gộp
guarantee	bảo hành
guarantor	người bảo đảm

H

handle an order	giải quyết đơn đặt hàng
hold a price for 21 days (firm 21 days)	giữ nguyên giá trong vòng 21 ngày
hold/carry (a) stock of a product	dự trữ nguồn sản phẩm

I

inconvenience	sự phiền phức
indented style	dạng thụt dòng
inside (receiver's) address	địa chỉ người nhận
insurance certificate	giấy chứng nhận bảo hiểm
investigate a complaint	điều tra về một đơn khiếu nại
invite/seek a tender or estimate	mời thầu
invoice	hoá đơn
irrevocable letter of credit	thư tín dụng không thể hủy ngang

J

joint stock company	công ty cổ phần
---------------------	-----------------

L

leaflet	tờ bướm quảng cáo
legal action	sự kiện tụng
Letter head	phần đầu thư
letter of credit	thư tín dụng
long-term credit facilities	chỉ trả tín dụng dài hạn
look into a matter	kiểm tra vấn đề
Ltd. (limited liability)	công ty trách nhiệm hữu hạn

M

make an enquiry about a product	trình bày yêu cầu thông tin về sản phẩm
Managing Director, USA: Chief Executive (CEO)	giám đốc điều hành
meet a delivery date	đáp ứng thời gian giao hàng
miscalculation	tính sai
mistake	lỗi nhầm
misunderstanding	hiểu lầm
monthly / quarterly statement	quyết toán hàng tháng

N

negotiable terms	các điều khoản có thể thương lượng được
net price	giá thực

O

offer concessions	nhượng quyền, nhượng bộ
open punctuation	không sử dụng cách chấm câu
order form	một mẫu đơn đặt hàng
out-of-date	lỗi thời
overcharge	chi phí vượt mức

P

pack goods in crates	đóng hàng trong các thùng
patterns	kiểu mẫu, mẫu hàng (mẫu mô hình)
place an order	đặt đơn đặt hàng
PLC (public limited company)	công ty trách nhiệm hữu hạn
postcode	mã số bưu điện
PP. (per pro)	thay mặt
price-list	biểu giá
prices inclusive of delivery charges	giá gộp cả phí giao hàng
principal	người uỷ nhiệm
pro-forma invoice	hoá đơn khiếu lệ
prospectus	giấy quảng cáo (về các khoá học)
provide/ supply trade references	cung cấp tham khảo việc kinh doanh
provide/supply a tender or estimate	đấu thầu
provisional order	đơn đặt hàng tạm thời
put matters right	thu xếp cho ổn thoả

Q

quantity discount	chiết khấu số lượng
quarterly statements	quyết toán theo quý
quote a delivery date	ấn định thời gian giao hàng
quote a firm price	định giá sát thực, báo giá cố định
quote a price	báo giá
quote terms	báo các điều khoản

R

reference	tham chiếu
refund	số tiền hoàn lại
refuse / reject / turn down an order	từ chối đơn đặt hàng
registered number	số đăng ký

representative
retail price
retailer

đại diện
giá bán lẻ
nhà bán lẻ

S

Sales Manager
salutation
samples
sender's address
ship goods
shipping documents
showroom
sight draft
signature
solve a problem
stock a product
stockiest
subject title
subsidiary
suggest/state terms

supplier
supply from stock

Giám đốc kinh doanh
lời chào mở đầu
hàng mẫu
địa chỉ người gửi
chất hàng lên tàu
chứng từ chuyển hàng đường biển
phòng triển lãm
hối phiếu trả ngay
chữ ký
giải quyết một vấn đề
dự trữ sản phẩm
người trữ hàng
đồng chủ đề
chi nhánh
đề nghị thời hạn, đề nghị điều khoản
kinh doanh
nhà cung cấp
giao hàng ngay

T

telex number
terms of payment
Trade Association
trade discount
trade journal
trial order

số điện tín
các điều kiện thanh toán
Hiệp hội thương mại
chiết khấu thương mại
tạp chí thương mại
đơn đặt hàng thử

U

undercharge	tính giá quá rẻ
USA - Gentlemen	quý ông
USA: Inc. (incorporated) & Co. (and company) sole trader	công ty, nhà kinh doanh
USA - Yours truly	ở Mỹ - trân trọng kính chào

V

VAT (Value Added Tax)	thuế giá trị gia tăng
VAT number	số thuế giá trị gia tăng

W

wear and tear	hao mòn, hư hao
wholesale price	giá bán buôn (sỉ)
wholesaler	nhà bán sỉ

Y

Your Ref	phần tham chiếu
Yours faithfully / sincerely	kính thư

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| 14. KẾ TOÁN CHUYÊN NGÀNH KINH DOANH DL - KL - KS | 45. TỔ CHỨC KINH DOANH NHÀ HÀNG |
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| 30. CHĂM SÓC KHÁCH HÀNG | |
| 31. THỰC HÀNH TIẾNG ANH CHUYÊN NGÀNH ANH VĂN THƯƠNG MẠI (ELEMENTARY) | |

GT Tiếng Anh thư tín thương mại



111108000081

16,500

8 935075 909328

Giá: 16.500đ