



新基点 (New Benchmark) 全国高职高专院校商务英语系列规划教材

NEW BENCHMARK

商务英语写作

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中国·北京

Appendix

Suggested Answers

Unit 1 An Overview of Business Writing

IV. Language practice

Practice 1

Guangdong International Trading Corp.
108 Linhexi Road
Guangzhou
Guangdong, China
Tele: 020 – 82386687
Telex: 3328 GZ CN
Fax: 020 – 82381058

September 18, 2009

The ABC Trading Company
29 Fifth Avenue
London, U. K.

Gentlemen:

Washing Machines

We thank you for your letter dated 8 September inquiring for the captioned goods. Enclosed please find a copy of our latest catalogue and price list for your reference.

We await your early reply with keen interest.

Yours truly,

John Smith

Practice 2

Guangdong International Trading Corp.
108 Linhexi Road
Guangzhou
Guangdong, China

(stamp)

The ABC Trading Company
29 Fifth Avenue
London, U. K.

Unit 2 Memos and Notes

V. Language practice

Practice 1

- A. 1. grateful 2. reception 3. booked 4. regards
B. 1. pleased 2. replace 3. retiring 4. contributions 5. loyal 6. appreciated

Practice 2

1. Various objections to smoking in the offices
2. It was decided to find out everyone's opinion on this by sending out questionnaires.
3. A trial period will based on the results
4. a final decision will be made on company policy regarding smoking in offices.

VI. Writing Task

Task 1

Nov. 21, 2003

To: Mr. Jim King

May I have your permission to take twenty brochures and three sample printers with me when visiting Softcell who have expressed an interest in our printers. I will come to collect them at 8 am on Thursday morning.

Rose Rivers

Task 2

MEMO

To: Allen Li

From: Frank Liu

Subject: Appointment with Ms. Jane Wu

Date: May 10, 2009

On 15 May Ms. Jane Wu, Design Director MAB Company is paying a visit to our offices.

I would like to ask whether you are likely to be in that morning. If possible I would like to bring Ms. Wu to see you for a brief meeting, probably ten minutes or so, just to make contact. Would 10:30 be OK? Please let me know as soon as possible if it is inconvenient.

Unit 3 Emails and Faxes

IV. Language practice

Practice 1

A. 1. inability 2. transshipment 3. specified 4. damp-proof 5. handling
6. damage 7. approach 8. comments

B. 1. application 2. enclosed 3. description 4. cheque 5. propose 6. prepared
7. obtain

Practice 2

Dear Ms. Mullen,

Thank you for your email.

I am sorry to inform you that there are no vacancies on the French tour due to start on Saturday 10th July. I am however enclosing a form of application. If you will complete this and return it to me, I shall be pleased to add your daughter's name to our waiting list.

You need have no anxiety about your daughter's joining this tour on her own. Our holidays are especially designed for unaccompanied young people, and every effort is made by our couriers to ensure that no one feels left out. If, however, you have any doubts about the wisdom of allowing your daughter to join this tour on her own, please do not hesitate to call in and discuss this with me.

Yours faithfully,

VI. Writing Task

To: Service <service@grapevine.com.cn >

From: (writer's email address)

Subject: Booking rooms

Date: (the date of writing)

Dear Sir,

I have obtained the name of your hotel from the holiday guide received from your Information Centre. Will you please let me know whether you can accommodate a family of five for the two weeks commencing Saturday, 10th August.

We shall require one twin-bedded room and three single rooms.

If you can provide the accommodation we need please send me a copy of your brochure and also your terms for full board.

Yours faithfully,

Unit 4 Notices

V. Language practice

Practice 1

A. 1. held 2. until 3. provided 4. agenda 5. items 6. forward 7. attend
8. call 9. later

B. 1. cordially 2. visit 3. view 4. traces 5. developments 6. lighting

Practice 2

Dear Sir,

We have acquired the premises at the above address for a new retail confectionery store to be opened on 1st February.

As manager in charge, we have appointed Mr. Green. His 16 years' experience of the trade, will ensure goods supplied are sound in quality and reasonable in prices.

The store will open at 8 o'clock on the morning of 1st February, and as a special celebration offer a discount of 50% will be allowed on all purchases made by the first hundred customers.

We hope we may look forward to your being one of them.

Yours faithfully,

Practice 3

1. Mapple Fashion Co. , Ltd is pleased to announce the appointment of Tony White as our CEO.

2. To mark this special occasion, all customers will be allowed a special opening discount.

3. Hong Ye Book City is proud to announce the opening of a new chain store on Saturday January 8, 2008, at 10 a. m. , at Hong Shan Street.

4. We are pleased to inform you that our Board of Directors has appointed Mr. Robert Smith as the director of our company.

5. All the teachers and the students are requested to meet in the Meeting Room on Thursday June 28 at 2 p. m.

VI. Writing Task

Task 1

LECTURE
By
Professor Larry Zhang
From
Hong Kong University
On
Multinational and Globalization
At Room 302, East Hall
2:30 p. m. , Thursday, September 21, 2009

Task 2

Dear Sirs,

We are pleased to announce that our Aftersales Division will move to 6F, East Bldg. 410 Yanqiao Rd. , Shanghai, where we shall in operation from November 18, 2009, and where we shall be pleased to receive our friends.

Our e-mail address remains unchanged and mails should continue to be addressed to the Post Office Box No. 567 Shanghai.

The management takes this opportunity to solicit your continued support and cooperation.

Yours faithfully,
Li Qiang
Division Manager

Unit 5 Sales Letters

V. Language practice

Practice 1

A 1. weed-free 2. well-trained 3. strengthens 4. sunny 5. effective 6. safe
7. season 8. excellently 9. discount 10. paradise

B. 1. trouble 2. correctly 3. produce 4. specialist 5. experience 6. impression
7. estimate 8. documents 9. call 10. appointment

Practice 2

Dear Mr. Welling,

We have just bought a large quantity of high-quality rugs and carpets from the bankrupt stock of one of our competitors.

As you are one of our most regular and long-standing customers, we would like you to share in the excellent opportunities which our purchase provides. We can offer you mohair rugs in a variety of colours at prices ranging from £ 55 to £ 1,500; also premier quality Wilton and Axminster carpeting in a wide range of patterns at 20% below current wholesale prices.

This is an exceptional opportunity for you to buy a stock of high-quality products at prices we cannot repeat. We hope you will take full advantage of it.

If you are interested please call at our warehouse to see the stock, not later than next Friday 14 October. Or alternatively call our Sales Department on 0114 - 453 2567 to place an immediate order.

Yours sincerely,

Practice 3

1. We are pleased to send you with this letter a copy of our catalogue
2. is well known and universally acknowledged
3. are excellent value for money
4. we will allow you a special discount of 20% during this month only
5. we are looking forward to your earliest orders

VI. Writing Task

Dear Sirs,

We at W&Z Systems, Inc. would like to acquaint you with a new line of products that we are offering to make your office more secure. For 10 years W&Z Systems has been a leading innovator in the security industry and a major supplier of electronic alarm equipment in Europe. We are now extending that same protection to firms and organizations in South America.

Our new TS801 Detector Series combines two advanced technologies, microwave and passive infrared, to achieve maximum reliability. In the past year W&Z has installed these new devices for over 4,500 firms. The overwhelming market response has proved that the new products are very successful. All W&Z products can be custom installed. Recent technological advances have made it possible for us to sell our products at highly competitive prices.

W&Z Systems would be happy to have one of our sales representatives speak to you at no obligation. Our representatives will also be glad to give your site a free inspection. Just give me a call at 800 – 222 – 6666 for the name of our representative in your area.

Sincerely,

Unit 6 Letters of Thanks

V. Language practice

Practice 1

A. 1. participation 2. contribution 3. attended 4. impressed 5. friendship
6. attendance 7. comments 8. complaints

B. 1. discuss 2. informative 3. entails 4. resources 5. chance 6. consideration

Practice 2

1) Many thanks for submitting your splendid suggestion

2) all the staff are able to freely take part in the discussion about the management of our firm.

3) In this way, we can solve many problems quickly

4) Please keep on giving such good suggestions.

5) We'll place a copy of this letter in your personnel file

Practice 3

Dear Jack,

Lisa and I are still talking about the great afternoon and evening you gave us in New York. It is an occasion that will be long remembered.

Although you probably take New York in stride, everything we saw and did was a grand adventure: the boat trip around Manhattan Island, cocktails at the top of the World Trade Center, dinner at the Four Seasons, the Broadway revival, our favorite musical, "The Oracle," and finally the famous cheesecake at Lindy's.

The buying trip was very successful, and my boss was extremely pleased with my selections. Never again will I believe the old saying, "You can't mix business with pleasure." You provided the pleasure and, incidentally some of the business. Thank you!

Yours Faithfully,

VI. Writing Task

Dear Mr. Green,

I wanted to take this opportunity to thank you personally for all the time you spent with me when I visited your office. I have thought quite a bit about the possibility of joining your team and believe that, in addition to the contributions I could offer, I would learn a lot from you and benefit greatly from your talent, wisdom, and experience.

I am very interested in working for BC company and look forward to hearing about this position soon. If there is any other information I can provide to help expedite the decision making, please let me know.

Again, I appreciate the time you took to talk with me.

Sincerely yours,

Mary Chen

Unit 7 Letters of Complaints

V. Language practice

Practice 1

A. 1. cheque 2. invoice 3. calculation 4. overlooked 5. entered 6. our
7. enclose 8. grateful 9. amount 10. convenience

B. 1. disturbed 2. purchased 3. guaranteed 4. handle 5. replace 6. refund
7. merchandise 8. preference 9. inconvenience 10. attention

Practice 2

Dear Sir,

After carefully examining the curtain materials supplied to our order of 20th February, we must express surprise and disappointment at their quality. They certainly do not match the samples you sent us. Some of them are so poor that we can't help feeling there must have some mistakes in making up the order.

The materials are quite unsuited to the needs of our customers and we have no choice but ask you to take them back and replace them by materials of the quality ordered. If this is not possible, then I am afraid we shall have to ask you to cancel our order.

We have no wish to embarrass you and hope you can replace the materials. We are prepared to allow the stated time for delivery to run from the date you confirm so that you can supply the materials we need.

Yours faithfully,

Practice 3

- 1) We noticed that one of the outer edges of the wrapping had been worn
- 2) This is the second time in three weeks we have had cause to write to you about the same matter
- 3) Although other carpets have been delivered in good condition
- 4) we hope that in handling our future orders you will bear this in mind
- 5) suggest that you make us an allowance of 10% on the invoiced cost

VI. Writing Task

Dear Sir,

Our Order No. 708

We thank you for so promptly delivering the glass cleaner ordered on 21st July, but notice that whereas we ordered one hundred cartons, only eighty cartons were delivered by your carrier. He was unable to explain the shortage; nor have we received any explanation from you.

We still need the full quantity ordered and shall be glad if you will arrange to deliver the remaining twenty cartons as soon as possible.

Yours faithfully,

Unit 8 Letters of Invitation**V. Language practice****Practice 1**

- A. 1. appearing 2. regional meetings 3. idea 4. specialty 5. details
 6. audience 7. label 8. agents 9. appearance 10. satisfactory
- B. 1. appreciate 2. celebrate 3. congratulations 4. occasion 5. commitment
 6. attend 7. admired 8. continue 9. field 10. kind

Practice 2

Dear Sir/Madam,

We would like to invite you to an exclusive presentation of our new mobile car. The presentation will take place at JiaXing Hotel, at 9 a. m. on May 5. There will also be a reception at 11 a. m. We hope you and your colleagues will be able to attend.

Jason Company is a leading producer of high-quality. Our new models offer super quality and sophistication with economy, and their new features give them distinct advantages over similar products from other manufacturers.

We look forward to seeing you on May 5. Just call our office at 666555 and we will be glad to secure a place for you.

Sincerely yours,

Practice 3

1. 今晚我们在锦江饭店举行晚宴,敬请光临。
2. 是否参加,请早日告之。
3. 如若光临,我们将非常高兴。
4. 为了庆祝财政年度的结束,我们将在位于广州的办事处举行宴会,如有时间,欢迎光临。
5. 简·科顿小姐感谢约翰·布兰克夫人的盛情邀请出席5月6日的酒会,并愉快地接受邀请。

VI. Writing Task

Task 1

Dear Mr. Richard Wu,

We are pleased to inform you of the opening of our new office at 12 Beijing Road, Dongshan District.

The ceremony begins on Sunday, 28 June at 10 a. m. and a cocktail party will be held after the ceremony. We have pleasure in inviting you to attend.

We hope you will be able to join us.

Yours sincerely,
Peter Zhao
General Manager

Task 2

Dear Mr. Peter Zhao,

It would be a great pleasure to join you at the cocktail party on Sunday, 28 June at 10 a. m. at 12 Beijing Road, Dongshan District. Unfortunately, I will be in Guangzhou on that date attending a trade fair.

Thank you for your invitation. We hope the banquet is a great success.

Yours sincerely,
Richard Wu
Sales Manager

Unit 9 Letters of Congratulation

V. Language practice

Practice 1

1. anniversary
2. opportunity
3. loyalty
4. success
5. capable
6. recognise
7. maintain
8. remain
9. congratulations
10. special

Practice 2

Dear Mr. Ben Benjamin,

Congratulations on becoming a member of IEEE. As a member of IEEE, you have been assigned to the IEEE Section. The Section is the focus point for the technical and professional activities of IEEE members in this area. As an IEEE member, you are invited to attend Section meetings as well as the local technical Chapter meetings within the Section.

As a member of the IEEE Section, we want to provide you with the continuing strategic resources, technical information and professional tools you need to get ahead in your career. Please feel free to contact us for further information.

Best regards,

Jerry Jason

Section Organizer

Practice 3

1. Congratulations on your promotion.
2. Please accept my warmest congratulations on the opening of your new branch.
3. I would like to offer my congratulations on your appointment to secretary of your Company.
4. Congratulations! All of us feel proud of your remarkable achievements. !
5. Let me offer you my heartfelt congratulations on your graduation from Cambridge University.

VI. Writing Task

Dear Mary,

How wonderful it is to learn that your new branch will be open and be ready for business. Congratulations!

With your experience and proven capability in the trade, I know that your organization will be a huge success.

Please again accept my warmest congratulations and best wishes.

Sincerely yours,

Unit 10 Letters of Apology

V. Language practice

Practice 1

A. 1. discovered 2. complete 3. colleagues 4. collecting 5. stolen 6. sincerest
7. inconvenience 8. refund 9. recovered 10. charge

B. 1. embarrassed 2. checking 3. dashing 4. emergency 5. discussing
6. notify 7. absence 8. return 9. convenience 10. apology

Practice 2

Dear Mr. Barrett,

The 20 nurse's uniforms you ordered July 14 are being sent to you today (UPS) and should be at your place by Friday of this week.

When I investigated the original shipment, I was astounded to learn that your uniforms were sent to another hospital (in Iowa City!). It's hard to account for such an error, and the only excuse I can offer is that we've had several part-time warehouse people this month to fill in for some of the regular crew who are on vacation.

I hope, Mr. Barrett, that this special shipment will compensate in part for the trouble I know we have caused you. Please let me know how things turn out. It would be unthinkable for you to be penalized on account of our poor performance.

Best personal wishes.

Sincerely yours,

Practice 3

1. I was wondering why we hadn't seen you lately.
2. since you have been one of our most loyal customers for many years.
3. I look forward to seeing you personally next time you step in.
4. Our relationship has been very pleasant and profitable for both of us.
5. if through some fault of ours that relationship were changed in any way.

VI. Writing Task

Dear Mrs. Wright,

I was very concerned when I received your letter of yesterday stating that the central heating system in your home has not been completed by the date promised.

On referring to our earlier correspondence I find that I had mistaken the date for completion. The fault is entirely mine and I deeply regret that it should have occurred.

I realise the inconvenience which my oversight must be causing you and will do everything possible to avoid any further delay.

I have already given instructions for this work to take first priority; our engineers will be placed on overtime to complete the work. These arrangements should ensure that the work is completed by next weekend.

My apologies once again for the inconvenience caused.

Yours sincerely,

Unit 11 Letters of Condolence

V. Language practice

Practice 1

A. 1. loss 2. saddened 3. considerate 4. opportunity 5. passing 6. remain
7. hesitate 8. sincere 9. prayers 10. sympathy

B. 1. learned 2. hurt 3. sorry 4. grateful 5. injuries 6. handicap 7. long
8. yourself

Practice 2

Dear Mr. Gamier,

All of us at Wringht & Company were sorry to learn the heavy loss you suffered in the flood that brought so much destruction to your city.

At a time like this, words of encouragement bring very little cheer, but we want you to know that as we have been friends for a long time, any department of this firm will be happy to extend a helping hand.

If there is any way in which we can cooperate with you in overcoming present difficulties, please feel free to call on us.

Sincerely yours,

Practice 3

1. I want to wish you a quick return to health.
2. you will be in the hospital for more than a week
3. When you return home I'll be over to see you
4. I'll be glad to help in any way possible.

VI. Writing Task

Dear Will,

When I called at your office today, I was surprised to hear that you were in the hospital. Knowing your usual spunk, I can't see an illness holding you down very long. Take it easy and enjoy the rest while you can. I'll be looking for you to be back at work soon.

With regards,

Unit 12 Letters of Application

V. Language practice

Practice 1

1) application 2) advertised 3) graduated 4) account 5) commission
6) change 7) further 8) advance 9) responsible 10) ability

Practice 2

Dear Sir/Madam,

I have learned from a friend that there is a vacancy for an accountant in your company. I'd like to apply for the position.

I majored in Accounting at Northeast University in Boston, from which I graduated on June 20. I have letters of recommendation from my instructors in this subject. I should like to have the opportunity to show them to you.

Although I have had no previous experience in accounting, I am acquainted with the procedure. Perhaps you will agree that such qualities of mine as persistence, patience and the willingness to work hard make me considered for the job wanted.

I'll be glad to have an interview at your convenience.

Yours sincerely,

Linda Blake

Practice 3

1) can definitely help your company in the critical customer service area
2) 20 years of experience in sales and marketing, 6 of those in sales management
3) Extensive team management and team building experience
4) I am confident that my ability to develop and maintain strong relations with customers will benefit your company

5) After you've reviewed my résumé, I would welcome an opportunity to discuss your company's goals

6) I will contact your office to see if we can set up an appointment at your convenience

VI. Writing Task

Dear Sir,

Having heard that the position of salesman in your company is vacant, I wish to offer my services for it.

I have worked as a vehicle salesperson for AD Co. for the past four years. Before my present employment, I worked for the Department Store as a salesclerk in the electrical section.

I would like to make a change now because I feel that I can go no further in my present job, I feel that my training should enable me to advance into a better and more responsible position, and it appears that this will not be forthcoming at my present position.

I hope to have the pleasure of your granting me an interview.

Sincerely yours,

Unit 13 Résumés

V. Language practice

Practice 1

A 1. installing 2. Design 3. support 4. regular 5. processing 6. completion
7. Proficient 8. Experienced

B 1. lead 2. opportunities 3. Expert 4. proficient 5. fluent 6. Science
7. Courses 8. Honor

Practice 2

1. Experienced and innovative general manager
2. supporting and enabling team effort to produce long-term sustainable development
3. Over 20 years proven expertise in industrial purchasing, logistics, business development, sales and service.
4. Implementation of modern management practices
5. to reduce lead-times from 7 months to one month, and inventory by 80% from \$4.7m to \$940k.
6. increased new customer growth from 200 to 600 per year

VI. Writing Task

Task 1 (Omitted)

Task 2

Wang Pin

Sales Department

Hong Da Foodstuffs Industrial Company

Hongshan Road, Guangzhou 510725

020 - 32086768

Job Objective

To obtain a position of sales manager at a Sino-foreign joint venture in Guangzhou.

Summary of Qualifications

Worked as assistant to sales manager at a communicative facility company in Zhuhai and was responsible for promoting sales of communicative equipment in domestic market from 2001 to 2003; worked as sales manager at Hong Da Foodstuffs Industrial Company and increased the Instant Dumplings overseas sales by 20% and domestic sales by 25% in 2004.

Education

Received MBA in Zhongshan University.

Reference

Will be provided upon request.

Unit 14 Meeting Agendas and Itineraries

IV. Language practice

Practice 1

A. 1. participants 2. transfer 3. banquet 4. Visiting 5. Opening 6. Departure
7. reception 8. welcome

B. 1. Order 2. Approval 3. confirmation 4. future 5. presentation 6. Adjourn

V. Writing task

Itinerary

Morning

9:00 a. m. Arrive at the company

9:30 a. m. Meeting with the General Manager

10:00 a. m. Visit the sample room accompanied by the sales manager

10:40 a. m. Visit the workshop with the production manager

12:00 a. m. Lunch at the dining hall

Afternoon

2:00 p. m. Have a business talk with the sales manager

4:00 p. m. Draft the contract with the sales manager

5:30 p. m. Dinner at the dining hall

6:00 p. m. Leave for the airport

Unit 15 Minutes

V. Language practice

Practice 1

1. called 2. approved 3. concerned 4. presented 5. analysis 6. unanimous
7. request 8. breakdowns 9. investigate 10. comparison

Practice 2

1. to discuss the feasibility of a marketing forum to be hosted by the company in about two months' time

2. as our company is facing big challenges and the present marketing competition is getting tougher

3. a lively discussion from all the participants of the meeting

4. All participants agreed with the proposal

VI. Writing task

(Omitted)

Unit 16 Business Reports

V. Language practice

Practice 1

A. 1) views 2) ban 3) available 4) revealed 5) against 6) enforced
7) exceptions 8) majority 9) support 10) acceptable

B. 1) performance 2) decline 3) solutions 4) findings 5) incentives 6) up-to-date
7) advanced 8) flow 9) appoint 10) contact 11) co-operate 12) supply

Practice 2

4 - 2 - 6 - 1 - 3 - 5

Practice 3

1) For the most part, I found things to be operating smoothly and efficiently

2) the facilities and service were generally good

- 3) there are only two elevators serving a hotel of sixteen floors
- 4) the air conditioning in my room was difficult to adjust to a comfortable level
- 5) I found similar problems in some of other rooms
- 6) the carpeting on the main staircase was faded and worn
- 7) On the contrary, the service, staff. and facilities are, on the whole, very good

VI. Writing task

Customer Comments Received Between (Date) and (date)

Terms of reference

Mrs Pearce has requested a report on what our clients think of our products and service. She particularly wishes to know about any negative comments. The report should be ready for the next Board of Directors' meeting.

Proceedings

I analysed the results of our telephone and letter enquiries made to all clients within the period (dates).

Findings

- Customers mentioned very few problems.
- Our burglar alarms were our main sales.
- It was very rare for our burglar alarms, CCTV and security lighting to be thought of as anything but excellent.
- Smoke alarms were rated consistently below our other products.
- One in every 20 of our smoke alarm customers was dissatisfied.
- The main faults mentioned were that the smoke alarms seemed:
 - unattractive
 - poor quality
 - to look cheap
 - obtrusive
 - too sensitive (many complaints).

Conclusions

- Most of our goods are well thought of.
- Our smoke alarms are causing concern.

Recommendations

1 Look for a better quality smoke alarm with

- less sensitivity
- more pleasant appearance.

2 Consider replacing unsatisfactory models previously sold.

Lily Wu

September 5, 2009

Unit 17 Graphics and Descriptions

V. Language Practice

Practice 1

A 1) illustrates 2) graph 3) increasing 4) personal 5) families 6) possessed
7) figure 8) continued 9) reached

B. 1) levels 2) least 3) tops 4) contrast 5) common 6) highest
7) proportion 8) clarified 9) outweighs 10) bigger

Practice 2

- 1) some increased whereas others decreased.
- 2) Nuclear energy increased greatly during these ten years
- 3) coal provided 46.2 percent of the whole in 1970
- 4) On the other hand, the percentages of the sources of natural gas, hydro and oil decreased
- 5) Of the three sources that reduced, oil dropped the least

VI. Writing tasks

Task 1

The bar chart illustrates the percentages of employees in different occupations absent from work because of illness or injury in a given week in 2001.

It is evident that absentee rates are lowest for the best remunerated jobs, with managers and administrators recording only around 3.25% absence. This is almost 1% lower than the next lowest rate of absenteeism, that in professional occupations at about 4%. Crafts and related occupations reports 4.4% absence, only 0.2% lower than that of associated professional and technical workers.

By contrast, the highest rate of absenteeism was found in personal and protective occupations (6%), which was followed by plant and machine operatives and clerical and secretarial jobs. All of these had absenteeism rates of around 6% , noticeably higher than the average rate for all occupations of 4.9% . Furthermore, it is important to notice that these occupations employ the highest numbers of people.

In conclusion, it appears from the data that managers and administrators are the least likely to be absent from work, while plant and machine operators and personal and protective staff are the most likely to be off sick.

Task 2

The pie chart reveals typical spending patterns for foreign students taking English language courses in schools in London. The average spending can be divided very roughly into thirds — the first third being spent on rent and food, the second on school fees and the last dividing between entertainment, travel, clothes and study materials. The total weekly spending for international students is shown to be 300 per week.

From the information described in the chart, it can be seen that rent and food accounts for exactly a third of the total amount spent by students, amounting to 100 per week. This is the biggest single expense for students in London.

The second greatest expense is school fees, the average being 90 per week. Entertainment makes up a fifth of the total spending for students in London, and the remaining money (£ 50) is used to travel on the underground and buy clothes and study materials.

Unit 18 Trading Correspondence (1)**Establishing Business Relations, Inquiries and Replies****V. Language practice****Practice 1**

1. leading 2. exporter 3. demand 4. competitive 5. superior 6. punctual
7. promote 8. cooperation 9. catalogue 10. sample

Practice 2

Dear Sirs,

I visited your stand at the Guangzhou Trade exhibition last month, and I am very interested in your display of ladies sandals.

I would be grateful if you could send me your catalogue for the complete range of this kind of shoes, and also your price list.

I also request a quotation for 500 dozen “Sentinel” shoes, C. I. F. London. Please also let me know your terms of payment and the time required for delivery after you receive the order. If payment terms and delivery time are satisfactory, we expect to place regular orders.

Yours faithfully,

Practice 3

1. offering a comprehensive range of electronic products with moderate prices and high

quality.

2. We trust you will find our offer most attractive and competitive.
3. If there is any other specific item you may require, please let us know quickly.
4. if you are looking for new source of supply of existing products,
5. we will keep you well informed of our new models developed here. .
6. we will prove to be the kind of partner you really need in this business.

VI. Writing tasks

Task 1

Dear Sirs,

Having obtained your name and address from the website www.globalsources.com, we are writing you in the hope of establishing business relations with you.

We are one of the largest leather trading companies in Brazil, and have offices in all major cities in this country. At present, we are interested in various kinds of Chinese Leather Goods and should appreciate your catalogues and quotations.

We look forward to hearing from you soon.

Yours faithfully,

Task 2

Dear Sir or Madam,

Seeing your advertisement in "Family Life" we become interested in your silver wares of court styles. Please quote us for the supply of the items listed on the enclosed query form and give your prices C. I. F. Los Angeles. It would be appreciated if you include your earliest delivery date, terms of payment, and discounts for regular purchases.

Looking for your early reply.

Sincerely,

Task 3

Dear Sirs,

Thanks for your inquiry of October 20. As requested, today we have sent you our illustrated catalog together with a range of samples of various clothes for your evaluation.

We think the colours will be just what you want for the fashion trade. Besides, the beauty and elegance of our designs, together with the superior workmanship should attract the discriminating buyers.

It will be a pleasure for us to serve you. We look forward to your early reply.

Yours faithfully,

Unit 19 Trading Correspondence (2)

Offer, Counter-offer, Acceptance and Order

V. Language practice

Practice 1

1. inquiry
2. breakdown
3. recognition
4. making
5. confirmation
6. enclosed
7. trial
8. anticipate

Practice 2

Dear Sir,

I am sorry to learn from your letter of 23rd August that you find our prices too high. We do our best to keep prices as possible without sacrificing quality and are constantly enquiring into new methods of manufacture.

Considering the quality of the goods offered we do not feel that the prices we quoted are at all excessive. In view of our long term friendly relationships, we have decided to offer you a special discount of 4% on a first order for \$125. We make this allowance because we should furthest we can go to help you. At least I hope this revised offer will now enable you to place an order.

Yours faithfully,

Practice 3

1. Our offer is a firm offer and remains valid until 4:00 p. m. Beijing time, 5th May, 2004.
2. We regret to say that the goods required by you are not available for the time being, and for this reason we are unable to send you an offer at present.
3. As requested, we are offering you the following subject to our final confirmation:
4. The size of our order depends greatly on your price.
5. Please place an order with us if you find our price competitive.

VI. Writing tasks

Task 1

Dear Sirs,

As requested in your letter of April 18th, we offer you firm as follows, subject to your reply reaching us by the end of this month:

Art. No. : 8100 Printed Shirting

Specifications: 78X86in

Quantity: 12000 yards

Packing: at the buyer's option

Price: US \$ 13.00 per yard CIFC5% Vancouver

Shipment: to be made in three equal monthly lots, beginning from June 2006.

Payment: by confirmed, irrevocable L/C payable by draft at sight to be opened 30 days before shipment.

We trust the above will be acceptable to you and await your trial order with keen interest.

Faithfully yours,

Task 2

Dear Sirs,

We are glad to have received your letter of September 18 offering us Changhong Brand color TV sets inch 34 at US \$ 450 per set CIF Copenhagen.

In reply, we regret to inform you that your price is too high. Market information tells us that some Japanese color TV sets have been sold here at a level about 30% lower than yours. We do not deny the quality of Changhong Brand color TV sets, but the difference in price is a wide gap. To step up the trade, we counter-offer you 10 thousand Changhong Brand color TV sets inch 34 at US \$ 300 per set CIF Copenhagen.

It is hoped that you would seriously take it into consideration and let us have your reply very soon.

Sincerely yours,

Unit 20 Trading Correspondence (3)

Terms of Payment, Shipment and Insurance

V. Language practice

Practice 1

A. 1. reference 2. delivery 3. open 4. accordingly 5. amendments
6. stipulations 7. accordance 8. favorable

B. 1. insure 2. against 3. invoice 4. premium 5. policy 6. refund

Practice 2

1) We are in receipt of your letter of July 20

2) Unfortunately we are unable to comply with your wishes

3) we can only make a partial shipment of ten machines in September and the remaining ten in October

4) please amend the covering credit to allow partial shipment and advice to us.

5) we can request the manufacturers to expedite delivery.

Practice 3

Dear Sirs,

We refer to our Purchase Confirmation No. 345 for 5,000 pieces of "White Rabbit" Blanket. We have opened through Bank of China a confirmed and irrevocable L/C No. 789, totaling USD \$ 2,800.

Please see to it that the above mentioned articles should be shipped before the end of August and the goods should be covered insurance for 130% of the invoice value against all risks.

We know that according to your usual practice, you insure the goods only at invoice value plus 10%. Therefore, the extra premium will be for our account.

Please arrange insurance as per our requirements, and we await your advice of shipment.

Yours faithfully,

VI. Writing tasks

Task 1

Dear Sirs,

We are glad to inform you that the goods under your order No. EC9429 are ready for shipment. We hope your L/C will reach here within 10 days. Upon receipt of your L/C, the consignment will be shipped immediately.

Your immediate reply would be highly appreciated.

Sincerely yours,

Task 2

Dear Sirs,

We are under the necessity of requesting your cooperation to advance shipment of the goods under our purchase Contract No. 65 from August, the contracted time of delivery, to July.

We can easily imagine the inconvenience which our request may cause you, but, we believe you understand perfectly that we would not put this before you if it should not be absolutely necessary.

In view of our pleasant relations, we are sure that you will make special efforts to comply with our request. Your cooperation in this aspect will be fully reciprocated in the future.

We await your early reply.

Sincerely,

Task 3

Dear Sirs,

Your Order No. 2009086

As requested, we are pleased to confirm having insured the above shipment for 130% of the invoice value with the agent of the PICC against All Risks for USD 2,200. The policy will be sent to you in a week with our debit note for the premium.

Yours faithfully,