Giáo trình Thư tín trong Thương mại Quốc tế

Correspondence in International Commerce in English

Textbook

NHA XUẤT BẢN THÀNH PHỐ HỒ CHÍ MINH
2003
GIÁO TRÌNH THỦ TÍN TRONG THƯỜNG MAI QUỐC TẾ
Nguyễn Trọng Đận

Chủ trách nhiệm xuất bản
TRẦN ĐÌNH VIỆT

Biên tập : NGUYỄN VIỆT CÔNG
Sửa bản in : PHÚC ĐÔNG
Trình bày :
Bìa :

NHÀ XUẤT BẢN THÀNH PHỐ HỒ CHÍ MINH
62 Nguyễn Thị Minh Khai – Q.1
Fax : 84.8.8222726 ● Email : nxbtpchcm@bdvn.vnd.net

Thực hiện liên doanh : NHÀ SÁCH MINH KHAI

MACHINCO, số 21 Bãi Thị Xuân, Q.1, Tp. Hồ Chí Minh.
In xong và nộp lưu chiểu tháng 03 năm 2003
Preface

Correspondence is essential in establishing and confirming commercial transactions. Therefore, what is written and how it is expressed are an indispensable part of commerce study.

This book is designed to give the reader, who will live and work in the world of commerce, a basic awareness of commercial correspondence and working skills of commercial writing: What to write and how to Write.

The book provides the reader with hundreds of model and modern letters written in a typical commercial English style. The letters cover all the stages of an international commercial transaction: inquiries, quotations, offers, orders and their fulfilment, claims, payment in international commerce, electronic correspondence, routine letters and goodwill letters. The book includes Standard English-Vietnamese phrases for different kinds of letter as mentioned above. The book is divided into 10 parts with such areas as:

1. The form of the commercial letter

   This part deals with 3 basic styles of layout a letter and gives examples of British and American layouts. It also gives examples illustrating the way of writing the date, the inside address, the complimentary opening and ending. Finally, it suggests appropriate ways of addressing the envelopes.

2. Commercial letter writing situations

   This constitutes the main part of the book. The reader will find in the book samples of letters for different situations ranging from letters of goodwill to letters of very commercial contents and characteristics.

3. Electronic correspondence

   This part includes telegrams, cables, telexes, faxes, and English-mail. It also provides key abbreviations commonly found in International commerce.
I hope that the student and the reader will find the book useful in their study, and in their communication in international commerce. And I do expect and appreciate their comments, suggestion, and corrections to make the book better in its future editions.

I would like to spare my wife, my daughters and sons special thanks for their unusual patience, thorough understanding, and untiring support given to me before and during the making of the book.

Nguyễn Trọng Đàn, PhD
The commercial letter is, first of all, the principal means used by the company to keep in touch with its customers; and the customers form their impression of the company from the tone and the quality of the letter it sends out.

The form of the letter—good quality paper, and an attractive letterhead—play their parts, but what is more important is the message the letter carries. The entire secret of success of good commercial letter writing is to write simply, in an easy and natural style.

1. The Parts of a Commercial Letter

While the horizontal placement of letter parts may vary (See the next section for the lay-out styles), the vertical order of these parts is standard. Refer to the model letter (Figure 1) as you study the following list of the parts of a letter.

• Figure 1: The Parts of a Commercial Letter

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
</table>
| 1 | F. Lynch CO., Ltd.  
15 Neweli Str. Birmingham B3 3 EL UK |
| 2 | Birmingham, 24 Sept, 20..... |
| 3 | Out rep: LC/dt  
Your ref: |
| 4 | Tocontap  
36 Ba Trieu Str.  
Hanoi Vietnam |
| 5 | Attn: Mrs Hà Linh |
| 6 | Dear sirs, |
Re Order No. TD 5644

Please find enclosed our order No: TD 5644 for men's and boy's sweaters in different sizes, colours 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 documents and your sight draft to Northminster Bank? Deal Street, Birmingham B3 1SQ.

If you do not have any of 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.

Yours faithfully,

For F. Lynch CO., Ltd.
(Signed)
L. Crane
Import Manager

Enc: Order No TD 6544

C.C: Mr. Quang Huy

(1) LETTERHEAD: This, of course, is printed and supplied by your employer. It is used only for the first page of a letter.

(2) DATELINE: The date on which the letter is being prepared is typed a few lines below the letterhead, which includes the place and the date of writing.

(3) REFERENCE INITIALS: This consists of the signer's initials in capitals followed by a slash or colon and again followed by the typist's lowercase initials, this item serves as a reminder of who prepared the letter.

(4) INSIDE ADDRESS: The address of your reader is typed as it will appear on the envelope. Remember not to put the word to in front of it.

(5) ATTENTION LINE: This is not always required. 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 organisation. It should be underlined or typed in capitals.

(6) SALUTATION: while ‘Dear Sirs,’ ‘Dear Mesdames’, and ‘Gentlemen’ are acceptable in cases of formality; you should otherwise use an individual’s name whenever it is known. When the reader’s name is not known, the person’s title is the next best term in a salutation.

(7) SUBJECT LINE: Like the attention line this is often omitted, but its inclusion is a courtesy to your reader. By alerting him to the content of your message, you enable him to decide whether the letter requires immediate attention. It should be underlined or typed in capitals.

(8) BODY: This is the actual message of your letter.

(9) COMPLIMENTARY CLOSING: This is a polite, format way to end a letter: standard forms are ‘Yours faithfully’, ‘Yours truly’ or ‘Sincerely yours’ ‘Respectfully yours’, etc. Overly familiar closings should be avoided, except in a special situation. ‘Best wishes’, for example, could be used when the reader is well known to you. Expression such as ‘Fondly’ or ‘Love’ should, obviously, be reserved for private correspondence.

(10) COMPANY SIGNATURE: Another item often omitted from less formal correspondence, it should be used when the signer of the letter is writing as a spokesperson for the company not as an individual. Since this information appears in the letterhead, some companies omit it altogether. Sender’s name and official position are typed four lines below the previous item to allow space for the signature, this includes the signer’s name and any relevant titles.

(11) ENCLOSURE REMINDER: Consisting of the word ‘enclosure’ followed by a list of the enclosed items, this is a practical courtesy to prevent your reader from discarding important matter with the envelope.

(12) ‘CC’ NOTATION: This tells the reader who has been sent a carbon copy of the letter.

NOTES

to keep in touch with somebody: liên lạc với ai
courteous (adj): lịch sự
elegant (adj): thanh lịch
letterhead (n): đầu thư
attn: attention: Lưu ý
ref: reference: liham chiéu
Re: Regarding: vê (việc) ...
to appreciate: hoan nghénh
order: don dat hàng
to find enclosed: thấy trong tài liệu gai kem
trade discount: giảm giá thương mai
sight draft: hối phiếu trả tiền ngay
confirmation: xác nhận
low case initials: chữ cái đầu tên không viết hoa
attention line: dòng lưu ý
lowercase initials: chữ cái đầu tên không viết hoa
extreme formality: hết sức nghiêm trang
subject line: dòng chủ đề
c.c. = carbon copy: sao gửi

2. The Layout

As previously noted, the horizontal placement of letter parts is flexible within the limits of three basis styles. Often, however, a company will have a preferred arrangement style which employees are required to use.

Full-blocked (Figure 2): All letter parts begin at the left margin. It is therefore, the fastest traditional arrangement style to type.

Blocked (Figure 3): Like in 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. (Options-the dateline may end at the right margin; attention and subject line may be centered or indented five or ten spaces).

Indented (Figure 4): This is the same as a blocked letter with one change: the beginning of each paragraphs is indented three or five spaces.

NOTES

full-blocked: kiểu trình bày với tất cả các dòng đều viết sát lệ bên trái.
blocked: kiểu trình bày với tất cả các dòng đều viết sát lệ bên trái, trừ lời chào cuối thư và chữ ký của người viết thư.
indented: kiểu trình bày truyền thống với mỗi từ ở đầu câu viết lui vào trong 3 đến 5 chữ cái.
### Figure 2: Full-Blocked Style

<table>
<thead>
<tr>
<th>F. Lynch CO., Ltd.</th>
</tr>
</thead>
<tbody>
<tr>
<td>315 Newell Str. Birmingham B3 3 EL UK</td>
</tr>
</tbody>
</table>

---

**Birmingham, 24 Sept, 20.....**

Out rep: LC/dt
Your ref:
Tocontap
36 Ba Trieu Str.
Hanoi Vietnam
Attn: Mrs Hà Linh

Dear sirs,

Re Order No. TD 5644

Please find enclosed our order No: TD 5644 for men’s and boy’s sweaters in different sizes, colours 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 documents and your sight draft to Northminster Bank, Deal Street, Birmingham B3 ISQ.

If you do not have any of 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.

Yours faithfully,
For F. Lynch CO., Ltd.
(Signed)
L. Crane
Import Manager

Enc: Order No TD 6544

C.C: Mr. Quang Huy
Out rep: LC/dt
Your ref:
Tocontap
36 Ba Trieu Str.
Hanoi-Vietnam
Attn: Mrs Hà Linh
Dear sir,

Re Order No. TD 5644

Please find enclosed our order No: TD 5644 for men's and boy's sweaters in different sizes, colours 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.

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

Yours faithfully,

For F. Lynch CO., Ltd.
(Signed)
L. Crane
Import Manager

Enc: Order No TD 6544
C.C: Mr. Quang Huy
Messrs Watson & Bruce
Hardware Dealers
14 Castle Road
Edinburgh UK
Attn: Mr. P. James

Dear sirs,

Re: Up-to-date list of addresses

We thank you for your letter of 11th November, asking for an up-to-date list of addresses of our branches.

We have pleasure in enclosing a brochure showing the location of all our branches and agencies at home and abroad.

Yours faithfully,

For TOCONTAP HANOI
(Signed)
Quang Huy
Manager
Foreign Relations Dept.

Enc: Brochure 44/BT

C.C.

NOTES

up-to-date: cập nhật
location: vị trí
agency: đại lý
manager: trưởng phòng
Ms T. Bich  
Techcobank Office  
2954 Wyandotte Labe  
Greensleaves, Wyoming 90786  

Dear Madam:  

Welcome to Tower State Bank Land!  

We are pleased to learn that you have moved into the area served by Wyandotte County's newest bank. We cordially invite you to do your banking commercial here.  

Checking and savings accounts, loans for all purposes, and complete banking services available to you at our convenient location.  

Our drive-in banking windows are open Monday through Thursday until 5:30 p.m., Friday 6:30 p.m., and Saturday from 9:30 a.m. to 12:30 p.m.  

Do plan to come in for our 'eager-to-please' bank service.  

Yours very truly  

For Tower state Bank  
(Signed)  
Arthur J. Green  
President  

NOTES  

checking and saving accounts: tài khoản vảng lai và tiết kiệm  

drive in banking windows: quầy giao dịch xe có thể vào được.
3. Date and Addressing

These examples show the most widely used methods of writing dates. There is a tendency to decrease the amount of punctuation in correspondence, so that in the last few years it has become fashionable to write the date as 4 August. Also in the address, salutation and complimentary close, commas considered to be superfluous are frequently omitted.

For computer use the International Standards Organization (ISO) recommends writing the date in all-numeric form, with the year first, followed by the month and the date as 1950-12-1 or 1944-5-6.

<table>
<thead>
<tr>
<th>BRITISH STYLE</th>
<th>AMERICAN STYLE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Date</strong></td>
<td></td>
</tr>
<tr>
<td>12th November, 20.....</td>
<td>November 12, 20.....</td>
</tr>
<tr>
<td>12th November, 20.....</td>
<td></td>
</tr>
<tr>
<td>12th November, 20.....</td>
<td></td>
</tr>
<tr>
<td><strong>Inside address (company)</strong></td>
<td></td>
</tr>
<tr>
<td>Messrs Black &amp; Sons, 159 Knightsbridge</td>
<td>UK International Trading Company</td>
</tr>
<tr>
<td>London SWL 87C</td>
<td>Sabas Building</td>
</tr>
<tr>
<td></td>
<td>507 A. Flores Street</td>
</tr>
<tr>
<td></td>
<td>Manila Philippines</td>
</tr>
<tr>
<td>The International Trading CO.,</td>
<td>The American Magazine</td>
</tr>
<tr>
<td>24 Churchill Avenue</td>
<td>119 Sixth Avenue</td>
</tr>
<tr>
<td>Maidstone, Kent ZH8 92</td>
<td>New York, NY 11011</td>
</tr>
<tr>
<td><strong>Addressing an individual in a company</strong></td>
<td></td>
</tr>
<tr>
<td>The Manager</td>
<td>Mr. C. C. Pan</td>
</tr>
<tr>
<td>The Hong Kong and Shanghai Banking Corporation</td>
<td>For East Jewellery CO., 68 Queen’s Road East</td>
</tr>
<tr>
<td>Dear Sir,</td>
<td>Dear Sir:</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Messrs Mahmoud &amp; Son 329 Coast Road</td>
<td>The Standard Oil Company</td>
</tr>
<tr>
<td>Karachi, Pakistan</td>
<td>Midland Building</td>
</tr>
<tr>
<td></td>
<td>Cleveland, Ohio 4415</td>
</tr>
<tr>
<td>For the attention of Mr. R. Sigh</td>
<td>Attention: Mr. E. G. Glass, J.r.</td>
</tr>
<tr>
<td>Dear Sirs,</td>
<td>Gentlemen:</td>
</tr>
</tbody>
</table>
Every English letter needs a salutation (e.g. Dear Sirs) and a complimentary close (e.g. Yours faithfully).

(1) Salutation

<table>
<thead>
<tr>
<th>BRITISH</th>
<th>AMERICAN</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Formal or Routine</strong></td>
<td><strong>Routine</strong></td>
</tr>
<tr>
<td>Dear Sir, Dear Sirs,</td>
<td>Dear Sir / Gentlemen</td>
</tr>
<tr>
<td>Dear Madam, Mesdames,</td>
<td>Dear Mr. Brown:</td>
</tr>
<tr>
<td></td>
<td>Dear Miss Smith:</td>
</tr>
<tr>
<td></td>
<td>Dear Miss Brown:</td>
</tr>
<tr>
<td><strong>Informal</strong></td>
<td></td>
</tr>
<tr>
<td>Dear Mr. Brown,</td>
<td>Dear Miss Brown:</td>
</tr>
<tr>
<td>Dear Miss Smith,</td>
<td>Dear Miss Roberts:</td>
</tr>
<tr>
<td><strong>Personal</strong></td>
<td></td>
</tr>
<tr>
<td>Dear Mr. Brown,</td>
<td>Dear Mr. Brown,</td>
</tr>
<tr>
<td>My dear Brown,</td>
<td>My dear Mr. Brown,</td>
</tr>
<tr>
<td>Dear Jim,</td>
<td>Dear George,</td>
</tr>
</tbody>
</table>
(2) Complimentary Close

<table>
<thead>
<tr>
<th></th>
<th>BRITISH</th>
<th>AMERICAN</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Formal or Routine</strong></td>
<td>Yours faithfully</td>
<td>Very truly yours</td>
</tr>
<tr>
<td><strong>Informal</strong></td>
<td>Yours sincerely,</td>
<td>Sincerely yours.</td>
</tr>
<tr>
<td></td>
<td>Yours truly,</td>
<td>Cordially yours.</td>
</tr>
<tr>
<td><strong>Personal</strong></td>
<td>Yours sincerely,</td>
<td>Sincerely yours,</td>
</tr>
<tr>
<td></td>
<td>Sincerely,</td>
<td>With kind regards,</td>
</tr>
<tr>
<td></td>
<td>With best wishes,</td>
<td>Sincerely,</td>
</tr>
<tr>
<td></td>
<td>Yours,</td>
<td>Yours,</td>
</tr>
</tbody>
</table>

**NOTES:**

superfluous (adj): thừa

to omit: bỏ qua

in all numeric form: dưới dạng con số

to decrease: giảm

salutation (n): lời chào đầu thư

routine: hàng ngày, quen thuộc

complimentary close: lời chào cuối thư

4. **Addressing an Envelope**

Here are a few simple rules about the best way of addressing an envelope:

1. Use separate lines for the name or company, post box or house name, number and county or city, state, postcode and country.

2. The number precedes the street name. Words like Street, Street, Square, and Avenue are written separately, each word starting with a capital letter.

3. Commas may be placed at the end of each line (closed punctuation), or only between city and state or county (open punctuation). Use the same form as in the letter.

4. The British postcode is written below the address. The American zip code is on the same line as city and state.
5. The postcode should always be the last item of information in the address, and in block capitals.

6. Whenever possible place the postcode on a line by itself at the end of the address.

7. When an address formerly included Postal District letter and/or numbers, these will usually be incorporated in the postcode.

8. Do not use full stops or any other punctuation marks between or at the end of the characters of the postcode.

9. Always leave a clear space, at least equivalent to one character, between the two halves of the postcode.

10. Never underline the postcode.

11. Never joint the characters of a postcode in any way.

12. No writing should appear below the postcode. 'For the attention of ...' and similar messages should be shown above the address not below it.

Miss K. White  
100, South Street,  
PURLEY,  
Surrey  
CR 2 4TJ

Postal indications are:

- Air Mail (or AIRMAIL)
- Express
- Urgent
- Registered
- Private
- Confidential
- To be called for
- Please forward
- Sample
- Fragile-with care
- Printed matter

**British style**

Messrs Back & Sons  
P.O. Box 135  
Liverpool  
AB3 DE4
American style

Registered C.V. Tapatex
J1 Tiang Bendera 4
Jakarta
Indonesia

AIRMAIL
Faster Services Inc.
82 West 10th Street
San Francisco, Calif. 27044
USA

In accordance with Postal Service guides, the address should be blocked and single-spaced: and it should include the ZIP code one space after the state. Because NO information should appear below the ZIP code, special instruction (such as ATTN: Mr Smith or Please Forward should be placed four lines below the return address. Similarly, mailing services, such as Airmail or Certified Mail should be typed below the stamps).

The return address, matching the letterhead, is usually printed on commercial envelopes.

FLANAGAN'S DEPARTMENT STORE
12207 Sunset Strip
Los Angeles,
CA 91417

Attention Ms. Tery Roberts Registered Mail

Ketchum Collection Agency
1267 Hollywood Boulevard
Los Angeles, CA 91401
The USA

NOTES:
5. Some Final Notes on General Correspondence

Some commercial firms use Esq, after the name instead of Mr. before it. But never use both e.g.

    Mr. John Scare or
    John Scare Esq,

Neither of these forms is used when a title is put before a name, e.g.

    Dr. Patricia Denham
    Prof. Hoang Trong Phien
    Sir Herzman Black

Short forms of University Degrees are written after the name i.e. MA (Master of Arts), MBA (Master of Business Administration), MD (Doctor of Medicine), BCom (also B.comm) (Bachelor of Commerce), PhD (Doctor of Philosophy), e.g. Michael Cluster, MD: Thu Huong, MBA; Henry Steward, PhD; Minh Thu, BCom.

Messrs. stand for Messieurs. This form is never written in full in English and is widely used for partnerships and limited companies.

‘Dear’ is never used with ‘Gentlemen’. The form Gentlemen is accepted when the letter is addressed to a committee, a Board of Directors of other public bodies and preferred by Americans.

NOTES:

University Degree: bằng tốt nghiệp đại học

MA = Master of Arts: thạc sĩ văn chương

MBA = Master of Business Administration: thạc sĩ quản trị kinh doanh
6. Guidelines for Writing

The rules for good commercial letter writing may be summarized as follows:

1. Think first of the reader and address yourself to his interests. Tell him all he wants to know and don’t leave him to read between the lines.
2. Adopt a tone suited to the occasion and to the purpose of the letter.
3. Write naturally, as you would talk, using plain and familiar words.
4. Write clearly and to the point.
5. Write courteously and make your letter sound friendly and sincere.
6. Avoid wordiness, but at the same time remember that it is more important to be clear and courteous even if it means using more words.
7. Avoid commercial jargon with its roundabout meaningless forms of expression.
8. Write effectively by using simple language, by being consistent and precise.
9. Avoid monotony by introducing variety.
10. Write to a plan if your letter is long or especially important.
11. Pay special attention to the opening and closing paragraph as first and last impressions leave a special mark on the reader.
12. Check your letter carefully after writing.

EXERCISES

1. Answer the following questions:
   - How do you write a commercial letter?
   - What kind of language does it require?
What are the principal parts of a commercial letter?
What does the letterhead contain?
How do you write the date?
How do you treat the various topics of a commercial letter?
What do you write in the complimentary closure?
What does the signature consist of?
What do Messrs stand for? When is it used?
When and where Gentlemen are used?
Where do you write ‘ref’ which stands for reference in your letter?

2. Answer the questions about the model letter

Who is the sender of the letter?
Who is the recipient of the letter?
What is the letter about?
What are enclosed with the letter?
Is the recipient satisfied with the compressors manufactured by Messrs Peter Brothers Ltd.?
What does the writer believe?

3. Translate into English:

- Địa chỉ và địa chỉ điện báo của Tổng công ty xuất nhập khẩu Tập phẩm là gì?
- Khi chúng ta viết thư, chúng ta phải viết rõ ràng để hiệu và rât tự nhiên.
- Giấy tốt, hình thức bức thư đẹp rất quan trọng, nhưng quan trọng hơn và quyết định sự thành công hay thất bại của một bức thư lại là nội dung của nó.
- Chúng tôi đã nhận được thư của các ngại để ngày 20 tháng 3, xin rất cảm ơn.
- Chúng tôi tin tưởng rằng những gì chúng tôi đang gửi cho các ngại sẽ có ích cho các ngại.

4. Set out the following dates and addresses according to the given pattern. The entire letter is written by NAFORIMEX HANOI.
8th March 20...
BLACK & CO., Ltd.
20 MOORGATE STREET
LONDON, E.C.2

Dear Sir,

Re: ..........................................................

..........................................................

..........................................................

..........................................................

Yours faithfully,

For NAFORIMEX HANOI

(Signed)

<table>
<thead>
<tr>
<th>Date</th>
<th>Name of the firm</th>
<th>Country</th>
<th>City</th>
<th>Street</th>
<th>House number</th>
<th>Postcode</th>
</tr>
</thead>
<tbody>
<tr>
<td>8/2/20...</td>
<td>Johnson Co, Ltd</td>
<td>Great Britain</td>
<td>London</td>
<td>Leadenhall</td>
<td>17</td>
<td>CA 2475</td>
</tr>
<tr>
<td>6/5/20...</td>
<td>John Enron Co, Ltd</td>
<td>—</td>
<td>—</td>
<td>Conduit</td>
<td>25</td>
<td>DE 5863</td>
</tr>
<tr>
<td>1/12/20...</td>
<td>The Sheffield Co, Ltd</td>
<td>—</td>
<td>Sheffield</td>
<td>Park</td>
<td>21</td>
<td>E 4725</td>
</tr>
<tr>
<td>31/1/20...</td>
<td>Alford &amp; Son</td>
<td>—</td>
<td>Bristol</td>
<td>Cater lane</td>
<td>37</td>
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<tr>
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<td>—</td>
<td>Liverpool</td>
<td>Exchange</td>
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<tr>
<td>21/11/20...</td>
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<td>—</td>
<td>London</td>
<td>Carter lane</td>
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<td>LC 4123</td>
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<tr>
<td>5/4/20...</td>
<td>Scheck Shies Co, Ltd</td>
<td>Italy</td>
<td>Turin</td>
<td>A. Diplolo</td>
<td>770</td>
<td>OO 2425</td>
</tr>
<tr>
<td>6/1/20...</td>
<td>Rolimpex</td>
<td>Poland</td>
<td>Warsaw</td>
<td>Zurawia</td>
<td>32-34</td>
<td>Lp 3321</td>
</tr>
<tr>
<td>19/8/20...</td>
<td>Hoover House (PTE) Ltd.</td>
<td>Singapore</td>
<td>Singapore</td>
<td>East Road</td>
<td>368</td>
<td>2048</td>
</tr>
</tbody>
</table>

5. Write a letter with the following:
– Ngày viết: 1-12-20...
- Người gửi: Tổng công ty xuất nhập khẩu tập phạm, 36 phố Bà Triệu, Hà Nội, địa chỉ điện báo TOCONTAP HANOI, điện thoại: 8471397.


- Đại diện cho TOCONTAP HANOI ký thư là ông Nguyễn Thành Quang, chức vụ Tổng giám đốc.

- Nội dung thư: TOCONTAP HANOI cảm ơn thư của bạn hàng để ngày 21 tháng 11 năm 20.... và mẫu hàng các mặt hàng đã và đang được xuất khẩu sang Đông Âu và Châu Á Thái Bình Dương, TOCONTAP sẽ nghiên cứu và rất có thể đặt những đơn hàng mua thứ đầu tiên trong tương lai gần.

NOTES:

guideline (n): chỉ dẫn
COMMERCIAL GOODWILL LETTERS

One of the most important functions of a commercial letter is to create goodwill. At festival time and on such an occasion as the award of an honour, a promotion a wedding or a death, commercial persons all over the world take the opportunity to send their good wishes, congratulations, sympathy or condolences. Such letters are appreciated by customers and are certainly good for commercial.

Like public relation letters, social commercial correspondence does not promote immediate commerce. Yet, an astute commercial person will recognize the writing of a letter of congratulation or appreciation as a fertile chance to build goodwill.

The occasion that calls for social commercial letters are many and such letters may express congratulations, sympathy, or thanks or may convey an invitation or announcement. These messages may be extended to friends and personal acquaintances, to co-workers and employees, and to commerce associates. They may even be sent to persons who are unknown to the writer but who represent potential customers.

While the tone of a social commercial letter will vary with the relationship between the correspondents, all such letters must sound SINCERE. And with the possible exception of an announcement, they should avoid any hint of a sales pitch.

Social commercial letter is often written on smaller stationery than commercial letters. Some may be handwritten or formally engraved rather than typed. Moreover, as an additional personalized touch the salutation in a social commercial letter may be followed by a comma instead of a colon.

Because the language of a social commercial letter must strike a delicate balance between the personal and professionals either friendly or formal, it is a good idea to refer to a current book of etiquette for proper wording. Such a reference work will serve as a reliable guide, especially when composing formal invitations and letters of condolence.

The following are examples of the ways in which goodwill can be built into
the everyday commercial letter. The tone of the letter is courteous and friendly and the added touches of personal interest are certain to make a good impression.

NOTES:
good-will: thiện ý
astute (adj): sắc sảo
fertile (adj): màu mỡ, tốt, thuận
sympathy (n): sự thòng cảm
condolence(n): chia buồn, phân ưu
sales pitch: giong kề chở
etiquette (n): nghi thức lời nói

1. Letter of Congratulations

A letter of congratulations builds goodwill by striking the reader's ego: everyone likes to have accomplishments acknowledged.

The occasions for congratulatory messages are numerous: promotion, appointments, and elections: achievements, awards, and honors; marriage and births: anniversaries and retirements.

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

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

1) Begin with the expression of congratulation
2) Mention the reason for the congratulation with a personal or informal tone.
3) End with an expression of goodwill (such as praise of confidence NEVER say 'Good luck', which implies chance rather than achievement).

Example 1:

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 let me know if I can be of any assistance.

Sincerely,

Example 2:

Dear Monica,

Congratulations on the birth of your grandchild, David Jary. You and Gim must be just thrilled by the experience of becoming grandparents.

Please extend my warmest wishes to your daughter Jane and her husband. May this new addition to your family bring you all great joy.

Sincerely,
Ruth

Example 3a: Formal Congratulation upon a Promotion

Dear Mr. Roberts,

I am writing to convey my warm congratulations on your appointment as Managing Director of your firm.

My fellow directors and I are delighted that the many years of service you have given to your firm should at last have been rewarded in this way and, we therefore, joint in sending you our best wishes for the future.

Yours sincerely,

Example 3b: Informal Congratulation upon a Promotion

Dear Mr. Hopkins,

It was real please to know of your promotion to the position of Sales manager From what we know of the qualifications required, the Board of Directors of your firm could not have chosen a better man.

Congratulations on a-well deserved advancement.

Sincerely yours,
Example 4: Christmas Wishes

Dear Sirs,

The Directors and Staff of our corporation take this opportunity of wishing you every success and prosperity in the coming year.

To our part we will continue to spare no efforts in maintaining our present happy relations.

With the Compliment of the season.

Yours faithfully,

NOTES:

congratulation: chúc mừng
imply(v): có ý, hàm ý
senior (adj): lớn tuổi, cao, chính
associate (n): công sự
thrilled (adj): phấn khởi
fellow directors: đồng giám đốc
well-deserved advancement: sự thăng tiến xứng đáng
Managing Director: giám đốc điều hành

2. Letter of Sympathy

When an acquaintance experiences the death of a loved one, it is proper, although difficult, to send a message of condolence (example 1 and example 2).

To avoid awkwardness, any people in Western countries prefer to use commercially printed sympathy cards, but a specially written note is more PERSONAL and GENUINE.

A message of condolence lets your reader know that you are aware of his personal grief and wish to lend sympathy and support. The message, therefore, should be SIMPLE, HONEST, and DIRECT, and it should express SORROW with DIGNITY and RESPECT. (The expression ‘I am sorry.’ however should be avoided, for as a cliché it sounds flat and insincere).

The message of condolence should begin by referring to the situation and the people involved. This should be blank statement that voids unpleasant reminders. The note may use the word death but should NOT describe the
death.

The rest of the note should be brief: an encouraging reference to the future which should be uplifting but realistic or, if appropriate, a gesture of goodwill (such as an offer of help).

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.

Note: A letter of sympathy is also sent to someone who is ill or who has suffered an accident or other misfortune.

Example 1

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,

Example 2

Dear Hal,

Ms Bich and I were deeply saddened to learn of your great loss. We hope that love you and Edith shared will help comfort you in the days ahead. If there is anything we can do for you, now or in the future, please let us know.

With much sympathy,

Example 3

Dear Mr. Anderson,

We were distressed to read in The Times this morning of the death of your Chairman and I am writing at once to express our deep sympathy.

I had the privilege of knowing Sir James for many years and always regarded him as a personal friend. By his untimely passing our industry has
Example 4: Condolence to a Customer

Dear Mr. Raylor,

I have just learned with deep regret of the death of your wife.

There is not much one can say at a time such as this, but those of us who have dealt with you would like you to know that you have our sincere sympathy in your sorrow. Please count us among those who share your unhappiness at this sad time.

Yours sincerely,

Example 5: Sympathy to a Commerce Associate

Dear Mr. Fraser,

I was very sorry to learn that you had been unwell on your way home from Hanoi, but equally relieved to learn that you are now making progress and likely to be back at work in a few weeks’ time.

I expect to be in London in a month’s time when I shall call on you. Meanwhile I hope you will continue to make good progress.

Yours sincerely,

NOTES:
grief: nội buồn
cliché (n): lời sáo rộng
sympathy: động cảm, chia buồn
misfortune: bất hạnh
relieve (v): giải thoát, nhẹ nhõm
key elements: các yếu tố căn bản
genuine (adj): chân thật
sadden (v): buồn
sorrow (n): nội buồn
3. Letter of Thanks (appreciation)

In commercial, as in the rest of life it is important to say ‘thank you’. We have already seen that letter of appreciation should be sent to new customers upon the opening of an account or the making of a first purchase. But many other occasions call for a ‘thank you’ as well; a note of appreciation should always be sent after receiving:

1) Gifts  
2) Favours  
3) Courtesies  
4) Hospitality  
5) Donations

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

A ‘thank you’ note may be BRIEF, but it must be PROMPT for it must, like all social commercial letter, sound SINCERE.

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

1) Begin by saying ‘thank you’
2) Make a sincere personal comment
3) End with a positive and genuine statement. (NEVER say ‘Thank you again’).

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

Example 1

Dear Mr. Houston,

Thank you very much for referring Natalie Slate to us. We are, of course, pleased to take on a new client. But even more, we appreciate your confidence in our legal services and your willingness to communicate this confidence to others.

Be assured that we will continue to make every effort to live up to your expectations.

Cordially,
Example 2

Dear Lucy,

Thank you for the wonderful set of cookbooks. This thoughtful gift helped to make my birthday a very special occasion.

Sincerely,

Example 3: Thank for Help

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

Example 4: Thank for the First Order

Dear Sirs,

You will have already received our formal acknowledgement of your order of 1st Dec, 20.... but as this is your very first order with us, I feel I must write to tell you how pleased we were to receive it and to thank you for the opportunity you have given us to supply the goods you need.

I hope the handling of this order will lead to further commercial and to a happy and lasting association between our two corporations.

We shall certainly do our best to make it so.

Yours faithfully,

Example 5: Thank for the Information Received

Dear Sirs,

We thank you for your letter enclosing an account of the organization and handling of Dhan & Sons Co., Ltd.
I am very grateful for the interest you have shown in our proposal to include details of the company in the next issue of the Trade Association yearbook and for your trouble in providing such an interesting account of its activities. Your account is sure to be of great help to us in our commercial.

Yours faithfully,

Example 6: Thank for Service Performed

Dear Sirs,

We have received your letter of 20th Oct. this morning returning the draft of the catalogue we propose to send to our customers and wish to say at once how very grateful we are for all the trouble you have taken to examine the draft and comment on it in such detail. Your suggestions will prove most helpful.

We realize the value of time to a busy person like yourself and this makes us all the more appreciative of the time you have so generously given us.

Yours faithfully,

NOTES:

letter of thanks (appreciation): thư cảm ơn
merely (adj): chỉ, riêng
convey (v): gửi, chuyển
comfort (v): an ủi, làm dịu
deep sympathy: lời chia buồn sâu sắc
to live up to your English expectation: để đáp ứng được sự mong đợi của người
formal acknowledgement: xác nhận chính thức
to take the trouble: chấp nhận phiền hà
warmth (n): sự nóng nhen
thoughtful (adj): chu đáo
company (n): khách
grateful (adj): biết ơn
account (n): báo cáo
issue (n): số (báo/ tạp chí)
4. Other Goodwill Letters

To answer a letter on the day it is received creates a most favourable impression. If an early reply is not possible, write and acknowledge the letter as soon as you can. An acknowledgement in the form of a 'Receiving attention' postcard is sometimes used but a short, typed letter explaining the delay as in Example 1 is much more satisfactory and creates a much better impression.

One of the most important things a customer looks for is the spirit of friendliness in those with whom he seeks to do business. Example 2 is a letter that is both helpful and friendly. The writer aims to interest his prospective customer to create in him a feeling of confidence and win his consideration and friendship and ultimately his custom.

When customers from abroad visit the supplier's country, it is sound commercial practice to extend hospitality and to give help and advice you can. The tone of letters offering hospitality must be sincere and friendly and leave the impression that their writer is genuinely anxious to be of service as in Example 3.

Example 1. Letter Explaining Delayed Reply

Dear Sirs,

We are sorry we cannot send you immediately the catalogue and price-list for which you asked in your letter of 20th Oct. Supplies are expected from the printers in two weeks' time; as soon as we receive them, we will send you a copy.

Yours faithfully,

Example 2: Supplier is Letter with a Friendly Tone

Dear Sirs,

We thank you for your letter of 31st January. We are pleased to enclose the catalogue and price-list you ask for. The catalogue is the latest and in its preparation, efforts have been made to make it both attractive and
informative. Inside the front cover you will find particulars of our trade discounts.

May we suggest that the next time you are in Vietnam you should allow us to show you over our factory, where you would see for yourselves the high quality of materials and workmanship put into our products, it would also enable you to become acquainted with all that is latest in fancy leather goods and to return with interesting and useful information for your customers.

If we can be of service in any way you may rest assured of our interest and help if you care to use it.

Yours faithfully,

Example 3: Letter Welcoming a Visitor from Abroad

Dear Mr. Brown,

It was our pleasure to receive your letter of 24 April and to learn that you are making plans for your Mr. Gelling to visit our country next month. We shall be very happy to welcome him and to do all we can to make his visit both enjoyable and successful.

We gather that this will be Mr. Gelling’s first visit to Vietnam and if it is the case, he wishes to see some of our principal places of interest. A suitable programme is something we can discuss when he arrives. If he so wishes, we can also introduce him to several foreign trade organizations with whom you may like to do commercial.

When the date of Mr. Gelling’s visit is settled, please let us know the time of his arrival here. I will then arrange to meet him at the airport and drive him to his hotel. You may be sure he will have a warm welcome.

Yours sincerely,

NOTES:

gather (v): cho ràng

places of interest: danh lam thắng cảnh

settle (v): có định
ENGLISH – VIETNAMESE PHRASES

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

2. Congratulations
(1) I am writing to convey my warm congratulations on your appointments as Managing Director.
(2) Congratulations on a well-deserved advancement.
(3) With the Compliments of the Season.
(4) We join in sending you our best wishes for the future.
(5) The Director and staff of our corporation take this opportunity of wishing you every success and prosperity in the coming year.

3. Condolence
(1) We were distressed to learn that your Chairman had died.

1. Cảm ơn
(1) Chúng tôi rất cảm ơn nhiệt tình và lòng mến khách của các Ngài.
(2) Chúng tôi xin cảm ơn các Ngài đã chịu sự phiên hà thay chúng tôi.
(3) Chúng tôi xin cảm ơn các Ngài đã dành cơ hội cho chúng tôi để cung cấp hàng hóa các Ngài cần.
(4) Chúng tôi cảm ơn thư của các Ngài kèm theo báo cáo về tổ chức và kinh doanh của Công ty TNHH Mac Donald.

2. Chúc mừng
(1) Tôi viết thư này xin gửi đến Ngài lời chúc mừng nồng nhiệt của tôi nhân dịp Ngài được đề bạt làm Giám đốc điều hành.
(2) Chúc mừng được đề bạt xứng đáng.
(3) Chúc mừng Noel và Năm mới
(4) Chúng tôi cũng gửi đến các Ngài những lời chúc tốt đẹp cho tương lai
(5) Giám đốc và cán bộ công nhân viên Tổng Công ty chúng tôi nhân dịp này chúc các Ngài mới thành công và thịnh vượng trong năm tới.

3. Chia buồn
(1) Chúng tôi đau đớn khi biết tin Giám đốc của các Ngài đã từ trần.
(2) We are writing to express our deep sympathy.

(3) Please convey our sympathy to Lady Langley and her family.

(4) I was very sorry when I learned that you had been in an accident on your way home.

(5) We have learned with deep regret of the death of...

EXTENSIVE PHRASES

(1) We would like to tell you how pleased we were to hear of your promotion.

(2) I would like to send you and all members of your firm my sincere wishes for a merry Christmas and Happy New Year.

(3) Please accept our warmest congratulations on your marriage.

(4) Please accept our sincerest wishes for your future happiness.

(5) We share your deep grief at the death of ... and send you our sympathy in your distress.

(6) May we express our heartfelt sympathy in your great loss.

(7) We thank you for your letter of sympathy on the death of ...
EXERCISES

1. Answer the following questions:

   (1) What kinds of letters of goodwill are written in commercial?

   (2) Why are they written?

   (3) When are they written?

   (4) What will commercial men say in their letter to their friends?

      a) At Christmas

      b) On New Year's Day

      c) And on such occasions as

         - The award of an honour

         - A promotion

         - A wedding

         - A death

   (5) Give some phrases suitable or various goodwill letters.

2. Translate into English

   (1) Chúng tôi rất vui mừng gửi đến ngại những lời chúc mừng tốt đẹp nhất nhân lễ kỷ niệm 100 năm ngày thành lập công ty của các ngại.

   (2) Chúng tôi rất vui mừng gửi đến ngại 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 cử làm Tổng Giám đốc Tổng 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 sống bình phục.

   (5) Cái chết của ông ấy làm cho chúng ta mất đi một nhà lãnh đạo ưu tú, một người bạn chí tình.
3. 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
NG. TRỌNG PHẠM ANH

4. Translate into English

Thưa các ngài,

Nhân dịp Noel và Năm mới chúng tôi xin gửi đến các ngài và qua các ngài đến toàn thể cán bộ công nhân viên của quý hàng 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 và Phú từ Hà Nội
(dạ ký)
NGUYỄN ANH DUNG
Tổng Giám đốc

5. Letter-Writing

(1) J. Rowland Co. Ltd have placed many large orders with you during the past twelve months and your relations with them have been very pleasant. Write to their Managing Director expressing appreciation for their past orders, sending him your good wishes for Christmas and New Year and hoping for a continued happy working relationship.

(2) You are employed by American Associates, Inc, 2870 North Howard Street, Philadelphia, Pennsylvania 19122. Your boss, Jacqueline Austin,
450 Poplar Street, Hanover, Pennsylvania 17331, has not been in the office several days, and it has just been announced that her mother died. Since Ms. Austin will not be returning to work for a week or two, write a letter to express your condolence.

(3) You have worked for the law firm of Lederer, Lederer and hall, 407 East 23 Street, New York 10013, for many years. On the occasion of your tenth anniversary with the company, an office party is held in your honor, and Mr. General Hall presents you with a wristwatch as a token of the company's appreciation. Write a letter to Mr. Hall thanking him and the entire company for the party and the gift.
1. Circular Letters

Circular letters are used when it is wished to give the same information to a number of people. They are extensively used in sales campaigns and for announcing important development in business, such as extensions, reorganization, and changes of address and partnership.

Like advertisements in newspapers and magazines the circular letter is addressed to many but unlike an advertisement, it is to only selected readers and can, therefore, be given a personal touch to suggest the writer's interest in the person to whom it is sent.

Since circular letters are usually sent to many people, they must be written with special care. The following rules should be observed.

(1) Keep the letter short; otherwise it may not be read.

(2) Catch the reader's interest in the opening paragraph.

(3) Give the letter an attractive look and make it as personal possible general expressions as 'our customers', 'our clients', 'everyone', and 'anyone'.

For example:

**Instead of:**
- Our customers will appreciate
- We are pleased to inform our clients.
- Everyone will be interested to learn
- Anyone visiting our Stand will know that...

**Say:**
- You will appreciate
- We are pleased to inform you
- You will be interested to learn
- If you visit our Stand you will know that...
Example 1: Commencement of Business of a New Company

Dear Sirs,

We have acquired a building at the above address for a new company dealing in leather to be opened on 1st January 20... As the Director in charge, we have appointed Mr. Nguyen Quang. His fifteen years' experience of the trade will assure that the goods to be supplied are sound in quality and reasonable in price.

We will commence our business from the above date and as a special celebration offer, a discount of ten percent will be allowed on orders by the first fifty customers.

We look forward to your being one of them.

Yours faithfully,

Example 2: Establishment of a New Branch

Dear Sirs,

Owing to large increase in the volume of trade with Myanmar, we have decided to open a branch in Yangon with Mr. Myo Milt in charge.

Although we feel that we have provided you with an efficient service in the past, the establishment of a branch in your country will result in your orders and enquiries being dealt with more promptly. The new branch will open on 6th May and from that date all orders and enquiries should be sent to Mr. Myo Milt at 48 Hussein Avenue, Yangon, instead of to our Hanoi office.

We take this opportunity express our sincere thanks for your custom in the past and hope the new arrangement will lead to still higher standard in the service we provide.

Yours faithfully,

Example 3: Dismissal of Firm's Traveler

Dear Sirs,

We wish to notify you that Mr. Nguyen Trong who has been our representative in North West England for the past several years, has now left our office and therefore, no longer has authority to take orders or to collect
accounts on our behalf.

In his place we have appointed Mr. Nguyen Quang. He has for many years controlled our sales section and is thoroughly familiar with the needs of customers in your area.

We will call on you some time this week with samples of our new exports. We trust they will interest you sufficiently to encourage you to place orders through him.

Yours faithfully,

Example 4: Visits by Travellers

Dear Sirs,

This letter is to inform you that Mr. Nguyen Phan Minh, our representative in England is now travelling in your area and will have pleasure of calling on you some time next month.

We hope you will allow him to show you samples of our new ranges in dress materials and that you will like them well enough to place orders with him.

Yours faithfully,

NOTES:
circular letter: thư thông báo, thông tư
partnership (n): hợp danh
personal interest: mối quan tâm riêng
extension (n): mở rộng
observe (n): tuân thủ, theo
personal touch: có tinh cách cá nhân riêng biệt
commencement (n): bắt đầu, khai trương
acquire (v): mua được, lấy được
trade (n): nghề, buôn bán
celebration offer: quà biểu làm kỷ niệm
custom (n): việc buôn bán, quan hệ thương xuyên và đều đặn
efficient (adj): có hiệu quả
discount (n): chiết khấu
2. Letter of Sympathy

Rather different from but not entirely unrelated to employment letters are letters of introduction (Example 1). These are written to a business associate on behalf of a third person (such as an employee, customer, or client). Such a letter is written when one person you know (or) would like to establish a business relationship with another person whom you also know but whom he himself does not.

The letter of introduction, you would write in such a situation, should include three points:

1) The relationship between you and the person being introduced.
2) Your reason for introducing him to your reader
3) What you (or he) would like the reader to do for him.

The letter of introduction is sort of a cross between a request and a reference. It should be worded with courtesy.

Generally, the letter of introduction is given to the individual being introduced, who in turn delivers it in person. However, it is customary to forward a copy of the letter, along with an explanatory (and less formal) cover letter, so that your reader will anticipate the visit. These letters:

(1) Mention the representative by name and his connection with the corporation or firm.
(2) Request any help or advice that he may need.
(3) Express thanks and willingness to return the favour should there be any opportunity.

Such letters should be short, definite and sincere for a lengthy letter might give an embarrassingly long what to the caller while it is read.

Example 1:

<table>
<thead>
<tr>
<th>The Vasquez Travel Agency</th>
</tr>
</thead>
<tbody>
<tr>
<td>1402 Broadway</td>
</tr>
<tr>
<td>New York, New York 10032</td>
</tr>
</tbody>
</table>

May 20, 200...

Mr Jonathan Vechino
Alpine Leisure Village
Aurora, Colorado 80707
Dear Jonathan:

Arnold Stevens has been my assistant for the past year, and he is currently touring the Denver Aurora area.

So that we may knowledgeably inform your clients of the many delights of Alpine Leisure Village, I would greatly appreciate your giving him a tour of your facilities when he visits.

With much appreciation,

Loretta Vaquez

Example 2

The Viet-Thai Insurance Company
10 Patpong Road
Bangkok Thailand

June 16, 200...

Mr. T. Hakka
Yashima Life Assurance Company
Yo Tsui Chome
Tokyo, Japan.

Dear Mr. Hakka,

A friend of mine, Mr. Minh Ha, would very much like to meet you. He is a student of the Hanoi University for Business and Management with insurance as a major and plans to enter the insurance business in a few months' time. Meanwhile, he is making a study trip to Japan, in order to contribute towards a book which is in preparation entitled 'Social Insurance Abroad'.

You were kind enough, when you were here to offer me your assistance. I would very much appreciate it if you could find time to see Mr. Ha, or to give him an introduction to someone on your staff.

Thank you.

Yours sincerely,

(Signed)

Nguyen Quang Huy
Director
Example 3. Letter Introducing the Firms Buyer

Dear Sirs,

The bearer of this letter is Mr. John Ramsden, our chief buyer for the Household Utensils Department. Mr. Ramsden is spending a fortnight in your country to develop our business and to make purchases for the coming year.

We shall be most grateful if you will introduce him to suitable corporations and give him any help and advice that he may need.

We feel that with your experience, connections and knowledge of the trade, you are the best person, we know, who is able to do this.

We shall very much appreciate your help and will be pleased to perform a similar service for you should the opportunity ever arise.

Yours faithfully,

Example 4: Letter Introducing a Traveller

Dear Sirs,

We are pleased to introduce to you the bearer of this letter, Mr. Nguyen Hoang, who is the Manager of Import Department 2 of our Corporation.

Mr. Nguyen Hoang is travelling in your country on behalf of our corporation for the purpose of expanding business relations between our corporation and your firm.

We are writing this letter because of the thought that you would both profit from knowing each other. We shall appreciate whatever assistance you may give Mr. Hoang.

Yours faithfully,

Example 5. Letter Introducing a Representative

Dear Sirs,

Mr. Peter Murumbi, one of our customers in Tanzania, wants to increase his connection in this country and has asked us to help his Representative, Mr. Joseph Oneko, by introducing him to the leading import houses in London. Unfortunately, we are not sufficiently well known to the London import houses to be able to provide Mr. Oneko with the letters of introduction he will need, but feel sure that with your connections and
facilities, you could do so and at the same time help him with information as to the standing of firms in which he may be interested.

We should be most grateful if you would co-operate with us in this matter and need hardly say that we should welcome the opportunity to help you in a similar, or in any other way.

Yours faithfully,

NOTES:

insurance business: nghề bảo hiểm
enter (v): vào, bước vào
insurance as a major: bảo hiểm là môn chuyên ngành
household utensils: dụng cụ gia đình
bearer (n): người cầm (thu)
connection (n): quan hệ
appreciate (v): hoan ngenh
profit from (v): thu lợi
standing (n): tình hình tài chính

3. Letter of Reference and Recommendation

The difference between letters of reference and recommendation is slim. A recommendation (Example 2) is an endorsement while a reference (Example 1) is simply a report. A recommendation is persuasive while a reference verifies facts.

Both types of letters start out the same. Each should include:

1) A statement of the letter’s purpose.

2) An account of the duties performed by the applicant or of the applicant’s general qualifications.

A letter or recommendation would add a third item — a concluding statement specifically recommending the applicant for the particular position.

Note: When writing a reference or recommendation, it is advisable to mark both the envelope and letter ‘Confidential’ to protect both yourself and the applicant.
Example 1:

M & M Shoe Store  
70-19 Lefferts Boulevard  
Bayside, New York 11202

June 17, 200...

Ms. Loretta Vasquez  
The Vasquez Travel Agency  
1402 Broadway  
New York 10032

Dear Ms. Vasquez:

I am very happy to provide the information you requested regarding Arnold Stevens, with the understanding that this information will be kept confidential.

Mr. Steven has been a stock clerk and then sales assistant in my store since September 19.... He has always been willing to work odd hours, including weekends and holidays, and has proven to be a hard working and trustworthy employee.

Sincerely yours,

(Signed)  
Oto Munson  
Proprietor

Example 2:

The Bowker Business Institute  
600 Fifth Avenue  
New York, New York 10011

June 17, 200...

Ms. Loretta Vasquez  
The Vasquez Travel Agency  
1402 Broadway  
New York 10032

Dear Ms. Vasquez:
Arnold Stevens was a student in three of my travel courses since the Fall 20... semester. He was always an outstanding student.

Mr. Steven demonstrated his thorough grasp of the subject matter in his class performance as well as written work. His assignments were always executed with conscientiousness and punctuality and helped to make the courses rewarding experiences for everyone else involved.

Therefore, I can recommend Mr. Stevens, without hesitation, for the position of assistant in your travel agency.

Yours truly,
(Signed)
Jack Adler
Instructor

NOTES:

recommendation (n): tiên cự
reference: tham khảo
letter of reference: thư tham khảo
letter of Recommendation: thư tiên cự
endorsement: chấp thuận
verify (v): xác nhận
confidential: mật
applicant: người đầu đơn, người xin việc
trustworthy (adj): đáng tin
Fall: mùa thu (Mỹ)
semester (n): học kỳ
grasp (n): nắm, hiểu
conscientiousness (n): tư giặc, có lương tâm
punctuality (n): đúng giờ
without hesitation: không ngần ngại
instructor (n): giáo viên (Mỹ)
4. Hotel Accommodation

Most large hotels are organized as companies. Letters should therefore, be addressed to the Manager. Although it is not always necessary to write for hotel accommodation, it is always advisable to do so if the day of arrival is known. When writing your letter, observe the following rules:

(1) Keep your letter short and to the point.

(2) State your needs clearly and exactly. To avoid misunderstanding mention the day as well as the date from which accommodation is required and the exact period of your stay if it is known (e.g. from Monday 6th July, to Friday 10th July).

(3) State times of arrival and departure if they are known.

(4) Request confirmation of the booking if you are writing from fixed address and if there is time.

Example 1: Request for Copy of the Tariff

1 May, 200...

The manager
Hotel Victoria
11-13 Hills Road
Cambridge CB1-2EU
U.K.

Dear Sir,

We have arranged for a display of our products at the forthcoming Industries Fair at Earls Court and we shall require hotel accommodation for members of our staff.

Will you please send me a copy of your brochure and details of terms for partial board, namely breakfast and evening meal, and say whether you can offer the following accommodation:

One double room and five single rooms for ten nights commencing 15 May.

Yours faithfully,
Example 2. Reply to the above Letter

Dear Mr. Quang Huy,

We thank you for your letter of 15th April. As requested, we enclose a copy of our brochure in which you will find full details of our charges.

At the moment the accommodation you require, namely one double room and five single rooms for ten nights commencing 15th May is available, but we are now entering the busy season and as bookings for this period are likely to be heavy, we could recommend you to make your reservation without delay.

Ours is a modern hotel and we are sure your staff would be very comfortable here. We are well served by public transport to Earls Court, which can normally be reached from here in less than quarter of an hour.

Yours faithfully,

Example 3: Reservation

The manager
Hotel Victoria
11-13 Hills Road
Cambridge CB1-2EU
U.K.

Dear Sir,

Will you please reserve the following accommodation for our Director, Mr. Nguyen Hoang and his wife and five members of our staff, who will be attending the Trade Fair to be held in your city at the end of this month: One double room and five single rooms on the first floor, if possible for ten nights commencing 15th May.

Kindly confirm this booking by return.

Yours faithfully,
Example 4: Confirmation

Dear Mr. Quang Huy

We thank you for letter of 25th April.

We have reserved the accommodation you require for your Director Mr. Nguyen Hoang and others, namely one double room and five single rooms commencing 15th May.

If they have not stayed here before, they may be interested to see our brochure and we are, therefore, enclosing two copies.

Yours sincerely,

NOTES:
accommodation (n): chỗ ở
to the point: thằng vào vấn đềconfirmation (n): xác nhận
tariff (n): biểu giáforthcoming (adj): sắp tớibrochure (n): sách giới thiệureservation (n): đặt chỗcomfortable (adj): thoái mái, đầy đủ tiện nghi

ENGLISH – VIETNAMESE PHRASES

(1) We have acquired a building for a new company dealing in leather goods.
(1) Chúng tôi đã mua được một cao ốc để mở một công ty mới kinh doanh hàng da.

(2) The goods are sound in quality and reasonable in price.
(2) Hàng hóa tốt về phẩm chất và phải chăng về giá cả.

(3) We have decided to open a branch in Amman with Mr. Haddad in charge.
(3) Chúng tôi đã quyết định mở một chi nhánh ở Amman do ông Haddad phụ trách.

(4) We wish to notify you that Mr. Robert Smart has now left our
(4) Chúng tôi xin thông báo để các
ngài biết ông Robert Smart đã thôi
service.

(5) Mr. H. Brooks, our Representative is travelling in your country and will have the pleasure of calling on you some time next week.

(6) We shall appreciate whatever assistance you can give Mr. Hoang

(7) We shall be pleased to perform similar services for you should the opportunity ever arise.

(8) We trust that these items will interest you sufficiently and encourage you to place an order though him.

(9) The new arrangement will lead to still higher standards in the service we provide.

(10) We look forward to your being one of the first 15 customers.

(11) We shall require hotel accommodation for members of our staff.

(12) Please advise availability and price of the following accommodation: One double room and five single rooms for ten nights commencing 15th May.

(13) Will you please reserve the accommodation for our Director and his wife and five members of his staff.

(14) Kindly confirm this booking by return.

(5) Ông Brooks, đại diện của chúng tôi dang đi chao hang o dat nuoc cua cac ngai va se co hanh phuc duoc ghe tham cac ngai vào ngay nao do tu tuan sau.

(6) Chúng tôi sẽ hoan nghênh bất kỳ sự giúp đỡ nào của các ngài đối với ông Hoàng.

(7) Chúng tôi sẽ vui mừng làm các việc tương tự nếu có dip.

(8) Chúng tôi tin rằng những mặt hàng này sẽ làm cho các ngài quan tâm đầy đủ và khuyến khích các ngài đặt hàng qua ông ấy.

(9) Sự đăng xép mới sẽ làm cho chúng tôi phục vụ còn tốt hơn nữa.

(10) Chúng tôi mong rằng các ngài sẽ là một trong 15 khách hàng đầu tiên.

(11) Chúng tôi cần chỗ ở khách sạn cho các thành viên của chúng tôi.

(12) Để nghị các ngài cho biết số phòng có sẵn và giá cho thuê chỗ ở như sau: Một phòng đôi và năm phòng cá nhân trong mỗi đêm bắt đầu từ ngày 15 tháng Năm.

(13) Để nghị các ngài đánh trước cho chúng tôi chỗ ở cho giám đốc của chúng tôi cùng phụ nhân và năm thành viên của ông.

(14) Xin hãy xác nhận thuê phòng này vào chuyến thu sau.
### EXERCISES

1. **Answer the following question:**

   (1) When are circular letters used?

   (2) What are purposes of circular letters?

   (3) Why are they used extensively in sales campaigns?

   (4) How do you write a letter of introduction?

   (5) What must you state in your letter reserving hotel accommodation?

2. **Translate into English**

   (1) Chúng tôi xin báo đội các ngài biết do việc buôn bán ngày càng tăng với các nước ở châu Âu, chúng tôi đã thành lập các đại lý ở Thụy Điển và Anh. Chúng tôi xin gửi kèm đầy địa chỉ của những đại lý này để các ngài tiến liên lạc.
(2) Chúng tôi đã đề nghị ông Nguyễn Minh Tuấn làm phó phòng khu vực của Tổng Công ty và xin trân trọng giới thiệu với Ngài. Tuy nhiên khi ông Tuấn đi Luan Đon chúng tôi sẽ viết thư giới thiệu chính thức để ông Tuấn trình Ngài.

(3) Chúng tôi sẽ rất vui được đón tiếp giám đốc của các Ngài khi ông ấy đặt chân lên đất nước chúng tôi và hy vọng trong cuộc gặp gỡ sắp tới với ông ấy, chúng tôi sẽ giải quyết được nhiều vấn đề hai bên cùng quan tâm.

(4) Ông Quang, Giám đốc Tổng Công ty chúng tôi, đang ở Tây Ban Nha và sẽ đến thăm công ty của các Ngài vào tuần tới để bàn việc mở rộng hơn nữa quan hệ buôn bán giữa chúng ta.

(5) Ông Thần, Tổng Giám đốc của chúng tôi đang thăm khách hàng ở Bắc Âu và sẽ đến Stockholm vào đầu tuần tới và khi đến nơi ông ấy sẽ điện thoại cho các Ngài hẹn giờ gặp.

3. Translate into Vietnamese

(1)

Dear Sirs,

On 1st July this business will be incorporated as a private company under the style of: 

Hunt, Landland Co. pty. Ltd

There will be no change in the day - to - day conduct neither of the business nor in the personnel which has served the firm so well in the past.

We trust that the good relations which have existed between you and ourselves for such a long period will continue with the new organization.

Yours faithfully,

(2)

Dear Sirs,

The need for additional capital to finance the considerable growth in the volume of our trade has made it necessary to reorganize our business as a private company. The new company has been registered with the name:

Dhan & Sons Co., Ltd
Although the constitution of business has been completely changed, we wish that the nature of the business will remain exactly as before and there will be no change in business policy. The personal relationship that has been a remarked feature of our dealings with customers in the past will be maintained and we shall continue to do our utmost to ensure that you are completely satisfied with the way in which we handle your future orders.

Yours faithfully,

4. Translate in to English

Chúng tôi đã cử ông Nguyễn Văn Duyệt làm đại diện của chúng tôi tại Thụy Điển thay cho ông Quang. Ông Quang sẽ giới thiệu ông Duyệt với các ngài khi ông ấy đến thăm định kỳ các ngài lần cuối vào đầu tháng sau. Ông Duyệt đã làm việc chặt chẽ với ông Quang trong ba năm qua. Chúng tôi hi vọng hai ông sẽ tiếp tục làm như vậy và ông Quang sẽ giúp và có vấn cho ông Duyệt về những vấn đề có quan hệ đến việc buôn bán Việt Nam– Thụy Điển những năm tới.

Quan hệ buôn bán của chúng tôi với các ngài bao giờ cũng rất hữu hảo và chúng tôi cũng có những thành công nhất định khi phục vụ các ngài. Do đó mà với lòng tin chúng tôi đề nghị các ngài đánh cho đại diện mới của chúng tôi, ông Duyệt, những sự ưu ái và giúp đỡ mà các ngài đã đánh cho ông Quang.

Kính chào.

5. Write a letter with the following content:

(1) Nguyễn Văn Dương, Phó giám đốc
(2) Người nhận: Leyland & Barley Ltd.
    Nelson Works
    Clapton E.5, England
(3) Ngày viết: 21/3/……..
(4) Nội dung thư:

Giới thiệu người cảm thư, ông Minh Trong trưởng phòng nhập II; ông Trong đang đi kí hợp đồng ở Anh mua hàng cho năm tới.

Hẹn ngày ông Trong đến Clapton để thảo luận với Leyland & Barley về khả năng buôn bán của hai bên.

Đề nghị Leyland & Barley giới thiệu ông Trong với những nhà sản xuất tetoron và polyester khác ở Clapton.
NOTES:

under the style of... : với tên là...
conduct of business: hoạt động buôn bán
finance (v) : cấp vốn tài chính
register (v) : đăng ký
constitution of business: phượng hướng kinh doanh
to do one’s utmost: cố gắng hết sức
PART 4

INVITATIONS

While such events as openings, previews, and demonstrations may be advertised in newspapers or on handbills, guests may be more carefully selected if invitations are sent by letter.

Formal events, such as reception, house warming or formal social gathering, require formal invitations. These invitations can be engraved or printed, or they can be hand-written on note-size stationary.

A general invitation (Example 2) should be cordial and sincere; a formal invitation (Example 2) should be less personal, written in the third person. Either kind of invitation, however, must do three things:

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

A formal invitation should, in addition, include the R.S.V.P notation. This abbreviation stands for "répondez s'il vous plaît"; it asks the reader to please respond, i.e., Please let us know if you plan to attend'.

When a person receives a formal invitation with the letters RSVP, good taste requires that he should at once reply whether he accepts or declines. If he declines, some reason must be given.

Invitations are sometimes issued in the indirect form. The writer and the person invited are both referred to in the third person throughout.

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:

1. The name of the host and/or hostess, that is the person who sends out the invitation.
2. The name of the guest, that is, the person invited.
3. The object of the invitation, that is, whether it is for dinner or tea or a cocktail party.

4. The exact time and date when the guest is expected to attend.

5. The place where the guest is expected to arrive at. When the place is not mentioned, it is understood to be the host's usual residence.

Note: The signature of the writer is never put in a formal invitation. There is neither a greeting nor a closure in this kind of invitation.

The person who receives the formal invitation is expected to send a reply saying whether he accepts or declines it. His reply is also generally in the formal style and addressed in the third person throughout.

Example 1: A Formal Invitation

The Brockdale Chamber of Commerce

requests the pleasure of your company
at a dinner honouring
the Honourable Stacy Coughey
Wednesday, the third of June
at seven o'clock
The Stardust Room of the Excelsior Hotel
RSVP

Example 2. A Formal Invitation to Dinner

a. Invitation

Mr. Rabinda Ghose Requests

the pleasure of the company of Mr. Nguyen Khoa to dinner
on 29th Nov., at 8.30 p.m.

16th Nov., 20.....

b. Reply, accepting

Mr. Nguyen Khoa has much pleasure in accepting the kind invitation of Mr. Rabinda Ghose to dinner on the evening of 29th Nov., at 8.30 p.m.

20th Nov., 20...

c. Reply, declining
Mr. Nguyen Khoa thanks Mr. Rabinda Ghose for his very kind invitation, but regrets that a previous engagement prevents him from accepting the same.

20th Nov., 20.....

Example 3. Formal Invitation from a shipping Line to an Individual

THE MANAGING DIRECTOR OF
GDYNIA AMERICA SHIPPING LINES
LONDON LTD.

Requests the pleasure of the company of
Mr. Nguyen Khoa
at a Reception

To commemorate the 25th Anniversary
of the Company

on Thursday, 28th September, 20.....

5.30-8.30 p.m.

RSVP to the Secretary
52, Grace Church Street
London E.C.3
Regret only

The Reception will be Held
at the Queen’ Room
Baltic Exchange, 14/20at,
Marriage, London E.C.3

Example 4. Formal Invitation from a British Commercial Counselor to an Individual

THE COMMERCIAL COUNSELLOR AND STAFF OF
THE BRITISH EMBASSY IN HANOI

Requests the pleasure of the company of
Mr. Nguyen Quang Huy

To bid farewell to the Secretary of the Trade Office

To be held at the Thing Loi Hotel
On Tuesday, 29th November, 20....

from 6 to 8 p.m.

Regret only
The Counselors Office
27 Ly Thuong Kiet, Hanoi
Example 5

On the occasion of the Birthday of Her Majesty Queen Elizabeth II

The British Ambassador, Mr. David Fall, and Mrs. Gwendolyn all request the pleasure of the company of

Dr. Nguyen Trong Dan

at a reception in

The Grand Ballroom of the Hilton Hotel
1 Le Thanh Tong Street, Hanoi

From 6.30 p.m. to 8.00 p.m. on Friday 11 June 20....

Lounge Suit

RSVP

British Embassy
Tel: 8252510 / 8267556

Example 6. Invitation to Trade Fair in Hanoi, Vietnam

Invitation

Hanoi, March 20....

Dear Sirs,

We have pleasure in inviting you to the 5th International Fair in Giang Vo, National Exhibition Centre, Hanoi, open from 8th to 17th June, 20....

Our goods will be exhibited at Pavilion No.1 and we shall be glad to welcome you there. In our stand you will be able to obtain any information you may need about our goods and our terms of sales.

Invitation cards can be obtained at the Commercial Counselor's Office at the Embassy of the Socialist Republic of Vietnam in your country.

Please present this invitation to the Vietnam Consulate when applying for an entry visa. We look forward to meeting you.

Yours faithfully,
ENGLISH - VIETNAMESE PHRASES

(1) Mr. A requests the pleasure of the company of Mr. B to dinner on...

(2) The Director of ..... Hanoi request the pleasure of the company of Mr. Smith at reception at .... on ....

(3) The Commercial Counselor of the British Embassy in Hanoi requests the pleasure of your company to bid farewell to Mr. Brown.

(4) We have pleasure in inviting you to the 15th International Far in Poznan.

(5) It is our great pleasure to extend an invitation to you to participate in the 8th Osaka International fair.

(6) Mr. B has much pleasure in accepting the kind invitation of Mr. A to dinner on ....

(7) Mr. B thanks Mr. A for his kind invitation, but regrets that a previous engagement prevents him from accepting the same.

(8) R.S.V.P to the Secretary 52 Grace Church Street London E.C.3. Regret only

(9) We shall be glad to welcome you there.

(10) We look forward to meeting you.

EXERCISES

1. Answer the following questions:

   (1) Which person is referred to when the invitation is issued in the
indirect form?

(2) Where do you write the date and the place of writing in formal invitation?

(3) What are mentioned in an invitation?

(4) Where will you go if the place of the reception (dinner, music party...) is not mentioned in the invitation?

(5) Is it necessary to put the signature of the writer in the invitation? Why?

(6) What do you say in the reply to an invitation?

(7) What do S.R.V.P stand for? What do they mean?

2. Translate into English

(1) Chủ tịch Phòng Thương mại và Công nghiệp Cộng hòa Xã hội Chủ nghĩa Việt Nam tran trọng kinh mời ông John Brown tới dự chiều đại to chức vào hội 17 giờ ngày 6 tháng 5 tại khách sạn Metropole.

(2) Giám đốc Công ty Nhập khẩu Thiel bị Toàn bộ và Trao đổi kỹ thuật trọng kinh mời đoàn chuyên gia Pháp tới dự tiệc tại khách sạn Dân chủ hội 17 giờ ngày 1 tháng 12.

(3) Tham tán Thương mại Cộng hòa Xã hội Chủ nghĩa Việt Nam tại Vương quốc Anh tran trọng kinh mời bà Linda Mering tới dự buổi khai mạc gian hàng Việt Nam tại Trung tâm triển lãm Quốc tế, tại số 17 Leadenhall, Luân Đôn, CA 2475 khai mạc lúc 9h30 ngày 2 tháng 9 năm 20....

(4) Tôi xin cảm ơn thư ngày 12 tháng 8 của Ngài và vui lòng chấp nhận lời mời tôi dự tiệc lúc 19 giờ ngày 19 tháng 8 tại khách sạn Hòa Binh.

(5) Xin cảm ơn Ngài đã có khả năng mời tôi tới dự lễ trao Huy chương Hữu nghị cho Đoàn chuyên gia thương mại Thủy Điện tổ chức vào hội 19h ngày 1-1-20.... tại Trung tâm Báo chí Quốc gia, Hà Nội, nhưng rất tiếc vào lúc ấy tôi đã rồi Hà Nội đi thăm Vương quốc Anh.

3. Further examples for reference and translation

(1) Translate into Vietnamese
Dear Sirs,

The Chinese Export commodities Fair (Autumn) 20... jointly sponsored by The China National Corporations will be held from October 15 to November 15 at the Chinese Export Commodity Exhibition Hall, Guangzhou.

As at previous fair, over a dozen different joint Trade Delegations organized by the Foreign Trade Corporations from many parts of our country will be present to conduct direct business negotiations with our guests from various parts of the world.

Both sales of our export commodities and purchases of such goods as are required by our country will be transacted at the Fair.

Previous Fairs have proved that on the basis of equality and mutual benefit, the conducting of business through direct contacts and discussions is an effective means of developing International Trade.

As the opening date of the Fair is drawing near, we would like to extend to you our cordial welcome to our Fair.

With a view to facilitating your journey to Guangzhou we have made special arrangements with China Travel Service (H.K), Ltd, 6 Queens Roads Central, Hong Kong, who will take care of your requirements during your
stay here and assist you in every way they can. We trust that you will find their service satisfactory and their charges moderate.

We enclose our official Invitation Card, a blank form of ‘Particulars Required’ and a copy of an appendix concerning ‘Fulfilment of Entry Formalities’ with a request that you will fill in the form ‘Particulars Required’ and return it at your earliest convenience to the Chinese Export Commodities Fair, Guangzhou.

We look forward to the pleasure of hearing from you.

Yours faithfully,
Chinese Export Commodities Fair

Autumn 20......

(3) Translate into English

Thuẩ các Ngài,

V/V: Hội chợ mùa dịch Quốc tế Osaka

Hôm nay chúng tôi đã nhận được giấy mời dự. Hội chợ mùa dịch Quốc tế Osaka, chúng tôi xin rất cảm ơn. Chúng tôi đã hiểu rõ tầm quan trọng của hội chợ này và đại diện của chúng tôi đang nóng lòng đi dự hội chợ sắp tới ở Osaka.

Chúng tôi muốn nói rằng giờ chúng tôi cũng rất thoải mái trong việc buôn bán với các hàng của Nhật và do đó Hội chợ Osaka sắp tới sẽ góp phần hơn nữa vào việc tăng cường tình hữu nghị và sự hiểu biết lẫn nhau giữa chúng ta.

Chúng tôi nhiệt liệt hoan nghênh những cổSRCgang của các Ngài trong việc cung cấp cho chúng tôi chỗ ăn chỗ ở và phương tiện đi lại trong thời gian chúng tôi lưu trú trên đất nước các Ngài thông qua những sắp xếp đặc biệt của Công ty Dược liệu Nhật Bản.

Một lần nữa chúng tôi xin cảm ơn các Ngài đã mời chúng tôi đến dự Hội chợ mùa dịch Quốc tế Osaka và xin chức Hội chợ của các Ngài thành công rực rỡ.

Kính chào,
5. Letter writing

(1) Write a letter to your friend inviting him to the party you are going to give on your 25th birthday. Don't forget to ask him to bring his fiancée with him.

(2) Write a letter inviting a foreign customer who is now staying in Vietnam to dinner given by our corporation at the Dan Chu Hotel at 7.30 PM on 15th May. Tell him that present at the dinner will be your General Director and two executives with whom the customer has worked.

(3) The Merchants Insurance Company of Tucson is holding its annual executive banquet on September 8, 20... at 7 p.m. It will be held in the Gold Room of the Barclay Country Club, 700 Country Club Road, Tucson, Arizona 85726. Design a formal invitation which the company can send to all its executives. Include a request for response by August 24th.

(4) A baby, Angela May, has been born to Mr. and Mrs. Andrew Lopato. She was born at Community General Hospital on February 9th at a.m. and weighed seven pounds seven ounces. Prepare a formal announcement which the Lopatos could use to inform friends and associates of Angela’s birth.

NOTES:
reception: chiêu dâi
house warming: tân gia
cordial (ad): thân mật
répondez s’il vous plaît (R.S.V.P.): xin trả lời (chấp nhận hoặc không)
indirect form: đang gián tiếp
margin (n): lề
style (n): phong cách, giọng văn
to request the pleasure of your company: tran trong kinh moi ngai
residence (n): chung ơ, nhà riêng
honour (v): to long ton kinh ngai
The Honourable: ngai
As a businessperson, you will inevitably have to write many request letters. The need for information or special favours, services, or products arises daily in almost every type of business. The reasons for writing a request letter are diverse:

1) To obtain information (such as prices or technical data)
2) To receive printed matter (such as booklets, catalogs, price lists, and reports)
3) To receive sample products
4) To order merchandise
5) To engage services (including repair or maintenance services)
6) To make reservations (at hotels, restaurants, theaters, etc.)
7) To seek special favors (such as permission, assistance, or advice).

While certain requests, such as ordering merchandise, are routine matters, the general guidelines for business letter writing are especially important when writing any request. Tact and courtesy are essential when you want your reader to act. And if you want him to act promptly, your letter must encourage him to do so. Therefore all requests should:

1) Be specific and brief
2) Be reasonable
3) Provide complete, accurate information

1. Inquiries

Usually, an inquiry offers the recipient no immediate reward or advantage beyond the prospect of a future customer or the maintenance of goodwill. Therefore, your inquiry must be worded in such a way that the recipient will respond as soon as they can. To do this, you must make your inquiry easy to answer.
First of all, you should decide exactly what you want before you write. This should include the specific information that you need as well as the action you would like your reader to take.

1.1. **When making an inquiry observe the following rules:**

1. Begin with the question you want to ask; your reader then knows at once what your inquiry is about.
2. Try to put your request in the form of a question.
3. Keep your inquiry short and to the point, say what needs to be said and then stop.

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

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

1.2. **Hints for writing inquiries**

1. How do 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 are given your name by the Hetielie's Association in Paris.*

2. You should tell your supplier what sort of firm you are:
   
   *We are a co-operative wholesale society based in HCM city.*

   *Our company is a subsidiary of Universal Business Machines and we specialize in ...*

3. You can also indicate further business, or other lines you would be interested in if you think they could be supplied. If a supplier thinks that you may become a regular customer, rather than someone who has placed the odd order, he would be more inclined to quote competitive terms and offer concessions.

*If the product is satisfactory, we will place further orders with you in the future.*

*If the prices quoted are competitive, and the quality up to standard, we will order on a regular basis.*

Provided you can offer favourable quotations, and guarantee delivery within
four weeks from receipt of order, we will place regular orders with you.

NOTES:

inquiry (n): thư hỏi hàng

inevitably (adv.): không tránh khỏi

diverse (adj.): khác nhau

specific (adj.): cụ thể

order (v): đặt hàng

routine (adj.): thường hàng ngày, lệ thường

tact (n): tể nhĩ

encourage (v): cờ vú khuyễn khích

recipient (n): người nhận

handle (v): kinh doanh

immediate reward: lợi trước mắt

hint (n): gợi ý

consulate: lãnh sự

regular customer: khách hàng thường xuyên

to be inclined to do st: cố ý làm ....

provided: với điều kiện là

regular order: đơn hàng mua thường xuyên

inspire (v): khuyễn khích

odd order: đơn hàng riêng lé

further order: đặt mua tiếp

guarantee (v): đảm bảo

2. Replies to Inquiries

2.1. All inquiries should be answered, even those that cannot, for some reason, be given a complete response. An inquiry indicates interest in your company and a potential customer. The inquiry reply should be designed not only to increase that interest, but also to inspire the inquirer to action.

An inquiry reply should begin by thanking the reader acknowledging the interest in your company. It should end by offering further assistance—but only if you actually want additional inquires from this person.
The substance of an inquiry reply is usually information. You should include not just the specific facts your correspondent requested, but any others that may be of help. (This is, of course, assuming that the original inquiry or request was reasonable). If you cannot provide all the relevant data right away, you should promise it as in the following example:

A&M SEWING SUPPLIES, INC.
40-04 Summit Avenue
Fairlawn, NJ 07662

June 2, 20....

Thong Long Garment Export Co.
264 Minh Khai Street
Hanoi, Vietnam

Dear Sirs,

We thank you for your interest in A&M equipment. We are happy to supply you with the information you requested.

The following prices are quoted per dozen CIF Hai Phong Individual units are slightly higher:

<table>
<thead>
<tr>
<th>Item</th>
<th>1 Dozen</th>
</tr>
</thead>
<tbody>
<tr>
<td>000247</td>
<td>$125.00</td>
</tr>
<tr>
<td>000238</td>
<td>59.00</td>
</tr>
<tr>
<td>000252</td>
<td>85.00</td>
</tr>
<tr>
<td>000337</td>
<td>98.00</td>
</tr>
</tbody>
</table>

In case you have any further questions, please do not hesitate to contact us.

We are looking forward to being of service to you soon.

Yours faithfully,
(signed)
Suzan Taylor
Export Secretary

2.2. If the information requested cannot be provided at all, if it is confidential, you should explain this in your letter. You must be careful, however, to word your explanation tactfully and resist the impulse to accuse your reader or trying to gather information to which he or she is not
entitled. Assume the inquiry was innocent and try to maintain goodwill. For example:

MAXINE SPORTSWEAR MANUFACTURING CO., INC.
842 Seventh Avenue
New York, New York 10018

June 10, 20....

Mrs. Hà Linh
244 Minh Khai Street
Hanoi, Vietnam

Dear Sirs, Mrs. Hà Linh

We certainly appreciate your interest in Maxine Sportswear. Nevertheless, I am afraid I cannot supply you with the information you request.

Because we do not sell our garments directly to the consumer, we try to keep our wholesale prices between our dealers and ourselves. It is a way of meriting both the loyalty and good faith of those with whom we do business. Clearly, divulging our wholesale prices to a consumer would be a violation of a trust.

However, I have enclosed for your reference a list of our dealers in Vietnam who sell Maxine sportswear at discount.

Very truly yours.

2.3. Sometimes a request for information about a company's products or services may be answered with a brochure or catalog. Such materials, though, must always be accompanied by a personalized cover letter. You should not only explain why you have sent the brochure and arouse your reader's interest in it; you should also call attention to particulars of the brochure and attempt to encourage a sale.

2.4. There are many times when a businessperson must say 'no'. When granting a favor, awarding a contract, hiring an applicant, or for that matter making any decision, saying 'yes' to one person often means saying no to another. The key, however, is to say 'no' gracefully. Here, as in most correspondence, maintaining goodwill is extremely important.

When saying 'no', you should first of all never actually say 'no'. Your letter should be as positive as you can make it. The actual refusal should be stated
once and briefly. The rest of the letter should be reader-oriented and very friendly.

Example 1: Inquiry for Ladies’s woolens

a) Enquiry:

Dear Sirs,

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

Yours faithfully,

b) Reply

Dear Sirs,

We thank you for your inquiry of 1st Dec. for Ladies’s woolens.

We have much pleasure in sending you herewith a fairly full collection of our latest and best selling designs and hope some of them will interest you.

We would like to draw your special attention to our exclusive quality ‘Gold Ring’ which has been an outstanding success. We believe that it represents the best value for money in this type of goods and we are sure that you will find it sells very well indeed.

If the range of patterns we have selected does not contain anything you want, please do not hesitate to let us know your exact requirements.

We look forward to your order which will have our best attention.

Yours faithfully.

Example 2: Enquiry for Machine Tools

a) Inquiry:

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 favourable terms of payment. The prices are preferred to be quoted CFR Hai Phong.

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

Yours faithfully,

b) Reply

Dear Sirs,

We thank you for your inquiry of 8th March concerning our cutter Model GH. We are pleased to offer 5 machines at the price of £5,500 per unit CFR Hai Phong including packing. Our terms are Payment to be made against a Bill of Lading, an Invoice and a Work’s Tests Certificate, by an Irrevocable letter of Credit to be opened in our favour with The Commercial Bank, London for the full value of the goods intended for shipment.

The machines can be dispatched within 6 months upon receipt of your formal order. We enclose a list of firms which we have been supplying with our machines for the last few years for your reference.

If the range of patterns we have selected does not contain anything you want, please do not hesitate to let us know your exact requirements.

We look forward to your order which will have our best attention.

Yours faithfully,

Example 3: Inquiry for Wood from Vietnam

a) Inquiry:

Dear Sirs,

Your name and address have been given to us by the Japan-Vietnam Trade Association.

First of all we would like to take the opportunity of introducing ourselves as one of the country’s leading trading companies dealing in all kinds of materials for industry such as woodchips, iron ore, coal, scrap, etc.

At present we are extensively engaged in importing hardwoods and are
We have received your letter of 30th Nov. for Vietnamese softwood, for which we thank you very much.

We regret to inform you that we are not in a position to meet your requirements for the time being since our country is, as you know, in need of all kinds of wood, hard soft, for national construction.

We do hope, however, that it will be possible for us to make an offer in the very near future.

Yours faithfully,

Dear Sirs,

We have received your letter of 30th Nov. for Vietnamese softwood, for which we thank you very much.

We regret to inform you that we are not in a position to meet your requirements for the time being since our country is, as you know, in need of all kinds of wood, hard soft, for national construction.

We do hope, however, that it will be possible for us to make an offer in the very near future.

Yours faithfully,

Example 4: Inquiry for Sample

a) Inquiry:

Dear Sirs,

We have received a number of inquiries for floor coverings suitable to use on the rough floors that seem to be a feature of many of the new building here.

I would be helpful if you could send us sample showing your ranges of suitable coverings and, if one is available, a pattern card of the designs in which they are supplied.

Selling prospects for hardwearing floor coverings are good and we look forward to receiving your samples and pattern cards.

Yours faithfully,
b) Reply

Dear Sirs,

We thank you for your inquiry of 8th Dec. for sample and a pattern card of floor coverings. We have today sent by air a range of sample, specially selected for their hardwearing quality but regret we do not have the pattern cards you require. For the purpose mentioned we recommend quality No 5 which is specially made to stand up to the wear and tear of rough and uneven surfaces.

We invite you to test the samples and are confident that they will meet your requirements.

Meanwhile we enclose a copy of our price list and terms and conditions of trade, and look forward to hearing from you.

Yours faithfully,

Example 5: Inquiry for Paraffin Wax

a) Inquiry:

Dear Sirs,

We are indebted for your address to The Trade Delegation of Japan in Hanoi, who has informed us that you are the sole exporter of paraffin wax.

We are regular buyers of the commodity and request you to send us samples of different grades of paraffin wax, and state your best prices and most favourable terms of payment. We would like to add that at the present time, we are interested in about 1,500 tons of paraffin wax for immediate shipment.

We hope to receive your early reply.

Yours faithfully,

b) Reply

Dear Sirs,

We thank you for your inquiry of 1st June concerning our cutter paraffin wax. We are pleased to inform you that we have sent you, by parcel post, the following samples of our paraffin wax:
Grade A - melting point: 52° - 54°C
Grade B - melting point: 51° - 52°C

We can offer you 3500 tons of paraffin wax grade A at the price of $45 per m/t and 1,000 tons of Grade B at $43 per m/t. Both prices include delivery CIF Hai Phong. Shipment can be made from Kobe within 3 weeks of receipt of your order.

Payment is to be made by an Irrevocable Letter of Credit.

Please let us hear from you as soon as possible.

Yours faithfully,

Example 6: Inquiry for Information

a) Inquiry:

Dear Sirs,

We are interested in the purchase of Vietnamese green and black tea for immediate shipment as well for shipment at regular intervals during 20... 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,

b.1.) Reply from VIETCOMCHAMBER HANOI

Dear Sirs,

We have received your inquiry of 6th May and forwarded it to the Vietnam Tea Export Company, No. 6 Trang Tien Street, Hanoi, S.R.V.N. This Company is the sole exporter of tea from Vietnam and will, no doubt, contact you direct.

Yours faithfully,
b.2) Reply from VINATEA HANOI

Dear Sirs,

Your letter of 6th May has been forwarded to us by Vietcomchamber for reply. We thank you for your inquiry, but regret that at present we are not in a position to offer tea for immediate shipment. As to tea for shipment at regular intervals during 20... We wish to state that at the beginning of next month we will start negotiation with our suppliers for the purchase of their tea during the above-mentioned period.

We shall, therefore, be obliged if you will let us know the quantities, the times of shipment you require and we shall be glad to send you our quotation.

Yours faithfully,

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ENGLISH - VIETNAMESE PHRASES

(1) We should be glad if you would send us patterns of Ladies' Woolens.

(2) We are interested in Cutter Model 05 and we shall be obliged if you will send us a quotation for this machine.

(3) We would be obliged if you will kindly let us have your offer of the goods in question.

(4) We are indebted for your address to the Trade Delegation of Japan in Hanoi.

(5) We are interested in tea of Vietnam origin for immediate shipment.

(6) We are looking forward to your early reply.

(7) We thank you for your inquire of 1st Dec. for Ladies' woolens.
We have received your letter of 30th Nov. for Vietnamese softwood, for which we thank you.

We have much pleasure in sending you herewith a fairly full collection of our latest and best selling designs.

We are sure that you will find it sells very well indeed.

We are pleased to inform you that we have today sent you by parcel post the following samples:

Payments are to be made by an irrevocable letter of credit at sight.

Payments are to be effected against a Bill of Lading, an invoice and a work's test certificate by an irrevocable L/C to be opened in our favour with the Commercial Bank, London.

We regret to inform you that we are not in a position to meet your requirements for the time being.

We regret to inform you that we are not in a position to offer you any tea for immediate shipment.

EXERCISES

1. Answer the following 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?

2. Translate into English

(1) Chung tôi rất mừng nếu các ngài gửi cho chúng tôi catalogue mới nhất và bảng giá hiện hành cho những mặt hàng nói trên.

(2) Chung 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.

(3) Chúng tôi muốn mua quần áo may sẵn, nam nữ của các ngài giao hàng ngay. Đề nghị các ngài gửi mẫu hàng này và cho chúng tôi biết chi tiết về giá cả và thanh toán.

(4) Giao hàng trong vòng một tháng kể từ khi nhận được đơn hàng của các ngài.

(5) Chúng tôi muốn mua xi măng nhận hàng kiểu Rồng đỗ của các ngài và sẽ rất vui mừng nếu các ngài báo giá F.O.B. Hải Phòng cho chúng tôi.

(6) Chúng tôi rất tiếc báo cho các ngài rằng chúng tôi không thể bán cho các ngài những mặt hàng này ngay được vì nhu cầu trong nước rất lớn mà chúng tôi không thỏa mãn được.

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

(8) Nếu các ngài có thể bán cho chúng tôi những mặt hàng có phẩm chất chúng tôi cần, chúng tôi sẽ đặt mua thường xuyên với số lượng lớn.

(9) Nếu hàng của các ngài được như mẫu, chúng tôi tin là sẽ bán rất chạy ở đây.

(10) Chúng tôi mong nhận được tin của các ngài sớm và mong được gặp các ngài trong một tương lai không xa.
3. Translate into Vietnamese

(1)

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,

(2)

Dear Sirs,

You will remember that during Mr. Biggs' visit to Vietnam in November 20... He was given details of a new inquiry concerning material for the packing of dextrin powder and was told that you would be sending a sample of the proposed packaging material.

You may recall that we wrote to you on this subject on 17th February 20... but to date we have received no reply. We would be very grateful if you let us know whether this inquiry is still valid and if so, please let us have the above-mentioned samples and your specification upon receipt of which we are able to prepare a detailed quotation for you.

We look forward to receiving your comments.

Yours faithfully,
4. Translate into English

(1)

Thưa các ngài,

Chúng tôi xin cảm ơn thư của các ngài để ngày 19 tháng 12 hỏi về các loại thấm của chúng tôi và điều kiện cho một đơn đặt hàng mua số lượng lần. Chúng tôi đã gửi bằng bua kiến hàng loạt mẫu thấm thuộc các dễ tài và bằng các nguyên liệu khác nhau kể cả bằng sổ tổng hợp.

Chúng tôi xin gửi kèm đầy bảng giá, cùng với chi tiết các điều kiện cho một đơn mua hàng mua số lượng lần.

Chúng tôi mong được tin và ý kiến của các ngài về thám của chúng tôi.

Kính chào,

(2)

Thưa các ngài,

Chúng tôi xin cảm ơn thư của quý ngài để ngày 25 tháng 9 trong đơn quý ông hỏi mua xi măng nhân hiệu con Rồng đỏ của chúng tôi.

Chúng tôi rất tiếc báo cho quý ngài rõ là một hàng này hiện nay đã hết nhưng chúng tôi có thể bán cho quý ông loại xi măng nhân hiệu con Rồng xanh chất lượng tương tự và cùng giá như loại quý ông hỏi mua. Loại xi măng này được nhiều khách hàng ua chuộng nên bán rất cháy.

Chúng tôi xin gửi kèm thư này bằng giá theo điều kiện F.O.B Hải Phòng và hy vọng các ngài sẽ đặt hàng sớm.

Kính chào,
5. Write a letter of inquiry after you have seen the following advertisement in newspapers.

**EMECO CALCULATORS**

*Small,*

*Modern,*

*Reliable.*

*First Class Products Available*

*At Competitive Prices*

*Address: EMECO, 11 High St, Ashford*

*Kent, England.*

**NOTES:**

- potential customer: khách hàng có tiềm năng
- right away: ngay lập tức
- automatic winder: máy đàm suối tự động
- thread trimmer: máy xén chỉ tự động
- Feed puller: puli
- CIF Hai Phong: giá CIF cảng Hải Phòng
- garment tuner: máy cắt quấn áo
- quote (v): báo giá
- per dozen: mỗi tá
- merit (v): coi trọng
- violation (n): vi phạm
- loyalty (n): trung thành
- trust (n): lòng tin
- good faith: trung thực
- particulars(n): chi tiết (đặc biệt)
- divulge (v): để lộ
- gracefully (adv.): một cách duyên dáng
- positive (adj.): tích cực, tốt
- refusal (n): từ chối
- reader-oriented: lấy tên người đọc làm trung tâm
herewith: với thư này
exclusive quality: chất lượng độc quyền
cutter (n): máy cắt kim loại
specification (n): quy cách phẩm chất
Bill of Lading: văn đơn
irrevocable Letter of credit: thủ tục dùng không thể hủy ngang
Trade Association: Hội mẫu dịch
in our favour: cho chúng tôi được hưởng
dispatch (v): giao chuyển
formal order: đơn đặt hàng
to be in a position to do st: có khả năng làm gì...
selling prospect: triển vọng bán hàng
scrap (n): sát vun
in question: đang được nói tới, đang được bán tới
for the time being: hiện tại
enclose (v): gửi kèm
rough floor: sàn nhà nhám
to stand up to: chịu được
close and tear: hao mòn tự nhiên
paraffin wax: sáp para-phin
sole exporter: nhà xuất khẩu độc quyền
m/t = metric ton 1000kg
to be indebted to sb for st: nhờ ai mà có...
by parcel post: bằng đường bưu điện
regular interval: định kỳ
trouble (n): sự phiền hà
quotation (n): báo giá
thank you in advance: xin cảm ơn trước
no doubt: tất nhiên, không nghi ngã gì