

**The Language of
Business Correspondence
in English**

NGÔN NGỮ THƯ TÍN THƯƠNG MẠI TIẾNG ANH

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GS.TS. NGUYỄN TRỌNG ĐÀN

The Language of Business Correspondence in English

6TH EDITION

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TIẾNG ANH

Xuất bản lần thứ 6

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Preface to the 6th Edition

This book was originally written for students of Foreign Trade University and was first internally circulated in the university in 1979, and then published by the Educational Publishing House in 1992. Since then the book has become a familiar textbook for business students throughout the country and a manual for business persons in all economic sectors of Vietnam.

Over a quarter of a century, I have received, with special sincere thanks, many letters from readers suggesting improvements, corrections and inclusions of up-to-date information and exclusion of out-of-date aspects of letter writing. I am, therefore, very delighted in making efforts to meet the needs of students, business persons and other readers.

On this occasion I would like to thank all those who have been giving my book their very warm welcome, and expressing their love for and interest in it by making constructive contributions to its further improvements.

As always I wish to specially thank my wife my children and my grandchildren for their day - to - day assistance, encouragement and constant company as ever before, with which I was able to review the book for the 6th edition.

I also wish to express my very sincere thanks for my professors, lecturers, and tutors at Sydney University, University of Canberra in Australia; University of Cambridge, Oxford University in the United Kingdom; and Hope International University in the USA for their valuable help in the improvement of the book.

Hanoi, Autumn 2007
Prof. Dr. Nguyễn Trọng Đán

Preface to the First Edition

There are increasing needs for trained business persons as a result of the recent rapid development of foreign trade in Vietnam. A good command of written commercial English is one of the most important qualifications of a business person. This book aims at meeting the needs of commerce students at the Foreign Trade University, and at the same time it can serve as a hand book for those who are engaged in foreign trade transactions in Vietnam. The many letters included are written in a straight-forward and meaningful style and relevant to daily transactions of Vietnamese business persons. And in this sense, it is hoped that the book will be of special help to Vietnamese commerce students, users and readers.

The book is divided into 15 chapters each containing:

- Legal aspects of the subject matter
- Kinds of letter
- What is to be written in letters
- How letters are to be written
- Examples of letters
- Vocabulary
- Bilingual phrases: English and Vietnamese
- Exercises.

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

Due to the author's absence of up-to-date knowledge of the commerce world in the contemporary fast changing world, shortcomings and mistakes might have been made here and there in the book. Any corrections and suggestions from students, readers, users, friends and colleagues will, therefore, be highly appreciated.

NGUYEN TRONG DAN
1992

Acknowledgements

I am deeply indebted to my most respecter and beloved teacher, Mr Do Mong Hung, General Consultant of the Ministry of Trade for his useful lectures on commercial correspondence in English and his ideas during the initial preparation of this book.

I am also deeply indebted to Professor Dr. Patricia Denham, Director of the TESOL Center, Faculty of Education, University of Canberra for her kind encouragement during the development of this book in Canberra, Australia.

I acknowledge my gratitude to Ms Leonie Cottril, lecturer at University of Canberra for her valuable instructions, corrections, comments, criticism, suggestions, and her daily assistance during the development of this book under her supervision.

I would like to express my thanks to all import and export organizations and commercial services of Vietnam at home and abroad for their assistance and permission for reproduction of their letters and documents.

I also wish to extend my thanks to the teaching staff of the Faculty of English at the Foreign Trade University for their long and kind co-operation.

I wish to express my special thanks to my wife and my children for their patience, understanding and encouragement throughout the preparation and development of this book. Without their support, material and spiritual, the book would have been made impossible.

I would like to express my many thanks to Mr. Timothy Maxwell Clemons from Australia for the trouble he has taken on my behalf in proofreading through the book.

Finally, I also would like to convey my thanks to all of my friends, and former students for their constructive discussions, suggestions and timely assistance.

NGUYEN TRONG DAN
1992

THE STYLE AND STRUCTURE OF A BUSINESS LETTER

I. THE STYLE OF A BUSINESS LETTER

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

Good quality paper and an attractive letter head play their part in this, but they are less important than the message they carry. Business does not call for the elegant language of the poet, but it does require the writer to express himself accurately in a plain language that is clear, concise, courteous and readily understood.

Second to grammatical correctness, achieving an appropriate business style may be the biggest problem for the writer of business letters. A sure sign of an inexperienced writer, in fact, is the obvious attempt to sound overly “businesslike”.

As per your request, please find enclosed herewith a check in the amount of \$1,649.

Such expressions as “herewith” and “as per” contribute nothing to the message while making the letter sound stilted and stiff.

The first step, then, to writing successful business correspondence is to relax. While business letters will vary in tone from familiar to formal, they should all sound natural. Within the limits of standard English, of course, you should try to say things in a “regular” way:

As you requested, I am enclosing a check for \$1,649.

If you resist the temptation to sound businesslike, you will end up being more business-minded. The second version of our sample sentence is not only more personal and friendly, but it is also more efficient. It uses fewer words, taking less time to write and type as well as to read and comprehend.

With this initial piece of advice in mind, review the following list of words and expressions. Then plan to eliminate these terms from your business writing vocabulary.

1. Expressions in business letters

1.1. Avoid the following expressions:

according to our records	hereby, herewith
acknowledge receipt of	I have your letter
with reference to	may I ask
with regard to	in due time
with respect to	in due course of time
at hand, on hand	in receipt of
attached please find	in view of
attached hereto	permit me to say
enclosed herewith	pursuant to
beg to inform, beg to tell	thank you again
for your information	thank you in advance

1.2. Instead of:

Use:

advise, inform	say, tell, let us know
along these lines, on the order of	like, similar to
at an early date	soon, today, next week
at your earliest convenience	a specific date

at this present time	now, at present
at this writing check to cover	check for
deem	believe, consider
due to the fact that,	because
because of the fact that	because
favour, communication	letter, memo, et al
for the purpose of	for
forward	send
free of charge	free
in accordance with	according to
in advance of, prior to	before
in compliance with	as you requested
in the amount of	for
in the event that	if, in case
kindly	please
of recent date	recent
party	person, <i>a specific name</i>
said	<i>not to be used as an adjective</i>
same	<i>not to be used as a noun</i>
subsequent to	after, since
the writer, the undersigned	I/me/we/us
up to this writing	until now

Consider the difference between these two versions of the same letter:

a. Dear Mr. Pendleton,

With reference to your order for a Nashito 35mm camera, we are in receipt of your check and are returning the same.

I beg to inform you that, as a manufacturer, our company sells cameras to dealers only. In compliance with our wholesale agreements, we deem it best to refrain from direct business with private consumers.

For your information, there are many retailers in your vicinity who carry Nashito cameras. Attached please find a list of the said dealers.

Hoping you understand.

Yours sincerely,

b. Dear Mr. Pendleton,

We have received your order for a Nashito 35mm camera but, unfortunately must return your check.

As a manufacturer, we sell cameras only to dealers, with whom we have very explicit wholesale agreements.

Nevertheless, we sincerely appreciate your interest in Nashito products. We are, therefore enclosing a list of retailers in your community who carry a full line of our cameras. Any one of them will be happy to serve you.

Sincerely yours,

2. Courtesy and Tact

While striving for a natural tone, you should also aim for a positive outlook. Even when the subject of your letter is unpleasant, it is important to remain courteous and tactful. Building and sustaining the goodwill of your reader should be an underlying goal of nearly any letter you write. Even a delinquent account may some day become a paying customer. A simple “please” or “thank you” is often enough to make a mundane letter more courteous. Instead of:

We have received your order.

You might try:

Thank you for your recent order.

Or, in place of the impersonal:

Checking our records, we have verified the error in your November bill

you could help retain a customer by writing:

Please accept our sincere apologies for the error in your November bill.

Saying “we are sorry” or “I appreciate” can do much to build rewarding business relations.

On the other hand, you must be tactful when delivering unpleasant messages. NEVER accuse your reader with expressions like “your error” or “your failure”. An antagonistic letter would say:

Because you have refused to pay your long overdue bill, your credit rating is in jeopardy.

A more diplomatic letter (and therefore one more apt to get results) might say:

Because the \$520 balance on your account is now over ninety days past due, your credit rating is in jeopardy.

Because the second sentence refrains from attacking the reader personally (and also includes important details), it will be read more openly.

A word of caution is necessary here. Some writers, in an effort to be pleasant, end their letter with sentence fragments:

Looking forward to your early reply.

Hoping to hear from you soon.

Thanking you for your interest.

These participial phrases (note the - ING form in each) should NOT be used to conclude a letter. There is never an excuse for grammatical flaws, especially when complete sentences will serve the purpose well:

We look forward to your early reply.

I hope to hear from you soon.

Thank you for your interests.

Consider the deference between these two versions of the same memo:

a.

TO: Department supervisors

Date 1 March, 200...

FROM: Assistant Director

Inform your subordinates:

1. Because so many have taken advantage of past leniency, lateness will no longer be overlooked. Paychecks will be docked as of Monday, March 6.

2. As a result of abuses of employee privileges, which have resulted in exorbitant long distance telephone bills, any employee caught making a personal call will be subject to disciplinary action.

As supervisors, you will be required to enforce there new regulations.

b.

TO:

Date 1 March, 200...

FROM: Wanda Hatch, Assistant Director

Unfortunately, a few people have taken advantage of lenient company policies regarding lateness and personal phone calls. As a result, we must all now conform to tougher regulations.

Please inform the members of your department that:

1. Beginning Monday, March 6, the paychecks of employees who are late will be docked.

2. Personal phone calls are no longer permitted.

It is a shame that the abuses of a few must cost the rest of us. But we are asking all department supervisors to help us enforce these new rules.

Courtesy and tact are sometimes achieved by what is called a “you-approach”.

That is, your letter should be reader-oriented and sound as if you share your reader’s point of view. For example:

Please accept our apologies for the delay.

is perfectly polite. But:

We hope you have not been seriously inconvenienced by the delay.

Lets your reader know that you care.

This, of course, does NOT mean you should avoid “I” and “we” when necessary. When you do use these pronouns, though, keep a few pointers in mind:

- Use “I” when you are referring to yourself (or to the person who will actually sign the letter).
- Use “we” when you are referring to the company itself.
- DO NOT use the company name or “our company”, both of which, like the terms listed earlier in this chapter, sound stilted. This practice is rather like referring to oneself by one’s name, rather than “I” or “me”.

Also, you should be careful to use your readers’ name sparingly in the body of your letter. Although this practice seems, at first glance, to personalize a letter, it can sound condescending.

Now, compare the two letters that follow, and see if you recognize the features that make the second letter more “you-oriented”.

a.

Dear Mr. Biggs,

Having conducted our standard credit investigation, we have concluded that it would be unwise for us to grant you credit at this time.

We believe that the extent of your current obligations makes you a bad credit risk. As you can understand, it is in our best interest to grant charge accounts only to those customers with proven ability to pay.

Please accept our sincere regrets and feel free to continue to shop at Allen’s on a cash basis.

Sincerely yours,

b.

Dear Mr. Biggs,

I am sorry to inform you that your application for an Allen's charge account has been turned down.

Our Credit Department believes that, because of your current obligations, additional credit might be difficult for you to handle at this time. Your credit reputations is too valuable to be placed in jeopardy.

We will be delighted, of course, to reconsider your application in the future should your financial responsibilities be reduced. Until then, we hope you will continue to shop at Allen's where every customer is our prime concern.

Sincerely yours,

3. Note on style

One last word about style: a good business letter must be well organized. You must plan in advance everything you want to say; you must say everything necessary to your message; and then you must stop. That is, a letter must be logical, complete, and concise.

When planning a letter and before you start to write, jot down the main point you want to make. Then, list all the details necessary to make that point; these may be facts, reasons, explanations, etc. Finally, rearrange your list; in the letter, you will want to mention things in a logical order so that your message will come across as clearly as possible.

Making a letter complete takes place during the planning state, too. Check your list to make sure you have included all the relevant details; the reader of your finished letter must have all the information he or she will need. In addition to facts, reasons, and explanations, necessary information, could also entail an appeal to your reader's emotions or understanding. In other words, **SAY EVERYTHING YOU CAN TO ELICIT FROM YOUR READER THE RESPONSE YOU'D LIKE.**

On the other hand, you must be careful not to say too much. You must know when a letter is finished. If a message is brief, resist the temptation to “pad” it; if you’ve said what you have to say in just a few lines, don’t try to fill the letter out. One mistake is to reiterate an idea. If you’ve already offered your thanks, you will upset the logical order and, therefore, the impact of your letter if you end with:

Thank you once again.

Tacking on a separate additional message will similarly weaken the effect of your main point. Imagine receiving for a long overdue bill a collections letter which concludes:

Let us take this opportunity to remind you that our January Sales begin next week, with three preview days for our special charge customers.

Don’t, moreover, give your reader more information than is needed:

Because my husband’s birthday is October 12. I would like to order the three-piece luggage ensemble in your Fall catalog.

Certainly, an order clerk would much prefer to know the style number of the luggage than the date of your husband’s birth.

In a similar vein, you should strive to eliminate redundant words and phrases from your letters. For example.

I have received your invitation, inviting me to participate in your annual Career Conference.

Since all invitations invite, the words “inviting me” are superfluous. Another common mistake is to say:

The green coloured carpet.

or

The carpet that is green in colour.

Green is a colour, so to use the word colour is wordy.

Adverbs are often the cause of redundancy:

If we cooperate together, the project will be finished quickly.

Cooperate already means work together, so using the work together is unnecessary.

Also, when one word will accurately replace several, use the one word. Instead of:

*Mr. Kramer handled the job in **an efficient manner.***

say:

*Mr. Kramer handled the job **efficiently.***

4. Redundant Expressions

The following list of common redundancies should help you eliminate the problem form your writing.

Don't use:

and et cetera

as otherwise

at about

attached hereto

avail oneself of

be of the opinion

both alike

both together

check into

connect up

continue on

cooperate together

customary practice

Use:

etc.

otherwise

about

attached

use

believe

alike

together

check

connect

continue

cooperate

practice

each and every	each or every
enclosed herewith	enclosed
enter into	enter
forward by post	mail
have a tendency to	tend to
in many instances	often
in the amount of	for
in the matter of	about
in the process of being	being
in this day and age	nowadays
inform of the reason	tell why
letter with regard to	letter of
letter with regard to	letter about
new beginner	beginner
on account of the fact that	because
past experience	experience
place emphasis on	emphasize
place an order for	order
repeat again	repeat
same identical	identical
send an answer	reply
up above	above
write your name	sign

Now consider the following two sample letters. Notice the redundancies in the first are eliminated in the second.

a.

Dear Mr. Rodriguez,

I am very pleased with the invitations that I received from you inviting me to make a speech for the National Association of Secretaries on June 11. Unfortunately, I regret that I cannot attend the meeting on June 11. I feel that I do not have sufficient time to prepare myself because I received your invitation on June 3 and it is not enough time to prepare myself completely for the speech.

Yours sincerely,

b.

Dear Mr. Rodriguez,

I am pleased with the invitation to speak to the National Association of Secretaries. Unfortunately, I cannot attend the meeting on June 11.

I feel I will not have sufficient time to prepare myself because I received your invitation on June 3.

I will be happy to address your organization on another occasion if you would give me a bit more notice. Best of luck with your meeting.

Sincerely yours,

Of course, as you exclude irrelevant details and redundancies, you should be careful NOT to cut corners by leaving out necessary words. For example, some writers, in a misguided attempt at efficiency, omit articles (the, a and an) and preposition:

Please send order special delivery.

The only effect of omitting “the” and “by” here
 “Please send the order by special delivery”
is to make the request curt and impersonal.

II. STRUCTURE OF A BUSINESS LETTER

Before discussing letter content, you must examine letter appearance, for it is the physical condition of a letter that makes the first impression on your reader. Before reading even one word you have written, the reader has formed an opinion based on the way your letter looks - the arrangement, the typing quality, etc.

When you have composed the body of your letter and are ready to type, keep in mind three things:

Typing Letter should be single-spaced with double spacing between paragraphs. Typing should be neat and dark. Errors should not be erased; correction fluid or paper should be used instead.

Paragraphing Paragraph breaks should come at logical points in your message and should also result in an EVEN appearance. A one-line paragraph followed by an eight-line paragraph will look bottom heavy. Paragraphs of approximately the same length will please the eye.

White space In addition to the space created by paragraphing, leave space by centering your letter on the page. An ample margin of white space should surround the message, top and bottom as well as both sides. If a letter is brief, avoid beginning to type too high on the page; if a letter is long, do not hesitate to use an additional sheet of paper. (See Figure 1 for recommended spacing between letter parts).

1. Parts of a Business Letter

While the horizontal placement of letter parts may vary (see the next section, “Arrangement Styles”), the vertical order of these parts is standard. Refer to the model letter (Letter Layout 1) as you study the following list of letter parts.

2. The Layout

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

LETTER LAYOUT 1: All letter parts begin at the left margin. It is therefore the fastest traditional arrangement style to type.

LETTER LAYOUT 2: Like letter layout 1, 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).

LETTER LAYOUT 3: This is the same as a letter layout 2 with one change: the beginning of each paragraph is indented five or ten spaces.

3. Punctuation Style

Regardless of punctuation style, the only letter parts (outside of the body) to be followed by punctuation marks are the salutation and complimentary closing. Within the body, the general rules of punctuation apply.

Note: The salutation and closing should be punctuated consistently: either both are followed by punctuation or neither is followed by punctuation.

OPEN: No punctuation is used, except in the body. (Letter Layout 2)

STANDARD: The salutation is followed by a comma and a colon in the USA, the complimentary closing, is followed by a comma. (Letter Layout 3)

T Dhan Co., Ltd.

315 Newell Str. Birmingham B3 3EL UK

Our ref: LC/dt

24 Sept., 20....

Your ref:

Tocontap
36 Ba Trieu Str.
Hanoi Vietnam

Attn: Mrs Thuy Linh

Dear sirs

Re: Order No. TD 5644

Please find enclosed our order No. TD5644 for men's and women'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 3IQ.

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

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

Yours faithfully

For T Dhan Co., Ltd.



T Dhan
Import Manager

Enc: Order No. TD 6544

C.C: Mr Quang Huy

T Dhan Co., Ltd.

315 Newell Str. Birmingham B3 3EL UK

Our ref: LC/dt
Your ref:

24 Sept., 20....

Tocontap
36 Ba Trieu Str.
Hanoi Vietnam

Attn: Mrs Thuy Linh

Dear sirs,

Re: Order No. TD 5644

Please find enclosed our order No. TD5644 for men's and women's sweaters in different sizes, colours and designs.

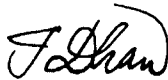
We have decided to accept the 15% trade discount you offered and terms of payment viz D/P, but would like these terms revised in the near future. Would you please send the shipping documents and your sight draft to Northminster Bank, Deal Street, Birmingham B3 5JQ.

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Yours faithfully,

For T Dhan Co., Ltd.



T Dhan
Import Manager

Enc: Order No. TD 6544
C.C: Mr Quang Huy

Letter Layout 2

T Dhan Co., Ltd.

315 Newell Str. Birmingham B3 3EL UK

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24 Sept., 20....

Your ref:

Tocontap
36 Ba Trieu Str.
Hanoi Vietnam

Attn: Mrs Thuy Linh

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

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

Yours faithfully

For T Dhan Co., Ltd.



T Dhan
Import Manager

Enc: Order No. TD 6544

C.C: Mr Quang Huy

4. Postscripts

It is advisable to avoid postscripts: when the letter is well planned, all pertinent information will be included in the body. However, when a postscript is required, it is arranged as the other paragraphs in the letter preceded by “P.S.” or “PS”.

P.S. Let me remind you of your special discount on orders for a dozen or more of the same model appliance.

5. Special Paragraphing

When the message contains quotation of prices or notation of special data this information is set in a special paragraph indented five spaces on the left and right, preceded and followed by a blank line.

6. The Envelope

Envelope addresses are written in a similar way to inside addresses, but for letter in or going to the UK, the post code is usually written after the name of the city or the town, and the name of both the town and the country are written in capital letter. For example:

a.

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

b.

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

In the USA, an envelope should be addressed to correspond with the inside address.

On an envelope, though, the state name may be abbreviated in accordance with the United States Postal Service ZIP-code style. On a standard

business-size envelope, the address should be four inches from the left edge, fourteen lines from the top as in the example (c).

In accordance with Postal Service guidelines, 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 instructions (such as *ATT: 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 stamp).

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

c.

FLANAGAN'S DEPARMENT STORE 12207 Sunset Strip Los Angeles, CA 91417	Stamp
Ketchum Collection Agency 1267 Hollywood Boulevard Los Angeles, CA 91401 The USA	

7. Some Final Notes on General Correspondence

Some business 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 Herman Black*

Short forms of University Degrees are written after the name i.e. M.A (Master of Arts), MBA (Master of Business Administration), M.D (Doctor of Medicine), B. com (Bachelor of Commerce); e.g. Michale Cluster, M.D; Thu Huong, MBA; Henry Stewardm, Ph.D; Gladys Shopper, B.Com.

Messrs. stands 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.

8. Guidelines for Writing

The rules for good business 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.

VOCABULARY

Nouns

catalogue	catalô
complimentary closure	lời chào cuối thư
confirmation	xác nhận
code	mã, mã số
courtesy	lịch sự, nhã nhặn
limited company	công ty trách nhiệm hữu hạn
official position	chức vụ
paragraph	đoạn (văn)
partnership	hội buôn hợp doanh
reference	tham chiếu, tham khảo
salutation	chào

Verbs

acknowledge	xác nhận
confirm	xác nhận

Expressions

at someone's request	theo yêu cầu của ai
trade discount	chiết khấu thương mại
document against payment (D/P)	trả tiền đổi chứng từ
shipping documents	chứng từ vận tải
sight draft	hối phiếu trả tiền ngay
to find enclosed	thấy trong những tài liệu gửi kèm thư này

Abbreviations

B. Com (Bachelor of Commerce)	Cử nhân thương mại
M.A (Master of Arts)	Thạc sĩ văn chương
MBA (Master of Business Administration)	Thạc sĩ quản trị kinh doanh
M.D (Doctor of Medicine)	Bác sĩ
Ph.D (Doctor of phylosophy)	Tiến sĩ (viết sau tên người có học vị tiến sĩ)
Dr. = Ph.D	viết trước tên người có học vị tiến sĩ

EXERCISES

1. Answer the following questions:

1. How do you write a business letter?
2. What kind of language does it require?
3. What are the main parts of a business letter?
4. What does the letterhead contain?
5. How do you write the date?
6. How do you treat the various topics of a business letter?
7. What do you write in the complimentary closure?
8. What does *Messrs.* stand for? When is it used?
9. When and where *Gentlemen* is used?
10. Where do you write *ref.* which stands for *reference* in your letter?
11. Who is the sender of the model letter?
12. Who is the recipient of the model letter?
13. What is the model letter about?
14. What are enclosed with the model letter?

2. Rewriting

A. In the space provided, rewrite each sentence, to eliminate the stilted tone.

Example:

We are in receipt of your letter dated December 13, 20...

We have received your letter of December 13, 20...

1. Please advise us as to your decision

.....
.....

2. In the event that your bill has already been paid, kindly disregard this reminder.

.....
.....

3. Due to the fact that your subscription has not been renewed, the next issue of *Run!* will be your last.

.....
.....

4. Feel free to contact the undersigned if you have any questions.

.....
.....

5. Pursuant to our telephone conversation of Friday last, I would like to verify our agreement.

.....
.....

6. Subsequent to last month's meeting, several new policies have gone into effect.

.....
.....

7. Please forward your order at your earliest convenience.

.....
.....

8. Our deluxe model copier is on the order of a Rolls Royce in terms of quality and precision.

.....
.....

9. Enclosed please find a self - addressed reply card for the purpose of your convenience

.....
.....

10. I beg to inform you that, despite your impressive background, we feel that your skills do not quite match our needs.

.....
.....

B. Replace each expression with one or two words that convey the same meaning

1. type out from shorthand notes
2. a shopkeeper with a good reputation
3. performed the work with great effect
4. a sharp rise in prices accompanied by a fall in the value of currency
5. some time in the near future
6. ran off several copies of the original on a duplicating machine
7. people with the responsibility of managing an office
8. suffering from fatigue
9. in a decisive way
10. handwriting that is nearly impossible to read

C, D, E. On another sheet of paper, rewrite these letters to make them more courteous, concise, and “*you* - oriented”.

c.

Dear Ms. Lawson,

I regret to inform you that we are completely booked up for the week of August 22. We have no rooms available because the National Word Processors Association will be holding their convention at our hotel during the week of August 22. As you will surely understand, we have to reserve as many rooms as possible for members of the association.

If you can't change the date of your trip, maybe you could find the double room with bath that you want at another hotel here in Little Rock.

Cordially,

d.

Dear Ms. Ross,

With reference to your letter of Thursday last, I can't answer it because my boss, Mr. Leonard, is out of town. If I gave you any information about the new contract with Hastings Development Corporation, she might not like it.

If Ms. Leonard wants you to have the information, I'll have her write to you when she returns in two weeks.

Yours truly,

e.

Dear Ms. Graham,

The information you want having to do with filing for a absentee ballot for the upcoming Presidential election, is not available from our office. Why don't you write your local Board of Elections? Sorry

Sincerely yours,

3. Translate into English

- Địa chỉ và địa chỉ điện báo của Công ty xuất nhập khẩu tạp phẩm là gì?
- Khi viết thư, phải viết rõ ràng dễ hiểu và rất 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 ngài đề ngày 20 tháng 3, xin rất cảm ơn.
- Chúng tôi tin tưởng rằng những gì chúng tôi đang gửi cho các ngài sẽ có ích cho các ngài.

4. Set out the following dates and addresses according to the given pattern
All the letters are written by NAFORIMEX HANOI.

8th March, 200....

Black Co., Ltd.
20 Moorgate Street
London WC2 B21
Great Britain.

Dear Sirs,

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

Yours faithfully,
For NAFORIMEX HANOI
(Signed)

	Name of the firm	Country	City	Street	House number	Post code
8/2/20...	Johnson Co., Ltd	Great	London	Leadenhall	17	CA 2475
6/5/20...	John Eron Co., Ltd.	Britain	"	Conduit	25	DE 5863
1/12/20...	The sheffield Co., Ltd.	"	Sheffield	Park	21	BE 4725
31/1/20...	Alford & Son	"	Bristol	Carter lane	37	CB 2040
28/5/20...	Smith Co., Ltd.	"	Liverpool	Exchange	3	LE 4472
21/11/20...	Johns Co., Ltd.	"	London	Carter lane	310	LC 4123
5/4/20...	Schech Shies Co., Ltd.	Italy	Turin	A. Dipleto	777	OO 2425
6/1/20...	Rolimpex	Poland	Warsawa	Zurawia	32-34	LP 3321
19/8/20...	Hoover House (PTE) Ltd.	Singapore	Singapore	East Road	368	2048

5. Write a letter with the following

- Ngày viết 1-12-20...
- Người gửi: Công ty xuất khẩu tạp phẩm, 36 phố Bà Triệu, Hà Nội, đại chỉ điện báo TOCONTAP HANOI, điện thoại: 856362.
- Người nhận: J.C. Gilbert, Ltd. Columbia House, Aldwych, London, W.C. 2, Vương quốc Anh.
- 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, 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 thử đầu tiên trong tương lai gần.

6. Type this letter in each of the 3 arrangement layouts 1, 2 and 3.

Dateline: July 9.20...

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

Attention Line: Attention dean Claude Monet.

Salutation: Dear Sirs

Subject Line: Educational Exchange

Body:

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

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

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

I look forward to hearing from you.

Complimentary Closing: Respectfully yours.

Signer's Identification: Jacquenlien Brauer

Reference initials. JB

INQUIRIES AND REPLIES

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 favours (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.

I. 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 despite a hectic schedule. 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 course of action you would like your reader to take.

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 enquiry 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...

2. Hints for writing Inquiries

A. Opening

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...

We are one of the main producers of industrial chemicals in Vietnam, and we are interested in...

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

We were given your name by the Hotelier's Association in Paris.

You were recommended to us by Mr. John King, of Lasworn&Davies, Marchant Bankers.

We were advised by Spett. Marco Gennovisa of Milan that you were interested in supplying...

The British Embassy in Hanoi told us that you were looking for an agent in Vietnam to represent you.

It is possible to use other references:

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

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

B. Asking for catalogues, price-lists, prospectuses

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

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

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

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

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

We have heard about your latest equipment in laser surgery and would like more details. Please send us any information you can supply, making the letter for the Attention of Professor Dzung, Bach Mai General Hospital, Hanoi, Vietnam.

C. Asking for details

When asking for goods or services you must be specific and state exactly what you want. If replying to an advertisement you should mention the journal or newspaper, the date, and quote any box number or department number giving, e.g. Box No. 341; Dept. 4/12B. And if referring to, or ordering from a catalogue, brochure, leaflet, or prospectus, always quote the reference, e.g. Cat. No A149; Holiday No. J/M/3; Item No. 351;

Course BL362.

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

I am interested in holiday No. J/M/3, the South Yugoslavian tour.

I will be attending the auction to be held in Turner House on 16 February this year, and am particularly interested in the item listed as No. 351.

Could you please give me more information about course BL 362 which appears in the language learning section of your summer prospectus?

I would appreciate more details about the "University Communications System" which you are advertising on VTV3.

D. Asking for samples, patterns, demonstrations

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

When replying, could you please enclose a pattern card?

We would also appreciate it if you could send some samples of the material so that we can examine the texture and quality.

Before selling toys we prefer to test them for safety. Could you therefore send us at least two samples of these children's cars in the "Sprite" range?

I would like to discuss the problem of maintenance before deciding which model to install in my factory. I would be grateful if you could arrange for one of your representatives to call on me within the next two weeks.

E. Suggesting terms, methods of payment, discounts

Firms sometimes state prices and conditions in their advertisements or literature and may not like prospective customers making additional demands. However, even if conditions are quoted, it is possible to mention

that you usually expect certain concessions. Although it is true that once a supplier has quoted a price and stated terms, he may be unwilling to change them. By suggesting your terms you indicate that certain conditions may persuade you to place an order.

We usually deal on a 30% trade discount basis with an additional quantity discount for orders over 1,000 units.

As a rule our supplier allows us to settle by monthly statement and we can offer the usual references if necessary.

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

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

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

F. Asking for goods on approval or on sale or return

Sometimes wholesalers and retailers want to see how a line will sell before placing a firm order with the supplier. They may be able to do this by getting goods *on approval* or a *sale or return* basis. In either case the supplier would have to know the customers well, or would want trade references. He will also place a time limit on when the goods must be returned or paid for.

Your leaflet advertising your latest publications of History magazines interested us, and we would like to stock a selection of these. However, we would only consider placing an order provided it was on the usual basis of sale or return. If this is acceptable we will send you an official order.

In the catalogue we received last week from you, we saw that you are introducing a new line in artificial furs. While we appreciate that increasing pressure from wildlife protection societies is reducing the demand for real skins, we are not sure how our customers at this end of the market will react. But we would like to try a selection of designs. Would it therefore be possible for you to supply us with a range on an approval basis to see if we can encourage a demand for synthetic furs? Three months would probably be enough to establish a market if there is one.

G. Asking for an estimate or tender

Estimates are quotations to complete a job of work, for example, putting a

new roof on a factory or installing machinery. **Tenders** are similar to quotations, but in a written form and often used when the job is much larger, e.g. building a complete factory. Very often, when this sort of work is for a government, or is a large undertaking, an advertisement is placed in the newspapers. Look at 2 examples:

Advert 1: The Irish Tourist Organizations invites tenders from building contractors to erect seating for 10,000 people for the Dublin Summer Festival. Tenders should be in by 1st March 20... and will be studied on price and suitability of construction plans.

Advert 2: The Zena Chemical Company invites tenders from private contractors for the disposal of chemical waste. Strict government regulations will be in force so only those licensed to deal with toxic substances should apply. Further details from...

A company may write *circular letters* to several companies inviting offers to complete a construction job or to effect repairs or decorating as in the following examples:

We are a large chain of theatres and are looking for estimates from upholsterers to re-cover the seats in our two main theatres in Manchester. We are writing to a number of building contractor to invite estimates for the conversion of Northborough airfield into a sports and leisure centre. The work will include erecting buildings, providing facilities, e.g. ski slopes, parachute jumps, etc., and should be completed by next December. If you can provide a competitive estimate please contact us at...

As you might have read in the newspaper our firm has taken over International Motors PCL and we are in the process of automating their Hamburg factory. At present we are writing to several engineering designers who may be interested in converting the plant to a fully automated production unit. Enclosed you will find specifications, but we would welcome your surveyors to come site with a view to supplying an estimate for the reconstruction.

H. Closing

Usually a simple “thank you” is sufficient to close an enquiry. However, you could mention that a prompt reply will be appreciated, or as the examples show, that certain terms or guarantees would be necessary.

Thank you for your attention. We hope to hear from you in the near future. We would be grateful for an early reply.

Finally, we would like to point out that delivery before Christmas is essential and hope that you can offer us that guarantee.

If the concessions we have asked for could be met, we would place a substantial order.

Prompt delivery would be necessary as we have a fast turnover. We would therefore need your assurance that you could meet all delivery dates.

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.

III. REPLIES TO INQUIRIES

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 inquiries 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. For example.

A&M SEWING SUPPLIES, INC.

40-04 Summit Avenue
Fairlawn, NJ 07662

June 2, 20...

Thang Long Garment Export Co.
264 Minh Khai Street, Hai Ba Trung, District Hanoi, Vietnam

Dear Sirs,

Thank your 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:

<i>Item</i>	<i>Price</i>
00421	\$125.00
00422	59.00
00423	58.00
00424	98.00

In case you have any further question, please do not hesitate to contact us. We are looking forward to being of service to you soon.

Sincerely yours.
(signed)
Suzan Taylor
Export Secretary

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 of 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, INC.

842 Seventh Avenue
New York, New York 10018

June 10, 20...
Mrs. Hong Ngoc
244 Minh Khai Street, Hai Ba Trung District, Hanoi, Vietnam

Dear Mrs. Hong Ngoc,

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

Because we do not sell our garments directly to the consumer, we try to keep our wholesale prices between ourselves and our dealers. It is our 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 which sell Maxine sportswear at discount.

Very truly yours,

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've 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.

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 letters should be as positive as you can make it. The actual refusal should be stated once and briefly. The rest on the letter should be reader-oriented and very friendly.

Example 1. Inquiry for Ladies’ 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’ woolens with your best terms.

Yours faithfully,

b. Reply

Dear Sirs,

Thank you for your enquiry of 1st Dec. for Ladies’ 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 price is 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,

Re: Cutter Model GH

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 Test 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 3 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.

Yours faithfully,

Example 3. Inquiry for Wood from Vietnam

a. Inquiry

Dear Sirs,

Re: Softwood for Pulp and Paper

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 now proposing to extend our business into the softwood area and are investigating the possibility of importing from Vietnam.

We would, therefore, be obliged if you will kindly let us have your offer of the goods in question.

We are looking forward to receiving your reply.

Yours faithfully,

b. Reply

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 and 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 enquiries for floor coverings suitable to use on the rough floor that seems to be a feature of many of the new building here.

I would be helpful if you could send us samples 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 hard wearing 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 letter of 18th Dec. for samples and a pattern card of floor coverings. We have today sent by air a range of samples, specially selected for their hard wearing 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,

Re: Paraffin Wax

We are indebted for your address to the Trade Delegation of Japan in Hanoi, who have 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,

Paraffin Wax

We thank you for your inquiry of 1st June concerning our 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^o - 54^oC

Grade B - "do" : 51^oC - 52^oC

We can offer you 500 tons of paraffin wax grade A at the price of £45 per m/t and 1,00 tons of Grade B at £ 43m/t. Both prices include delivery CIF Haiphong. 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 form Vietnam.

We thank you in advance for your trouble.

Yours faithfully,

b1. Reply from VIETCOMCHAMBER HANOI

Dear Sirs,

We have received your enquiry 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,

b2. 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,

VOCABULARY

Nouns

bill of Lading	vận đơn đường biển
design	kiểu, đề tài
estimate	bảng báo giá, dự tính
inquiry (enquiry)	hỏi tin, hỏi hàng, thư hỏi hàng
cutter	máy cắt (kim loại)
melting point	điểm nóng chảy
hardwood	gỗ cứng
interval	khoảng giữa, định kỳ
invoice	hóa đơn
paraffin	pa-ra-phin
price list	bảng giá
publication	ấn phẩm
pulp	bột giấy
quotation	bảng báo giá
range	loạt, dây
request	yêu cầu
specification	quy cách
test certificate	giấy chứng nhận kiểm tra
woodchip	vỏ bào
woolen	áo len

Verbs

appreciate	đánh giá, hoan nghênh
despatch	gửi
contain	gồm chứa
hesitate	ngần ngại, do dự
forward	gửi chuyển, giao nhận
observe	quan sát, theo
represent	đại diện, tiêu biểu

Adjectives

lasting	lâu dài, bền
exclusive	độc quyền, duy nhất
irrevocable	không huỷ ngang
regular	điều đặn, có quy tắc
rough	không nhẵn
sole	duy nhất, chỉ có một, độc quyền
uneven	không bằng phẳng

Adverbs

concisely	cô đọng
fairly	khá, tương đối
herewith	kèm với, cùng với

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.

1. Chúng tôi sẽ vui mừng nếu các ngài gửi cho chúng tôi mẫu áo len phụ nữ.

2. Chúng tôi muốn mua máy cắt kiểu 05 và chúng tôi sẽ biết ơn nếu các ngài gửi báo giá máy này cho chúng tôi.

3. Chúng tôi sẽ biết ơn nếu các ngài gửi cho chúng tôi chào hàng những hàng này.

4. Nhờ Đoàn đại biểu thương mại Nhật Bản ở Hà Nội mà chúng tôi được biết địa chỉ của các ngài.

5. We are interested in the purchase of tea of Vietnam origin for immediate shipment.
 6. We are looking forward to your early reply.
 7. We thank you for your inquiry of 1st Dec. for Ladies' woollens.
 8. We have received your letter of 30th Nov. for Vietnamese softwood, for which we thank you.
 9. We have much pleasure in sending you herewith a fairly full collection of your latest and best selling designs.
 10. We are sure that you will find it sells very well indeed.
 11. We are pleased to inform you that we have today sent you by parcel post the following samples:
 12. Payments is to be made by an irrevocable letter of credit at sight.
 13. Payment is to be effected against a Bill of Lading, an invoice and a works' test certificate by an irrevocable L/C to be opened in our favour with the Commercial Bank, London.
5. Chúng tôi muốn mua chè có xuất xứ Việt Nam, giao hàng ngay.
 6. Chúng tôi mong các ngài trả lời sớm.
 7. Chúng tôi xin cảm ơn thư của các ngài ngày 1 tháng 12 hỏi mua áo len phụ nữ.
 8. Chúng tôi đã nhận được thư của các ngài đề ngày 30 tháng 11 hỏi mua gỗ xộp của Việt Nam, chúng tôi xin cảm ơn.
 9. Chúng tôi rất vui mừng gửi kèm theo cho các ngài một bộ khá đầy đủ các kiểu mới nhất và bán chạy nhất của chúng tôi.
 10. Chúng tôi chắc chắn rằng các ngài sẽ thấy mặt hàng này bán chạy thật sự.
 11. Chúng tôi vui mừng báo cho các ngài biết rằng hôm nay chúng tôi đã gửi cho các ngài bằng bưu kiện những mẫu sau:
 12. Thanh toán bằng tín dụng thư không thể hủy ngang được trả tiền ngay.
 13. Thanh toán bằng tín dụng thư không thể hủy ngang mở qua ngân hàng thương mại Luân Đôn cho chúng tôi được hưởng theo vận đơn đường biển, hóa đơn và giấy chứng nhận của nhà máy.

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

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

14. Chúng tôi lấy làm tiếc báo cho ngài biết hiện nay chúng tôi không có khả năng đáp ứng nhu cầu của các ngài.

15. Chúng tôi lấy làm tiếc báo cho các ngài hiện nay chúng tôi không có khả năng chào bán chè giao hàng ngay.

EXERCICES

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 of inquiry?

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

1.

Dear Sirs,

As it is our in the near future start importing Vietnamese china pottery, we are interested contacting a number of manufacturers in Vietnam with view to choosing items for the British.

We should be most you would forward of the items you for export, together with your price and terms F.O.B Haiphong.

We should very much an early reply.

Yours faithfully,

2.

Dear Sirs,

We thank you very for your enquiry of 21st September arrived at a very moment since we have considering for some time our export field to Spain.

I shall be making exploratory tour of Spain next month and shall arriving in Madrid on about the 10th. If is convenient, I could visit you the or 12th.

We shall be bringing selection of samples of the goods we have export, but to give you an idea of the items we produce we enclose a copy of latest catalogue.

I should be obliged you would confirm that like me to call you, in which case you could suggest a

I look forward to from you and later meeting you in Madrid.

Yours faithfully,

3.

Dear Sirs

Re: Bicycles

Will you please send us catalogue and current price for bicycles. We are the leading dealer in this where cycling is, as know, very popular. If the quality of your is satisfactory and the reasonable, we expect place regular orders for large numbers.

Yours faithfully .

3. Translate into English

1. Chúng tôi rất mừng nếu các ngài gửi cho chúng tôi ca-ta-lô mới nhất và bảng giá hiện hành cho những mặt hàng nói trên.
2. Chúng tôi là khách hàng thường xuyên mua mặt hàng này và chúng tôi sẽ rất vui mừng nếu các ngài gửi mẫu và cho chúng tôi biết giá thấp nhất các ngài có thể chào bán.
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 nhãn hiệu con Rồng đỏ của các ngài và sẽ rất vui mừng nếu các ngài bán 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 mấy 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.

4. 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 detrition 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, would you let us have the above-mentioned samples and your specification, upon receipt of which we will be able to prepare a detailed quotation for you.

We look forward to receiving your comments.

Yours faithfully,

5. Translate into English

1.

Thưa các ngài,

Chúng tôi xin cảm ơn thư của các ngài đề ngày 4 tháng 4 hỏi về các loại thảm của chúng tôi và điều kiện cho một đơn đặt hàng mua số lượng lớn. Chúng tôi đã gửi bằng bưu kiện hàng loạt mẫu thảm thuộc các đề tài và bằng các nguyên liệu khác nhau kể cả bằng sợi tổng hợp.

Chúng tôi xin gửi kèm đây bằng giá, cùng với chi tiết các điều kiện cho một đơn mua hàng mua số lượng lớn.

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

Kính chào,

2.

Thưa Quý ngài,

Chúng tôi xin cảm ơn thư của Quý ngài đề ngày 20 tháng 12 trong đó quý ngài hỏi mua xi măng nhãn hiệu con Rồng đỏ của chúng tôi.

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

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

Kính chào,

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

EMCO CALCULATORS

Small,

Modern,

Reliable-

First Class Products Available

At

Competitive Price

Address: EMECO, 11 High St. Ashford

Kent, England

7. Read this reply to a letter of enquiry. Underline the words in the letter which correspond to the words and phrases below

1. selling through shops

3. set up

5. be sorry

7. range

2. reply

4. conditions

6. up-to-date

8. extremely

GLASTON POTTERIES Ltd.

Clayfield Burnley BB 10 IRQ

Tel: 0315 46125 Telex: 8801773 Fax: 0315 63182

Mr. J. E. Morreau
1150 boulevard Calbert
F-54015 Nancy Cedex

2 July, 20...

Dear Mr. Morreau,

Thank you for your enquiry of 28 June in which you expressed an interest in relating a selection of our products in your shops in France.

Please find enclosed our current brochure and price list.

In response to your request for a 20% trade discount, we regret that we cannot offer more than 15%. However, we do give a 5% quantity discount on orders for over £10,000. We are sure that you will agree that these terms are highly competitive.

We are confident that we can deliver within two months as you require, but wish to emphasize that payment will have to be by sight draft until we have established a business relationship.

Thank you for your interest and we hope to hear from you soon.

Yours sincerely,
Glaston Potteries Ltd.
Sales Manger

Enc.

8. Write the letter of enquiry which preceded the reply in Exercise 7. You are J.F. Morreau, and you have just seen an advertisement for Glaston Potteries Willow Pattern dinner sets in the May edition of *International Homes*.

QUOTATIONS, OFFERS AND TENDERS

I. QUOTATIONS

A quotation is not an “offer” in the legal sense that it is a *promise* to supply goods on the terms stated. If, therefore, a seller quotes and later decides not to sell, the buyer has no legal remedy. But in practice a supplier will not risk his reputation by quoting for goods he can not or does not intend to supply.

When a seller quotes a price, he or she may or may not include other costs and charges such as transport, insurance and taxes (e.g. Value Added Taxes or VAT). Prices which include these extra costs are known as gross price; those which exclude them are known as net price.

A satisfactory quotation will include the following:

1. An expression of thanks for the inquiry
2. Details of prices, discounts and terms of payment
3. A statement or clear indication of what the prices cover (e.g. packing, FOB, CFR, CIF...)
4. An undertaking as to date of delivery
5. The period for which the quotation is valid, it will conclude with,
6. An expression of hope that the quotation will be accepted.

When asking for a quotation, the buyer must be careful to protect himself by stating clearly whether the prices are to include such additional charges as freight and insurance. Failure to do this may lead to serious disagreement, especially as these charges are heavy in foreign trade dealings.

Example 1.

a. Enquiry

Dear Sirs,

Will you please quote for the supply of approximately 100 metric tons of goods quality white poster paper suitable for general poster work.

We require that the paper retains its white appearance after being pasted on walls and shall be glad if you will state your prices, CIF Haiphong including packing.

Delivery would be required within three months of the order.

Yours faithfully,

b. Quotation

Dear Sirs,

We thank you for your letter of 3rd March and as requested, are sending by separate cover samples of different qualities of paper suitable for poster work and quote as follows:

A.1 Quality printing paper, white : £..... per m/t

A.2 " do " : £..... per m/t

A.3 " do " : £..... per m/t

These prices should be understood to be CIF Haiphong including packing. All these papers are of good quality and quite suitable for poster work. We guarantee that they will not discolour when pasted.

We can promise delivery within three months from receiving the order and hope that you will find both samples and prices satisfactory.

Yours faithfully,

Example 3.

a. Enquiry

Dear Sirs,

We have recently received a number of requests for your light weight raincoats and have good reasons to believe that we could place regular orders with you provided your prices are competitive.

From the description in your catalogue we feel that your Lotus range is the one most suitable for our demand, and should be glad if you would send us your quotation for men's and women's coats, in both small and medium size, to be delivered C.I.F Alexandria. Provided prices are right, we should place a first order for 44,000 raincoats; shipment should be required within 2 months of order.

We would particularly stress the importance of price since the market here is for mass produced goods at popular prices.

Yours faithfully,

b. Quotation

Dear Sirs,

We thank you for your enquiry of 15th June. We were glad to receive it and to learn of the requirements you have had for our raincoats. Our Lotus range is particularly suitable for warm climates, and during the past year we have supplied this range to dealers in several tropical countries. From many of them we have now had their repeat orders. This range is popular not only because of its lightweight, but also because the material used has been specially selected.

For the quantities you mention we are pleased to quote as follows:

<i>11,000 Lotus coats, men's, medium</i>	<i>£ 3 each</i>
<i>11,000 " do " small</i>	<i>£ 2.75 each</i>
<i>11,000 " do women's medium</i>	<i>£ 3 each</i>
<i>11,000 " do " small</i>	<i>£ 2.50 each</i>

These prices are CIF Alexandria including packing.

Shipment will be made within one month of receiving the order.

We feel you will be interested in some of our other products and enclose, therefore, descriptive booklets and a supply of sales literature for use with your customers.

We look forward very much to receiving your orders.

Yours faithfully,

Example 4. An Inquiry from a Retailer to a Foreign Manufacturer

a. Inquiry

T Dhan Co., Ltd.

(Head Office), Nesson House, Newell Street. Birmingham B3 3EL
Telephone No: 021.2366571 Fax: 021 2368592 Telex: 341641

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

Your ref:
Our ref: Inq. C351
6 February, 20...

Dear Sirs,

We were impressed by the selection of sweaters that were displayed on your stand at the "Menswear Exhibition" that was held in Hamburg last month.

We are a large chain of retailers and are looking for a manufacturer who could supply us with a wide range of sweaters for the teenage market.

As we usually place very large orders, we would expect a quantity discount in addition to a 20% discount off/net list prices and over terms of payment are normally 30-day bill of exchange, document against acceptance.

If these conditions interest you, and you can meet orders of over 500 garments at one time, please send us your current catalogue and price-list. We hope to hear from you soon.

Yours faithfully,



T Dhan
Import Manager

b. Reply

Satex S.p.A.

Via di pietra Papa. 00146 Roma
Telephone Roma 769910, Telefax: (06) 681 5473, Telex: 285136

Mr. T Dhan, Chief Buyer
F. Lunch & Co. Ltd.
Nesson House, Newell Street
Birmingham B3 3EI
UNITED KINGDOM

Vs. rif: Inq C351
Ns. rif: D/1439

21 February, 20...

Dear Mr. Dhan

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

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

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

Enclosed you will find our summer catalogue and price-list quoting price C.I.F London.

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

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

Yours sincerely

(signed)

D. Causio

Encl.

Example 5. An inquiry for goods on approval

a. Inquiry

R. Hughes & Son Ltd

21 Mead road, Swansea, Glamorgan 3ST IDR
Telephone: Swansea 58441, Telex: 881821

VAT No. 215 2261 30

Mr R. Cliff
Homemakers Ltd.,
54-59 Riverside,
Cardiff CF1 1JW

17th November 20...

Dear Mr Cliff,

Thank you for your last delivery. You will be pleased to hear that the dressing tables are selling well.

A number of my customers have been asking about your bookcase and coffee table assembly kits which are listed in your Summer catalogue under KT 31, and we would like to test the demand for them. Would it be possible for me to have, say, half a dozen units of each kit, on approval, before placing a firm order?

I have enclosed an order, No. B1463, in anticipation of your agreeing, and as there is no particular hurry for the units, you could send them along with your next delivery.

Yours sincerely,

R. Hughes

Encl. Order B1463

b. Reply

HOMEMAKERS Ltd.

54-59 Riverside, Cardiff CF 1 1JW
Telephone: (0222) 49721
Telex: 38217

24 November, 20..

R. Hughes & Son Ltd.
21 Mead Road
Swansea
Glamorgan 3ST IDR

Dear Mr Hughes,

It was nice to hear from you again and learn that our products are selling well in Swansea and that your customers have become interested in our new do-it-yourself range.

You can certainly have the assembly kits you asked for (Cat .No KT31), and there will be no need to wait until you receive another delivery: I will tell my representative in your country to drop them off on his next delivery to Swansea which will be on Monday .

The provisional order, No. B1463, which you enclosed will be sufficient, but would you return any part of the consignment you have not sold within two months ?

I look forward to your next order, and hope to see you when I come to Swansea in December.

Yours sincerely,

R. Cliff

II. QUOTATIONS IN TABULATED FORM

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

1. That it is clear and presents its information in a way that is readily understood.
2. That is complete since essential information is unlikely to be omitted.

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

1. Expresses thanks for the enquiry
2. Makes favourable comments on the goods themselves
3. Draws attention to other products likely to interest the buyer, and
4. Hopes for an order.

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

Example 1. Tabulated quotation with covering letter

a. Covering letter

Dear Sirs,

We thank you for your enquiry of 15th August and are pleased to enclose our quotation No 5644 for leather shoes and handbags.

We have indicated those items which we can deliver from stock immediately. For all the remaining items the stated dates of delivery are approximate, but in no case would these dates be exceeded by more than 3 months.

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

We look forward to receiving your order and meanwhile enclose a copy of our catalogue as we feel you may be interested in some of our other products. These include leather gloves and purses, described and illustrated on pages 18-25. The catalogue will give you all facts about our goods but cannot answer all your personal questions. This we shall be glad to do if you will write to us.

We look forward to hearing from you soon.

Yours faithfully,

For Central Leathercraft Ltd.

(Signed)

W. Hanson

Sales Manager

Encl. 2: (1) Quotation N^o 5644

(2) Catalogue

b. Tabulated quotation

CENTRAL LEATHERCRAFT LTD

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

20th August, 20...

Messrs Tocontap
36 Ba Trieu St.
Hanoi, SRVN

Quotation No 5644

Catalogue No	Item	Delivery (approx)	Quantity	Price £
S. 25	Men's box Calf shoes	15 Sept.	1,200 pairs	5,750
S. 27	“ do “	immediate	3,600 “	5,500
S. 38	Ladies' Glace kid tie	15 Sept.		4,800
	Shoes (various colors)		4,800 “	
S. 42	Ladies' Calf golt Court shoes	15 Oct.	2,400 “	2,400
S. 48	Ladies' handbags	immediate	3,600 “	36,000

For acceptance within 21 days

Delivery: C.I.F Haiphong including packing

Payment: by Irrevocable Letter of Credit

For Central Leathercraft LTD

(Signed)

W. Hanson

Sales Manager

III. OFFERS

1. Writing an offer

1. An offer not only tells your customer whether you can provide the goods or services he has asked about, but also indicates what sort of firm you are; whether you are aware, conscientious, and efficient. So try to make good impressions on your customers right at the beginning.
2. Avoid opening with expressions like “*we are in receipt of your enquiry*” or “*we hasten to reply to your esteemed enquiry of 10th inst*”. Because sentences like these make you sound like a firm that should have gone out of business a century ago.
3. Do not use expressions like “*it was with the utmost pleasure that we have received...*” or “*we deeply regret that we cannot supply you with...*”, because you will appear desperate or worse, insincere. Use straight forward expressions like “*we thank you*”, “*we would like to thank you*” or “*I am sorry that*”.
4. For new customers, state clearly what your product is, why he should buy it, how much it will cost and what concessions you are offering. This will convince the customers that your company is reliable and be able to handle their order smoothly.
5. Make sure that you do not leave out information and have supplied printed matters that your think will help your customers.

2. Offers made in writing usually state

1. Name of the goods
2. Quality and specification
3. Quantity
4. Price
5. Packing and marking
6. Delivery time
7. Terms of payment

3. Offers may be firm or without engagement

1. A firm offer is made when the seller promises to sell the goods at a stated price, usually within a stated period of time. The promise may be express (i.e. clearly stated in words), as when it takes the form of a quotation that contains the words "For acceptance within seven days" or similar qualifying words.

Like a quotation without qualifying words, a firm offer is not legally binding, even when made expressly; but unlike a quotation, a firm offer is capable of acceptance and once it has been accepted it cannot be withdrawn. Although a firm offer is not binding until accepted, no reputable seller would risk his reputation by withdrawing his offer before the stated time.

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

Example 1. A firm offer for water-heaters

Camellia Co., Ltd.
315 Bach Mai Street
Hanoi-Vietnam

10 March, 20..

Attn. Ms. Minh Thu

Dear Sirs,

Re: Waterman Super

We thank you very much for your inquiry dated 1 March for water-heater Waterman Super and are very happy to offer firm until 25 March, 20....on the terms and conditions as follows :

- 1. Commodity: Water-heater Waterman Super*
- 2. Specification: as per enclosed catalogue No 234/TL*
- 3. Quantity : 1,000 units*
- 4. Price: GBP 110 per unit CIF Haiphong including packing*
- 5. Packing : in export customary packing .*
- 6. Delivery : in one lot in July 20.....*
- 7. Payment : in Pound Sterling of Great Britain by an irrevocable Letter of Credit at sight to be opened through the Bank for foreign Trade of Vietnam , Hanoi. 15 days prior to the shipment valid for 45 days to the account of LLOYD's Bank, London, in our favour for the total value of the goods to be shipped.*
- 8. Technical documents: Two copies of user's manual to be supplied with each unit of goods.*
- 9. Guarantee: 12months from use and 18 months from despatch .*

We are offering you the water-heater of very good quality and at a very competitive price in order to start our sales in Vietnam .

We look forward to having your order soon .

Yours faithfully,

For Black & Co.

(signed)

J. Back

Director

Encl : Catalogue No 234/TV

Example 2. A free offer for Sweaters

14 May, 20...

Dear Mr. Okyia,

We would like to thank you very much for your inquiry of 6th May, 20... and are happy to offer you the goods you are interested in on the following terms and conditions.

1. Commodity: Sweaters for all age groups
2. Specification: As per enclosed catalog No 246/CM. and sample sent to you by post today
3. Quantity: as required and specified in your order.
4. Price: as per attached price list and all the prices should be understood to be CIF Kobe including packing.
5. Packing: in seaworthy cartons
6. Delivery: in one lot in Mid Oct. 20....
7. Payment: in USD by an irrevocable L/C to be opened through Tokyo Commercial Bank, 15 days prior to the shipment valid for 45 days to the A/C of the Bank for Foreign Trade of Vietnam in our favour for the total amount of the goods to be shipped; Transshipment and reexport are not allowed.

We assure you that our sweaters are good in quality, attractive in design and competitive in prices. If your order is for 4,000 pieces or more we will give you a discount of 0.3% of the total value of the order.

In the meantime, we are looking forward to hearing from you soon.

Yours sincerely,

For CONFEXTIME HANOI

(Signed)

Nguyen Quang

Encl: - Cat No 246/cam.

- Price-list

Example 3. Confirmation of a Cabled Offer

Dear Sirs,

We were very glad to received your enquiry of 2nd June and now confirm our cabled offer sent to you this morning as follows:

*"FIFTYFIVE POUNDS PER THIRTYSIX YARD PIECE FOB HAIPHONG
PLS REPLY HERE FRIDAY"*

We must stress that this offer is firm for 10 days only because of the heavy demand for the limited supply of this cloth in stock.

The material is of the very finest quality. And we can assure you that so far as the quality goes, you have nothing to worry about. We feel sure that you will realize that our quoted price is very reasonable. But we are anxious to do all that we can to help you establish your new business, and are prepared to allow you a special discount of 3%.

If you decide to accept our offer, kindly cable your acceptance.

Yours faithfully,

Example 4. Firm Offer for Petroleum

Dear Sirs,

We thank you for your enquiry of 21st March concerning petroleum and wish to inform you that our samples have been sent to you by post.

We can offer you for immediate shipment, 6,000 tons of petroleum, sample A5, at the price of ... per ton C.I.F Haiphong for August shipment and payment to be made by Irrevocable Letter of Credit as usual.

As for petroleum for shipment at regular intervals during 19.... and 20... we would like to know the quantities and the time of shipment required by you and we shall be glad to send you our quotations.

Kindly cable your acceptance immediately for the present offer remains open for it within 15 days.

Yours faithfully,

Example 5. Firm Offer for Drilling Rigs

Dear Sirs,

We thank you for your enquiry of 8th Sept. for our drilling rigs Md B32. We are pleased to make you a firm offer, subject to acceptance within 21 days, for 10 machines at the price of per unit CIF Saigon including packing.

Payment is to be made against a Bill of Lading, an Invoice, and a Work's Test 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 the shipment.

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

Yours faithfully,

Example 6. Offer without Engagement

Dear Sirs,

We wish to inform you that we have started producing a new model of Grinding Machine DA75 in which we think you may be interested.

From the Catalogue enclosed you will see that the machine is of high efficiency, performance and is comparatively easy to handle. Most of the good points of the earlier types have been incorporated in the model.

We are pleased to offer you those machines at the price of.... per unit. The price is to be understood to be CIF Haiphong. We feel sure that our offer will be of interest and assistance to you and we shall be glad to send you further information should you require it.

This offer is made without engagement on our part.

Yours faithfully,

IV. OFFERS IN PRINTED FORM WITH COVERING LETTERS

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

1. Expresses thanks for the enquiry
2. Expresses pleasure in offering
3. Makes favourable comments on the goods, or other terms
4. Draws attention to other products likely to interest the buyer, and
5. Hopes for an order.

Example 1. Printed form Offer with Covering Letter

1. Covering Letter

Dear Sirs,

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

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

Yours faithfully,

Encl: 2

- Offer 15/3
- Catalogue 1/12

2. Offer

TAIYO BUSSAN KAISHA, LTD

2-2 Chome, Damacho Minodashi

Chu-ku Tokyo, Japan

Cable Address TRADE TAIYO, TRADE TAIYO-TOK

Telephone 663: 3171 (10 Ext), Telex: 252-2054, Code: ACME

Tokyo, 15th April, 20....

Our ref: MA 162

Your ref:

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

Offer No 15/3

Commodity : Generators

Manufacturer : Yammar Diesel Engine Co., Ltd.

Description of Goods	Unit price
Yammar Brand Portable Generating Set Model YPG-80 for Industrial use	FOB Kobe MD 22,981,000

Remarks:

1. This offer is valid and effective until 15th May 20... and has to be confirmed by us thereafter.
2. Shipment will be made within three (3) months after contract.

TAIYO BUSSAN KAISHA LTD

(Signed)

Manager

**Example 2. Covering Letter and Pre-printed Offer for Blinds from
Barotex Hanoi**

1. Covering Letter

Dear Sirs,

We thank you for your enquiry of 24th Feb and enclose our offer for Blinds No TH50D and TH50DA.

We have made a good selection of patterns and sent them to you today by post; their fine quality, attractive designs and reasonable prices at which we offer them will, we hope, convince you that these blinds are really of good value. There is a heavy demand for them from our customers abroad, which we are finding difficult to meet, but provided we receive your order within the next ten days, we make you a firm offer for delivery by the middle of May at the price quoted.

On orders for one thousand pieces or more we allow a special discount of 5%.

We are looking forward to your early order.

Yours faithfully,

2. Pre-printed offer

**The Vietnam Bamboo and
Ranttan Wares Import & Export Company**

E6 Thai Thinh Street, Hanoi-Vietnam

Cable address: BAROTEX HANOI, Phone & 84 8536975

Our ref:

Date: 28th Feb. 20...

Your ref:

Messrs: John & Co, Ltd.
17 Leadenhall street
London. WC1

Offer No 123/MT

Item No	Commodity	Quantity	Unit Price	Delivery
1	Blinds No TH500	1,000	£ 7 per pc	August 20...
2	Blinds No TH50DA	1,500	£ 7,50 per pc CIF London Including packing	August 20... (both in one lot)

Specification: as per samples sent to your representative

Mr. David Smith during his visit to Barotex.

Payment: By Irrevocable Letter of Credit

Packing: in Export packing

Validity: Until 15 march, 20...

For Barotex Hanoi
(Signed)
Nghiem Van Thinh
Director

Example 3. Firm Offer with a short Letter

J. Blake & Sons Limited

6 Harden Road, Derby, England

Machinoimport
8 Trang Thi St.
Hanoi, S.R.V.N

15th February, 20...

Dear Sirs,

We thank you for your inquiry of 5th Feb. and have pleasure in submitting our offer as follows:

Item 1: Pump Type X21: £ 500 per unit

Item 2: Pump Type X30: £ 400 per unit

Item 3: Pump Type X35: £ 350 per unit

CIF Haiphong packing included

Payment: Irrevocable Letter of Credit

Delivery: 6 months from receipt of order

Validity: prices quoted are fixed and not subject to increase provided our offer is accepted within the next 15 days.

Yours faithfully,

For J.Black & Sons Ltd.

(signed)

M. Stoor

Manager

Example 4. Offer without Engagement in printed form

The Vietnam National Fruits and Vegetables Import Export Corporation

46 Ngo Quyen St, Hanoi, Vietnam

Cable Address: VEGETEXCO HANOI, Telephone 57159

Your ref: Quir fer: TD 20/10

Hanoi, 6th May, 20....

**Messrs: Buckton Import and Export Company Ltd.
 33 Beakmont Street, London**

OFFER

1. *Commodity: Dried Chillies*
2. *Quality: As per sample*
3. *Specifications: Whole, unmouldy; colour varying from dark yellow to dark red.*
4. *Quantity: \pm 3 metric tons*
5. *Price: £ 180 per metric ton C.I.F London*
6. *Packing: In polyethylene bags and jute outer bags of 50Kgs net each; Marking upon the buyer's instruction*
7. *Shipment: In one lot in Dec. 20...*
8. *Payment: 100% Letter of credit to be opened at Moscow Narodny Bank, London, to the a/c of the Bank of Foreign Trade of Vietnam in favour of the Seller by T.T reimbursement.*

Yours faithfully,
For Vegetexco Hanoi
(Signed)
Tran Thanh
Export Manager

Subject to the goods being unsold when the order is received.

V. TENDERS

A tender is an offer, usually in response to a published advertisement, for the supply of specified goods or the performance of specified work at prices and under conditions set out in the tender. Like other type of quotation, a tender is not legally binding until it is accepted, so up to that time the tender may be withdrawn.

It is usual for tenders to be made on the advertiser's own forms, which include a specification where necessary and sets out the terms in details.

Example 1. A Public Invitation to Tender

THE COUNTY COUNCIL OF LANCASHIRE, **England**

County Hall, Preston

Tenders are invited for the supply to the Council's Power Station at Bamford, during the year 20.... of approximately 20,000 tons of best quality furnace coke, delivered in quantities as required. Tenders must be submitted on the official form Obtainable from County Hall to reach the Clerk of the council not later than 12.00 noon on Friday, 30th June.

The council do not bind themselves to accept the lowest, or any, of the tenders submitted.

B. Braden

Clerk to the Council

Example 2. Contractor's letter Enclosing Tender

28th June, 20...

CONFIDENTIAL

Clerk to the Council,
County Hall,
Preston

Dear Sirs,

Tender for Furnace Coke

Having read the terms and conditions in the official form supplied by you I enclose my tender for the supply of coke to the Bamford Power Station during 20... and shall be glad to learn that it has been accepted.

Yours faithfully,

VI. QUOTATIONS AND OFFERS NOT ACCEPTED

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

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

1. Thank the seller for his offer
2. Express regret at inability to accept
3. State reasons for non-acceptance
4. Make a counter-offer if, in the circumstances, it is appropriate
5. Suggest that there may be other opportunities to do business together.

Example 1. Rejection of Offer for Cloth

Dear Sirs,

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

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

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

Yours faithfully,

Example 2. Rejection of an offer from Naforimex Hanoi

Dear Sirs,

We thank you very much for your samples and offer of the goods which our Mr Takasa brought back here. We would like to report to you the result of our study.

- 1. Your samples seem to be of second and third grade. Skins of first and second grade offered from Singapore and Malaysia have no holes, nevertheless your skins, if offered at competitive prices, would be of interest to us.*
- 2. From your samples, we must say that the skinning technique appears inexperienced; skins imported from elsewhere have less flesh than yours; On the other hand, the fact that your skins are spread lengthwise is highly appreciated.*
- 3. Ordinarily, skins with width ranging from 20cm to 50cm, 30cm on average are imported at about £ 10 per piece CIF Japanese port.*
- 4. As for the tanned skins we have no interest because of the poor tanning technique.*
- 5. Your prices of skins marked MH 77 are about twice as much as those of the skins we normally import.*

Under such circumstances it is our great regret that we are not in a position to make immediate purchase.

Thanking you for your usual kind cooperation, we remain.

Yours faithfully,

VII. FOLLOW-UP LETTER

When the buyer has asked for a quotation but does not place an order or even acknowledge the quotation, it is natural for the seller to wonder why. If he is alive he will not allow the matter to rest there, but will send a follow-up letter.

Example

Dear Sirs,

As you know there is always an immediate response from the public for a new article; The cry is always for something new and better. How true this is in the world would of medicine and preventive practice.

We know what the public response to Decaris is going to be like; Probably you do, too, but as we have not had your order card we think this must be due to the very real problem in our trade: so much to do, so little time! A new order card is, therefore, enclosed. Kindly fill in now and you will save time later.

Yours faithfully,

VOCABULARY

Nouns

account

blind

ceramic

chilly

description

diesel engine

drilling rig

engagement

efficiency

follow-up

tài khoản

mànch mànch

đồ sứ

ớt

mô tả chi tiết hàng hóa

động cơ đī-ê-zen

thiết bị khoan

cam kết

hiệu quả, hiệu lực

(thư) nhắc

furnace	lò cao
generating set	máy phát điện
grinding machine	máy nghiền
marking	kí, mã hiệu
poster	áp phích, quảng cáo
polyethylene	pô-li-ê-ti-len
pottery	đồ gốm
pump	bơm, máy bơm
rejection	từ chối
skin	da
tender	báo giá thầu
T.T. reimbursement	hoàn trả tiền bằng điện

Verbs

bind	bắt buộc
charge	tính tiền, trả phí tổn
discolour	mất màu, bay màu
guarantee	bảo đảm, bảo hành
incorporate	kết hợp, hợp thành
list	liệt kê
paste	dán (bằng bột, hồ...)
tan	thuộc da

Adjectives

alive	tích cực, năng nổ
preventive	phòng (bệnh)
offerable	có thể chào bán
obtainable	có thể lấy, có thể mua

ENGLISH - VIETNAMESE PHRASES

1. Will you please quote for the supply of approximately 10,000 tons of good writing paper.

2. You have previously supplied us with ceramics and we should be glad if you would now quote for the items named below manufactured by the Hai Duong Ceramics Factory.

3. We shall be glad if you will state your price including delivery to our port.

4. Prices quoted should be understood to be CIF Hai Phong or any other Vietnamese ports.

5. Delivery would be required within 5 weeks of order.

6. As requested we have send by post samples of different qualities of goods.

7. Crates are charged for with an allowance for their return in good condition.

8. We will allow you a discount of 5% on orders of quantities of 150,000pcs or more.

1. Đề nghị các ngài báo giá bán khoảng 10.000 tấn giấy viết loại tốt.

2. Các ngài trước đây đã bán đồ sứ cho chúng tôi và chúng tôi sẽ vui mừng nếu bây giờ các ngài báo giá những mặt hàng kê dưới đây cho Nhà máy sứ Hải Dương sản xuất.

3. Chúng tôi sẽ vui mừng nếu các ngài báo giá kể cả việc giao hàng đến cảng cho chúng tôi.

4. Giá báo phải hiểu là giá CIF Hải Phòng hoặc bất kì cảng nào khác của Việt Nam.

5. Hàng phải được giao trong năm tuần kể từ ngày đặt hàng.

6. Theo yêu cầu, chúng tôi đã gửi qua bưu điện mẫu các loại hàng có chất lượng khác nhau.

7. Tiền kết (hòm thừa) sẽ được trừ nếu khi trả còn tốt.

8. Chúng tôi sẽ chiết khấu cho các ngài 5% đối với những đơn hàng mua từ 150.000 chiếc trở lên.

9. This offer is valid and effective until 15th may 20... and has to be confirmed by us thereafter.

10. Provided we receive your order within the next 15 days we will make you firm offer for delivery by the middle of May.

11. The machines can be dispatched within 6 months upon receipt of your formal order.

12. Kindly cable your acceptance immediately for the present offer remains open for it within 10 days.

13. Payment shall be made by a 100% Irrevocable Letter of Credit to be opened at Moscow Narodny Bank, London, to the account of the Bank of Foreign Trade of Vietnam in favour of the seller by T.T. reimbursement.

14. We regret our inability to give you an immediate order.

15. Under such circumstances it is our great regret that we are not in a position to purchase at once.

9. Chào hàng này có giá trị và hiệu lực đến ngày 15 tháng 5 năm 20... và sau đó phải được chúng tôi xác nhận.

10. Chúng tôi sẽ chào bán cố định cho các ngài và giao hàng vào khoảng trung tuần tháng Năm với điều kiện chúng tôi nhận được đơn hàng của các ngài trong vòng 15 ngày tới.

11. Máy sẽ được giao trong vòng 6 tháng kể từ khi nhận được đơn đặt hàng chính thức của các ngài.

12. Đề nghị các ngài điện báo chấp nhận ngay vì chào hàng chỉ có giá trị chấp nhận trong vòng mười ngày.

13. Thanh toán toàn bộ bằng tín dụng thư không thể hủy ngang mở tại Ngân hàng Moscow Narodny ở Luân Đôn vào tài khoản của Ngân hàng Ngoại thương Việt Nam cho người bán được hưởng bằng điện hối.

14. Chúng tôi lấy làm tiếc là không thể đặt hàng ngay với các ngài được.

15. Trong những trường hợp như thế này chúng tôi rất tiếc là không thể mua ngay được.

EXERCISES

1. Answer the following questions

1. What should be included in a good quotation?
2. Which letter you have studied can be regarded as a satisfactory quotation?
3. What must you do to make your offer firm?
4. What do you write when you have to reject an offer?
5. What is a tender?
6. What is the difference between an offer and a tender?
7. Why is it useful to write a letter covering a printed form offer? Can we do without it?
8. What can be written in a covering letter?

2. Fill in the blanks, then translate into Vietnamese

1.

Dear Sirs,

We are in receipt your letter of 22nd March us the residue stock Motorman repair Kits.

We have checked our stocks of similar Kits find that they are quite high, in particular Kasman Kits Mend-it-quick Kits if you are prepared increase your discount to 25% the complete. Stock, so we in turn can a special offer to customers, then we are to buy

Yours faithfully,

2. Dear Sirs,

We thank you for letter of 10th January, a quotation for refrigerators.

As you will see from the attached quotation, we given you an alternative the one you require, this was not specified you, we think it an

interesting alternative since it..... appreciably cheaper.

With regard to the of delivery, if you willing to take one delivery instead of the spaced deliveries specified in letter, we are willing to you a 2,1/2% discount.

We have just extended our workshop and have had reduce our storage space. Consequently we obliged to deliver orders as soon as they are up.

We look forward to acceptance of the enclosed and we assure you our best attention at times.

Yours faithfully,

3. Translate into English

1. Chúng tôi đã nhận được và xin rất cảm ơn thư của các ngài đề ngày 1-12 hỏi mua aparatit Lào Cai (xi măng Hoàng Thạch, dụng cụ nhà bếp, ghế mây, thảm len các loại...)
2. Trả lời thư hỏi mua lạc hộp, dưa hộp và dưa chuột hộp của các ngài đề ngày 20/10, chúng tôi rất vui mừng chào bán ba mặt hàng này với những điều kiện hết sức có lợi.
3. Chúng tôi rất vui mừng nhận được thư của các ngài đề ngày 14/11 hỏi mua dầu hồi và dầu tùng, và theo yêu cầu, chúng tôi đã gửi mẫu qua bưu điện.
4. Chúng tôi xin cảm ơn thư của các ngài đề ngày 8 tháng 10 hỏi mua vaseline và rất vui mừng chào bán cố định cho các ngài 1000 tấn giá mỗi tấn CIF là đô la, chấp nhận trong vòng mười ngày.
5. Chúng tôi muốn mua 10 máy bơm X30 và 10 máy bơm loại K-25, với số lượng này, các ngài có cho chúng tôi được hưởng chiết khấu 5% không?
6. Rất tiếc chúng tôi không thể chiết khấu cho những đơn hàng mà số lượng mua nhỏ như thế. Nếu ngài vui lòng mua tổng số là 30 máy thì chúng tôi sẽ sẵn sàng chiết khấu cho các ngài 2,5%.
7. Chúng tôi muốn các ngài giao hàng cho chúng tôi càng sớm càng tốt, nhưng không được chậm quá 1-12.

8. Vậy chúng tôi sẽ cố gắng hết sức để giao hàng cho các ngài vào trung tuần tháng 11 hoặc chậm nhất là vào cuối tháng đó.
9. Về điều kiện thanh toán, chúng tôi đề nghị tiến hành bằng tín dụng thư không thể hủy ngang.
10. Tín dụng thư này do chúng tôi mở qua Ngân hàng Ngoại thương Việt Nam vào tài khoản của Ngân hàng thương mại Bắc Âu cho các ngài được hưởng chậm nhất là 15 ngày trước chuyển hàng.
11. Chúng tôi sẽ đánh giá cao nếu các ngài giao ngay 1/2 số lượng chúng tôi đặt mua và số còn lại sẽ giao tiếp sau đó hai tuần.

4. Translate into Vietnamese

1.

Dear Sirs,

As you already know, we have recently brought out a new desk-top photocopier, the TTC5, capable of automatically reproducing up to ten copies of any documents inserted. As you can see from the enclosed leaflet, the TTC5 is a remarkable machine.

There is a profit margin of £ 32 on each machine, cost price £93 retailing here in England at £125, plus a discount of 10% on all orders received before 31st May.

We strongly recommend you to place an order for TTC5 now, not only to take advantage of the special terms but to have in stock the very latest and most economically priced photocopier on the market.

We have pleasure in enclosing the TTC5 introductory offer order form and look forward to receiving your until order in the near future.

Yours faithfully,

2.

Dear Sirs,

We are in receipt of your letter of 17th April introducing the TTC5 photocopier.

We have recently had the opportunity of seeing this copier in action and were quite impressed by its performance. Much as we should like to place an initial order, however, we feel that until we have substantially reduced our present stocks of your TTC4, bought on offer a year ago, we shall be unable to consider ordering the TTC5.

Yours faithfully,

5. Translate into English

1.

Thưa các ngài,

Về chiếu cối

Chúng tôi xin cảm ơn thư của các ngài đề ngày 25 tháng 6 và rất vui mừng thấy các ngài muốn mua chiếu cối của chúng tôi. Chúng tôi xin chào bán với các điều kiện sau đây, tùy thuộc vào sự chấp nhận cuối cùng của chúng tôi khi nhận được đơn đặt hàng của các ngài:

1. Tên hàng: chiếu hoa
2. Số lượng: 5000
3. Qui cách: theo qui cách kèm theo
4. Giá: 1 Bảng Anh/1 chiếc, CIF Hamburg, kể cả đóng gói bao bì.
5. Bao bì: 20 chiếc đóng thành một kiện bọc trong chiếu cối loại cứng (strong rush-mating) và được kẹp bằng nẹp sắt (steel hooped).
6. Giao hàng: một chuyến vào tháng 8 năm 20...
7. Thanh toán: bằng tín dụng thư không thể hủy ngang được mở vào tài khoản của Ngân hàng Ngoại thương Việt Nam cho chúng tôi được hưởng qua Ngân hàng Thương mại Luân Đôn 15 ngày trước chuyển hàng.

Chúng tôi mong nhận được đơn đặt hàng sớm của các ngài và đảm bảo với các ngài rằng bất kì đơn hàng nào của các ngài cũng được chúng tôi hết sức chú ý.

Kính chào,

2.

Thưa các ngài,

Chúng tôi đã nhận được thư của các ngài đề ngày 4-12 trong đó các ngài hỏi mua hàng mây của chúng tôi.

Tuy nhiên, chúng tôi xin báo để quý ngài rõ là những mặt hàng mà các ngài hỏi mua, tức là làn đi chợ và đĩa đựng hoa quả đã hết nhưng chúng tôi lại có khả năng chào báo những mặt hàng tương tự bằng tre được lựa chọn kỹ càng. Các ngài có thể thấy trong ảnh mẫu gửi kèm theo thư này các mặt hàng đánh dấu X202 và X203 đẹp hơn nhiều về hình dáng so với những mặt hàng tre thường thấy.

Hàng hóa của chúng tôi có sẵn ở nhiều cỡ tiêu chuẩn và đề tài và có thể giao hàng trong vòng 3 tháng kể từ ngày nhận đơn hàng đối với các kích cỡ, đề tài và màu sắc khác theo yêu cầu của các ngài.

Hàng tre của chúng tôi ngày càng đẹp và hấp dẫn nhờ có quy trình kỹ thuật, khiến cho các mặt hàng này vừa bền lại vừa mang tính nghệ thuật. Do đó chúng tôi tin rằng hàng đã chào bán sẽ được khách hàng Anh đón nhận nồng nhiệt và bán rất chạy ở đó.

Chúng tôi đảm bảo với các ngài rằng bất kì đơn đặt hàng nào của các ngài đặt với chúng tôi sẽ được hết sức chú ý.

Kính chào,

6. Letter writing

1.

Công ty XNK tạp phẩm (The Vietnam National Sundries Import and Export Corporation) địa chỉ 36- Bà Triệu, Hà Nội; địa chỉ điện tín: TOCONTAP HANOI; Điện thoại: 84. 4.522636; Fax: 84.4252636 nhận được thư hỏi hàng của hãng M.D. Eward and Co., Ltd. ở địa chỉ Finewell House, 8 Finsbury Square, London. E.C.2 England đề ngày 16 tháng 6 năm 20... hỏi mua vợt bóng bàn kiểu VS 44TD (Table tennis Bat); vợt cầu lông (badminton) kiểu VB 50MT.

Anh/chị hãy viết thư chào hàng cố định bán vợt cầu lông đến ngày 28/6/20... theo các điều kiện thông thường, chú ý:

1. Giá vợt cầu lông 2 đô la/1 chiếc/ FOB Hải Phòng.

2. Catalogue của Tocontap số 22/95 VS

3. Giao hàng một chuyến vào tháng 8/20...

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

Thư này đề ngày 19/6/20... và do ông Nguyễn Thanh, Trưởng phòng xuất khẩu kí.

2.

Liên hiệp Sản xuất và Xuất - Nhập khẩu Da-Giấy Việt Nam (The Vietnam Union of Production & Export - Import for Leather and Footwear), địa chỉ 26 phố Lê Đại Hành, Hà Nội, địa chỉ điện tín: LEARPRODEXIN HANOI, nhận được thư hỏi hàng số 2431 đề ngày 1 tháng 6, 20.... của Công ty TNHH Alford & Son, địa chỉ số 37, Đường Carter, Bristol, Vương quốc Anh, hỏi mua giấy da nam giới mã 306/TLd và giấy phụ nữ mã 295MT/td.

1. Anh/chị hãy viết thư đề Ngài tổng giám đốc Nguyễn Quang kí, chào bán giấy da nam giới mã 305/TD/td theo catalog đã gửi cho khách với giá CIF Briston có cả bao bì xuất khẩu là 20 đô la một đôi, giao hàng vào tháng 9, 20... và thanh toán bằng tín dụng thư không thể hủy ngang trả tiền ngay mở qua Ngân hàng Thương mại ABC, Bristol 15 ngày trước chuyển hàng có giá trị trong vòng 45 ngày vào tài khoản của Ngân hàng Ngoại thương Việt Nam để LEARPRODEXIN được hưởng 100% giá trị của hàng hóa sẽ được giao.
2. Riêng đối với giấy phụ nữ mã 295MT/td, LEARPRODEXIN hiện tại Liên hiệp không sản xuất nữa và thay đổi cho mặt hàng này, anh/chị hãy chào bán giấy phụ nữ mã 305TL/tdA1 thời trang hơn mà giá lại không đắt hơn 295MT/td (25,40 đôla CIF) và gửi kèm cho khách catalog mới nhất cùng bảng giá hiện hành của loại giấy này.
3. Giá và các điều kiện khác của chào hàng sẽ không thay đổi nếu khách hàng đặt mua chính thức trong vòng 15 ngày tới.
4. - Tham chiếu của Công ty TNHH Alford Son: TD/tl
- Tham chiếu của LEARPRODEXIN: NQ/mt
5. Ngày viết thư: 6 tháng 6 năm 20...

SALES LETTERS AND VOLUNTARY OFFERS

I. THE SALES LETTERS

1. The Essence of Persuasion

The sales letter is the most selective of all forms of advertising. Unlike press and poster advertising, it aims at selling particular kinds of goods or services to selected types of customers - office equipment to business houses; towel machines to hotels and factories, drugs to doctors and pharmacists.

The purpose of the letter is to persuade the reader that he needs what you are trying to sell and to get him to buy it. You take something attractive and make it seem necessary, or you take something necessary and make it seem attractive.

2. The Elements of the Sales Letter

A good sales letter consists of four essential elements. It must

1. arouse interest
2. create desire
3. carry conviction, and
4. induce action.

Following are the said four-element letters.

Example 1. Sales Appeal to Economy

Dear Sirs,

Have you ever thought of how much time your typist wastes in taking down your letters? It can be as much as a third of the time she spends on correspondence. Why not record your dictation on our Stenogram and save this time for other jobs she can be doing while dictation is in progress.

You will be surprised how little it costs. For fifty two weeks a year, your Stenogram works hard for you without lunch breaks or holidays; You can't give it too much to do. And all for less than an average month's salary for a secretary! It will take your dictation at anytime and anywhere-after office hours, at home or even while you are travelling; It does away with mistranscriptions in shorthand, can even do away altogether with typewriting since recorded messages can be today posted.

The Stenogram is efficient, dependable, time-saving and economical, and, backed as it is by our international reputation for reliability, is in regular use in thousands of offices all over the world. It gives superb reproduction quality; every syllable is as clear as a bell; It is unbelievably simple to use; You just slip in a pre-loaded cassette, press a button and your Stenogram is ready to record dictation, instructions, interviews, telephone conversations, or what you will. Nothing could be simpler or more efficient, either. Our unique after-sale service contracts ensure lasting operation at peak of efficiency.

Your customers are sure to be using the Stenogram. Ask them about it before you place an order; or if you prefer, fill in the enclosed card and we will arrange for our representative in your country to call and give you a demonstration.

Yours faithfully,

Example 2. Sales Appeal to Efficiency

Dear Sirs,

Reports from all over the world confirm what we had known before we put the now famous "Reliance" tyre on the market-that is the fulfillment of every car owner's dream.

You are of course well aware of the weakness of the ordinary air-filled tyre-punctures, split outer covers under sudden stress and a tendency to skid on wet road surfaces, to mention some only of the motorist's complaints. Our "Reliance" tyres enable you to offer your customers a tyre that is beyond criticism in these vital qualities of road-holding and reliability.

We could tell you a great deal more about these tyres, but prefer you to read the enclosed copies of our reports from racing drivers, test drivers and motor dealers and manufacturers.

You are already aware of our terms of dealing, to encourage you to lay in a stock of the new tyre-the "Reliance" we are prepared to allow you a special discount of 3% on any order received by the end of this month.

Yours faithfully,

Example 3. Sales Appeal Pride

Dear Sirs,

Every woman dreams of having at least one really beautiful coat and here is a splendid opportunity to make that dream come true.

As you are one of our regular foreign buyers, we want you to know about our completely new velvet textured nylon coats; They are made in a wide range of attractive styles and colours and are as rick-looking and beautiful as much more expensive coats; From the photographs in the enclosed brochure you will understand why, at their amazingly low prices, they are such splendid value for money.

Later on, these coats will be on offer to the general public, but because of limited stocks we are at present offering them only to our regular customers and until 30th September are allowing special discount of 3% on any order for 1,000 pieces or more.

The idea of velvet textured nylon came to us from a coat bought in Paris as a birthday present for his wife by one of our directors; The only noticeable difference between "hers" and "ours" is that hers has a loose taffeta lining, while ours have luxurious nylon satin linings stitched on to the coat. Ours are also more practical because they are washable.

The velvet textured nylon is a really superb material, soft and lovely, light in weight and surprisingly warm. So don't delay. Send your order today. Just fill in the enclosed card giving us the particulars we need and we will despatch them as required.

Yours faithfully,

II. VOLUNTARY OFFERS

Voluntary offers are those not asked for. They are sometimes sent to a firm or a small number of firms in a form of a sales letter. It serves the same purpose and follows the same general principles. These offers take a variety of forms including offers of free samples, special discounts on orders received within a stated period of time and perhaps more frequently, offers to send brochures, catalogues, price-list, patterns and so on. If you do not provide any of these mentioned you should at least round off your letter by offering to send further information or advice on request.

Example 1. Offer of a Quality Product

Dear Sirs,

We are taking the liberty of sending you with this letter a copy of our current price-list for plastic handbags; The high quality of our products is well known and universally acknowledged and we are confident that a trial order would convince you that at the prices quoted the goods we are offering are excellent value for money.

From all list prices we allow a trade discount of 3,5% and a further special discount of 0,5%, making 4% in all, on orders received on or before 31st May. Under pressure of rising cost we shall not find it possible to extend these favourable term beyond that date, so why not take advantage of them now and send us an immediate order.

We are offering the goods of the very highest quality on unusually generous terms and would welcome the opportunity to serve you.

Yours faithfully,

Example 2. Offer of a New Product

Dear Sirs,

We think you will be interested in the new "Sealex" paint we have just introduced to the trade. A sample has been sent to you today by parcel post.

Sealex is the result of any years of careful research. It is made from a special formula and owes its superiority over other paints to its remarkable ability to allow for the movement of those paint-peeling cracks just visible to the naked eyes. This quality to expand with the cracks comes from a very special combination of granite mica and resin that provides a rich, thick coating, twice the thickness of that of the average finish, thus giving long-term protection.

Sealex is available in twenty one basic colours and as you will see from the enclosed list, our prices are surprisingly low. We are nevertheless allowing a special 5% discount to those who place orders before the end of this month and look forward to you being one of them.

Yours faithfully,

VOCABULARY

Nouns

conviction	thuyết phục
crack	nứt, rạn
dictation	đọc cho người khác viết, chính tả
mistranscription	chép sai
puncture	lỗ, bị châm thủng
split	dập, nát
taffeta	(một loại) sa tanh
texture	mặt vải, cấu trúc sợi vải
velvet	nỉ

Verbs

arouse	thức dậy, dấy lên, khơi dậy
appeal	hấp dẫn, kêu gọi, thu hút
induce	thuyết phục, nhử
peel	bóc, cạo, tróc vỏ
slip	trượt, mất thăng bằng, ngã
skid	trượt, trôi, không bám đường

ENGLISH - VIETNAMESE PHRASES

1. You will be surprised how little it costs.
 2. It is efficient, dependable, time-saving and economical.
 3. It is in regular use in thousands of offices all over the world.
 4. Nothing could be simpler or more efficient, either.
 5. Our unique after-sales service contracts ensure lasting operation at the peak of efficiency.
 6. That is the fulfillment of every car owner's dream.
 7. Our goods enable you to offer your local customers an item that is beyond criticism in those vital qualities of road holding and reliability.
1. Ngài sẽ ngạc nhiên là nó lại không tốn bao nhiêu.
 2. Nó có hiệu quả, có thể tin cậy được, tiết kiệm được thời gian và kinh tế.
 3. Nó được dùng thường xuyên ở hàng ngàn cơ quan khắp nơi trên thế giới.
 4. Không có gì đơn giản hơn và lại có hiệu quả hơn.
 5. Những hợp đồng dịch vụ sau khi bán hàng đặc biệt của chúng tôi đảm bảo hoạt động lâu dài (của máy với hiệu quả cao nhất).
 6. Đó là giấc mơ của mỗi người có ô tô được biến thành hiện thực.
 7. Hàng của chúng tôi làm cho các ngài có thể chào bán cho khách hàng nội địa của mình một mặt hàng không thể chê trách vào đâu được ở những phẩm chất chính như độ bám đường và độ tin cậy.

8. We are prepared to give you a special discount of 3% on any orders received on or before 6th May.
9. They are made in a wide range of attractive styles and colours and are as rich-looking and beautiful as much more expensive coats.
10. We are taking the liberty of sending you with this letter a copy of our current price-list for plastic handbags.
11. Sealex is available in twenty one basic colours and prices are surprisingly low.
12. We are offering the goods of the very highest quality on unusually generous terms and would welcome the opportunity to serve you.
13. We hope you will take full advantage of this exceptional offer .
14. We are most anxious to serve you and hope to hear from you soon.
15. We feel sure you will find a ready sales for this excellent material and your customers will be satisfied with it.
8. Chúng tôi sẵn sàng chiết khấu đặc biệt 3% cho các ngài bất kì đơn đặt hàng nào nhận được vào hoặc trước ngày 6 tháng 5.
9. Chúng được sản xuất theo nhiều kiểu dáng và màu sắc hấp dẫn và cũng sang trọng đẹp đẽ như những chiếc áo khoác đắt tiền hơn chúng nhiều.
10. Chúng tôi xin mạo muội gửi theo thư này một bản giá hiện hành của túi xách nhựa.
11. Sealex có sẵn trong hai một màu mẫu cơ bản và giá thấp một cách ngạc nhiên.
12. Chúng tôi đang chào bán những mặt hàng chất lượng tốt thật sự với các điều kiện hết sức thuận lợi và hoan nghênh cơ hội phục vụ các ngài.
13. Chúng tôi hi vọng các ngài sẽ tranh thủ lợi thế của đơn chào hàng ngoại lệ này.
14. Chúng tôi hết sức nóng lòng được phục vụ các ngài và hi vọng sớm nhận được tin của các ngài.
15. Chúng tôi cảm thấy chắc chắn rằng các ngài sẽ thấy loại vải tuyệt vời này bán chạy và khách hàng của các ngài sẽ hài lòng với nó.

EXERCISES

1. Answer the following questions:

1. What is a sales letter?
2. What is its purpose?
3. What must a good sales letter consist of?
4. What is a voluntary offer?
5. What is its purpose?
6. Can you give an example of a form of a voluntary offer?

2. Fill in the blank with one suitable word

Dear Sirs,

Looking through records we note regret that we have not had the of an order from you since last Dec. We you have had no cause to be dissatisfied either with our or with the way in which we have your orders.

We think you may be interested to know that we have appointed sole for the sale in this country of personal computers from the leading this manufacturers and our stocks now include a wide of first class PCs at very prices. From the catalogue you will see that the prices of these PCs are much than those for standard models that we are very generous terms of payment.

We should be to send you any of our PCs on approval at our own expense and any obligation your part. All we would ask that you return within 2 months any you do not wish to buy.

We look forward to the of your renewed custom.

Yours faithfully,

3. Translate into English

1. Chúng tôi xin phép được gửi đến các ngài catalô mới nhất và bảng giá những máy hái chè mới kiểu PT88 và hi vọng các ngài có thể có nhu cầu mua loại máy này.
2. Vì các ngài đã đặt nhiều đơn đặt hàng với chúng tôi trước đây, chúng tôi đã quyết định chào hàng đặc biệt cho quý ngài.
3. Chúng tôi cảm thấy chắc chắn rằng các ngài sẽ muốn mua những mặt hàng điện tử mà chúng tôi gần đây đã bán trên thị trường.
4. Chúng tôi đang chào bán cho các ngài những mặt hàng tốt về phẩm chất, hấp dẫn về hình thức và giá cả phải chăng.
5. Chất lượng cao của các mặt hàng chúng tôi đã và đang bán trên thị trường đã được nhiều người tiêu dùng đánh giá cao.
6. Chúng tôi tin rằng hàng chúng tôi đang chào bán ở giá đã báo thật đáng tiền.
7. Một khi đã thấy và kinh doanh những mặt hàng mới này, các ngài sẽ đặt mua hàng với số lượng lớn và thường xuyên với chúng tôi.
8. Sau ngày nói trên chúng tôi e rằng chúng tôi sẽ không có khả năng dành hẳn cho các ngài những chào hàng có các điều kiện thuận lợi như thế nữa.
9. Những mặt hàng chúng tôi chào bán hơn hẳn những hàng cùng loại về độ bền và tính đơn giản trong việc sử dụng và bảo dưỡng.
10. Tính chất này có được là nhờ sự kết hợp một cách tài tình giữa nguyên liệu để sản xuất và trình độ kỹ thuật cao.
11. Vì số lượng chúng tôi sẽ bán rất hạn chế chúng tôi muốn chào bán cho khách hàng thường xuyên trước khi chào bán chung cho công chúng.
12. Chúng tôi có thể nói với các ngài nhiều về những mặt hàng này nhưng chúng tôi muốn để các ngài đọc những nhận xét của khách hàng đã mua hàng của chúng tôi.
13. Chúng tôi nghĩ rằng các ngài sẽ thấy những điều kiện chúng tôi nêu trong chào hàng này là rất có lợi cho các ngài vì chúng tôi xem xét kỹ quá trình buôn bán và quan hệ giữa chúng ta.
14. Chúng tôi sẽ rất vui mừng được đón ngài hoặc đại diện của ngài ở phòng trưng bày hàng mẫu bất kì lúc nào để chạy thử máy để các ngài xem.
15. Chúng tôi sẽ rất vui mừng nếu các ngài có thể sắp xếp để đại diện của chúng tôi ở khu vực châu Á Thái Bình Dương, Băng Cốc đến đất nước ngài và mang các bộ mẫu để các ngài nghiên cứu.

4. Translate into Vietnamese

1.

Dear Sirs,

Diotain (Titanium dioxide)

Three months ago we completed a two-year programme of rationalization that included the reorganization and of Chester Plant. The result is that we have not only reduced production costs but we have succeeded in considerably increasing our output.

We are now in a happy position of being able to pass on to our customers some of the benefits of this increased efficiency and have the pleasure of enclosing our new price-list for all types of Diotain:

Anatase -A5, A15, A60, A95, A110 and A120

Rutile - R5, R40, R75 and R160

The three prices quoted for each type are for orders under 20 tons, 20-40 tons and over 40 tons, these prices are F.O.B Liverpool, England.

Efficient production leads to the problem of efficient transport. It is in order to overcome this problem that we have gone over to the use of containers and now export initialed loads. The containers leave our plant by road or rail and are soon at the dockside in Liverpool awaiting shipment. As there are more and more containerships in service every month, it is no longer necessary to wait for weeks for a ship to transport the goods. In addition to the competitive new prices already mentioned, we are offering a special "transport" discount of 1% per 20-ton unit in order to facilitate containerization.

We look forward to receiving your order at the new prices and urge you to take advantage of the special discount.

Yours faithfully,

2.

Dear Sirs,

We are in receipt of your circular of 20th May and welcome your new competitive prices. We note these are quoted FOB Liverpool. Are we right in assuming that in our case they will be FOB Newcastle?

Now that you have adopted containers for exports you will be able to ship our order in the new containership M.S Eagle, which operates regularly between Newcastle and Bergen.

We enclose our order Z 533 for a total of 60 tons of Diotain. This order would normally have been 50 tons but we have increased it to qualify for the 3% discount on three 20-tons units. Since we are particularly anxious to receive the Rutile R40, we should be obliged if you would arrange for immediate shipment of this order.

Yours faithfully,

5. Translate into English

1.

Thưa các ngài,

Chúng tôi xin cảm ơn thư của các ngài đề ngày 28 tháng 5 và đơn hàng Z533 của các ngài đặt mua 60 tấn Diotain.

Chuyến hàng này sẽ được xếp xuống tàu "Eagle" từ Newcastle ngày 7 tháng 6. Đại diện của chúng tôi tại đây đã được chỉ thị gửi vận đơn cho các ngài vào lúc nhận được nó.

Còn thắc mắc của các ngài về giá FOB của chúng tôi, các ngài hoàn toàn đúng khi các ngài cho rằng trong trường hợp của các ngài thì giá phải là giá FOB Newcastle. Chúng tôi thông báo giá FOB Liverpool trong thư thông báo chào hàng của chúng tôi là vì 80% hàng xuất khẩu của chúng tôi xuất từ cảng đó.

Chúng tôi ghi nhận sự hài lòng của các ngài về giá mới của chúng tôi và mong nhận được nhiều đơn hàng nữa của các ngài.

Kính chào,

2.

Thưa các ngài,

Mặc dù chúng tôi chưa đặt hàng với các ngài trong hai năm, chúng tôi vẫn rất vui mừng nhận được thư thông báo chào hàng của các ngài ngày 20 tháng 5 và ghi nhận rằng giá titanium dioxide một lần nữa trở nên có sức cạnh tranh. Chúng tôi cũng vui mừng nhận thấy rằng các ngài đã sử dụng hệ thống công-tên-nơ đối với hàng xuất khẩu. Việc này sẽ trợ giúp mạnh mẽ việc bán hàng của các ngài ở ngoại quốc nói chung và ở Việt Nam nói riêng.

Xét về giá đã được cải tiến và những sắp xếp vận tải có hiệu quả (đôi khi chúng tôi phải đợi hàng tháng, thậm chí hàng quý cho một chuyến hàng từ ngoại quốc) chúng tôi đã quyết định đặt mua 40 tấn Diotain loại A5, A15, A60 và R5 (đề nghị xem đơn hàng gửi kèm UK1127). Đây là đơn đặt hàng giao hàng ngay. Nếu các ngài phản đối thì việc thanh toán sẽ được tiến hành bằng chuyển khoản ngân hàng khi nhận được hàng.

Kính chào

3. Thưa các ngài,

Chúng tôi xin cảm ơn thư của các ngài đề ngày 29 tháng 5 và đơn đặt hàng UK1127 mua 40 tấn diotain. Chúng tôi rất vui mừng báo cho các ngài biết rằng chuyến hàng này sẽ được xếp xuống tàu Patini, rời Liverpool đi Sài Gòn ngày 9 tháng 6. Chúng tôi sẽ gửi vận đơn cho các ngài ngay khi chúng tôi nhận được nó.

Chúng tôi khá thoả mãn là lại có thể cung cấp hàng hoá cho các ngài sau một thời kỳ gián đoạn khá dài. Chúng tôi tin tưởng rằng với giá (có sức) cạnh tranh của chúng tôi, cùng với dịch vụ công-tên-nơ thực sự có hiệu quả sẽ cổ vũ các ngài tiếp tục đặt hàng với chúng tôi.

Về đề nghị thanh toán bằng chuyển khoản ngân hàng của các ngài thì chúng tôi hoàn toàn không có ý kiến phản đối.

Kính chào

6. Translate into Vietnamese

1.

Dear Sirs,

We refer to your circular of 20 May, advising us of your new prices for Diotain.

Although we have recently had notice of similar prices from a leading chemical company in Europe, we have decided to place our order with you because of your more satisfactory arrangements for shipment. There is now a regular containerships service operating between Liverpool and Cape Town, and these ships often call in at Tema, a new harbour, 17 miles from Accra, Ghana. This means that we shall be able to place smaller order with greater efficiency, knowing that as soon as our stocks get low, we can receive another consignment with the minium of delay.

The enclosed order CH 2709- is for 20 tons and includes an order for R5 which we have received from a soap manufacturing factory. This is the first order they have placed with us, but there is every chance that they will repeat if they are satisfied with the quality.

Yours faithfully,

2.

Dear sirs,

We thank you for your letter of 30th May and for your order CH 2709, which is now receiving our best attention and will be forwarded on the first available containership.

We note that your order included 5 tons of R5 which you mention as being for a soap manufacturer. As it is customary of soap to use anatase and not Rutile Titanium, it occurs to us that perhaps this should read A5.

We should be obliged if you would cable by return whether this is meant to be A5.

Note: A few days later the following cable was received

CORRECTION TO DIOTAIN ORDER STOP SHOULD READ 5 TONS A5 ANATASE.
--

7. Letter - writing

1. Minexport Hanoi receives a circular from Fuji Co. Tokyo, offering polivinyll chloried at a special price on orders of 60 tons and over. They write replying enclosing their order for this amount but stipulating that the consignment is to be shipped to Ho Chi Minh City immediately.
2. Fuji Chemical Co, answers saying that the consignment will be shipped on SS Maru sailing from Osaka on 19th March and due to arrive at Ho Chi Minh on 29th .
3. Your corporation or company places an order with a foreign firm for 80 refrigerators-Denton-that have been announced at a special price in a circular. In addition they order 40 Double-Denton, which are refrigerators for store-rooms. They ask if part of the order 35 of the first model and 20 of the second-can be shipped to Hai Phong before March.
4. The supplier of Denton Refrigerator replies saying that they have arranged for shipment and that part of the consignment can be shipped to Hai Phong before March. The goods will arrive on 25 Feb, per SS Glenfield.

IN-HOUSE CORRESPONDENCE

I. THE INTEROFFICE MEMORANDUM

The letters discussed so far were, for the most part, intended to be sent to people outside one's own company. Message to customers, clients, and other business associates placed heavy emphasis on business promotion and goodwill. But business people frequently must communicate in writing with employees of their own company. The primary purpose of in-house correspondence is to share information.

Memorandums, more usually called memos, are the form commonly used for short, relatively informal messages between members of the same organizations (Example 1 and 2). The memo provides a simplified, standardized format communicating information concisely. The many uses of memos include announcements and instructions, statements of policy and informal reports.

Because memos are usually used between people who have a regular working relationship, the tone of memos tends to be more informal than the tone of other business letters. Company jargon, for example, is permissible in a memo. Similarly, the writer can usually assume that the reader knows the basic facts and so can get to the hear of the message with little buildup. Note, however, that the level of formality should reflect the relationship between the writer and the reader.

At the same time, a memo, like any piece of written communication, must be prepared with care. It must be TYPED neatly and contain COMPLETE, ACCURATE information. It should adhere to the principles of standard English and maintain a COURTEOUS tone no matter how familiar the correspondents may be. Unlike other types of business letters, the memo is NOT prepared on company letterhead. Nor does it include an inside address.

salutation, or complimentary closing. A memo is a streamlined form and, indeed, many companies provide printed forms to speed up memo preparation even further.

1. Rules for Writing Memorandum

When writing the memorandum,

- Always keep your reader in mind and adapt your memo to his or her particular needs.
- Tell your reader the purpose of your memo at the outset.
- Let your reader know why he or she should be concerned with the issue in question this time.
- Express your personal or departmental point of view, but avoid slanting your assumption, argument and presentation of opinions.

2. Style of Memorandum

Since the purpose of memo is to *communicate*, you should write as clearly and efficiently as possible. Don't be satisfied with writing that is merely satisfactory. The fundamentals are the same as for any writing and are listed in most good handbooks. Here is a brief list of some of the more important points:

- Devote each paragraph to one topic or point and introduce that topic in the first sentence.
- Link what would otherwise seem to be separate paragraphs with such words as *first, second, finally, and so on*.
- Use the active voice whenever possible because the passive voice weakens your presentation.
- Use simple and direct language, avoid using words that make you sound smarted or more authoritative.

3. Parts of the Memorandum

Whether or not a printed form is provided, most memos use a standard heading: the company name about one inch from the top followed by the term "Interoffice Memo". Beneath this, four basic subheadings are used:

TO:

FROM:

DATE:

SUBJECT:

(Some companies also include space for such details as office numbers or telephone extensions).

The TO: line indicates the name of the person to whom the memo is sent. Courtesy titles (such as *Mr.* or *Ms.*) are generally used only to show respect to a superior; job titles, departments, and room numbers may be included to avoid confusion. When several people will be receiving copies, a CC notation may be added or an inclusive term used (such as "TO: All Personnel").

The FROM: line indicates the name of the person sending the memo. No courtesy title should be used, but a job title, department, or extension number may be included for clarity or convenience.

The DATE: line indicates in standard form the date on which the memo is sent.

The SUBJECT: line serves as a title and so should briefly but thoroughly describe the content of the memo.

The body of the memo begins three to four lines below the subject line. Like any piece of writing, it should be logically organized. But it should also be **CONCISE**: the information should be immediately accessible to the reader. For this reason, data are often itemized in memos and paragraphs are numbered. Too, statistics should be presented in tables.

The body of most memos can be divided into three general section:

An introduction states the main idea or purpose.

A detailed discussion present the actual information being conveyed.

A conclusion may make recommendation or call for further action.

NOTE: Memos are not usually signed. The writer's initials are typed below the message, and if he or she chooses he or she may sign his or her initials over the typed ones or at the FROM line. Reference initials and enclosure notation are typed below the writer's initials along the left margin.

Example 1.

C.P. DALLOWAY & SONS

Interoffice Memo

TO: Charles Dalloway, Jr.

FROM: Clarissa Woolf

DATE: August 18, 20...

SUBJECT: Search for a New Secretary for the Legal Departments

Here is the progress report you requested about our search for a new secretary.

We have now interviewed eight individuals and have narrowed our choices to three:

- 1. Margaret O'Connell - types 65 w.p.m., takes dictation at -120 w.p.m., has had five year's experience in a law office.*
- 2. Daisy Robinson - types 70 w.p.m., takes dictation at 100 w.p.m., has worked as a legal assistant for three years and taken paralegal courses at Providence Community College.*
- 3. Donald Trumbo - types 65 w.p.m., takes dictation at 100 w.p.m., has worked as a legal assistant for three years and taken paralegal courses at Providence Community College.*

Members of the Legal Department will meet tomorrow, August 19, at 9:30 a.m., to discuss the candidates and make a decision. Your presence at the meeting (in Ms. Gray's office) is, of course, welcome.

CW

Example 2.

Memorandum

Date: 6 March, 20...

To: David Sonenschein

From: Bobby Tanimoto

Subject: Retailing Trends

David, I am concerned about our company and the future of retailing. Americans are becoming more and more interested in time-saving shopping conveniences and in variety of merchandise. We presently offer ordering services by catalogue and by telephone. In the future, however, telecommunications offerings will be increasing.

Can you please investigate this area of telecommunications in retailing and report back to me by the end of this month on what you find? We must stay well-informed.

(Signed)

BOBBY

4. Further examples

Example 1.

Memorandum

Date 28 Feb., 20...

From : H.G.W

To: Department Managers

Subject: In-service English Classes

1. From Monday 8 March English classes will be held in the Training Centre (Room 3.17). There will be two groups:

Advanced level (10.30 - 12.00)

Intermediate level (8.30- 10.00)

Please encourage your staff to attend one of these sessions. All teaching materials will be provided but students will be expected to do homework and to make preparation outside working hours.

2. Please send me the names of all interested staff by noon on Wednesday, 1st March. They will be given an informal oral test during the first week of March so that they can decide which of the classes are best for them.

3. The size of each classes will be limited to 12 participants.

H.G.W

Example 2.

Memo to: All Staff

Date 27, June, 20...

From : Managing Director

It is proposed to conduct a complete re-appraisal of the method in use for business correspondence in the company. The aim is to introduce a modern word-processing system for a wide range of staff. This will eliminate a great deal of the tedious re-typing work in some departments, and should make life more interesting in many clerical and secretarial fields.

As part of the re - appraisal a "Suggestions Box" is being placed in the main foyer. It is hoped that all staff will place comments in this box, criticizing their present systems of work (or perhaps praising aspects they do not wish to see disappear). Comments may be anonymous if preferred, but prizes will be awarded, which will reflect the cost savings achieved by adopting suggestions. Prizes awarded to anonymous suggestions will be donated to charity.

No redundancies are expected from this exercise, but re-training may be needed for staff who have not used word-processor before. It is an opportunity to acquire additional skills, and to promote the general efficiency of our organizations.

Signed: K. HUGHES

Managing Director

Example 3.

Memo to: All clerical staff

Date 1, July, 20...

From : Organizations and Methods Department

Following the memo from Mr. Hughes earlier this week, the word processing investigation will start on Monday next. All clerical staff are required to take an extra copy of all memos, letters, reports etc. produced in the two weeks commencing 4 July and 11 July. These should be placed in a file cover labeled WP Investigation and showing your own name. On each piece of work, please add the following coding, as near to the top right hand corner as possible.

A This is the author's name i.e. who sent you the work.

P This is the process used to produce the work - i.e. copy typing, audio-typing, word processor, original composition by yourself from notes etc.

Rec Received at

Ret Returned at

Any comments or notes may be added if you wish.

Please include all rejected or re-typed letters so that the full extent of your work is appreciated thoroughly.

Thank you for your cooperation.

RITA GRIFFITHS.

WP PROJECT TEAM LEADER

II. MINUTES

Within most organizations, meetings among members of departments or committees are a regular occurrence. Some meetings are held at fixed intervals (such as weekly or monthly) and others are called for special reasons. *Minutes* (example 1) are a written record of everything that transpires at a meeting. They are prepared for the company files, for the reference of those in attendance, and for the information of absentees.

Minutes are prepared by a secretary who takes thorough note during the proceedings. Afterwards, she prepares a *draft* and includes all the pertinent information. (it is usually the secretary's responsibility to decide which statements or actions at a meeting are insignificant and so should be omitted from the minutes).

In preparing the minutes the secretary may include complete versions of statements and papers read at the meeting. (Copies are provided by the member involved). The minutes of *formal* meetings (of, for example, large corporations or government agencies), where legal consideration are involved, are made *verbatim*. That is, they include, word for word, everything that is said or done.

The format used for minutes varies for one organization to another. But the minutes of any meeting should contain certain basic facts:

1. The name of the organization
2. The place, date, and time of the meeting
3. Whether the meeting is regular (monthly, special etc.)
4. The name of the person presiding
5. A record of attendance (for small meetings, a list of those present or absent; for large meetings, the number of members in attendance)
6. A reference to the minutes of the previous meeting (a statement that they were read and either accepted or revised, or that the reading was dispensed with)
7. An account of all reports, motions, or resolutions made (including all necessary details and the results of votes taken).
8. The date, time, and place of the next meeting
9. The time of adjournment.

Formal minutes would include, in addition to greater detail, the names of all those who make and second motions and resolutions, and the voting record or each person present.

**Minutes of the Meeting of the
CAPITOL IMPROVEMENTS COMMITTEE**

The Foster Lash Company, Inc.

October 8, 20....

Presiding: Patricial Stuart

Present: Jay Townes, Sheila Gluck, Ellen Franklin, Samuel Browne
and Lisa Woo

Absent: Fred Hoffman, Gina Marino

The weekly meeting of the Capitol Improvements Committee of the Foster Lash Company was called to order at 11 a.m. in the conference room by Ms. Stuart. The minutes of the meeting of October 1 were read by Mr. Townes and approved.

The main discussion of the meeting concerned major equipment that should be purchased by the end of the year. Among the proposals were these:

Ms. Woo presented information regarding three varieties of office copying machines. On the basis of her cost analysis and relative performance statistics, it was decided, by majority vote, to recommend the purchase of a CBM x-12 copier.

Mr. Browne presented a request from the secretarial staff for new typewriters. Several secretaries have complained of major and frequent breakdowns of their old machines. Ms. Frnaklin and Mr. Brown are to further investigate the need for new typewriters and prepare a cost comparison of new equipment versus repairs.

The committee will discuss the advisability of purchasing a small in-house computer. The report will be presented by Sheila Gluck at the next meeting, to be held on October 15, 19..., at 11 a.m. in the conference room.

The meeting adjourned at 11:45 a.m.

Respectfully submitted,
Ellen Franklin, Secretary

III. BUSINESS REPORTS

Information plays a vital role in the business world, nowadays more than ever before. The latest advances in computers, information-processing systems, and telecommunications have in fact made information a commodity in itself and those who process information have valued members of the business community.

The purpose of a *business report* is to convey essential information in an organized, useful format. And despite technological advances, the ability to accumulate data, organize facts, and compose a readable text remains a highly marketable skill.

A well-prepared business report will provide COMPLETE, ACCURATE information about an aspect of a company's operations. The subject of a report may vary from expenses to profits, production to sales, marketing trends to customers relations. The information provided by a report is often meant to influence decisions, to determine changes, improvements, or solutions to problems. Therefore, the report must also be CLEAR, CONCISE, and READABLE.

The *format* of a business report may vary, from a brief *informal report* intended for in-house use to a voluminous *formal report* intended for national public distribution. Some reports consist entirely of prose while others consist of statistics; and still other reports may employ a combination of prose, tables, charts, and graphs.

The *style* of a report depends upon the audience. An informal report to be read only by close associates may be worded personally; in such a report "I" or "we" is acceptable. A formal report, on the other hand, must be impersonal and expressed entirely in the third person. Note the difference:

Informal: *I recommend that the spring campaign concentrate on newspaper and television advertising.*

Formal: *The following report is based upon information provided by the managers of the Accounting, Marketing, Personnel, and Advertising Departments.*

Whether formal or informal, however, the wording of a report should be SIMPLE and DIRECT.

Business reports are frequently divided in to five *types*:

1. **A Record Report:** merely states facts, describing the status of a company or of a division of a company at a particular point in time.
2. **A Progress Report:** also states facts, tracing developments that have occurred over a period of time.
3. **A Statistical Report:** presents numerical data, usually in the form of charts, tables, and graphs.
4. **An Investigative Report:** is based on a study or investigation of a particular situation or issue. Such a report presents the newly accumulated data; it may also analyze the data.
5. **A Recommendation Report:** is an investigative report taken one step further, providing specific recommendations based on the information provided.

Finally, there are three important *rules* to keep in mind when preparing any business report:

1. Cite your sources: *Always* let your reader know where your information comes from so that it may be verified.
2. Date your report. Business is volatile: facts and situations change daily, if not hourly. Your information could become outdated very quickly.
3. *Always* keep a copy of your report for your own reference.

1. Informal reports

The informal report is the most common form of business report. It is usually short, five pages or fewer, and is generally drafted in the form of a memo (example 1), or a variation of a memo. Sometimes, if sent to someone outside the company, the informal report may be written as a letter (example 2).

The tone and style of an informal report will vary according to the subject and audience. But whether friendly or impersonal, a report must always be worded with courtesy and tact.

An informal report must often be prepared quickly, requiring that information be gathered more casually and unscientifically than for a formal report. Nevertheless, no matter how minor the topic nor how short the time, any business report must be THOROUGH and FACTUAL.

The best approach to accumulating data is to begin by defining your *purpose*. If you can express precisely the reason for your report, you will know what information to look for.

Once your data is assembled, the second phase of report writing is *organization*. You must arrange your facts in a logical sequence that can be easily followed.

Finally, the nature of your data and your system of organizations will determine your form of *presentation*. If your report calls for prose, organize your paragraphs:

First Paragraph: Present the main idea clearly and concisely.

Middle Paragraphs: Develop the main point with supporting details and information.

Final Paragraph: State your *objective* conclusion. If called for, your own comments and recommendations may be included at the end.

Example 1.

To: Mr. Marvin Dawson

FROM: Jim Coates

DATE: February 7, 20...

SUBJECT: Report on Secretarial Staff Overtime for January

As you requested, I have computed the number of overtime hours worked by the secretaries of the various departments and the cost of that overtime to the company.

Department	Employee	Hourly Wage	Number of Times	Total Hours	Total Cost
Executive	Ann Rogers	\$ 7.50	6	15	\$168.75
	Wilma Toyndbee	7.50	5	14	157.50
Marketing	Maribel Cruz	5.00	8	17	127.50
Accounting	Nicole Foire	5.00	8	18	135.00
personnel	Judy Hecht	6.00	10	21	189.00
TOTALS			37	85	\$777.75

The cost of hiring a clerical assistant for 35 hours a week at \$4.25 an hour would be \$ 148.75, or \$ 595.00 and 140 hours a month. This would save the company approximately \$182.75 yet provide an additional clerical hours.

NOTE: In a short, informal report, it is often a good idea to *itemize* your data. This may simply mean numbering your paragraphs. Or it may mean arranging tables of statistics. However you do it, itemization makes a report seem more organized and easier to read.

Example 2.

INTERNATIONAL INDUSTRIES, INC

3000 Avenue of the Americas

New York, New York 10019

Dear Shareholder:

Subject: Third Quarter 20... Report

Third-quarter earnings continued at record levels due to a significant increase in International's petroleum operations. Earnings for the first nine months of 20..... excelled last year's full-year results.

International Industries third-quarter income from continuing operations was \$42,351,000 or \$1.25 per common share, a 4% increase over the income of \$30,330,000 or 89 cents per common share for the same period last year. Operating income for International's petroleum operations increased 53% over the third quarter of last year, contributing over 79% of International's income.

As a result of depressed conditions in the automotive and railroad markets, International's earnings from fabricated metals products continued to decline. International Chemicals' overall quarterly earnings declined although full-year income from International Chemicals should be substantially above last year's levels.

International Industries is a leading manufacturer of petroleum equipment and services, metal products, and chemicals, with annual sales of \$2 billion.

Laura M. Carson.

Chairperson and Chief Executive Officer

Wayne G. Wagner

President and Chief Operating Office.

November 10, 20...

Example 3.

INTERNATIONAL INDUSTRIES INC.
 Consolidated Statement of Income (Unaudited)
 (In thousands, except per share)

	For the three months ended September 30	
	20...	20...
Revenues:		
Net sales	\$517,858	\$454,866
Income from investments in other companies	8,729	4,046
Other income	2,599	990
Total revenues	\$529,186	\$459,902
Costs and expenses:		
Cost of goods sold	\$339,851	\$303,893
Selling, general & administrative	111,384	91,597
Interest	9,456	13,001
Minority interest	1,600	705
Total cost and expenses	\$462,291	\$409,196
Income before items shown below	\$66,895	\$50,706
Taxes on income	24,544	20,376
Income from continuing operations	\$42,351	\$30,330
Income from discontinued operations, net of income taxes	--	2,346
Income before cumulative effect of accounting change	\$42,351	\$ 32,675
Cumulative effect of accounting change	--	--
Net income	\$42,351	\$ 32,675
Income per share of common stock (*)	\$ 1.25	\$.89
Income from continuing operations		
Net income per share	\$ 1.25	\$.96

NOTE: (*) *Income per share of common stock has been calculated after deduction for preferred stock dividend requirements of \$.03 per share of common stock for months ended September 30.*

2. Formal Reports

A formal report (Examples 1) is not only longer, but more thorough than an informal report. It requires more extensive information gathering and is presented in a more stylized format. It is always presented objectively and relies on extensive details for documentation.

As for informal reports, begin preparing your formal report by pinpointing your topic. State problem to be solved as precisely as you can. Then decide what information is needed to solve that problem and the techniques required to gather that information. Typical methods of information gathering include library research, surveys and interviews, and experimentation.

When your investigation is complete and your data is collected, you must organize and analyze the facts. Your interpretation may or may not be included in the final version of the report, but your own understanding and grasp of the material is essential before you begin to write.

When finished, your formal report will consist of the following parts:

1. **TITLE PAGE:** This page will include the title of the report as well as the name of the person who prepared the report, the name of the person for whom it was prepared, and the date on which it was completed. The title page, therefore, will contain a great deal of white space.
2. **TABLE OF CONTENTS:** This page will be outlined in advance, but it must be typed last. It consists of a list of all the headings and subheadings in the report and the number of the page on which each section begins.
3. **INTRODUCTION:** Unlike the introduction to a college term paper, this section is *not* an opening statement leading into your main topic. Rather, it is a statement of three specific facts:
 - a. The purpose of your report (what the report demonstrates or proves)

b. The scope of your report (what the report does and does not include)

c. The method by which you gathered your information.

4. SUMMARY: This section is a concise statement of the main points covered in the report. Think of it as a courtesy for the busy executive who will not have enough time to read your entire report.
5. BODY: This is the essence of your report. It is the organized presentation of the data you have accumulated.
6. CONCLUSION: This is an *objective* statement of what the report has shown.
7. RECOMMENDATIONS: These should be made, when called for, *on the basis of the facts* included in the report. They should flow logically from the objective conclusion.
8. APPENDIX: This section consists of supplementary information, often in the form of graphs and charts, which does not fit into the body of the report but which is essential to substantiate the data.
9. BIBLIOGRAPHY: A listing of references used in preparing the report is required whenever printed material has been consulted. Entries are listed alphabetically by author's last name. Proper format varies from field to field, so you should consult a manual or style sheet. The following examples, though, will serve as general models.

Book:

Mc Lane, Helen J. *Selecting. Developing and Retaining Women Executives* New York: Van Nostrand Reinhold, 2001.

Periodical: White, Kate. "*Women and Success: How to Fight Your Fear of Tiring*". Mademoiselle, March, 2001.

Example of formal Report

**RECENT DEVELOPMENTS IN
OFFICE MACHINES**

Prepared by Ha Linh

Prepared for Prof.Dr. Đản NT

February 22, 20...

Title Page

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INTRODUCTION

The purpose of this report is to examine the latest advances in office machines technology in order to determine what, if any, capital improvements should be made in the office equipment of the Dhan Corporation.

This report does not consider security systems or fire detection and control devices.

The information for this report was gathered from information supplied by the National Office Machines Dealers Association as well as from articles in several issues of Secretary's Press, Executive World, and Management Review.

SUMMARY

This report shows that, *because* of increasing emphasis on the use of very large-scale integrated circuits, major changes are anticipated in office machines during the next decade. These changes will primarily involve:

1. electronic typewriters with memory functions;
2. executive, as opposed to central, word-processing stations;
3. high-speed and intelligent copiers;
4. computers of increased speed, reliability, and memory capacity;
5. electronic printing calculators.

CONCLUSION AND RECOMMENDATIONS

On the basis of the data in this report, it can be concluded that:

1. The installation of electronic typewriters and word-processing station increases the productivity of secretaries and the efficiency of executives.
2. Medium-speed copiers maximize cost-effectiveness when used on a departmental basis.
3. Programmable electronic calculators function at a fraction of the cost of electronic adding machines.

From these conclusions, it is therefore recommended that:

1. An in-depth investigation of currently available electronic typewriters and word-processing systems be conducted to determine the cost and feasibility of installing such equipment.
2. A cost analysis be made to compare the copiers presently in use at Dhan versus alternatives now on the market.
3. The services of an electronic calculator system sales specialist be engaged to determine the equipment best suited to Dhan's particular application.

When your report complete and ready to be typed, keep in mind these guidelines for preparing the manuscript:

1. Use standard manuscript form-double space on one side of an A4 size
2. Number every page-except the title page-in the upper right-hand corner
3. Leave lots of white space-allow ample margins as well as space between subtopics
4. Use lots of headings and subheadings-make your report logical by giving headings of equal weight parallel wording; surround headings with white space.
5. Pay attention to paragraphing-try to keep your paragraphs more or less equal in length. (A paragraph of 15 lines should not be followed by one of 6 lines; on the other hand, paragraphs of 15 and 11 lines, although unequal, would not be too unbalanced) Also, give each paragraph, like the report as a whole, a logical structure; start with a topic sentence and follow with supporting details
6. Be sure to footnote information that you take from other sources quotations should be followed by a raised number and at the bottom of the page a notation made:

¹ Helen J. McLane. **Selecting, Developing and Retaining Women Executives** (New York: Van Nostrand Reinhold, 2001), pp. 71-73

7. *Proofread* your report for errors in grammar, spelling and punctuation
8. Bind the finished manuscript securely.

VOCABULARY

Nouns

absentee	người vắng mặt
adjournment	ngừng, (họp)/ kết thúc
audience	thính giả
charity	làm phúc, từ thiện
common share	cổ phiếu phổ thông
common stock	chứng khoán phổ thông
memorandum (memo)	thư thông báo (trong nội bộ công ty), bị vong lục
minute	biên bản, giác thư
minority interests	quyền lợi thiểu số, cổ đông thiểu số
re-appraisal	thẩm định lại
foyer	đại sảnh
prose	văn xuôi
preferred stock	chứng khoán ưu đãi

Verbs

accumulate	tích lũy, gom góp
investigate	điều tra
flow	chảy, theo dòng
stylize	phong cách hóa
substantiate	chứng minh, dẫn chứng
dispense	phân phát
slant	trình bày khác đi, nghiêng về một phía
pinpoint	xác định, định vị

Adjectives

smart	diện, thông minh
authoritative	có vẻ quan cách
tedious	mệt mỏi
anonymous	nặc danh
impersonal	vô nhân xưng
voluminous	rộng, nhiều
cumulative	tăng tiến

ENGLISH-VIETNAMESE PHRASES

- | | |
|---|--|
| 1. I am concerned about our company and the future of retailing. | 1. Tôi lo lắng về công ty và tương lai việc bán lẻ của chúng ta. |
| 2. We presently offer ordering services by catalogue and by telephone. | 2. Hiện nay chúng ta đã chào dịch vụ đặt hàng bằng catalô và điện thoại. |
| 3. In the future, however, telecommunications offerings will be increasing. | 3. Thế nhưng trong tương lai việc chào bán hàng bằng các phương tiện viễn thông sẽ tăng lên. |
| 4. We must stay well-informed. | 4. Chúng ta phải có đầy đủ thông tin. |
| 5. Please send me the names of all interested by noon on Wed 1 st March. | 5. Đề nghị gửi cho tôi danh sách những ai quan tâm đến vấn đề này vào trưa thứ tư, 1/3. |

6. It is proposed to conduct a complete re-appraisal of methods in use for business correspondence in the company.

7. Comments may be anonymous if preferred; but prizes will be awarded, which will reflect the cost savings achieved by adopting suggestions.

8. Prizes awarded to anonymous suggestions will be donated to charity.

9. No redundancies are expected from this exercise, but retraining is needed for staff who have not used word-processor.

10. All clerical staff are required to take an extra copy of all memos, letters, report, etc produced in the two weeks commencing 4 July and 11 July.

11. One each piece of work, please add the following coding as near to the top of right hand corner as possible.

12. Please include all rejected and retyped letters so that the full extent of your work is appreciated thoroughly.

6. Người ta đề nghị tiến hành thẩm định lại các phương pháp hiện đang dùng trong thư tín thương mại ở công ty.

7. Ý kiến đóng góp có thể nặc danh (nếu muốn), nhưng những ý kiến phản ánh được việc tiết kiệm chi phí đạt được khi áp dụng những gợi ý này sẽ được tặng thưởng.

8. Giải thưởng trao cho ý kiến đóng góp nặc danh sẽ để gửi tặng vào quỹ từ thiện.

9. Người ta không mong đợi có người bị thừa ra trong việc này, nhưng đào tạo lại là cần thiết cho những cán bộ nhân viên mà trước đây chưa dùng chương trình xử lý văn bản trong máy tính.

10. Tất cả các nhân viên đều phải mang thêm một bản tất cả các loại thư thông báo, thư từ, báo cáo v.v... viết trong hai tuần bắt đầu 4/7 và 11/7.

11. Trên mỗi bài (bản) đề nghị bổ sung mã số sau đây, càng gần phía trên góc phải càng tốt.

12. Đề nghị gộp tất cả những bức thư bị từ chối hoặc phải đánh máy lại để toàn bộ mức độ công việc của các vị có thể được cảm nhận thấu đáo.

EXERCISES

1. Answer the following questions

1. What is a memorandum?
2. What should be borne in mind when writing a memorandum?
3. What are important points in a memorandum?
4. What are parts of a memorandum?

2. Look at the memo below and decide how it can be improved.

Rewrite it in your words.

When you've done this, compare your rewritten memo with your friends'.

MEMORANDUM

To: All members of staff, Northern Branch

From: K.L.J

Date: 5 December 20...

As you know, one of the reasons for the introduction of PCs in Northern Branch was to provide us with feedback before we decide whether to install PCs in other departments. The Board has asked me to submit a report on your experiences by the end of this week. I talked to some of you informally about this last month. During my brief visit I noticed a junior member of staff playing some kind of computer game in the lunch hour, and a senior manager told me that he used his for writing letters—a job for a secretary, surely? So that I can compile a full report, I would like everyone to let me know that they personally use the PCs for, what software they use and how long per day they spend actually using it. It would also be useful to find out how their PCs have not come up to expectations, and any unanticipated uses they have found for their PCs, so that others can benefit from your experience.

3. *Work in pairs*

Read the following memo and imagine both of you are divisional personnel managers to whom the memo is addressed:

1. What do you think the managing director's aims were in writing the memo?
2. What-if anything-are you expected to do as a result of reading the memo?

MEMORANDUM

From: The Managing Director

To: Divisional Personnel Mangers.

Subject: Coffee - Making Facilities

Date: 27/4

There have been a number of comments about the amount of coffee consumed in our company. I do not want to sound as though I am against coffee-drinking: indeed our personnel consultants have emphasised how important coffee can be if you want an efficient and motivated office staff. But time-saving machines for making coffee do exist.

We can expect a little opposition to the idea if we are not careful. You can never be sure how the office staff will react. They might well take it badly. In any case, we're thinking of putting in coffee machines. Please send me a report.

3. Look at the following report which was written after receiving the above memo from the MD. Do you think the report is what the MD asked for?

REPORT ON COFFEE-MAKING AND BREAKS

It is very interesting that the coffee making habits of our employees have been noticed by other people in the company. It appears as if the time taken up by the making of coffee could be put to more productive use. We have also known for several years that there have been a number of problems connected with the motivation of our workforce but the role played by coffee-drinking has so far not been clarified.

In one or two departments, staff seem to talk about nothing else but coffee breaks: how long is it till the break, whose turn is it to make it? etc. The unfortunate development has been discussed with the heads of department in my division on several occasions. They believe the subject of automated coffee machines, one for each department for example, is not very popular with a large number of staff. The staff think that the company would be trying to make money out of them. So I think management could be misunderstood.

Nonetheless, I feel that we should try and limit the coffee-breaks. We should try to prevent the staff from gathering round the coffee-making area and chatting for so long. I wonder if you have heard or the experience of our American sister company. They have a central coffee-making facility for all the divisional offices. This is then brought to the staff at their desks. In this way there is no need for a break. In theory this is surely one way of making working time more efficient.

4. Translate into Vietnamese

a.

Memo from: Head of General Administration 14 July, 20...
To: Head of Typing Services

I know Mr. Reynolds has warned you that he proposed to raise the question of the priority given to his correspondence. I feel somewhat at fault myself for not realizing the extent to which his export department is subject to deadlines imposed by the banking system through letters of credit and by the changes in Customs procedure implemented last October. For example he has had to send some correspondence to banks with hand-written covering letters to ensure that documents were lodged before the expiry of Letters of Credit worth thousands of pounds. This cannot be good for our image with the banks, while Mr. Johnson in accounts department would be very annoyed if these funds were lost even for a matter of weeks due to typing delays. They are all parts of his cash flow system which in the present economic climate is vital to the firm's survival.

Would you, therefore, give Mr. Reynolds' letter top priority from now on, until the annual review of secretarial services comes round in October. We may then decide to give him a personal secretary to remove this type of priority work from the general pool. I am sure you appreciate that this complaint bears no reflection on you or your department - indeed Mr. Reynolds spoke very highly of your cooperation with him.

b.

Memo from: Managing Director

27.11.20...

To: Head of General Administration Department

I see from my diary that the next Board meeting, 8 January, is the one where we examine the whole question of the provision of secretarial services throughout the firm, and pinpoint weaknesses or waste of resources. It is usual for you to collect and summarise opinions on these matters before the meeting, and generally act as a clearing house for suggestion. My own observations which are relevant are as follows:

A. I wish we could replace the photocopier in use in the Buying Departments- when I call for a copy of a documents it is almost illegible. The machine should be replaced by a modern type of plain paper copier.

B. Morale seems to be very low in the typing pool. I wonder whether the purchase of a new word processing system with fewer employees doing the same amount of work in a more interesting way would be an improvement. The labour turnover is high, which would make it relatively easy to implement a change- over.

I think I should have your report in by 2 January to give me time to think over any point before the meeting. I will therefore mark it in my diary as receivable on or before that date.

c.

MEMORANDUM

from: J. Russell

27 July, 20...

To: Head of Business Correspondence Department

You asked me in my capacity as office equipment supervisor to remind you when the next International Business Show came round at the National Exhibition Centre in Birmingham. I see they have advertised it for the last week in October and invite applications for tickets. You will remember that the managing director and the purchasing officer both expressed the wish to attend this year in connection with the proposals to install a small word processing section in your department.

Would you please let me know how many tickets to order. I do hope I shall be allowed to attend, although I could go in a personal capacity if you prefer it. When we go together I usually act as general factotum collecting advertising brochures etc. Which are invaluable in our work later in the year. I could still do this if we go as a general party, leaving you to deal with the managing director and other members of the group. Perhaps we could discuss this when you are free.

5. Write a memorandum for each of the following situations

1. You are A. L. Riggs. You work for a construction company. Your company is going to build a new shopping centre beside a Creek. You want Mr. Jack Mc Connell, an employee of the company, to study the possible effect this may have on the Creek's ecology. You anticipate that the citizens of the town will be concerned about the Creek, and you want to study the situation in order to avoid problems.

2. The mail department in your company has been slow in performing its duties recently. Both outgoing and incoming mail have not been moving as rapidly as they should, and some mistakes in sorting have occurred. You want Mr. Mc Connell to observe the mailroom operations and work with the head of the mailroom to solve the problems.
3. Put yourself in the place of the subordinate writing a memo to his superior. You are now Mr. Jack Mc Connell, and you are to respond to your superior, A.L. Riggs, concerning the requests made above.
4. As secretary to the Labor Grievances Committee of the State and Johnson Luggage Company, you must prepare the minutes of the monthly meeting held on September 23. At the meeting, you took the following notes:
 - a. Called to order 4 p.m., employees' cafeteria, by Mr. Falk.
 - b. Presiding: Mr. Falk; Present: Mr. Baum, Ms Dulugatz, Mr. Fenster, Ms. Garcia, Ms. Penn, Absent: Mr. Sun.
 - c. Correction made in minutes of previous meeting (August 21): Ms. Dulugatz, not Ms. Penn, to conduct study of employee washroom in the warehouse. Approved as corrected.
 - d. Mr. Fenster presented results of survey of office employees. Most frequent complaints agreed on. Fenster to arrange to present these complaints to Board of Director.
 - e. Report on condition of warehouse employee washrooms presented by Ms. Dulugatz. Accepted with editorial revision.
 - f. Adjourned 5:12 p.m. Next meeting at same time and place on October 22.
5. As secretary to the Highridge Tenants Association, prepare minutes from the following notes taken at the emergency meeting on May 4, 20...
 - a. Called to order 7: 30 p.m. lobby, by Ms. Gingold.
 - b. 102 members present, 13 absent, all officers present.

c. Reading of minutes of last meeting dispensed with

d. Officers' Reports

Vice-President read through the "red herring" sent by landlord to tenants. Explained more difficult clauses. Explained lengthy court procedure before actual cooperative offering can be made.

Treasurer reported balance of \$87.10. Observed need for minimum of \$500 to retain and attorney to negotiate with landlord. Requested member's with unpaid dues to see him after meeting.

e. Motions

The President called for a committee to search for a lawyer to represent tenants. Motion made and carried that floor captains will constitute the committee headed by the President.

Motion to meet again to vote on search committee's selection made and carried.

f. Adjourned 9:30 p.m

SALES LETTERS AND VOLUNTARY

I. THE SALES LETTERS

1. The Essence of Persuasion

The sales letter is the most selective of all forms of advertising. Unlike press and poster advertising, it aims at selling particular kinds of goods or services to selected types of customers - office equipment to business houses; towel machines to hotels and factories, drugs to doctors and pharmacists.

The purpose of the letter is to persuade the reader that he needs what you are trying to sell and to get him to buy it. You take something attractive and make it seem necessary, or you take something necessary and make it seem attractive.

2. The Elements of the Sales Letter

A good sales letter consists of four essential elements. It must

1. arouse interest
2. create desire
3. carry conviction, and
4. induce action.

Following are the said four-element letters.

Example 1. Sales Appeal to Economy

Dear Sirs,

Have you ever thought of how much time your typist wastes in taking down your letters? It can be as much as a third of the time she spends on correspondence. Why not record your dictation on our Stenogram and save this time for other jobs she can be doing while dictation is in progress.

You will be surprised how little it costs. For fifty two weeks a year, your Stenogram works hard for you without lunch breaks or holidays; You can't give it too much to do. And all for less than an average month's salary for a secretary! It will take your dictation at anytime and anywhere-after office hours, at home or even while you are travelling; It does away with mistranscriptions in shorthand, can even do away altogether with typewriting since recorded messages can be today posted.

The Stenogram is efficient, dependable, time-saving and economical, and backed as it is by our international reputation for reliability, is in regular use in thousands of offices all over the world. It gives superb reproduction quality; every syllable is as clear as a bell; It is unbelievably simple to use; You just slip in a pre-loaded cassette, press a button and your Stenogram is ready to record dictation, instructions, interviews, telephone conversations, or what you will. Nothing could be simpler or more efficient, either. Our unique after-sale service contracts ensure lasting operation at peak of efficiency.

Your customers are sure to be using the Stenogram. Ask them about it before you place an order; or if you prefer, fill in the enclosed card and we will arrange for our representative in your country to call and give you a demonstration.

Yours faithfully,

Example 2. Sales Appeal to Efficiency

Dear Sirs,

Reports from all over the world confirm what we had known before we put the now famous "Reliance" tyre on the market-that is the fulfillment of every car owner's dream.

You are of course well aware of the weakness of the ordinary air-filled tyre-punctures, split outer covers under sudden stress and a tendency to skid on wet road surfaces, to mention some only of the motorist's complaints. Our "Reliance" tyres enable you to offer your customers a tyre that is beyond criticism in these vital qualities of road-holding and reliability.

We could tell you a great deal more about these tyres, but prefer you to read the enclosed copies of our reports from racing drivers, test drivers and motor dealers and manufacturers.

You are already aware of our terms of dealing, to encourage you to lay in a stock of the new tyre-the "Reliance" we are prepared to allow you a special discount of 3% on any order received by the end of this month.

Yours faithfully,

Example 3. Sales Appeal Pride

Dear Sirs,

Every woman dreams of having at least one really beautiful coat and here is a splendid opportunity to make that dream come true.

As you are one of our regular foreign buyers we want you to know about our completely new velvet textured nylon coats; They are made in a wide range of attractive styles and colours and are as rick-looking and beautiful as much more expensive coats; From the photographs in the enclosed brochure you will understand why, at their amazingly low prices, they are such splendid value for money.

Later on, these coats will be on offer to the general public, but because of limited stocks we are at present offering them only to our regular customers and until 30th September are allowing special discount of 3% on any order for 1,000 pieces or more.

The idea of velvet textured nylon came to us from a coat bought in Paris as a birthday present for his wife by one of our directors; The only noticeable difference between "hers" and "ours" is that hers has a loose taffeta lining, while our have luxurious nylon satin linings stitched on to the coat. Ours are also more practical because they are washable.

The velvet textured nylon is a really superb material, soft and lovely, light in weight and surprisingly warm. So don't delay. Send your order today. Just fill in the enclosed card giving us the particulars we need and we will despatch them as required.

Yours faithfully,

II. VOLUNTARY OFFERS

Voluntary offers are those not asked for. They are sometimes sent to a firm or a small number of firms in a form of a sales letter. It serves the same purpose and follows the same general principles. These offers take a variety of forms including offers of free samples, special discounts on orders received within a stated period of time and perhaps more frequently, offers to send brochures, catalogues, price-list, patterns and so on. If you do not provide any of these mentioned you should at least round off your letter by offering to send further information or advice on request.

Example 1. Offer of a Quality Product

Dear Sirs,

We are taking the liberty of sending you with this letter a copy of our current price-list for plastic handbags; The high quality of our products is well known and universally acknowledged and we are confident that a trial order would convince you that at the prices quoted the goods we are offering are excellent value for money.

From all list prices we allow a trade discount of 3,5% and a further special discount of 0,5%, making 4% in all, on orders received on or before 31st May. Under pressure of rising costs we shall not find it possible to extend these favourable term beyond that date, so why not take advantage of them now and send us an immediate order.

We are offering the goods of the very highest quality on unusually generous terms and would welcome the opportunity to serve you.

Yours faithfully,

Example 2. Offer of a New Product

Dear Sirs,

We think you will be interested in the new "Sealex" paint we have just introduced to the trade. A sample has been sent to you today by parcel post.

Sealex is the result of any years of careful research. It is made from a special formula and owes its superiority over other paints to its remarkable ability to allow for the movement of those paint-peeling cracks just visible to the naked eyes. This quality to expand with the cracks comes from a very special combination of granite mica and resin that provides a rich, thick coating, twice the thickness of that of the average finish, thus giving long-term protection.

Sealex is available in twenty one basic colours and as you will see from the enclosed list, our prices are surprisingly low. We are nevertheless allowing a special 5% discount to those who place orders before the end of this month and look forward to you being one of them.

Yours faithfully,

VOCABULARY

Nouns

conviction	thuyết phục
crack	nứt, rạn
dictation	đọc cho người khác viết, chính tả
mistranscription	chép sai
puncture	lỗ, bị châm thủng
split	dập, nát
taffeta	(một loại) sa tanh
texture	mặt vải, cấu trúc sợi vải
velvet	nỉ

Verbs

arouse	thức dậy, dấy lên
appeal	hấp dẫn, kêu gọi
induce	thuyết phục, nhử
peel	bóc
slip	trượt, mất thăng bằng, ngã
skid	trượt, trôi, không bám đường

ENGLISH - VIETNAMESE PHRASES

1. You will be surprised how little it costs.
1. Ngài sẽ ngạc nhiên là nó lại không tốn bao nhiêu.
2. It is efficient, dependable, time-saving and economical.
2. Nó có hiệu quả, có thể tin cậy được, tiết kiệm được thời gian và kinh tế.
3. It is in regular use in thousands of offices all over the world.
3. Nó được dùng thường xuyên ở hàng ngàn cơ quan khắp nơi trên thế giới.
4. Nothing could be simpler or more efficient, either.
4. Không có gì đơn giản hơn và lại có hiệu quả hơn.
5. Our unique after-sales service contracts ensure lasting operation at the peak of efficiency.
5. Những hợp đồng dịch vụ sau khi bán hàng đặc biệt của chúng tôi đảm bảo hoạt động lâu dài (của máy với hiệu quả cao nhất).
6. That is the fulfillment of every car owner's dream.
6. Đó là giấc mơ của mỗi người có ô tô được biến thành hiện thực.
7. Our goods enable you to offer your local customers an item that is beyond criticism in those vital qualities of road holding and reliability.
7. Hàng của chúng tôi làm cho các ngài có thể chào bán cho khách hàng nội địa của mình một mặt hàng không thể chê trách vào đâu được ở những phẩm chất chính như độ bám đường và độ tin cậy.

8. We are prepared to give you a special discount of 3% on any orders received on or before 6th May.

9. They are made in a wide range of attractive styles and colours and are as rich-looking and beautiful as much more expensive coats.

10. We are taking the liberty of sending you with this letter a copy of our current price-list for plastic handbags.

11. Sealex is available in twenty one basic colours and prices are surprisingly low.

12. We are offering the goods of the very highest quality on unusually generous terms and would welcome the opportunity to serve you.

13. We hope you will take full advantage of this exceptional offer .

14. We are most anxious to serve you and hope to hear from you soon.

15. We feel sure you will find a ready sales for this excellent material and your customers will be satisfied with it.

8. Chúng tôi sẵn sàng chiết khấu đặc biệt 3% cho các ngài bất kì đơn đặt hàng nào nhận được vào hoặc trước ngày 6 tháng 5.

9. Chúng được sản xuất theo nhiều kiểu và nhiều màu hấp dẫn và cũng sang trọng đẹp đẽ như những chiếc áo khoác đắt tiền hơn thế nhiều.

10. Chúng tôi xin mạo muội gửi theo thư này một bảng giá hiện hành của túi xách nhựa.

11. Sealex có sẵn trong hai một mẫu cơ bản và giá thấp một cách ngạc nhiên.

12. Chúng tôi đang chào bán những mặt hàng cơ bản và giá thấp một cách ngạc nhiên.

13. Chúng tôi hi vọng các ngài sẽ tận dụng chào hàng ngoại lệ này.

14. Chúng tôi hết sức nóng lòng phục vụ các ngài và hi vọng nhận được tin của các ngài sớm.

15. Chúng tôi cảm thấy chắc chắn rằng các ngài sẽ thấy loại vải tuyệt vời này bán chạy và khách hàng của các ngài sẽ hài lòng với nó.

EXCERCISES

1. Answer the following questions:

1. What is a sales letter?
2. What is its purpose?
3. What must a good sales letter consist of?
4. What is a voluntary offer?
5. What its purpose?
6. Can you give an example of a form of a voluntary offer?

2. Fill in the blank with one suitable word

Dear Sirs,

Looking through records we note regret that we have not had the of an order from you since last Dec. We you have had no cause to be dissatisfied either with our or with the way in which we have your orders.

We think you may be interested to know that we have appointed sole for the sale in this country of personal computers from the leading this manufacturers and our stocks now include a wide of first class PCs at very prices. From the catalogue you will see that the prices of these PCs are much than those for standard models that we are very generous terms of payment.

We should be to send you any of our PCs on approval at our own expense and any obligation your part. All we would ask that you return within 2 months any you do not wish to buy.

We look forward to the of your renewed custom.

Yours faithfully,

3. Translate into English

1. Chúng tôi xin phép được gửi đến các ngài catalô mới nhất và bảng giá những máy hái chè mới kiểu PT88 và hi vọng các ngài có thể có nhu cầu mua loại máy này.
2. Vì các ngài đã đặt nhiều đơn đặt hàng với chúng tôi trước đây, chúng tôi đã quyết định chào hàng đặc biệt cho quý ngài.
3. Chúng tôi cảm thấy chắc chắn rằng các ngài sẽ muốn mua những mặt hàng điện tử mà chúng tôi gần đây đã đặt trên thị trường.
4. Chúng tôi đang chào bán cho các ngài những mặt hàng tốt về phẩm chất, hấp dẫn về hình thức và phải chăng về giá cả.
5. Chất lượng cao của các mặt hàng chúng tôi đã và đang bán trên thị trường đã được nhiều người tiêu dùng đánh giá cao.
6. Chúng tôi tin rằng hàng chúng tôi đang chào bán ở giá đã báo thật đáng tiền.
7. Một khi đã thấy và kinh doanh những mặt hàng mới này các ngài sẽ đặt những đơn đặt hàng mua số lượng lớn và thường xuyên với chúng tôi.
8. Sau ngày nói trên chúng tôi e rằng chúng tôi sẽ không có khả năng dành hẳn cho các ngài những chào hàng có các điều kiện thuận lợi như thế này.
9. Những mặt hàng chúng tôi chào bán hơn hẳn những hàng cùng loại về độ bền và tính đơn giản trong việc sử dụng và bảo dưỡng.
10. Tính chất này có được là nhờ sự kết hợp một cách tài tình giữa nguyên liệu để sản xuất và trình độ kỹ thuật cao.
11. Vì số lượng chúng tôi sẽ bán rất hạn chế chúng tôi muốn chào bán cho khách hàng thường xuyên trước khi chào bán chung cho công chúng.
12. Chúng tôi có thể nói với các ngài nhiều về những mặt hàng này nhưng chúng tôi muốn để các ngài đọc những nhận xét của khách hàng đã mua hàng của chúng tôi.
13. Chúng tôi nghĩ rằng các ngài sẽ thấy những điều kiện chúng tôi nêu trong chào hàng này là rất có lợi cho các ngài vì chúng tôi xem xét kỹ quá trình buôn bán và quan hệ giữa chúng ta.
14. Chúng tôi sẽ rất vui mừng được đón ngài hoặc đại diện của ngài ở phòng trưng bày hàng mẫu bất kì lúc nào để chạy thử máy để các ngài xem.
15. Chúng tôi sẽ rất vui mừng nếu các ngài có thể sắp xếp để đại diện của chúng tôi ở khu vực châu Á Thái Bình Dương, ở Băng Cốc đến đất nước ngài và mang các bộ mẫu để các ngài nghiên cứu.

4. Translate into Vietnamese

1.

Dear Sirs,

Diotain (Titanium dioxide)

Three months ago we completed a two-year programme of rationalization that included the reorganization and of Chester Plant. The result is that we have not only reduced production costs but we have succeeded in considerably increasing our output.

We are now in a happy position of being able to pass on to our customers some of the benefits of this increased efficiency and have the pleasure of enclosing our new price-list for all types of Diotain:

Anatase -A5, A15, A60, A95, A110 and A120

Rutile - R5, R40, R75 and R160

The three prices quoted for each type are for orders under 20 tons, 20-40 tons and over 40 tons, these prices are F.O.B Liverpool, England.

Efficient production leads to the problem of efficient transport. It is in order to overcome this problem that we have gone over to the use of containers and now export initialed loads. The containers leave our plant by road or rail and are soon at the dockside in Liverpool awaiting shipment. As there are more and more containerships in service every month, it is no longer necessary to wait for weeks for a ship to transport the goods. In addition to the competitive new prices already mentioned, we are offering a special "transport" discount of 1% per 20-ton unit in order to facilitate containerization.

We look forward to receiving your order at the new prices and urge you to take advantage of the special discount.

Yours faithfully,

2.

Dear Sirs,

We are in receipt of your circular of 20th May and welcome your new competitive prices. We note these are quoted FOB Liverpool. Are we right in assuming that in our case they will be FOB Newcastle?

Now that you have adopted containers for exports you will be able to ship our order in the new containership M.S Eagle, which operates regularly between Newcastle and Bergen.

We enclose our order Z 533 for a total of 60 tons of Diotain. This order would normally have been 50 tons but we have increased it to qualify for the 3% discount on three 20-ton units. Since we are particularly anxious to receive the Rutile R40, we should be obliged if you would arrange for immediate shipment of this order.

Yours faithfully,

5. Translate into English

1.

Thưa các ngài,

Chúng tôi xin cảm ơn thư của các ngài đề ngày 28 tháng 5 và đơn hàng Z533 của các ngài đặt mua 60 tấn Diotain.

Chuyến hàng này sẽ được xếp xuống tàu "Eagle" từ Newcastle ngày 7 tháng 6. Đại diện của chúng tôi tại đây đã được chỉ thị gửi vận đơn cho các ngài vào lúc nhận được nó.

Còn về thắc mắc của các ngài về giá FOB của chúng tôi, các ngài hoàn toàn đúng khi các ngài cho rằng trong trường hợp của các ngài thì giá phải là giá FOB Newcastle. Chúng tôi thông báo giá FOB Liverpool trong thư thông báo chào hàng của chúng tôi là vì 80% hàng xuất khẩu của chúng tôi xuất từ cảng đó.

Chúng tôi ghi nhận sự hài lòng của các ngài về giá mới của chúng tôi và mong nhận được nhiều đơn hàng nữa của các ngài.

Kính chào,

2.

Thưa các ngài,

Mặc dù chúng tôi chưa đặt hàng với các ngài trong hai năm, chúng tôi vẫn rất vui mừng nhận được thư thông báo chào hàng của các ngài ngày 20 tháng 5 và ghi nhận rằng giá titanium dioxide một lần nữa trở nên có sức cạnh tranh. Chúng tôi cũng vui mừng nhận thấy rằng các ngài đã sử dụng hệ thống công-tên-nơ đối với hàng xuất khẩu. Việc này sẽ trợ giúp mạnh mẽ việc bán hàng của các ngài ở ngoại quốc nói chung và ở Việt Nam nói riêng.

Xét về giá đã được cải tiến và những sắp xếp vận tải có hiệu quả (đôi khi chúng tôi phải đợi hàng tháng, thậm chí hàng quý cho một chuyến hàng từ ngoại quốc) chúng tôi đã quyết định đặt hàng mua 40 tấn Diotain loại A5, A15, A60 và R5 (đề nghị xem đơn hàng gửi kèm UK1127). Đây là đơn đặt hàng giao hàng ngay. Nếu các ngài phản đối thì việc thanh toán sẽ được tiến hành bằng chuyển khoản ngân hàng khi nhận được hàng.

Kính chào

3. Thưa các ngài,

Chúng tôi xin cảm ơn thư của các ngài đề ngày 29 tháng 5 và đơn đặt hàng UK1127 mua 40 tấn diotain. Chúng tôi rất vui mừng báo cho các ngài biết rằng chuyến hàng này sẽ được xếp xuống tàu Patini, rời Liverpool đi Sài Gòn ngày 9 tháng 6. Chúng tôi sẽ gửi vận đơn cho các ngài ngay khi chúng tôi nhận được nó.

Chúng tôi khá thoả mãn là lại có thể cung cấp hàng hoá cho các ngài sau một thời kỳ gián đoạn khá dài. Chúng tin tưởng rằng giá có sức cạnh tranh của chúng tôi, cùng với dịch vụ công-tên-nơ thực sự có hiệu quả sẽ cổ vũ các ngài tiếp tục đặt hàng với chúng tôi.

Về đề nghị thanh toán bằng chuyển khoản ngân hàng của các ngài thì chúng tôi hoàn toàn không có ý kiến phản đối.

Kính chào

6. *Translate into Vietnamese*

1.

Dear Sirs,

We refer to you circular of 20 May, advising us of your new prices for Diotain.

Although we have recently had notice of similar prices from a leading chemical company in Europe, we have decided to place our order with you because of your more satisfactory arrangements for shipment. There is now a regular containerships service operating between Liverpool and Cape Town, and these ships often call in at Tema, a new harbour, 17 miles from Accra, Ghana. This means that we shall be able to place smaller order with greater efficiency, knowing that as soon as our stocks get low, we can receive another consignment with the minium of delay.

The enclosed order CH 2709- is for 20 tons and includes an order for R5 which we have received from a soap manufacturing factory. This is the first order they have placed with us, but there is every chance that they will repeat if they are satisfied with the quality.

Yours faithfully,

2.

Dear sirs,

We thank you for your letter of 30th May and for your order CH 2709, which is now receiving our best attention and will be forwarded on the first available containership.

We note that your order included 5 tons of R5 which you mention as being for a soap manufacturer. As it is customary of soap to use anatase and not Rutile Titanium, it occurs to us that perhaps this should read A5.

We should be obliged if you would cable by return whether this is meant to be A5.

Note: A few days later the following cable was received

CORRECTION TO DIOTAIN ORDER STOP SHOULD READ 5 TONS A5 ANATASE.
--

7. Letter - writing

1. Minexport Hanoi receives a circular from Fuji Co. Tokyo, offering polivinyll chloried at a special price on orders of 60 tons and over. They write replying enclosing their order for this amount but stipulating that the consignment is to be shipper to Ho Chi Minh City immediately.
2. Fuji Chemical Co, answers saying that the consignment will be shipped on SS Maru sailing from Osaka on 19th March and due to arrive at Ho Chi Minh on 29th .
3. Your corporation or company places an order with a foreign firm for 80 refrigerators-Denton-that have been announced at a special price in a circular. In addition they order 40 Double-Denton, which are refrigerators for store-rooms. They ask if part of the order 35 of the first model and 20 of the second-can be shipped to Hai Phong before March.
4. The supplier of Denton Refrigerator replies saying that they have arranged for shipment and that part of the consignment can be shipped to Hai Phong before March. The goods will arrive on 25 Feb, per SS Glenfield.

ORDERS AND THEIR FULFILMENT

I. PLACING AN ORDER

1. Order by Letter

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

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

2. Order Form

Unlike quotations and sales letters, correspondence concerning order is largely routine. Sometimes there is no correspondence at all; instead, buyers use printed order forms and sellers use printed acknowledgments. Order on printed forms has a number of advantages:

1. The forms are pre-numbered, and therefore, easy to refer to
2. Important details cannot easily be overlooked
3. The general conditions under which order are placed can be seen on the front, otherwise the sellers will not be legally bound by them.

As a matter of fact, printed order should always be with a covering letter.

Order placed by cable, telex, fax, email or CGM should be confirmed in writing to avoid misunderstandings.

3. Legal position of the parties

As stated in Chapter 4, a seller who has quoted is not legally bound to accept the buyer's order, unless the quotation was made as a firm offer. The buyer's order is an offer to buy and the seller or offerer is not legally bound to honour their agreement.

a. The buyer's obligations

When a binding agreement comes into force, the buyer is required by law:

1. to accept the goods supplied, provided they comply with the terms of to order
2. to pay for them at the time of delivery, unless there is an agreement to the contrary
3. to check the goods as soon as possible (Failure to give prompt notice of faults to the seller will be taken as acceptance of the goods).

b. The seller is obligations

The seller is required by law:

1. to deliver the goods exactly of the kind ordered, and at the agreed time
2. to guarantee the goods to be free from faults of which the buyer could not be aware at the time of purchase .

If faulty goods are delivered, the buyer can demand, either a reduction in price, or replacement of the goods, or cancellation of the order. He or she may also be able to claim damages (see Chapter 11: Complaints and Claims).

Routine orders for standard goods are short and formal but they must include essential details concerning the goods, delivery and terms of payment. Where the order covers more than one item they should be tabulated. This lessens the chance of items being overlooked.

Example 1. Order by Letter from a New Customer

INTERNATIONAL IMPORT COMPANY

101 Babuhofstrasse
Hamburg

Cable: INTERM

Messrs: Artexport
33 Ngo Quyen St
Hanoi-Vietnam

20th July, 20...

Dear Sirs,

Order No 1001/2

We thank you for your offer No 303/P2 dated 10th July and have pleasure in placing an order on the following terms and conditions:

1. Commodity: fancy rush mats
2. Quality and specification: as per attached specification and designs
3. Quantity: 5,000 (five thousand) pieces
4. Price, unit, CFR Hamburg including packing
: US\$ 0,45
Total : US\$ 1,250
5. Packing: to be wrapped in strong rush matting, steel hopped, 20 pieces in one bale, and marked 1001/2/19 INTERM
6. Delivery: 3,000 pcs in Sept, 19...
2,000 pcs in Oct, 19...
7. Terms of payment: by irrevocable letter of credit to be established in favour of the seller to the account of Ngan hang Ngoai thuong Viet Nam and confirmed by London Commercial Bank, 15days prior to the first shipment, which mentions Partial shipment is allowed.

The goods are required to be insured under maine All Risks terms from Warehouse Viet Nam to Warehouse Hamburg. The insurance is to be effected with a first class Vietnamese or foreign insurance company.

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

Yours faithfully,

For International Import Co.

(Signed)

M. Belter

Manager, Purchase Department

Example 2. Order based on the result of previous talks between.
Representatives of the Seller and the Buyer

Order No TD44/50/12T

30th November, 20...

The Buyer: Machinoimport Hanoi

The Seller: Robinson and Co., Ltd.

Address: 8 Trang Thi St., Hanoi, SRV.

Address: 48, Oxford St., London
W1. England.

1. OBJECT OF ORDER: the Seller sells and the Buyer buys the goods listed in the specification attached hereto, at the prices and in the quantity indicated therein. The said specification forms an integral part of this order.
2. PRICE AND TOTAL AMOUNT: prices are understood to be CIF Haiphong including packing. The total amount of this order is £...
3. DATE OF DELIVERY: the goods are to be delivered in three parcels at the rate of one consignment each month. The first parcel is to be shipped in May, 20...
4. PACKING: in export packing in conformity with the accepted standards.
5. MARKING: each case to be marked in weather proof paint as follows:

Order No TD44/50/12T

Name of Shipper: Robinson and Co. Ltd.

Name of Consignee: Machinoimport Hanoi

Case No 1/and up

Net weight:

Gross weight:

Measurement: cm xcm xcm

6. TECHNICAL DOCUMENTS: two sets of drawings and instructions for assembly, operation and maintenance are to be shipped with the goods; one set is to be airmailed to the buyer not later than 30th April, 20...
7. TERM OF PAYMENT: Payment is to be effected in U.S dollars by an irrevocable and divisible Letter of Credit to be valid for 90 days; the L/C is to be opened by the Buyer in favour of the Seller for the total amount of the order with a London Bank within 15 days after the Buyer receives notification of readiness and notification that the necessary export license has been obtained.

Documents required for payment:

- a. Commercial invoices (3)
- b. Original Bill of Lading (1)
- c. Packing sheets (3)
- d. Test and Inspection certificate (1)
- e. Copy of Export license (1)
- f. Insurance Policy (1)

8. GURANTEE: 24 months after despatch. Should the machines prove to be defective during the guarantee period, the Seller undertakes to replace or repair any defective part free of charge; the guarantee does not apply to damage caused by improper storage or careless maintenance.

Other terms are as agreed upon in the record of our talks on 15th Oct. and 20th Oct. 20... attached hereto.

For and on behalf of the Buyer

(Signed)

Nguyen Quang

Vice Director

Machinoimport Hanoi

Example 3. Letter Confirming Order by cable

Dear Sirs,

We thank you for your offer of 25th May, 20... for Diesel engine, Model 4238-200PS and confirm our today's cable reading as follows:

*“YR 7678 AGREED MD 4238-200PS
£ 15,690 LCATSIGHT NOVSHIPMENT”*

And we should like to make clear the following terms and conditions:

- 1. Description: Diesel Enginer, Model 4238-200PS complete with spare parts as stated in your catalogue No 24/5/89 attached to your said offer*
- 2. Price: £ 15,690, FOB, Kobe, Japan including packing in seaworthy wooden cases*
- 3. Shipment: In one lot in November, 20...*
- 4. Payment: By irrevocable letter of credit at sight to be opened with the Bank for Foreign Trade of Vietnam to the account of Misuit Bank Tokyo in your favour 15 days prior to the date of shipment, valid for 90 days, amounting to the whole value of the goods to be shipped*
- 5. Technical documents: You are required to send us all necessary technical documents concerning operation, assembling or maintenance of the machine*
- 6. Guarantee: Within 6 months after commencement of operation or 12 months after despatch.*

We are looking forward to your kind confirmation of sales.

Yours faithfully,

Example 4a. Order Form with Covering Letter

a. Covering Letter

F. Lynch & Co., Ltd.

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

Telephone: 021366571 Fax: 021 2368592 Telex: 341641

Satex S.p.A

Via di Pietra Papa

00146 Roma

ITALY

Attn. Mr D. Causio

Your ref: D/1439

Our ref: Order DR 4316

9 March, 20...

Dear Sirs,

Please find enclosed our order No. DR 4316 for men's and boys' sweaters in assorted sizes, colours, and designs.

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

Would you please send the shipping documents and your sight draft to Northminster Bank (City Branch), Deal Street, Birmingham B3 1SQ.

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

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

Yours sincerely,

Lionel Crane

Chief Buyer

Enc. Order Form No. DR 4316

b. Order Form

ORDER

No DR 4316

F. Lynch & Co., Ltd. & Co., Ltd.

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

Telephone: 021366571 Fax: 021 2368592 Telex: 341641

Satex S.p.A

Via di Pietra Papa

00146 Roma

ITALY

Authorized

Quantity	Item description	Cat. No.	Price CIF London
50	V Neck : 30 Red/20 Blue	R432	£13.80 each
30	Roll Neck: 15 Black/15 Blue	N154	£ 9.40 "
30	Crew Neck: 15 Green/15 Beige	N154	£ 16.00 "
40	Crew Neck: pattern Note: Subject to 5% quantity discount	R541	£ 12.60 "

Comments: 15% Trade Disc Pymt D/P Del. 6 weeks

Date: 9 March, 20...

Example 4b. Order form with covering letter

a. Covering Letter

Dear Sirs,

Your Reference LB/AHB

We thank you for your offer of 5th July and enclose our order No 0345 for 4 of the items.

All these items are urgently required by our customers. We therefore hope you will arrange to have them shipped immediately.

In the meantime we are looking forward to your early confirmation by cable.

Yours faithfully,

b. Order form

ORDER FORM

Nylon Fabrics Ltd.
18 Brezennode Street
Manchester, 2, England

17th July 20....

Order No 0345

Artexport
31 Ngo Quyen St., Hanoi
SRVN.

Pleasure supply:

Quantity	Item	Catalogue No.	Price
2,500	Bed sheets, blue	75	£1,25 each
2,500	Bed do sheets, primrose	82	£1,50 "
5,000	Pillow cases, blue	117	£ 0,60 "
5,000	Pillow cases, primrose	121	£ 6,60 "

Total price: £

1. The prices are understood to be CIF Manchester including packing
2. Payment : by L/C as usual
3. Shipment : Immediate delivery
4. Packing : In customary export cases.

For Nylon Fabrics Ltd.
(Signed)
W. James
Secretary

Example 5. Order with Special Conditions attached

Dear Sirs,

We thank you for your letter of 22nd April, enclosing a booklet with details of your range of wrist watches

We are very interested in the different types of watches you offer and have decided to place a trial order on the following terms and conditions:

Item No	Article	Quantity	Unit price	Total price
40	Popular	1,500	£ 90 per dozen	
47	Regent	1,200	£ 150 per dozen	
48	Aristroc	1,500	£ 240 per dozen	

Total value £

- 1. The prices are CIF Singapore including packing*
- 2. Packing: in seaworthy export cases*
- 3. Payment: by irrevocable L/C*
- 4. Delivery: In or before October, 20....*

We place this order on the clear understanding that the consignment will be despatched in time to reach us on or before 31st October, 20... and reserve the right to cancel it and refuse delivery after this date.

We look forward to having your confirmation soon.

Yours faithfully,

III. ACKNOWLEDGING THE ORDER

1. Orders from regular Buyers are in practice acknowledged by a printed form of sales or selling confirmation, such confirmation should include:

- Buyer's name and address
- Seller's name and address
- Commodity
- Quantity
- Unit price
- Total value
- Packing and marking
- Delivery
- Payment
- The date of the confirmation
- Buyer and Seller's signatures.

Or sometimes a rubber seal containing such words as "*Accepted*" can be used and printed on one of the copies of the order instead of the seller having to write a confirmation.

**Example 1. Printed form of Sales Confirmation form
Machinoimport Hanoi**

**The Vietnam National Machinery Export and Import
Corporation**

Head office: 8 Trang Thi Street, Hanoi, SRVN

Telephone & Fax: (84) - 853365 - 853705

Your ref:

Hanoi: 23rd May 20...

Our ref:

Messrs. St. Anthony's Stores

51 Victorial Road

Bankok - THAILAN

SALES CONFIRMATION

1. With reference to

We here by confirm our sales as follows:

Item	Articles	Type	Quantity	Price	Total
1	Diesel Engine	MD 4238- 200PS	1	£ 15,690	

In words: Total value £ 15,690

2. The price is taken as FOB Hai Phong packing included.

3. Packing: customary export packing for sea freight

4. Insurance: From to shall be arranged and paid for by....

5. Delivery date: In November, 20....

6. Payment: by irrevocable L/C at sight opened to our a/c in Vietcombank, Hanoi

For Machinoimport Hanoi

(Signed)

Nguyen Quang

Director

But a short letter stating when delivery may be expected is better and helps to create good will as it is the case with the following example.

Example 2. Short Letter of Confirmation

Satex S.p.A

Via di Pretra Papa. 00146, Roma

Telephone: Roma 769910

Tele fax: (06) 68 5473

Telex: 285136

Mr L. Crane, Chief Buyer

Vs. rif: Order DR4316

F.Lynch & Co. Ltd.

Ns. rif: D/1140

Nesson House

Newell Street

13 March, 20...

Birmingham B3 3EL

UNITED KINGDOM

Dear Mr. Crane,

*Thank you for your order (No. DR 4316) which we are now making up.
We have all the items in stock and will be advising you in the near future.*

Yours sincerely,

D. Causio

Example 3. Sales Confirmation in printed form from Barotex Hanoi

**The Vietnam Bamboo
and Rattan Wares Import & Export Company**

6E Thai Think Street - Hanoi - SRVN

Phone & Fax: 84 85636975

Hanoi, may 25th, 20...

Buyer: I. Westphal
Tingvez 630,
23000 Copenhagen
Denmark

Sales confirmation No ID 4450

Ref		Description	Unit	Quantity	Unit price	Total Price
Ours	Yours					
042	A2	B152 Rattan Wares				£3,458

Say: Three thousand four hundred and fifty eight pounds only.

1. The above price is to be understood to be CIF Copenhagen in accordance with Incoterms 2000 packing included.
2. Packing: In corrugated cardboard cases or wooden cases.
3. Insurance: to be borne by the Seller.
4. Delivery: As soon as possible but not later than 15th Oct. 20...
5. Payment: by irrevocable and confirmed L/C.

For the Buyer

For ther Seller

Example 4. Sales confirmation by letter

Dear Sirs,

We thank you very much for your order No 0345 dated 17th July, 20..... and are very pleased to confirm our sales on the following terms and conditions:

- 1. Commodity: bed sheets, blue*
- 2. Quality and specification: as per catalogue No 75*
- 3. Quantity: 2,500 p cs*
- 4. Price, unit, CIF Manchester, including packing:*

£ 1.25 each,

Total value £ 3,125

- 5. Payment: by irrevocable L/C as usual*
- 6. Packing: in customary export cases*
- 7. Shipment: immediate delivery.*

We hope when the goods reach you they will give you full satisfaction in all aspects as our best attention has been paid to handing your order in general and to its delivery in particular.

Meanwhile we are looking forward to having your repeat orders.

Yours faithfully,

- 2. Orders from new customer should certainly be acknowledged by letter, better known in business circle as sales confirmation or selling confirmation. The letter should:**
 - 1. Express the pleasure of receiving the order**
 - 2. Add favourable comments on the goods ordered**
 - 3. Include an assurance of prompt and careful attention**

4. Draw attention to other products likely to be of interest
5. Hope for further orders.

Example

Dear Sirs,

We are very pleased to receive your order No 235/p6 of 23rd May, 20... for Diesel engine, Model 4238/200PS and welcome you as one of our customers. We would like to confirm the supply of the said machine on the terms and conditions as stated in your order and are arranging for despatch in November 20....

When the goods reach you, we feel confident you will be completely satisfied with them - at the prices offered they represent exceptional value.

As you may not be aware of the range of goods we deal in, we are enclosing a copy our catalogue and hope that our handling of your first order with us will lead to further business between us and mark the beginning of a happy working relationship.

Yours faithfully,

3. When the goods ordered cannot be delivered immediately,
 1. apologize for the delay
 2. explain the reason
 3. hope the customers are not being inconvenienced unduly
 4. state when the delivery may be expected, if this is possible.

Example 1. Delayed shipment

Paton Manufacturing Ltd.

Panton Workd, Houslow, Middlexes, TW62BQ

Tel: 081 353 0125

Registered No. England 266135

Telex: 21511

Fax: 081 353 6783

Mr H. Majid

8th October 20....

Majid Enterprises,

Grant Road,

Bombay,

INDIA

Dear Mr Majid,

I am writing to you concerning your order, No. CU 1154/d which you placed four weeks ago. At that time we had expected to be able to complete the order well within the delivery date we gave you which was 18 June, but since then we have heard that our main supplier of chrome has gone bankrupt.

This means that we have to find another supplier who could fulfil all the outstanding contracts we have to complete. As you will appreciate this will take some time, but we are confident that we should be able to arrange to get our materials and deliver consignments to you by the middle of next month.

The units themselves have been assembled and simply now need completing. We regret this unfortunate situation over which we had no control and apologize for the inconvenience. If you wish to cancel the order it would be quite understandable, but we stress and appreciate it if you could bear with us till then.

Please let us know your decision as soon as possible. Thank you for your consideration.

Yours sincerely,

D. Panton

Managing Director

Example 2.

Dear Sirs,

We thank you for your order No 0345 dated 17th July, 20.... but regret very much that we are unable to execute your order immediately owing to heavy home demand.

However, we can assure you that the shipment will be ready for despatch in the second half of the 4th quarter, 20....

We trust that the delay will not cause you any serious inconvenience and hope that you will continue to do business with us.

Yours faithfully,

Example 3.

Dear Sirs,

We were very glad to receive your order No 0234 dated 17th July, 20... but much regret that, because of exceptional demand form home for the items ordered, we are, therefore, at present out of the makes your require.

The manufacturers have promised us a further supply by the end of the last quarter, 20... and if your could wait until then we would deliver promptly the quantity you need.

We are indeed sorry not to be able to meet your present order immediately and hope that in the circumstance you will bear with us.

Yours faithfully,

III. DECLINING THE ORDER

There are sometimes when the Seller does not accept the Buyer's order as for example:

1. Where he is not satisfied with the Buyer's terms and conditions
2. Where the Buyer's Credit is suspect
3. Where the goods are not available

Letters rejecting orders must be written with the utmost care and with an eye to good will and further business. When writing such letters:

1. regret your inability to meet Buyer's need
- 2. propose an alternative product, if one is available
3. hope for the opportunity to be of service to them another time.

Example 1.

Dear Mr van Gellen,

Thank you for your order No. HU 1449, which we received today; Unfortunately, we do not feel that we can offer the trade discounts which you have asked for, viz, 35 per cent as we only allow a 25 per cent trade discount to all our customers regardless of the quantity they buy.

Our price are extremely competitive and it would not be worthwhile supplying on the allowance you have asked for. Therefore, in this instance, I regret that we have to turn down your order.

Yours sincerely,

D. York

Example 2.

Dear Sirs,

We have carefully considered your counter proposal of 15th August to our offer of woolens but very much regret that we cannot accept it.

The prices we quoted in our letter of 1st August leaves us with only the smallest margin; they are in fact lower than those of our competitors for goods of similar quality.

The wool used in the manufacture of our Eagle range undergoes a special patented process that prevents shrinkage and increases durability; The fact that we are the largest suppliers of woolens to many countries in Europe is in itself evidence of the good value of our products.

If, having given further thought to the matter you feel you cannot accept our offer, we hope it will not prevent you from approaching us on some other occasions. We are always happy to hear from you and will carefully consider any proposals likely to lead to business between us.

Yours faithfully,

Example 3.

Dear Sirs,

We thank you for your order No 9445 TB dated 15th May for grinding machine Md 42242 but have to disappoint you.

At present we have no stock of the machine you required and do not expect to have further deliveries for at least another six months. Before then you may have been able to obtain the goods elsewhere, but if not, we will notify immediately when our new stock comes in.

Yours faithfully,

IV. SELLER'S COUNTER - OFFER

When a seller receives an order he cannot meet for some reason, he may take one of the following courses:

1. He may send a substitute
2. He may make a counter-offer
3. He may regretfully decline the order.

He may decline the order only if he has no other choice. He may send a substitute only when he can obtain the buyer's consent. But it is better to follow the sound practice of making a counter-offer. But if goods sent as substitutes, they should be sent "on approval" and the seller should accept the responsibility for carriage charges both ways.

Example 1. The Seller Offers to Send a Substitute

Dear Sirs,

We thank you for your letter of 25 May, 20... enclosing your order for 8,00 yards of 36 in wide "Aqualine" watered silk.

We are sorry we can no longer supply this silk. Fashions constantly change and in the recent years the demand for watered silk has fallen to such an extent that we have ceased to produce them. In their place we can offer you our new "Gossamer" brand of rayon. This is finely woven, hard wearing, non creasable material with a most attractive luster: The large number of repeat orders we have received from leading importers abroad is a clear evidence of the widespread popularity of this brand: At the low price of only £ 0,85 a yard this rayon is much cheaper than silk and its appearance is just as attractive.

We are makers of other cloths in which you may be interested and we are sending you a full range of patterns by parcel post. All these are selling very well in many countries and we can safely recommend them. We can supply all of them from stock and if, as we hope, you decide to place an order, we could make immediate delivery.

Yours faithfully,

Example 2. The Seller Sends a Substitute

Dear Sirs,

We are glad to learn from your letter of 10th April that you have decided to place a large order for a umber of items included in our quotation; All the items ordered are in stock except 200 dozens of Ladies bicycles painted in strawberry pink. Stock of these has been sold out since we quoted them and the makers inform us that it will be another two months before they can send replacements.

As it is stated in your order that delivery of all items is a matter of urgency, we have substituted the goods in question in deep orange, identical in design and quality with those ordered; They are rick-looking and most attractive and very popular with our other customers; We hope you will like them, but if not, please return them at our expense; All the items ordered are being sent to you by ship and should reach you some day in the near future.

We hope you will be pleased with them.

Yours faithfully,

V. ADVICE OF DESPATCH

1. When the goods are despatched, the Buyer should be notified, either by *advice note* or by letter stating what has been sent, when it was sent, and the means of transport used. Where the invoice is sent by post, it serves as an advice note and a separate advice is unnecessary.

Example 1. Advice of Despatch

Glaston potteries Ltd.

Clayfield, Burnley BB101RQ

Tel: 031546125

Telex: 8801773

Fax: 0315 63182

Registered No 716481

VAT Registered No133534108

MacKenzie Bros. Ltd.

14 July, 20...

1-5 Whale Drive

Dawson

Ontario - CANADA

Dear Sirs,

Order R1432

The above order has now been completed and sent to Liverpool Docks where it is awaiting loading onto the MS Manitoba which sails for Dawson, Canada on the 16 July and arrives on 30 July.

Once we have the necessary documents we will hand them to Burnley City Bank, your bank's agents here, and they will forward them to the Canadian Union Trust Bank.

We have taken special care to see that the goods have been packed as per your instructions: the six crates being marked with your name, and numbered 1-6; Each crate measures 6ft x 4ft x 3ft and weighs 50kgs.

We managed to get all items from stock with the exception of Cat. No. G16 which we only had in red. But we included it in the consignment as it had the Willow pattern you asked for.

If there is any further information you require, please contact us. Thank you very much for your order, and we look forward to hearing from you again soon.

Yours faithfully,

J. Merton (Mr)

Sales Manger

Note: Glaston Potteries have made up the Mackenzic order and now advise them. MacKeazie Bros. already have opened a letter of credit at their bank, the Canadian Union Trust Bank, in favour of their suppliers, Glaston Potteries. The Canadian bank will now wait until they have confirmation of shipment from their agents in England, Burnley City Bank, and will then transfer the money so that Glaston Potteries can be paid.

Example 2. Advice of Despatch

Satex S.p.A

Via di Pretra Papa. 00146, Roma
Telephone: 7761504, Telex: 285136

Mr L. Crane, Chief Buyer
F.Lynch & Co., Ltd.
Nesson House, Newell Street

Vs. rif: Order DR4316
Ns. rif: D/1140

29 March, 20...

Birmingham B3 3EL
UNITED KINGDOM

Dear Mr. Crane,

We would like to advise you that your order has been shipped on the MS Marconissa and should reach you within the next ten days.

Meanwhile our bank has forwarded the relevant documents and sight draft for £1,662,60 to the Northminster Bank (City Branch) Birmingham.

We are sure you will be pleased with the consignment and look forward to your next order.

Yours sincerely,

D. Causio

Note: This letter confirms that Satex S.p.A have sent the order. When he receives this letter, Mr Crane will go to the Northminster Bank, where he will be asked to accept a sight draft, i.e. pay a bill of exchange immediately. After he has paid this, he will be handed the shipping documents (bill of lading, insurance certificate, and commercial invoice) so that he can collect the goods. Remember, this was a CIF transaction where the supplier paid cost, insurance, and freight, and on a documents against acceptance basis, i.e. once the bill of exchange has been accepted, the documents would be handed over.

The customer knows that the goods are on the way and can make the necessary arrangements to receive them.

Example 3. An Advice Note

D&S Charcot S.A.R.L.

Advice Note

place du 20 aout 79B - 4000 Lilge

Tel: (32) 49-240886, Fax: (32) 49-16592

6 May, 20...

The Chief Buyer

Caravela

Rua das Ameixoeiras 1291

P-1700 Lisboa

Re: Your order N. D163/9

The following consignment has been sent to you by rail today. Please confirm receipt and quote consignment note No. 8817561915

Quantity	Goods (Description)
4 doz	ERC adaptors 13 amp
68	Dimmer switches 250 watt
100	1-metre fluorescent fitting with defuser
4 doz	Jacar 4-mette extension leads 3kWW (3,000 watt)
6 doz	13 amp point fittings

Comments: Paid on Pro Forma inv. B3171 **Date:** 5 September 20...

Example 4. Request for forwarding instructions

Dear Sirs,

We are pleased to inform that the 1,200 M/T of rubber RSSI you ordered on 20th May, 20... are now ready for despatch.

When placing your order you stressed the importance of prompt delivery, and we are glad to say by making special efforts, we have been able to improve a fortnight on the delivery date agreed upon.

We are awaiting your shipping instructions, and immediately we receive them we will send you advice of despatch.

Yours faithfully,

Example 5. Advice of Despatch

Dear Sirs,

We are pleased to inform that the 1.200M/T of RSSI rubber you ordered on 20th May, 20.... have now been obtained and packed ready for despatch. Arrangements for the first shipment, CIF Singapore have been made with Vietfratch Hanoi and as soon as we receive their statement of charges, we will arrange for shipping documents to be sent to you through Vietcombank Hanoi against your draft for acceptance, as agreed. We appreciate the opportunity to serve you and look forward to further business with you.

Yours faithfully,

2. An Advice of Despatch may be purely formal as in Example 1 but the addition of favourable comments on the goods themselves as in Example 2, is always a good policy and well repays the little extra trouble involved.

Example 1. Formal Advice of Despatch

Dear Sirs,

Please note that the 25,00 raincoats you ordered on 15 September, 20... will be despatch early next week by MS Cargill sailing from the port of Da Nang on Monday 10th November.

We enclose our invoice and shall present shipping documents and our draft for acceptance through the Royal Bank of Canada as agreed.

We assure you that any further order you may place with us will always carefully attended to.

Yours faithfully,

Example 2. Advice of Despatch with Favourable Comments on the Goods

Dear Sirs,

Enclosed we are sending you our invoice for woolen blankets ordered on 5th October, 20... They will be packed in forty special water-proof cases shipped tomorrow and should reach you by the end of this month.

These blankets have been made from carefully selected materials and you will find that they are excellent in value and that the consignment supports our claim to sell the best blankets of their kind at a very competitive price and hope we may look forward to further orders from you.

Yours faithfully,

3. If the goods ordered reach the buyer in good condition and he is well satisfied with them, it is necessary for him to write acknowledging safe delivery. And if the goods ordered arrive in bad condition (as discussed later in the chapter on Complaints and Claims) it is in the Buyer's interest that he lodges a complaint or a claim as the case may be, for example:

Dear Sirs,

Order No 112/44 TD

We are very pleased to say that the woolen blankets which you despatched on 10th November, 20.... arrived in good condition on 15th December, 20... The care and promptness with which you have attended to our order are very much appreciated.

Yours faithfully,

VI. INDENTS

Foreign buyers often place their orders through commission agents or commission houses. Their orders are known as indents and give details of the goods required, their prices, packing and shipping instructions, method of payment and in short, everything the agent needs to know concerning the buyer's wishes. Strictly, an indent is not an order for goods but an order to the agent to buy the goods or receive goods from various manufacturers from whom they have already been ordered, and to include them in the same consignment with goods still to be bought.

If the indent names the manufacturer which is to supply the goods, it is known as a "closed" or "specific" indent; but if selection is left to the agent, the indent is said to be "open" and the agent will, then as a rule, obtain quotations from various manufacturers before placing the order.

Example 1.

a. Buyer Sends Indent

Messrs. A. H. Brooks & Co.
18 Kingsway,
London, E.C. 2, U.K

6th June, 20.....

Dear Sirs,

We have received the manufacture's price list and sample you sent us last month and now enclose our indent No 762 for household crockery to be shipped by the P. & O Company's Merchant Prince, due to leave Liverpool for Alexandria on 25th July. The indent contains full instructions as to packing, insurance and shipping documents.

It is important for goods to be shipped either by the vessel named or by an earlier vessel, and if there are items that cannot be supplied in time for this shipment, they should be cancelled. When we receive the goods we shall pay you the agreed agency commission of 5%. The account for the goods will be settled direct with the manufacturers.

This is a trial order and if it is met satisfactorily, we shall probably place further orders.

Yours faithfully,

For JEAN RIACHI & Co.

(signed)

W.RIACHI

Director

b. Agents Place Order

The Secretary
H. J Copper & Co., Ltd.
20 Victoria Drive,
Manchester 4, U.K.

16th June, 20.....

Dear Sirs,

We have just received an order for crockery from Messrs Jean Riachi & Co.

The goods are to be ready for collection at your warehouse in time to be shipped to Alexandira by MS. Merchant Price, due to sail from Liverpool on the 25th of next month, or by an earlier ship if possible. Prompt delivery is essential and if there are any items that cannot be included in the consignment, they should be cancelled. Particulars of the crockery required and details of packing and forwarding, case marks, etc. are included in the enclosed official order form. Invoices, prices ex warehouse are to be in triplicate and sent to us for forwarding, with shipping documents, to our customers, who will settle their account direct with you; As dell credere agents we undertake to be responsible should the buyer fail to pay.

This is a trial order and if it is completed satisfactorily, it is likely to lead to further business, so please attend to it with special care. We shall be glad if you will confirm by return that you accept it, and arrange to inform us as soon as the goods are ready for collection.

Yours faithfully,

For a.H Brocks & Co.

(signed)

T.B. Gartside

Secretary

Example 2. Printed Indent

Indent

No 112/50T

19-21 Victoria Street,

MONTREAL

10th February, 20....

To Messrs: H. Hopkinson & Co.
Commission Agents and Shippers,
41 King Street
Manchester 2, U.K.

Dear Sirs,

Please purchase and ship on our account for delivery not later than 31st March the undermentioned goods, or as many of them as possible. Arrange insurance for the amount of your invoice, plus 10% to cover estimated profit and your charges.

Yours faithfully,

For N. WHATRF & Co. Ltd.

(signed)

J.G Gartside

Director

Marks	Quantity	Description of Goods	Remarks
N. W 64 No 1-12	48	H.M.V radiograms Model 1636 Walnut finish	Packs 4per case
N.W 63 No 13-37	25 bales	Grey shirting Medium weight about 1000 yards per bale	Packs in oil bags
N.W 64 No 38-39	4 gross	Assorted House slippers Men's ($1\frac{1}{2}$ gr) slipper Women's ($1\frac{1}{2}$ gr) Childrne's (1gr)	Pack in plain wooden cases

Ship: By Manchester Linner Ltd.
Delivery: CIF Montreal
Payment: Draft at 60 d/s. D/A through
Royal Bank of Canada, London

Example 3. Commission Agent Placing order

Sanders & Lower Ltd.

Import and Export. (London Office) ; Planter House, Prince Street, London EC17DO

Birmingham Office: 28 Bradsaw Street Birmingham B5ITQ

Telephone: 071 543 1615

Manchester Office: 243 Oxford Street, Manchester M272LR

Fax: 071 543 1925

Liverpool Office: 54 Bakers Road, Liverpool L3 9HW

Telex: 928537

Stockport Office: 5 Island Road, Stockport SM312K

Ref No England 155134

VAT No. 013 7001 21

Your ref:

Our ref: 185/MB

Date 2 July, 20...

Mr. J. Merton, Sales Manager

Glaston Potteries Ltd.

Clayfield

Burnley BB10 IRQ

Dear Mr Merton,

Please find enclosed an order (R1432) from our principals, Mackenzie Bros. Ltd., 1-5 Whale Drive, Dawson, Ontario, Canada.

They have asked us to instruct you that the 60 sets of crockery ordered should be packed in six crates, ten sets per crate, with each piece individually wrapped, and the crates marked clearly with their name, the words "fragile" "crockery", and numbered 1-6.

They have agreed to pay by letter of credit, which we discussed on the phone last week, and they would like delivery before the end of this month which should be easily effected as there are regular sailing's from Liverpool.

If the colours they have chosen are not in stock, they will accept an alternative provided the designs are those stipulated on the order.

Please send any further correspondence relating to shipment or payment direct to MacKenzie Bros. and let us have a copy of the commercial invoice when it is made up.

Yours sincerely,

L.W. Lowe (Mrs)

Enc. Order R1432

VOCABULARY

Nouns

carriage forward	cước thu sau
durability	độ bền, sức kéo dài
margin	mức lãi
indent	đơn ủy thác đặt hàng
luster	nước bóng, mặt bóng (trên mặt vải, sơn, véc-ni...)
shrinkage	co, co lại
partial Shipment	giao hàng từng phần
replacement	hàng thay thế
integral part	bộ phận hợp thành (không thể tách rời)

Verbs

disappoint	làm thất vọng
repay	trả lại
prenumber	đánh số trước
wrap	bọc

Adverbs

straight away	thẳng
uduly	không đúng kỳ, không đúng cách

Adjectives

non-creasable	không nhăn nát, không gấp nếp
identical	giống, tương tự
waterproof lined	có lót không thấm nước
improper	không thích hợp

ENGLISH - VIETNAMESE PHRASES

1. Placing orders

a. Opening

1. We have received with thanks your letter of...

2. We thank you very much for your offer of...

3. We are much obliged for your quotation of...

.... (1) or (2) or (3) and should be glad if you would accept our order for the following goods: ~

4. The prices quoted in your letter of... are acceptable to us, and we are very pleased to place the following order for...

5. We thank you for your offer of 5th July for diesel engines and confirm our today's cable reading in full as follows:

b. Ending

1. We shall be grateful for prompt delivery as the goods are urgently needed.

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

1. Đặt hàng

a. Mở đầu

1. Chúng tôi đã nhận được và xin cảm ơn thư của các ngài để ngày....

2. Chúng tôi rất cảm ơn chào hàng của các ngài để ngày

3. Chúng tôi rất cảm ơn báo giá của các ngài để ngày...

.... (1) hoặc (2) hoặc (3) và sẽ rất vui mừng các ngài chấp nhận đơn hàng của chúng tôi mua những hàng hóa sau đây:

4. Chúng tôi có thể chấp nhận được giá đã báo trong thư của các ngài để ngày ... và chúng tôi vui mừng đặt đơn hàng sau đây mua....

5. Chúng tôi xin cảm ơn chào hàng của các ngài để ngày 5 tháng 7 chào bán động cơ đi-e-zen và xin xác nhận điện của chúng tôi toàn văn như sau:

b. Phần kết

1. Chúng tôi xin cảm ơn việc các ngài sẽ nhanh chóng giao hàng vì hàng rất cần.

2. Đề nghị các ngài xác nhận đơn hàng này và xác nhận rằng các ngài có thể giao hàng vào...

3. We hope to receive (look forward to receiving) your advice of despatch by return of post.

4. Please confirm your acceptance of this order; such acceptance should arrive not later than 14 days after the date of the order.

5. We trust that you will do your best to execute the order.

2. Acknowledge Order

a. Opening

1. We thank you for your order May 6 for Vietnamese black tea HT80.

2. We acknowledge with thanks your order dated for....

.... (1) or (2) and will despatch to the goods by....

3. We are pleased to inform you that the goods included in your order of.... have been shipped to you today by M/S...

4. We are very sorry to tell you that we cannot supply the goods ordered on.... because....

3. Chúng tôi hy vọng (mong) nhận được thông báo giao hàng của các ngài vào chuyển thư sau.

4. Đề nghị các ngài xác nhận chấp nhận đơn đặt hàng này. Sự chấp nhận này phải đến với chúng tôi không quá 14 ngày kể từ ngày ghi trên đơn đặt hàng.

5. Chúng tôi hy vọng rằng các ngài sẽ cố gắng hết sức để thực hiện đơn hàng này.

2. Xác nhận đơn hàng

a. Mở đầu

1. Chúng tôi xin cảm ơn đơn đặt hàng của các ngài đề ngày 6/5 đặt mua chè đen tiêu chuẩn HT80.

2. Chúng tôi cảm ơn và xác nhận đơn đặt hàng mua của các ngài đề ngày.... đặt mua...

.... (1) hoặc (2) và sẽ giao hàng vào...

3. Chúng tôi vui mừng báo tin cho các ngài biết rằng hàng thuộc đơn đặt hàng của các ngài đề ngày đã được xếp xuống tàu... cho các ngài hôm nay...

4. Chúng tôi rất tiếc báo cho các ngài biết rằng chúng tôi không thể cung cấp hàng cho các ngài đặt ngày.... bởi vì....

5. We thank you for your order of but regret very much that we are unable to execute your order immediately owing to heavy demand.

b. Ending

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

2. We hope that the goods will reach you safely and in good time and that you will be pleased with them.

3. We feel sure that you will find these goods satisfactory in every way and that they will perfectly suit your needs.

4. We have been very happy to serve you and look forward to receiving your further orders.

5. We trust that the delay will not cause you any serious inconvenience and hope that you will continue to do business with us.

5. Chúng tôi xin cảm ơn đặt hàng của các ngài để ngày nhưng rất tiếc rằng chúng tôi không thể thực hiện đơn đặt hàng của các ngài ngay vì nhu cầu mặt hàng này lớn.

b. Phần kết

1. Chúng tôi hi vọng rằng việc thực hiện đơn đặt hàng đầu tiên của các ngài sẽ dẫn đến việc buôn bán nhiều hơn nữa giữa chúng ta và đánh dấu bước mở đầu quan hệ buôn bán hữu hảo.

2. Chúng tôi hi vọng rằng hàng sẽ đến với các ngài an toàn và kịp thời và chúng tôi hi vọng rằng các ngài sẽ vừa lòng với chúng.

3. Chúng tôi chắc chắn rằng các ngài sẽ thấy hàng hóa thỏa đáng về mọi mặt và chúng hoàn toàn đáp ứng nhu cầu của các ngài.

4. Chúng tôi đã rất vui mừng được phục vụ các ngài và mong nhận được các đơn đặt hàng khác nữa của các ngài.

5. Chúng tôi tin rằng việc chậm trễ không gây cho các ngài sự bất tiện nghiêm trọng nào cả và hy vọng rằng các ngài sẽ tiếp tục buôn bán với chúng tôi.

EXERCISES

1. Answer the following questions

1. What is the essential quality of an order letter?
2. What must be borne in mind when ordering by letter?
3. What are the advantages of an order form?
4. Why should orders placed by cable or telex be confirmed?
5. What are the buyer's obligations in an order?
6. What are the Seller's obligations in an order?
7. What are the most important items in an order?
8. What should be written in the opening? and in the ending?
9. What comment should one make on the goods ordered?
10. What are the essential points in a sales confirmation?
11. What should be included in a sales confirmation of orders from new customer?
12. What should one do if the goods order cannot be delivered immediately?
13. How should letter rejecting an order be written?
14. When must the Seller decline the order received? How should he write such letters of rejection?
15. What must the Seller do when the goods are despatched?
16. What must be said in an advice note?
17. Why should one write acknowledging safe delivery of the goods ordered?
18. What is an indent?
19. What is an open indent?
20. What is a closed indent?

2. Fill in the blanks and then translate into Vietnamese

An Export Transaction

1. Agent acknowledges order

19th July, 20...

Dear Sirs,

Your order No C7432 10th July, 20..... 500 gross of plastic wash-basins assorted colours reached us morning and will be without delay. We have already to the manufacturer in Vietnam. as you stress the for urgency, we will do everything we to ensure early shipment.

We note you wished the basins to be arranged dozens and packed in rather than in wooden cases order so save and this will be We shall arrange insurance the usual terms and the certificate, together with our draft bill and other documents will be sent you.

Yours faithfully,

2. Agent Requests Quotation from Manufactures

14th July, 20....

Dear Sirs,

We have received an for 500 gross of 16 in circular wash-basins assorted colours, for shipment to Basra. Please your lowest price FOB Saigon Port and the earliest possible by which you can have the consignment for collection at your.....

Your..... should include arrangement of the in dozens and in cartons of convenient for manual handing.

Yours faithfully,

3. Agent Writes to Shipping Line

5th August, 20...

Dear Sirs,

Will you please us know the name of the ship sailing for Basra and the closing for accepting cargo as we have consignment of plastic wash-basins to by it.

The basins will be in 417 cartons, each about 5x3 1/2x3ft and..... 170 pounds.

When replying, please your rate for freight.

Yours faithfully,

4. Agent Sends Advice of Shipping

22nd March, 20...

Dear Sirs,

The 500 gross of plastic wash-basins you ordered on 10th July, 20..... (your order No 7432) will be to you by the MS Tigirs from Saigon Port on the 25th March and to arrive a Basra 15th April.

The bill of lading, invoice and certificate together with our draft sixty day's sight have been to the North Europe Commercial Bank and should you within a few days. The enclosed copy of invoice will give you information of the

We hope you will the goods and that they will you full satisfaction. We hope to have the pleasure of with your future orders.

Yours faithfully,

5. Agent Passes Documents to Banker

22nd March, 20...

Dear Sirs,

Enclosed you will bill of lading, consular, insurance certificate and our for £10,800 relating a consignment of plastic wash-basins shipment by the MS Tigris to Ashika & Co Basra.

We shall be glad if you forward these to your correspondent in Basra to hand them to the consignee his acceptance of our sixty days' also enclosed.

Yours faithfully,

6. Buyer Acknowledges Consignment

20th April, 20...

Dear sirs,

The shipment of plastic wash-basins, which you advised us your letter of 22nd March, on time and in good condition.

We are satisfied with the goods and this opportunity to you for the care and promptness which you attended to our order.

Yours faithfully,

3. *Translate into English*

1. Chúng tôi xin cảm ơn thư chào hàng của các ngài đề ngày 1 tháng 12 và chúng tôi thấy có thể chấp nhận được những điều kiện đã nêu trong đó.
2. Chúng tôi xin cảm ơn mẫu hàng các ngài đã gửi cho chúng tôi hôm 25 tháng trước và sẽ rất vui mừng nếu các ngài chấp nhận và thực hiện ngay đơn đặt hàng mua các loại thảm mà chúng tôi gửi kèm thư này.
3. Chúng tôi xin cảm ơn chào hàng của các ngài số 234 đề ngày 6 tháng 5 chào bán hàng các loại máy nông nghiệp loại nhỏ và vui mừng đặt hàng theo các điều kiện sau đây:

4. Chúng tôi xin xác nhận đơn hàng số 044 của chúng tôi bằng điện sáng nay toàn văn như sau: "10 máy bơm kiểu MD 50/12 giá mỗi chiếc 1200 đôla Mỹ FOB giao hàng ngay thanh toán bằng LC như thường lệ" và xin nói rõ một số điểm như sau:
5. Chúng tôi rất cảm ơn ngài đã gửi ca-ta-lô và bảng giá kèm chào hàng số 72 ngày 4 tháng 8 của các ngài, nhưng rất tiếc giá của các ngài có phần cao hơn giá của những nhà cạnh tranh khác. Tuy nhiên, chúng tôi hi vọng sẽ có dịp khác buôn bán với các ngài trong tương lai.
6. Đề nghị các ngài sắp xếp giao hàng ngay cho chúng tôi và tiện đây chúng tôi xin gửi các ngài chỉ dẫn chi tiết về bao bì và kí mã hiệu để các ngài chú ý.
7. Xin các ngài theo đúng ngày giao hàng đã ghi trong đơn đặt hàng của chúng tôi và chúng tôi sẽ không nhận hàng sau ngày 31 tháng 12 vì lúc đó không còn là thời vụ bán hàng trên thị trường của chúng tôi nữa.
8. Chúng tôi tin tưởng rằng các ngài sẽ bán rất chạy những mặt hàng có phẩm chất tốt này và chúng tôi mong nhận được nhiều đơn đặt hàng khác nữa của các ngài.
9. Chúng tôi cần ba bộ tài liệu kỹ thuật hướng dẫn lắp ráp, vận hành và bảo dưỡng máy. Một trong ba bản sẽ phải được gửi bằng máy bay cho chúng tôi trước để dịch sang tiếng Việt cho những người tiêu dùng trong nước; hai bản còn lại sẽ được gửi theo hàng.
10. Chúng tôi thấy những máy móc này sẽ phải được bảo hành trong vòng 24 tháng kể từ ngày giao hàng và sáu tháng kể từ ngày sử dụng.
11. Hàng các ngài đặt mua theo đơn hàng số 432 ngày 25 tháng 4 năm 20... đã sẵn sàng để giao, chúng tôi đề nghị các ngài gấp rút mở tín dụng thư có các điều kiện như đã nói trong đơn hàng nói trên.
12. Chúng tôi xin báo để các ngài rõ chuyến hàng linh kiện để lắp TV mẫu thuộc đơn hàng số TD 6544 của các ngài đã được xếp xuống tàu sông Hậu; tàu này sẽ rời cảng Osaka ngày mai. Chúng tôi hy vọng khi hàng về đến Thành phố Hồ Chí Minh các ngài sẽ vừa lòng với chúng về sự chu đáo nhanh chóng của chúng tôi trong việc thực hiện đơn đặt hàng của các ngài.

13. Hôm nay chúng tôi đã nhận được đầy đủ số hàng đặt mua theo đơn hàng của chúng tôi số 4231 và chúng tôi xin rất cảm ơn các ngài về sự chú ý đặc biệt của các ngài tới đơn hàng này. Như chúng tôi đã nói khi đặt hàng, đây chỉ là đơn đặt hàng thử mà thôi. Trong tháng tới chúng tôi sẽ đặt những đơn hàng lớn hơn và hy vọng các ngài vẫn dành cho chúng tôi những sự ưu ái thường xuyên.
14. Hy vọng của chúng tôi là việc thực hiện hoàn hảo đơn đặt hàng này sẽ dẫn đến những mối quan hệ buôn bán ngày càng tốt đẹp hơn giữa chúng ta trên cơ sở đôi bên cùng có lợi.
15. Cuối cùng chúng tôi cảm thấy nhẹ nhõm vì đơn hàng số 2454 của chúng tôi đã được thực hiện có kết quả mặc dù trong quá trình thực hiện đã có những khó khăn tưởng chừng không thể vượt qua được và có lúc ý nghĩ huỷ đơn hàng đã xuất hiện. Chúng tôi hi vọng những đơn hàng tiếp theo lớn hơn của chúng tôi với các ngài sẽ được thực hiện nhanh chóng và đạt hiệu quả cao nhất.

4. Translate into Vietnamese

Goods "on Consignment"

1. Request for goods "on Consignment"

a. Buyer's Request

8th January, 20...

Dear Sirs,

We are the largest Department Store in Nairobi and have recently received a number of enquiries for stainless-steel cutlery. We think there are good prospects for the sale of this cutlery, but at present it is little known here and as we cannot count on regular sales we do not feel able to make a purchase on our own account.

We are, therefore, writing to suggest that you send us a trial delivery for sales on consignment terms. We make the proposal hoping to place firm

orders when the brand is established.

If you agree, we would render monthly accounts of sales and send you payments due after deducting expenses, and commission at a rate to be agreed. Our bankers are the Nairobi branch of Midminster Bank Ltd. with whom you may check our standing.

We believe our proposal offers good prospects and you will be willing to give it a trial.

Yours faithfully,

b. Seller's Acceptance

17th January, 20...

Dear Sirs,

Thank you for your letter of 18th January. We carefully considered your proposal to receive a trial delivery of our cutlery on consignment and are sending you a representative selection of our most popular lines. We hope you will find a ready sale for them. Your suggestion to submit accounts and to make payment monthly is quite satisfactory. We are willing to allow you commission at 10% calculated on profits.

The consignment is being shipped by MS Eastern Prince leaving Southampton for Mombasa on 25 January. We will send bill of lading and other shipping documents as soon as we receive them, and meanwhile enclose a Performa invoice showing prices at which the goods should be offered for sale.

Because of the excellent quality attractive design and reasonable price this cutlery sells well in this country and think it will have a good sale in your stores.

Yours faithfully

2. Offer of goods "on consignment"

a. Seller's Proposal

5th May, 20...

Dear Sirs,

We are anxious to extend the market for nylon goods, which at present enjoy only a limited sale in Spain.

We are, therefore, writing to suggest that you allow us to send a representative selection of our manufactures "on consignment". We would allow you commission of 8% on gross proceeds and expect you to account for sales, with payments, at the end of each three-monthly period following the month of delivery.

In accepting our proposal you assume no risks since we ourselves would meet all expenses connected with the return of any goods unsold. On the other hand, the arrangement would enable you to offer your customers an attractive range of modern goods at very reasonable prices.

If you are interested, and we do hope you are, in our proposal, we suggest a formal agreement on the lines of the model agreement enclosed.

Yours faithfully,

b. Agent's Acceptance

12th May, 20...

Dear Sirs,

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

We have been in the textile market here for the past fifteen years and believe that with our reputation and connections we can serve you well. Our showrooms, situated in the centre of town, also offers admirable facilities

for display. With these advantages we do not expect to have any difficulty in selling your consignment at good prices and hope that in handling this, your first, transaction with us we shall not in anyway disappoint you.

Yours faithfully,

3. Agent Submits Sales Account

a. Agent's Submission

18th January, 20.....

Dear Sirs,

We enclose our sales account for the quarter ended on 30th December showing a balance of £1,562.75 due to your after deducting commission and charges. If you will draw on us for this amount at two months we will add our acceptance and return your draft immediately.

We very much regret the fall in sales, which is, no doubt, due to the emergency import duty imposed as part of Government policy to meet the financial crisis. So long as these duties remain in force sales at the prices we have been asking will continue to be difficult. The difficulty is also likely to be increased by pressure of competition from German manufacturers, who have recently entered the market.

If in these conditions we are to raise the level of sales it will be necessary to lower prices and if, for your part, you would be willing to make an all-round reduction, we, for ours, would accept a temporary reduction of, say, 2% in the agreed rate of commission. We suggest this because we wish to continue to handle your business at a level that will make it worth while for both of us.

We look forward to your reply and assure you that whatever you decide we shall make the special effort which present conditions call for.

Yours faithfully,

4. Principal's Reply

Dear Sirs,

We thank you for your letter of 18th January enclosing your sales account for December. As requested, we are sending with this letter our draft for the balance of £ 1,562.75.

We note with some concern the difficulties that account for the fall in your sales and see that we cannot avoid a reduction in our prices if you are to maintain the former volume of sales, and wish to say at once how very much we value your generous offer of a reduced commission rate until the conditions improve. For our part, we shall now reduce prices of all goods shipped to you but, as our costs have continued to rise steadily, the reduction cannot be as much as we could have wished, through we hope it will be enough to enable us to maintain our position in the market.

We can not continue business indefinitely at the new prices and we will have to raise them as soon as the market conditions improve. Any increases will call for restraint since the demand for most of our goods is elastic.

Yours faithfully,

5. Agent Report Difficulties in Selling Consignment

a. Agent's report

Dear Sirs,

It is becoming increasingly difficult to market your goods in this country and there seems to be little chance of increasing sales so long as the present conditions continue.

The main reason for the poor sales is the high prices of your goods. Buyers agree that their quality is excellent and that for their quality they are reasonably priced, though beyond the means of the ordinary customers. The standard of living here is not high and is not high and the market is more

suiting to medium-priced goods of reasonable quality than to higher priced luxury goods.

Your reputation in the market is of the highest and if you could send us goods of a less expensive type we feel sure there would be a good market for them. Not only would present buyers increase their purchases, but new business would also be won from buyers, who in the past have gone elsewhere.

We put this to you because we believe that it would increase your share of a market in which price is more important than quality, though this is not to suggest that the quality is not of some importance.

Yours faithfully,

b. Consignor's Reply

20th September, 20...

Dear Sirs,

We thank you for your letter of 7th September and for your recommendation concerning the quality of the goods best suited to this market.

While we welcome your recommendation, we are bound to say that it does not seem to be supported by our own evidence. Official returns for the country do in fact point to a reasonable demand for high-class goods, but as this evidence may not be conclusive, we are prepared to accept your recommendation and to include some of our less expensive goods in our next consignment. We shall await the result with interest.

A recent reorganization in our production has led to important economies and enabled us to reduce many of our prices without any loss of quality. The revised prices will be charged as from 1st October and will apply to many of the items in the consignment. When offering these to buyers you will, of course, stress that, though their prices are lower, there is no change in the quality.

Yours faithfully,

c. Further letter from agent

2nd October, 20....

Dear Sirs,

We thank you for your letter of 20th September, we were very glad to learn of your decision to include a quantity of your lower-priced goods in the next consignment.

The official returns may point to a demand for goods of the more expensive type, but we suggest, with respect, that these returns represent conditions that no longer exist, and therefore, cannot be relied upon as a guide to policy.

In our view, your decision to consign lower-priced goods is a step in the right direction and we think you will find that the future statements of sales will confirm this.

Yours faithfully,

5. Translate into English

1.

Thưa các ngài,

Như các ngài đã biết, kim ngạch của chúng tôi với các ngài trong năm vừa qua đã và đang tăng lên một cách vững chắc. Tuy nhiên năm nay kim ngạch này lại tăng ở tốc độ mà vào khoảng tháng 12 chúng tôi đã đặt hàng mua gấp đôi con số năm ngoái. Phải công nhận là hiện nay chúng tôi đã có một phòng hàng thủy tinh lớn hơn. Và đây là một bước nhảy vọt trong việc bán hàng của các ngài ở thị trường trên đất nước chúng tôi.

Xét đến thành công này, chúng tôi đang nghiên cứu khả năng mua dự trữ nhiều hơn nữa mặt hàng này của các ngài trong tương lai. Vì việc này là lợi ích của các ngài cũng như lợi ích của chúng tôi, chúng tôi cảm thấy là các ngài có thể chào bán cho chúng tôi với các điều kiện có lợi hơn để tạo điều kiện cho chúng tôi bán những hàng thủy tinh vốn đã quen thuộc và được ưa chuộng ở đây nhiều năm nay.

Trong tháng 4 chúng tôi đã đặt một đơn đặt hàng với các ngài (C 455) để có hàng bán vào dịp Thiên Chúa giáng sinh, kể cả những bộ cốc uống vang dùng làm quà tặng đặc biệt. Giờ đây chúng tôi lại quyết định tăng đơn đặt

hàng này lên và gửi kèm đơn hàng C.497 bổ sung vào đơn hàng trên. Chúng tôi cũng xin gửi kèm một đơn hàng nữa nhỏ hơn (C.498) giao hàng ngay.

Xin các ngài chú ý là trong đơn đặt hàng sau chúng tôi đã đánh dấu cốc uống sâm banh "Hoàng gia" thay cho "Hoàng tử" để phòng khả năng kho của các ngài không cung cấp được loại cốc này.

Kính chào

2.

Thưa các ngài,

Chúng tôi xin xác nhận đã nhận được thư của các ngài đề ngày 14 tháng 6 cùng với các đơn hàng của các ngài số C.497 và C.498. Xin rất cảm ơn. Đơn hàng C.497 đã được bổ sung vào đơn hàng phục vụ Thiên Chúa Giáng sinh của các ngài C.455 đang gấp rút chuẩn bị sẵn sàng để giao hàng ngay. Chúng tôi lấy làm tiếc là không cung cấp được loại cốc sâm banh "Hoàng tử" nhưng chúng tôi sẽ gửi đến các ngài loại "Hoàng gia" thay thế đã được đánh dấu trong đơn hàng của ngài.

Chúng tôi rất vui mừng biết các ngài thành công trong việc bán hàng thủy tinh của chúng tôi. Chúng tôi xin gửi đến các ngài lời chúc mừng nồng nhiệt đối với việc buôn bán tăng lên của các ngài với chúng tôi và mong việc bán hàng sẽ còn tăng hơn nữa vì lợi ích của đôi bên chúng ta trong năm tới.

Kính chào

3.

Thưa các ngài,

Chuyến máy kéo vận năng đầu tiên CT860 của các ngài đã bán rất chạy ngay đầu tuần khi hàng đến đây và bây giờ chúng tôi xin đặt hàng cố định theo các điều kiện như sau:

1. Tên hàng: Máy kéo vận năng kiểu CT 860
2. Số lượng: 30 chiếc
3. Quy cách phẩm chất: Theo Ca-ta-lô số 4/88 và bản thuyết minh kỹ thuật (gửi kèm với chào hàng số 4567 đề ngày 2 tháng 3 năm 20... của các ngài).
4. Giá mỗi chiếc C.I.F cảng Sài Gòn Thành phố Hồ Chí Minh kể cả bảo bì: 2,200 đôla Mỹ, tổng số là 66,000 đôla Mỹ.

5. Giao hàng: Hai chuyến, chuyến thứ nhất 10 chiếc, giao trong tháng 8 năm 20... và chuyến thứ hai 20 chiếc giao trong tháng 12 năm 20...
6. Bao bì: Theo tập quán xuất khẩu thích hợp với việc vận chuyển xa bằng đường biển.
7. Kí mã hiệu: Mỗi kiện được ghi ở hai bên đối diện nhau, chữ không nhỏ hơn 5cm, bằng sơn không phai như sau:

Đơn hàng số TD 44/50

Người gửi hàng: Export Tractor Co., Ltd.

Người nhận hàng: Tổng Công ty Nhập máy và Phụ tùng Hà Nội

Kiện số: (từ số 1 trở lên)

Trọng lượng tịnh:

Trọng lượng cả bì:

Khối lượng:

8. Thanh toán: bằng tín dụng thư không thể hủy ngang được tính bằng đồng đôla Mĩ mở qua Ngân hàng Ngoại thương Việt Nam 15 ngày trước chuyến hàng thứ nhất qua Ngân hàng Thương mại Tokyo vào tài khoản và cho người bán được hưởng 100% giá trị của hàng sẽ giao. Được phép giao hàng từng phần. Chứng từ cần cho việc thanh toán:

Hóa đơn thương mại (3 bản)

Vận đơn gốc (1 bản)

Phiếu đóng gói (3 bản)

Giấy chứng nhận phẩm chất (1 bản)

Đơn bảo hiểm (1 bản)

9. Tài liệu kỹ thuật: hai bộ bản vẽ kỹ thuật, hai bộ tài liệu hướng dẫn lắp ráp, vận hàng và bảo dưỡng bằng tiếng Anh sẽ được gửi bằng đường biển cùng với hàng hóa. Một bộ khác những tài liệu nói trên sẽ được gửi bằng máy bay cho người mua không chậm quá ngày 30 tháng 8 năm 20...
10. Bảo hành: 12 tháng kể từ ngày giao hàng, 6 tháng kể từ ngày sử dụng. Điều khoản bảo hành này không áp dụng đối với những tổn thất do phía người sử dụng gây ra.

Chúng tôi mong nhận được xác nhận đơn đặt hàng này sớm.

Kính chào,

4.

Thưa các ngài,

Về đơn hàng số TD 4284

Theo đơn đặt hàng nói trên chúng tôi sẽ phải giao cho các ngài 50 tấn vùng đen và 50 tấn vùng vàng vào tháng 10 sắp tới.

Nhưng chúng tôi lấy làm tiếc báo cho các ngài biết là chúng tôi không có khả năng giao hàng đúng thời hạn đã thỏa thuận. Như các ngài đã biết thời tiết ở Việt Nam đầu năm rất bất lợi cho ngành trồng trọt. Rét kéo dài mãi đến tháng ba và khi bắt đầu nắng lại kéo theo hạn hán.

Mặc dầu chúng tôi đã cố gắng hết sức trong việc thu gom hàng khắp nơi trong nước chúng tôi vẫn không thể giao đủ hàng vào thời hạn nói trên. Chúng tôi hy vọng có thể giao hàng cho các ngài vào trung tuần tháng 11. Do đó chúng tôi đề nghị các ngài ra hạn tín dụng thư của các ngài số HH4523146 mở ngày 20 tháng 9 năm 20... có giá trị đến hết tháng 11.

Chúng tôi thành thật xin lỗi về sự chậm trễ này và hi vọng việc này cũng không gây bất tiện nhiều cho các ngài.

Kính chào,

6. Translate into Vietnamese

Orders and Problems

1.

Dear Sirs,

The first shipment of your CT860 all-purpose tractors was selling within a week of its arrival. We now have firm orders for another 30. We accordingly enclose our order PI94 for a further consignment, CIF Saigon.

The CT 860 is by far the best light weight tractor on the market at present and we feel it has a great potential here. In theory there is no reason why you should not sell a great many here, in practice, however, it is not quite so easy. The main difficulties with which we have to content are as follows:

1. We have customers who are so impressed by the fork lift on the CT860 that they are prepared to pay 10% more for immediate delivery; they claim that the tractor is helping to pay for itself in the three months

they would normally have to wait for delivery. As we have not the capital to carry large stocks, we are forced to sell on consignment, thereby losing a substantial amount of business.

2. We have customers who have one of your tractors but who refuse to order any more because of the long delay in obtaining spare parts they maintain that even when a spare part is sent off promptly there are further delays because payment may only be made by irrevocable letter of credit.

As a remedy for the above we suggest that you consider some way of granting us special facilities so that we may carry substantial stocks of this magnificent tractor in all our branches and that you find some way of speeding up shipment of spare parts and changing the method of payment.

We should be obliged if you would give these points your earliest consideration and let us have your comments.

Yours faithfully,

2.

Dear Sirs,

We thank you for your letter of 25th February, together with your order PI94. We have made special arrangements to have this order shipped per MS "Do Miguel" sailing from Liverpool on 10th March and due Saigon on 15th April.

We have been very fortunate on this occasion since it is generally rather more difficult to get orders shipped within a fortnight of receiving them. If we could guarantee such prompt shipment on receipt of every order, you would have no more stock problems.

We agree with you that the CT860 is the best tractor of its kind on the market and that it has a great potential in Vietnam. In view of this we have approached ECGD (the Export Credit guarantee Department) here and are at present negotiating an arrangement to grant you credit so that you may carry a reasonable stock.

With regard to delays in forwarding spare parts, we think that this problem has now been solved. We have formed an entirely new spare parts division

coming into operation at the end of this month, which means that we shall be able to despatch spares with the minimum of delay.

We shall be writing to you as soon as we hear from ECGD, which should be very soon.

Yours faithfully,

3.

Dear Sirs,

We thank you for your letter of 4th march and look forward to a prompt solution to the problem set out in our last letter.

We are very pleased to learn that your new spare parts division will soon be in operation and we enclose an order, R. 804 for spares urgently required by some of our customers. Incidentally, you did not mention whether you have any intention of revising the method of payment for orders placed by customers themselves.

We look forward to the prompt receipt of the enclosed order.

Yours faithfully,

4.

Dear Sirs,

We are pleased to inform you that the above order is being sent off immediately by air freight and should be in your possession within the next few days.

With regard to the question of payment we are prepared to accept Banker's Transfer for orders for spare parts received direct from the customers provided that we have had your recommendation before hand. We suggest that you forward us a list of the customers with our tractors, who are likely to want spare parts sent direct, and tick off those you consider would pay by Banker's transfer without any undue delays.

Yours faithfully,

5.

Dear Sirs,

We are pleased to inform you that the tractors ordered in February, our order PI94 arrived in perfect condition on the scheduled date and have now been distributed to their respective customers.

We are now in a position to order another shipment and enclose herewith our order PI96 for 30 CT860 tractors. We should be obliged, if you could arrange it, and if you would ship 10 of these tractors to 2 bis Phan Xich Long, Phu Nhuan District, HCM City where we have just opened a new branch, and the remaining 20 to Singapore.

We are convinced that you are losing a substantial amount of business here by the delays in solving our supply and credit problems, and we urge you to make effective arrangements to bring about some improvement in the near future.

Yours faithfully,

6.

Dear Sirs,

We are in receipt of your letter of 4th April, and thank you for the enclosed order PI96, which is now having our attention. We note that you required part of the shipment in... this should present no problem as most of the ships that go to Saigon go past it.

We are pleased to inform you that with regard to the question of granting you credit, the end is in sight. It only remains for us to come to an agreement with you regarding the details. Our Chairman, Sir Malcolm Knight, accompanied by one of our export executives, will be flying to Saigon on 27th April in order to discuss a contract on the basis of the very favourable credit terms granted by ECGD. They will stay in Saigon for three days during which time they hope to have an opportunity of meeting some of your customers and visiting some of your branches.

Sir Malcolm will be writing to you later on this week in regard to the details of his visit.

Yours faithfully,

7.

Dear Sirs,

We thank you very much for your letter of 11th April. We feel that we are really making progress at last.

We very much look forward to meeting Sir Malcolm and we shall do everything possible to make his visit both pleasant and profitable. We shall not only arrange for him to meet our customers, but also for him to see some of the leading figures in agriculture here.

We thank you for the speed and the efficiency with which you have treated this matter. A hitherto frustrating situation is rapidly changing for the better.

Yours faithfully,

7. Letter writing

1. You have received an offer for chemical ABC from a Thai Company. All the terms and conditions are found acceptable save the time of shipment. Write the order, suggest the date of shipment you require.
2. You have received an order for various kinds of Vietnamese carpets from a firm in England. Write the confirmation of sales stressing that you will do your best to execute the order efficiently and hoping that the handling of this one may lead to further profitable and happy business relationships between your corporation and their firm.
3. You are shortly to ship an order for 50 tons of groundnut to a firm in Hongkong. But owing to bad crop you are having difficulty in gathering and collecting them. Write to your customers explaining the delay and informing him when the consignment can be expected, and at the same time, asking them to extend their Letter of Credit accordingly.
4. You are to ship 20 tons of black sesame and 20 tons of yellow sesame.

But for the time being you have got only 10 tons of black sesame. Write explaining the case and ask if your customers are willing to take delivery of 10 tons of black sesame and 30 tons of yellow sesame.

5. The consignment of 100 coloured T.V sets following your order No TH31277 shipped on board M.S Hoa Phuong Do arrived at Hai Phong Port in good condition. Write acknowledging safe delivery and thanking your suppliers for their attention and promptness with which they have executed your order.

PAYMENTS IN INTERNATIONAL TRADE

Payments in foreign trade are complicated. It is here that the banks play an essential part. Their services are used at some stage or other in every foreign trade transaction and are almost indispensable.

Settlement of foreign debts may be made in a number of ways by banker's draft, banker's transfer (mail, telex and telegraphic), letter of credit, bill of exchange, promissory note.

I. THE SALES LETTERS

This is a banker's cheque which the bank draws on itself and sells to the customers, who then sells it to his supplier.

Like cheques, banker's drafts are payable on demand, but unlike cheques they carry little or no risk since they are backed by the assets of the bank that issues them.

An importer wishing to pay by draft would buy it at a local bank and send it to the exporter, who would pay it into his bank account.

Example 1. Request for payment by banker's draft

a. Exporter's request

6th December, 20...

Dear Sirs,

We enclose your statement for November, 20... and assume that you will send the outstanding balance of £ 95.62 by banker's draft.

If, however, you prefer to pay by bill of exchange and will let us know, we will draw on you for the amount at 30. d/s and send you our draft for acceptance.

Yours faithfully,

b. Importer's reply

12th December, 20...

Dear Sirs,

Thank you for your letter of 6th December. We appreciate your offer to take payment of the balance due on your statement for November, 20... by drawing on us at 30 d/s and would like to take advantage of it. If therefore you will send us your draft, we will accept it at once, payable at Barclays Bank, International, Ibadan.

Yours faithfully,

c. Exporter sends draft

18th December, 20...

Dear Sirs,

As requested in your letter of 12th December, we have now drawn on you at 30 d/s in the sum of £95.62 and enclose our draft for acceptance. We shall present the draft for payment through our bankers and we recommend it to your protection.

Yours faithfully,

II. BANKER'S TRANSFERS

(Mail, telex and Telegraphic Transfers)

Payment in international trade can be made by ordering a home bank to transfer money to an overseas account. This is one of the safest methods of sending money abroad. All the debtor has to do is to instruct his bank, either by letter or on a special form, to make the transfer. The debtor's bank then arranges for the creditor's bank to be credited with an equal amount in local currency or the sum transferred, the calculation being made at the current rate of exchange.

As these transfers are arranged direct between the two banks, losses are impossible, but as delays may occur when the transfers are made by mail, it is now customary for the banks to communicate either by telegram or by Telex, thus giving rise to what are commonly known as the Telegraphic Transfer and Telex, thus giving rise to what are commonly known as the Telegraphic Transfer and Telex Transfer. Exchanger rates for these transfers are quoted in the daily press.

Example 2. Payment by telegraphic transfer

Dear Sirs,

We have received your statement for the quarter ended 30th September and find that it agrees with our books. As requested, we have instructed our bankers, the Midland Bank Ltd., 2 Deansgate, Manchester, to telegraph the sum of £ 2,182.89 for the credit of your account at the Bank Bazargani Iran, Tehran.

This payment clears your account up to 31st August. The unpaid balance of £623.42 for goods supplied during September will be telegraphed by our bankers on or before 15th November.

Yours faithfully,

III. BILL OF EXCHANGE

A bill of exchange is an order sent by the drawer (the person asking for the money) to the drawee (the person paying) stating that the drawee will pay on demand or at a specified time the amounts shown on the bill. If the drawer accepts the bill, he will sign his name on the face of it and date it.

The bill can be paid to a bank named by the drawer, or the drawee can name a bank he want to use to clear the bill. If this is the case, the bill will be kept in the drawer's bank until it is to be paid. When the bill is due it is presented to the paying bank. Such bills are said to be domiciled with the bank holding them.

A sight draft or sight bill is paid on presentation. In a documents against payment (D/P) transaction, the sight draft is presented to the importer with the shipping documents, and the importer pays immediately, i. e. "on presentation" or "at sight".

A bill paid "after date" or "after sight" can be paid on or within the number of days specified on the bill. Therefore 30 days after sight means that the bill can be paid 30 days after it has been presented.

Overseas bills in the UK are known as foreign bills, and those used within the UK as inland bills. A clean bill is one that is not accompanied by shipping documents.

The advantage for the exporter of payment by bill is that the draft can be discounted, i.e. sold, to a bank at a percentage less than its value, the percentage being decided by the current market rates of discounting. So even if the bill is marked 90 days, the exporter can get his money immediately. The advantage for the importer is that he is given credit, provided the bill is not a sight draft. The bank, however, will only discount a bill if the buyer has a good reputation.

Bills can be negotiable if the drawer endorses the bill. If Mr Panton, the beneficiary of the bill at (b) wanted to pay another manufacturer, he could write on the back of the bill, i.e. endorse it, and the bill would become payable to the person who owned it. Mr. Panton can endorse it specifically, i.e. make it payable only to the person named on the bill.

It is possible to send the bill direct to the importer, if he is well known to the exporter, or if not, to his bank which will hand it to him with the documents for either acceptance or payment.

A dishonoured bill is one that is not paid on the due date. In this case the exporter will protest the bill, i. e... he will go to a notary, a lawyer, who will, after a warning, take legal action to recover the debt.

The abbreviations B/E for bill of exchange and d/s for days after sight are often used. And you are now familiar with D/P documents against payment and D/A, documents acceptance.

Specimen Letters and form: Bill of Exchange Transactions

a. Letter Advising Despatch of a Bill

Panton Manufacturing Ltd. have completed an order for a Dutch customer. They now advise him that the agreed bill of exchange has been sent off.

Panton Manufacturing Ltd.

Panton Works. Hounslow. Middlesex. TWW62BQ

Tel: 081 353 0125

Registered No. England 266135

Telex: 21511, Fax: 081 353 6783

Mrs B. Haas,

2nd March 20...

Heldringstrat 180-2, Postbus 5411,
Amsterdam 1007,
NEITHERLANDS

Dear Mrs Haas,

Order No. 8842

Thank you for your order which has now been completed and is being sent to you today.

As agreed we have forwarded our bill, No. 1671 for £860.000 with the documents to your bank. Nederlandsbank, Heldringstraat, Amsterdam. The draft has been made out for payment 30 days, after sight, and the documents will be handed to you on acceptance.

Yours faithfully,

D. Panton
Managing Director

b.

Here is the bill mentioned in the previous letter. The bill has already been accepted by the drawee, who has named a bank in London which she wants to use to clear the bill.

B/E No. 20807 TD 6 May 200....

30 days after sight pay to the order of
Panton Manufacturing Ltd, London

Eight hundred and sixty pounds only
value received payable at the current rate of exchange for Baker's sight
drafts on London.

*Accepted Payable at
Midland Bank London W1
B. Haas*

To B. Haas B.V.
Heldringstraat 180-2
Amsterdam 1007

Dan
Signed.....
Managing Director

c. Letter Advising Despatch of Sight Draft

The bill at (b) was for payment 30 days after sight. If supplier wants immediate payment or does not have time to check the customer's credit-worthiness, he may send a sight draft, as in this example.

Panton Manufacturing Ltd.

Panton Works. Hounslow. Middlesex. TWW62BQ
Tel: 081 353 0125, Telex: 21511, Fax: 081 353 6783
Registered No. England 266135

Mr J. Lindqvist,
Lindqvist A.S.
Vestergade 190-2
DK 1171.
Copenhagen K,
DENMARK

10th June 20...

Dear Mrs Lindqvist

We have made up your order, No. 8540, which is now a board the MS Leda which sails for Copenhagen tomorrow.

We are sure you will be pleased with selection of items that we were able to get from stock. As there was no time to check references, we have drawn a sight draft which will be sent to Nordbank, Garnes Vej, Copenhagen, and will be presented to you with the documents for payment.

If you can supply two references before placing your next order, we will put the transaction on a documents against acceptance basis with payment 30 days after sight.

Yours faithfully

(Signed)

D. Panton

Managing Director

d. Request to a Bank to Forward a bill

Exporters sometimes ask their banks to forward bills to importers' banks

Panton Manufacturing Ltd.

Panton Works. Hounslow. Middlesex. TWW62BQ

Tel: 081 353 0125, Telex: 21511, Fax: 081 353 6783

Registered No. England 266135

The Manager,

Midland Bank Ltd.,

Portman House, Great Portland Street,

London WIN 6LL

4th July 20...

Dear Sirs,

Please would you send the enclosed draft on J. K. B. Products Pty., and documents to the National Australian Bank, 632 George Street, Sydney, Australia, and tell them to release the documents on acceptance.

Yours faithfully,

(Signed)

D. Panton

Managing Director

Encl.

e. Request to a Bank to Accept a Bill

The Australian importer mentioned in the previous letter now writes to his bankers to tell them to accept the bill.

J. K. B. Products Pty.

President: D. Bruce Manging Director: L. Thompson

Directors: I R Marsh,

Brigge House, 138-9 Kent Street, Sydney NSW 2000

Telephone: 02 27611

Telex: 212160

Date: 8 July 20....

The Manager

National Australian Bank,

632 George Street

Sydney NSW 2000

Dear Sirs,

You will shortly be receiving a bill of exchange for £2,163 and relevant documents from Panton Manufacturing Ltd., England. Would you please accept the draft on our behalf, send us the documents, and debit your account?

Yours faithfully,

(Signed)

L. Corey

J.K.B. Products Pty.

f. Non-Payment of a Bill

If a customer cannot pay a bill he must inform his supplier immediately; When a bill is not paid and no notice has been given, the supplier usually writes to the customer before protesting the draft, as here. Note the expression "Refer to Drawer" which means the bank is returning the bill to the drawer. (This expression is also used when a dishonoured cheque is returned). Also notice that a formal protest is to be made, which means that the drawer will contact a lawyer to handle the debt, if payment is not made within the specified time.

Panton Manufacturing Ltd.

Panton Works. Hounslow. Middlesex. TW62BQ

Tel: 081 353 0125
Cables: PANMAN
Telex: 21511
Fax: 081 353 6783

Registered No. England 266155

10th April 20...

Mrs B. Haas,
Heldringstrat 180-2, Postbus 5411,
Amsterdam 1007,
NEITHERLANDS

Dear Mrs Haas,

B/E No. 1671

The above Bill for £860.000 was returned to us from our bank this morning marked "Refer to Drawer"

The bill was due on the 5th April and appears to have been dishonoured; We are prepared to allow you a further three days before presenting it to the bank again, in which time we hope that the draft will have been met. If the account is still not settled, we will have to make a formal protest, which we hope will not be necessary.

Yours sincerely,

(signed)

D. Panton
Managing Director

IV. BANKER'S COMMERCIAL CREDITS

From the exporter's point of view the documentary bill suffers from the defect that the foreign buyer may fail to honour the bill. To avoid this risk a system of banker's commercial credits or documentary credits has been developed. It makes use of the commercial letter of credit, which serves the same purpose as the traveler's letter of credit and puts the credit of the bank in place of the importer. The system is now widely used in the world and the principal method of payment of Vietnam foreign trade organizations in dealing with foreign firms. The system works as following:

1. The importer asks his own bank to open a credit in favour of the exporter, usually on a specially printed application form.
2. The importer's bank then sends a letter of credit to the exporter or, more usually, arranges for one of its branches or correspondents in the exporter's country to do so.
3. From this point the exporter deals with the correspondent bank and when the goods are shipped, prepares the shipping documents and presents them (more often than not with a bill of exchange drawn on the correspondent bank) to the correspondent bank, which "pays" for them within the limits of the authorized credit and sends them to the importer's bank.
4. The importer's bank in turn passes the documents to the importer either against payment or against his acceptance of a bill of exchange, if one accompanies the documents.

In effect, the importer's bank is temporarily providing the funds from which the exporter is paid, though it will usually require the importer to maintain a sufficient balance in his account to cover the credit.

The following table is a summary of a commercial credit transactions covering a consignment from British Exporter to Vietnamese Importer.

Credit issued in Hanoi	Credit used in London
<p>IMPORTER</p> <p>asks</p> <p>VIETCOMBANK HANOI</p> <p>to authorize</p> <p>BANK IN LODON</p> <p>To pay</p> <p>EXPORTER</p>	<p>EXPORTER</p> <p>"sells" documents to</p> <p>BANK IN LODON</p> <p>which sends them to</p> <p>VIETCOMBANK HANOI</p> <p>which obtains</p> <p>payment from</p> <p>IMPORTER</p>

The credit can be either revocable or irrevocable. Under a revocable letter of credit the importer is free to modify or even to cancel it without so much as giving notice to the exporter, but an irrevocable letter of credit can be neither amended nor withdrawn without permission of the exporter to whom it is granted; the exporter can, therefore, rely on being paid. Following is the Specimen of an irrevocable Letter of Credit of Bank for Foreign Trade of Vietnam.

DRAFT

Reference Number : 001337100601693

Page 1 of 3

Print No : 2

Date : 22/08/06

Time : 03:06:41 PM

To :

As instructed, we have issued our letter of credit for you with the following wording, please check the text immediately and contact us within 3 working days from issuance date if you have any query.

MT ID : LCD840657711

Sender Bank : BFTVVNVX

Priority : N

BANK FOR FOREIGN TRADE OF VIETNAM

(HEAD OFFICE)

47-49 LY-THAI-TO BOULEVARD

LC Full SWIFT

CHIAO TUNG BANK

(KAOHSIUNG BRANCH)

Input Message Type : MT700

Sent To : BKCMTWTP058

MUR : LCD840657711NTRANG1

01: BASIC HEADER BLOCK

F01BFTVVNVX.SN..ISN..)

02: APPLICATION HEADER BLOCK

I700BKCMTWTPX058N)

04:

:27: SEQUENCE OF TOTAL

1/1

:40A: FORM OF DOCUMENTARY CREDIT

IRREVOCABLE

:20: DOCUMENTARY CREDIT NUMBER

001337100601693

:31C: DATE OF ISSUE

060822

:31D: DATE AND PLACE OF EXPIRY

061015TAIWAN

:50: APPLICANT

TAN A TRADE AND PRODUCTION CO.,

LTD

NO.4 BICH CAU STR., DONG DA DIST.,

HANOI, VIETNAM

:59: BENEFICIARY

FARM INTERNATIONAL INC,

RM 804, SINO CENTRE, 582-592

NATHAN RD, KLN, HONGKONG

:32B: CURRENCY CODE, AMOUNT

:41D: AVAILABLE WITH

ANY BANK

BY NEGOTIATION

:42C: DRAFT AT

SIGHT FOR 100PCT INVOICE VALUE

:42A: DRAWEE

BFTVVNVX

:43P: PARTIAL SHIPMENTS

PERMITTED

:43T: TRANSSHIPMENT

PROHIBITED

:44A: LOADING ON BOARD/DISPATCH/TAKING IN CHARGE AT/FROM

ANY TAIWAN PORT

:44B: FOR TRANSPORTATION TO

HAIPHONG PORT, VIETNAM

:44C: LATEST DATE OF SHIPMENT

:45A: DESCRIPTION OF GOODS AND/OR SERVICES

+ COMMODITY:

DRAFT

Reference Number : 001337100601693

Page 2 of 3

Print No : 2

Date : 22/08/06

Time : 03:06:41 PM

(INCOTERMS 2000)

+ COIL WEIGHT : 3 - 7 MTS
+ ORIGIN : MADE IN TAIWAN
+ PACKING : STANDARD EXPORT PACKING
OTHER TERMS AND CONDITIONS AS PER CONTRACT NO.

:46A:DOCUMENTS REQUIRED

- 1/ SIGNED COMMERCIAL INVOICE IN 3 ORIGINALS
- 2/ CLEAN 'SHIPPED ON BOARD' OCEAN BILL OF LADING MADE OUT TO ORDER OF BANK FOR FOREIGN TRADE OF VIETNAM, OPERATION CENTER, HANOI, MARKED 'FREIGHT PREPAID', SHOWING NUMBER OF THIS CREDIT AND NOTIFY THE APPLICANT IN 2/3 ORIGINALS.
- 3/ CERTIFICATE OF ORIGIN ISSUED BY ANY CHAMBER OF COMMERCE OF TAIWAN IN 01 ORIGINAL AND 02 COPIES
- 4/ DETAILED PACKING LIST IN TRIPPLICATE
- 5/ CERTIFICATE OF QUALITY AND QUANTITY ISSUED BY BENEFICIARY IN DUPLICATE
- 6/ INSURANCE POLICY OR CERTIFICATE IN ASSIGNABLE FORM AND ENDORSED IN BLANK FOR 110PCT INVOICE VALUE COVERING ALL RISKS SHOWING CLAIM PAYABLE AT HANOI, VIETNAM IN INVOICE CURRENCY IN 01 ORIGINAL AND 02 COPIES
- 7/ BENEFICIARY'S CERTIFICATE CERTIFYING THAT ONE SET OF ORIGINAL SHIPPING DOCUMENTS INCLUDING 1/3 ORIGINAL BILL OF LADING HAVE BEEN SENT BY AIR COURIER DIRECTLY TO THE APPLICANT (ADD: NO.4 BICH CAU STR., DONG DA DIST., HANOI, VIETNAM) WITHIN 05 WORKING DAYS AFTER B/L DATE ENCLOSING ITS RECEIPT

:47A:ADDITIONAL CONDITIONS

- + THIRD PARTY'S DOCS ACCEPTABLE
- +UNLESS OTHERWISE STIPULATED, ALL DOCUMENTS ARE TO BE IN ENGLISH.
- +A DISCREPANCY FEE OF USD50,00 (OR EQUIVALENT) FOR BENEFICIARY'S ACCOUNT WILL BE DEDUCTED FROM EACH DRAWING IF THE DOCUMENTS PRESENTED WITH DISCREPANCY (IES).
- +IF DOCUMENTS PRESENTED UNDER THIS L/C ARE FOUND TO BE DISCREPANT, WE SHALL GIVE NOTICE OF REFUSAL AND SHALL HOLD DOCUMENTS AT THE PRESENTING BANK'S DISPOSAL. HOWEVER SHOULD WE RECEIVE APPLICANT'S APPROVAL OF DISCREPANCY (IES) PRIOR TO THE PRESENTING BANK'S INSTRUCTION ON DISPOSAL OF DOCUMENTS, WE WILL RELEASE THE SAID DOCUMENTS TO THE APPLICANT.
- +THIS CREDIT IS SUBJECT TO UNIFORM CUSTOMS AND PRACTICE FOR DOCUMENTARY CREDITS 1993 REVISION, INTERNATIONAL CHAMBER OF COMMERCE PUBLICATION NO. 500.

:71B:CHARGES

ALL BANKING CHARGES OUTSIDE VIETNAM FOR BENEF'S A/C

:49:CONFIRMATION INSTRUCTIONS

WITHOUT

:78:INSTR. TO PAYING/ACCEPTING/NEG. BANK

- + UPON RECEIPT OF DOCUMENTS DRAWN UNDER AND IN STRICT COMPLIANCE WITH THE TERMS AND CONDITIONS OF THIS LC, WE WILL REMIT PROCEEDS IN ACCORDANCE TO NEGOTIATING BANK'S INSTRUCTIONS.

DRAFT

Reference Number : 001337100601693

Page 3 of 3

Print No : 2

Date : 22/08/06

Time : 03:06:41 PM

KINDLY INDICATE SWIFT ADDRESS, IF ANY.

+ ALL DOCUMENTS MUST BE COURIERED IN ONE LOT TO VIETCOMBANK
OPERATION CENTER, VIETCOMBANK TOWER, 198 TRAN QUANG KHAI HANOI .

-)

Bank for Foreign Trade of Vietnam
Operation Center

Nguoi lap/Create by

Nguoi duyet/Approved by

Correspondence connected with these credits is very technical, as is evident from the complicated nature of the printed forms used by the banks, and should be handled by someone who is thoroughly familiar with the practice.

Example 1. Payments by L/C

a. Foreign buyer's order

8th July, 20...

Dear Sirs,

Our order No. 361

Having received your specification and price list of paints and varnishes and details of the arrangements for payment, we now wish to place the enclosed order with you. As we are in urgent need of several of the items, we should be glad if you would make up and ship the order as soon as you possibly can.

We have instructed Vietcombank to open a credit for £ 11,500 in your favour, effective until 10th Nov. The credit will be confirmed by Barleys Bank London EC3 who will accept your draft on them at 60 days for the full amount of your invoice; They will require the following shipping documents to be attached to your draft:

- *Bill of Lading in duplicate*
- *Invoice, CIF Liverpool in triplicate*
- *Insurance policy for £ 11,500*

The credit we have arranged is sufficient to cover invoice cost and any further charges.

As soon as details of shipment are known, please notify us by air mail.

Yours faithfully,

b. Exporter's acknowledgment

24th Oct, 20...

Dear Sirs,

Your Order No. 361

It is with pleasure that we acknowledge your order of 17th Oct, for paints and varnishes. As this is your first order we take the opportunity to remind you that all our products are manufactured to the specification of the very highest grade. We are sure you will be completely satisfied with them.

The arrangements you have made to meet our account are quite satisfactory. All items included in your order can be supplied from stock and will be packed and despatched immediately, the credit is confirmed by Barleys Bank. You may rely upon our prompt attention to this and any further orders you may place with us and we will of course notify you by air mail as requested as soon as your order is shipped.

Yours faithfully,

Example 2. Documentary Credit - Stages in transaction

a. Buyer Approaches Bank

Dear Sirs,

We have just concluded an agreement to purchase monthly shipments of ... from ... over the next six months and would like to make use of international payment facilities by opening a series of monthly credits for £ 20,000 each in favour of ... It has been agreed that we provide credits with a bank in against which our supplier would draw for the value of shipments as they are made.

Will you please let us know on what terms you would be prepared to arrange the necessary credits and to handle the shipping documents for us.

Yours faithfully,

b. Bank offers to provide credits

Dear Sirs,

We thank you for your inquiry of 15th March. We shall be pleased to handle the shipments (referred to) and arrange for the necessary documentary credit with our Bank against deposit of Bill of Lading and other shipping documents. If you will complete and return the enclosed form we will make the arrangements.

Our commission charges for revocable documentary credits would be 1/8 to 1/4% on each of the monthly credits, to which must be added 1/4%, for irrevocable credits and also our charges for such items as telegrams and postages; In return for these charges you have our assurance that your interests would be carefully protected.

Yours faithfully,

c. Buyer instructs bank

Dear Sirs,

I have completed and enclose the form of application for a documentary credit received with your letter of 17th March and shall be glad if you will arrange by telegram to open for our account with your bank irrevocable credits for £2,000 a month in favour of... The credits to be valid until 30th September next.

To enable them to use the credits, the company must present the following documents:

- Bill of lading in triplicate*
- One copy of the invoice*
- Certificate of policy of insurance*
- Certificate of origin*

and draw on your bank at 60 d/s for each consignment for the value of about £ 20,000.

Yours faithfully,

d. Bank agrees to open credit

Dear Sirs,

As instructed in your letter of 20th March we are arranging to open a documentary credit in your favour valid until 30th September next. You will find enclosed a copy of our telegram opening the credit. We shall be glad if you will check it to ensure that it agrees with your instructions.

As soon as the credits are used we will debit your account with the amount notified to us as having been drawn against them.

We shall take all necessary steps to make sure that your instructions are carefully carried out, but wish to make it clear that we cannot assume any responsibility for the safety of the goods, or for delays since these are matters beyond our control.

Yours faithfully,

e. Buyer notifies exporter

Dear Sirs,

This is to inform you that we have opened irrevocable credits in your favour for £ 20,000 a month with..., valid until September next; The terms of credit authorise you to draw at 80 days on the bank in... for the amount of your invoices after each shipment. Before accepting your draft, which should include all charges, the bank will require you to produce the following documents:

- Bill of lading in triplicate*
- One copy of the invoice covering CIF...,*
- Certificate of policy of insurance*
- Certificate of origin*

We will expect your first consignment about the middle of August.

Yours faithfully,

f. Bank issues L/C

Dear Sirs,

On instruction from Messrs.... received through our office, we have opened monthly irrevocable credits for £2,000 in your favour, valid until 30th September next. You have authority to draw on us at 60 days against these credits for the amount of your invoices upon shipment of ... to Your drafts must be accompanied by the following document, which are to be delivered to us against our acceptance of the drafts:

- Bill of lading in triplicate*
- One copy of the invoice*
- Certificate of policy of insurance*
- Certificate of origin.*

Provided you fulfil the terms of credit we will accept and pay at maturity

the drafts presented to us under these credits and, if required, provide discounting facilities at current rates.

Yours faithfully,

g. Exporter presents documents

Dear Sirs,

Referring to your advice of 30th March, we enclose shipping documents for the first of the monthly consignments to....

As required by them we have included all charges in our invoice which amounts to £ 11,725.75 and enclose our draft at 60 days for this sum. We shall be glad if, after acceptance, you will discount it at the current rate and remit the net amount to our account with...

We thank you for your help in this matter.

Yours faithfully,

h. Bank debits buyers

Dear Sirs,

As instructed by your letter of 20th March, our bank has just accepted for your account a bill for £ 22,725.75 drawn by... for the first consignment of... to you on MS... We have debited your account with this amount and our charges amounting to £ 44,30.

The ship left on 22nd April and is due to arrive in... on 2nd May. The shipping documents for this consignment are now with us and we shall be glad if you will arrange to collect them.

Yours faithfully,

V. PROMISSORY NOTES

Whereas a bill of exchange is an order to pay, a promissory note is a promise to pay a stated sum of money to a named person on a stated future date. It is governed by the rules that apply to bills of exchange but, unlike bills, promissory notes do not require an acceptance. They are not used very much in business, but are often given as security for a loan.

No. 651

£ 51,000

London, 15th June, 20...

Two months after date I promise to pay to H. Blake Esq., or order, the sum of fifty-one thousand pounds value received.

(signed) H. Miller

Example. Payment by Promissory Note

Dear Sirs,

I am pleased to send you with this letter my promissory note for repayment at two months of your loan of £ 10,000 on 14th June, 20..., together with interest at 9% per annum, making a total of £10,150.

Payment will be made on presentation at the Lord Street Branch of the National Bank, Bristol.

Yours faithfully,

VOCABULARY

Nouns

banker's Commerical Credit	tín dụng thương mại ngân hàng
baker's draft	hối phiếu ngân hàng
banker's transfer	chuyển khoản ngân hàng
bill of Exchange	hối phiếu
beneficiary	người hưởng lợi
commission	hoa hồng
clean Bill	hối phiếu trơn
deposit	tiền gửi ngân hàng
documentary Credit	tín dụng chứng từ
dishonoured Bill	hối phiếu không được thanh toán
mail transfer	chuyển tiền bằng thư
telex transfer	chuyển tiền bằng điện tín
telegraphic transfer	chuyển tiền bằng điện...
foreign Bill	hối phiếu ngoại quốc (Anh)
inland Bill	hối phiếu quốc nội (Anh)
notary	công chứng
promisory Note	lệnh phiếu
outstanding balance	số dư phải trả
varnish	véc ni

Verbs

approach	tiến tới, tiếp cận
amend	sửa chữa
debit	ghi nợ
dishonour	không thanh toán

endorse	ký hậu
honour	thanh toán
present (documents)	xuất trình chứng từ
submit (documents)	xuất trình chứng từ

Adjectives

revocable	có thể hủy ngang
irrevocable	không thể hủy ngang

Expressions

to be due	đến hạn
to release documents upon acceptance	trao chứng từ khi chấp nhận
to refer to Drawer	(ngân hàng) gửi lại hối phiếu cho người kí phát
to be domiciled in London	có thể được thanh toán tại Luân Đôn
30 d/s = 30 days after sight	thanh toán 30 ngày sau khi chấp nhận hối phiếu

Abbreviations

B/E = Bill of Exchange	hối phiếu
D/P = Document against payment	trả tiền đổi chứng từ
D/A = Document against Acceptance	chấp nhận đổi chứng từ
d/s = days sight	thanh toán ngày sau khi chấp nhận hối phiếu

Esq = Esquire (dùng thay cho chữ Mr. nhưng Esq. để sau tên người ví dụ: Phan Esq = Mr. Phan. Dùng Esq trang trọng và cầu kỳ hơn chữ Mr.)

ENGLISH - VIETNAMESE PHRASES

1. Buyer to Exporter

a. Openings

1. We have received your invoice No... and agree to accept your draft at 60 d/s for the amount due...

2. Thank you for your letter of... we should be glad if you would agree to draw on us at 30 d/s, document against acceptance.

3. As requested in your letter of ... we have instructed the... Bank to open a credit for in your favour.

4. We are sorry to have to ask for them term of your bill dated ... to be extended for one month.

b. Ending

1. Please let us know whether you are prepared to give us open account terms.

2. Please draw on us for the amount due and attach the shipping documents.

1. Người mua gửi người bán

a. Mở đầu

1. Chúng tôi đã nhận được hóa đơn của các ngài số và đồng ý chấp nhận hối phiếu định kỳ 60 ngày cho số tiền đến hạn thanh toán...

2. Cảm ơn thư của các ngài ngày chúng tôi sẽ vui mừng nếu các ngài đồng ý phát hối phiếu định kỳ 30 ngày cho chúng tôi, theo phương thức chấp nhận đối chứng từ (D/A).

3. Theo yêu cầu trong thư của các ngài ... chúng tôi đã chỉ thị cho ngân hàng mở tín dụng thư trị giá cho các ngài được hưởng.

4. Chúng tôi rất tiếc phải đề nghị các ngài gia hạn hối phiếu để ngày thêm một tháng.

b. Kết thúc

1. Đề nghị ngài cho chúng tôi biết liệu ngài có sẵn sàng dành cho chúng tôi điều kiện thanh toán theo phương pháp ghi sổ không.

2. Đề nghị các ngài ký phát hối phiếu cho chúng tôi cho số tiền đến kỳ trả và gửi kèm chứng từ vận tải đường biển.

3. We would like to pay by bill of exchange at 60d/s and should be glad if you would agree to this.

4. As requested, we will arrange to open an irrevocable credit in your favour.

2. Exporter to Buyer

a. Openings

1. We have considered your letter of and we are pleased to grant the open account terms asked for.

2. As requested in your letter of... we have drawn on you for the sum of ... 60 d/s.

3. As agreed in our earlier correspondence we have drawn on you for the amount of the invoice enclosed.

4. We enclose our invoice No... and, as requested, have drawn on you at 60 days for the amount due.

b. Ending

1. Kindly accept the draft and return it as soon as you can.

2. Kindly honour draft when it is presented.

3. Chúng tôi muốn trả bằng hối phiếu định kỳ 60 ngày và sẽ vui mừng nếu các ngài đồng ý.

4. Theo yêu cầu chúng tôi sẽ thu xếp mở tín dụng thư không huỷ ngang cho các ngài được hưởng.

2. Người xuất khẩu gửi người Mua

a. Mở đầu

1. Chúng tôi đã nghiên cứu thư của các ngài ngày... và vui mừng dành cho các ngài điều kiện thanh toán theo phương pháp ghi sổ các ngài yêu cầu.

2. Theo yêu cầu trong thư của các ngài ngày..... chúng tôi đã ký phát hối phiếu định kỳ 60 ngày cho các ngài với số tiền là...

3. Như đã thỏa thuận trong giao dịch thư từ trước đây của chúng ta chúng tôi đã ký phát hối phiếu cho các ngài với số tiền trong hóa đơn gửi kèm.

4. Chúng tôi gửi kèm hóa đơn số... và theo yêu cầu của các ngài đã ký phát hối phiếu định kỳ 60 ngày cho các ngài với số tiền đến hạn trả.

b. Kết thúc

1. Đề nghị các ngài chấp nhận hối phiếu và gửi lại càng sớm càng tốt.

2. Đề nghị nhận thanh toán hối phiếu của chúng tôi khi nó được xuất trình.

3. We are quite willing to put your account on a documents against acceptance basis.

4. We have instructed our bank to hand over the shipping documents against acceptance of our draft.

5. As soon as the credit is confirmed we will ship the goods.

3. Buyer to Bank

a. Openings

1. We enclose accepted bill drawn on us by... and should be glad to receive the shipping documents.

2. Please accept the following drafts and pay them, and at maturity, debit them to our account.

3. Please arrange with your correspondent bank in ... to open a credit in favour of

b. Endings

1. Please accept the above draft and debit your charges to your account.

2. Will you please state the amount of your charges for arranging the necessary credits.

3. Chúng tôi sẵn sàng mở tài khoản trên cơ sở D/A.

4. Chúng tôi đã chỉ thị cho ngân hàng của chúng tôi trao chứng từ vận tải đường biển để hối phiếu của chúng tôi được chấp nhận (trả tiền).

5. Khi nào tín dụng thư được xác nhận chúng tôi sẽ giao hàng.

3. Người Mua gửi Ngân hàng

a. Mở đầu

1. Chúng tôi xin gửi kèm hối phiếu đã được xác nhận do ngân hàng ký phát và chúng tôi sẽ vui mừng khi nhận được chứng từ vận tải đường biển.

2. Đề nghị các ngài chấp nhận và thanh toán những hối phiếu sau và đến hạn thanh toán, ghi nợ vào tài khoản của chúng tôi .

3. Đề nghị các ngài thu xếp với ngân hàng vãng lai của các ngài ở... mở một tín dụng thư cho.... được hưởng.

b. Kết thúc

1. Đề nghị các ngài chấp nhận hối phiếu trên và ghi nợ các khoản chi phí của các ngài vào tài khoản của chúng tôi.

2. Đề nghị các ngài cho biết số tiền chi phí để mở những tín dụng cần thiết.

4. Exporter to Bank

a. Openings

1. We enclose our sight draft on Messrs... and also the shipping documents.
2. Please surrender the enclosed documents to Messrs... when they accept our draft, also enclosed.
3. Kindly instruct your correspondent in... to release the documents only on payment of your sight draft for...

b. Endings

1. We ask you to obtain acceptance of this draft before surrendering the shipping documents.
2. Please present the bill for acceptance and then discount in for the credit of our account.
3. Please present this acceptance for payment at maturity and credit us with the proceeds.

4. Người Xuất khẩu gửi Ngân hàng

a. Mở đầu

1. Chúng tôi gửi kèm hối phiếu tức kỳ, ký phát cho ông.... và cả chứng từ vận tải đường biển.
2. Đề nghị các ngài xuất trình các chứng từ gửi kèm cho các ông... khi họ chấp nhận hối phiếu của chúng tôi, cũng được gửi kèm ở đây.
3. Đề nghị các ngài chỉ thị cho ngân hàng vãng lai ở..... xuất trình các chứng từ chỉ khi thanh toán các hối phiếu tức kỳ của chúng tôi trị giá....

b. Kết thúc

1. Chúng tôi đề nghị các ngài chấp nhận hối phiếu này trước khi xuất trình chứng từ vận tải đường biển.
2. Đề nghị các ngài xuất trình hối phiếu để được chấp nhận và sau đó chiết khấu và ghi có vào tài khoản của chúng tôi.
3. Đề nghị các ngài xuất trình xác nhận này để thanh toán khi đến hạn và ghi có tài khoản của chúng tôi, kể cả lãi.

EXERCISES

1. Answer the following questions:

1. What is an international Banker's Draft? Why is it said to be safer than a cheque? How can an importer pay by draft?
2. What is Banker's Transfer? What is mail Transfer? What is Telex or Telegraphic Transfer?
3. Why are losses impossible when payment is conducted by Banker's Transfer?
4. What is a Bill of Exchange?
5. Is there any difference between Banker's Draft and a Bill of Exchange?
6. What is a sight draft?
7. What does a 30 d/s draft mean?
8. What is a dishonoured bill?
9. What is D/P? D/A?
10. Why is Letter of Credit widely used?
11. What must you do to open a Letter of Credit?

2. Fill in each blank with one suitable word

a. A letter from the Importer to the Exporter

International Crafts Ltd.

Thameside, Walworth, London SE3 2EL

Telephone: 081 834 2179, 081 8342710 Cable: INTECRA, Telex: 315620 Fax: 081-834 4431

Lee Boat Builders Ltd.

9 April 20....

Dock 23

Mainway

HONGKONG

Dear Sirs,

We spoke to your representative, Mr. Chair, at the Earls Court Boat Show in London last week, and he showed us a number of dinghies which you produce, and of your terms and....

We were impressed ... the craft, and have decided to place a..... order for ten of them, your Cat. No. NR17. The order, No 90103, is for delivery as soon as possible as the summer season is only a week away

As Mr Chair assured us that you could meet any order stock, we have instructed our bank, Northern City Ltd. to open a.... irrevocable letter of credit for £ 7,300 in your and valid until 1 June 20....

Our bank informs us that the credit will be confirmed by their...., Cooper Deal Merchant Bank, Pekin Road, Hong Kong, once you have them, and they will also us with a certificate of quality once you have informed them, and they will also us with a certificate of quality once you have informed them that the order has been.... up and they have checked it.

You may draw on the agents for the full of the invoice at 60 days, and your should be presented with the following documents:

Six copies of the bill of lading

Five copies of the commercial invoice, CIF London

Insurance certificate for £7,140 (A.R)

Certificate of origin

Certificate of quality

The credit will cover the invoice and any other bank charges. Please cable us confirming that the order has been accepted and the craft can be delivered within.... next six weeks.

Yours faithfully,

B. Valour

International Crafts Ltd.

Enc: Order no 90103

b. A Letter from the Exporter to the Importer

Lee Boat Builders Ltd

Dock 23, mainway, Hong Kong

Telephone: 385162, Te;ex: 349512, Fax: 662353, cable: LEBATS

International Crafts Ltd. 6 May 200..

Thameside,

Walworth,

London SE3 2EL

UNITED KINGDOM

Dear Mr Valour,

Order No. 90103

We are pleased to inform you that the... order has been loaded on to the MS Orient which Tomorrow and is due in Tilbury (London) on 3 June.

The dinghies and their equipment have been in polystyrene boxes in ten separate wooden crates marked 1-10, ... bearing our brand.

The... document (see list attached) have been handed to Cooper & Deal, Hong Kong, with our draft for £7,293.50 at 60 ... This covers all charges and discounting. Cooper & Deal will ... the documents to Northern city Bank Ltd. Who will You within the next few weeks.

We are sure you will be extremely pleased with the We noticed that you require a of origin, and have supplied one. However, we wondered if this was re-exporting purposes. We should point out that your customers will have the same guarantee as yourself only if the boats are not modified in any way, as this will be outside the terms of the

Thank you for your order, and we you will contact us again in the future. Meanwhile, please confirm delivery you receive the consignment.

Yours sincerely,

J. Lee

Director

3. Translate into English

1. Điều kiện các ngài đã báo hoàn toàn thoả đáng và do đó chúng tôi xin vui mừng gửi kèm thư này đơn hàng của chúng tôi số 44/TD. Chúng tôi xin báo là chúng tôi đã chỉ thị cho ngân hàng của chúng tôi, Ngân hàng New Zealand ở thành phố Takapuna, Wellington, để mở thư tín dụng không thể huỷ ngang trị giá 22,000 bảng Anh cho các ngài được hưởng.
2. Chúng tôi vận tải đường biển kể cả vận đơn đường biển, hoá đơn và bảo hiểm đã chuyển cho Ngân hàng Easland Luân Đôn và sẽ được gửi đến Ngân hàng Ngoại thương Việt Nam, Hà Nội và Ngân hàng này sẽ thông báo cho các ngài.
3. Chúng tôi đã ghi nợ vào tài khoản của ngài, số tiền 84.000 đôla Mỹ cùng với phí của chúng tôi là 420 đôla Mỹ. Chúng tôi hiện đang ở Ngân hàng chúng tôi và sẽ được trao cho các ngài khi có người đến nhận.
4. Như thoả thuận, chúng tôi đã ký phát vào Ngân hàng cổ phần Hàng Hải hối phiếu trả tiền 60 ngày kể từ khi chấp nhận với số tiền là 23.000 Bảng Anh kể cả hoa hồng, chiết khấu và các chi phí khác.
5. Chúng tôi đã tiến hành giao hàng cho khách hàng ở Hồng Kông và xin gửi kèm thư này chứng từ vận tải đường biển mà các ngài yêu cầu và hối phiếu của chúng tôi trị giá 40.000 Bảng Anh.
6. Các ngài có thể ký phát vào chúng tôi hối phiếu trị giá 16.000 Bảng Anh thanh toán sau 30 ngày khi các ngài cung cấp bằng chứng của việc đã giao hàng.
7. Đề nghị các ngài mở một thư tín dụng chứng từ không thể huỷ ngang được trị giá 35.000 Bảng Anh để công ty Delta Computer Anh quốc được hưởng. Chúng tôi xin gửi kèm thư này đơn xin mở có các chi tiết có liên quan đã được điền đầy đủ.

8. Các ngài sẽ sớm nhận được hối phiếu trị giá 25.000 Bảng Anh và các chứng từ có liên quan của công ty xuất nhập khẩu Tân Bình. Đề nghị các ngài thay mặt chúng tôi chấp nhận hối phiếu đó và gửi cho chúng tôi các chứng từ và ghi nợ vào tài khoản của chúng tôi.

9. Ngân hàng đã gửi trả chúng tôi hối phiếu số 1761 có ghi "gửi lại cho người ký phát".

Hối phiếu đến hạn thanh toán 20 tháng 5 và đã bị từ chối thanh toán. Chúng tôi sẽ để các ngài có thêm ba ngày nữa để xuất trình cho ngân hàng.

10. Đề nghị các ngài gửi hối phiếu kèm theo ký phát vào công ty JB. Products Pty và chứng từ cho Ngân hàng quốc gia Australia, số 632 Geoge Street, Sydney, Australia và đề nghị họ trao chứng từ khi chấp nhận.

4. Tranlate into Vietnamese

a. A letter from the Importer to the Exporter

Eastand Bank

401 Aldgate, London EC1
Telephone 071 635 2217 (10)lines)
Fax:071 635 2226

19, May, 20....

Delta Coputers Ltd.
Bradfield Estate, Bradfield Road
Wellingborough
Northamptonshire NN8 4HB

Dear Sirs,

Please find enclosed a copy of the notification we received yesterday from the New Zealand Bank, Wellington, to open an irrevocable letter of credit in your favour for £22,000 which will be available until 10 June 20...

You may draw on us at 60 days against the credit as soon as you provide evidence of shipment. Would you include with draft the following document?

Bill of lading (six copies)

Commercial invoice CIF Wellington (four copies)

A.R. Insurance certificate for: £ 24,200

Your draft should include our discount commission which is five per cent, and our charges listed on the attached sheet.

Your faithfully,

(signed)

P. Medway

Documentary Credits Department

Enc. Irrevocable Credit No. 2/345/16

b. A Letter from the Exporter to the Importer

N. Z. Business Machines Pty.

100, South Street. wellington

Directors: C.M. Perimann, L.F. Drozin

Telephone: 444 8617

Telex: 60184 BUSMAC

Fax: 444 3186

Mr G. James

Delta Computers Ltd.

Bradfield Estate, Bradfield Road

Wellingborough

Northamptonshire NN8 4HB

UNITED KINGDOM

Dear Mr James,

Thank you for replying to our enquiry of 19 April and letting us know that the C2000 computers, Cat. No. D16 are available

The terms you quoted are quite satisfactory, and you will find our order, 8815, enclosed. We have instructed our bank, New Zealand Bank, Takapuna Street, Wellington, to open an irrevocable letter of credit for £22,000 in your favour. This should cover CIF shipment and bank charges and the credit is valid until 10 June 20...

You will receive confirmation from our bank's agents Eastland Bank Ltd., 401 Aldgate, London EC1, and you may draw on them at 60 days for the amount of the invoice. When submitting your draft, would you please enclose the following documents?

Bill of lading (6 copies)

Invoice CIF Wellington (4 copies)

A.R. Insurance Policy for £24,200

Please fax or telex us as soon as you have arranged shipment.

Yours faithfully,

(signed)

M. Tanner

N.Z Business Machines Pty.

Enc. Order 8815

5. Letter writing

- a. One of your customers in Hongkong has placed an order with your corporation for the equivalent of £10,000. Write to tell him that the order will be ready in four weeks time and ask him to open an irrevocable Letter of Credit for this amount against shipping documents.
- b. Draft the reply from the customer in Hongkong stating an irrevocable L/C has been issued in your favour through the Bank of China (B.O.C), who will accept a 30 d/s draft upon presentation of shipping documents. specify the documents the customer would require.

COMPLAINTS AND CLAIMS

In spite of preceding arrangements and the settlement of the terms and conditions of a transaction in writing, errors and other unpleasant circumstances may sometimes occur in the course of a transaction; and these often lead to tedious disputes.

Usually a case starts with the unsatisfied party sending a letter of complaint which is in itself a claim. Where substantial discrepancies are found between the shipment and the terms and conditions of the order or contract, the trader will ask for an indemnity or place the goods at the disposal of the seller.

Following are two kinds of complaint often made by the buyer:

1. Genuine complaint arising from the delivery of the wrong goods, damaged goods or insufficient goods, inferior goods and non-ordered goods.
2. The complaint made by a customer who does not want to take delivery of the goods because he finds that they could be bought more cheaply elsewhere and who, therefore, wants to get out of the contract. This usually takes the form of a complaint that the goods are not according to the sample or descriptions or that there is some fault in them. The seller, of course, knows the complaint is unsupported by facts but he has to prove this, which is not always easy when the buyer is on the other side of the world.

I. WRITING LETTERS OF COMPLAINT AND CLAIM

When you have a genuine complaint, you may feel angry but you must not show this in your letter, because the supplier may not be to blame. When making a complaint:

1. Plan your letter as follows

1. Begin by regretting the need to complain
2. Mention the number, the date of the order, the date of delivery and the goods complained about
3. State your reasons for being dissatisfied and ask for an explanation
4. Refer to the inconvenience caused
5. Suggest how the matter should be put right.

2. And observe the following rules

1. Make your complaint at once
2. Assume that your supplier will want to put matter right. It is, after all, in his interests to do so.
3. Don't assume that your supplier is to blame; he may have a perfectly good defence
4. Confine your complaint to a statement of facts and a polite enquiry as to what your supplier proposes to do about it
5. You may or may not decide to suggest how the matter should be put right, but don't suggest how the mistake may have occurred; that is a matter for the supplier
6. Above all, avoid rudeness; it may well create ill - feeling and cause the supplier to be unwilling to be helpful.

II. REPLIES TO COMPLAINTS AND CLAIMS

When dealing with a complaint, observe the following rules:

1. It is often said that the customer is always right. It is certainly a sound practice to assume that he may be right.
2. If you cannot deal with it promptly, acknowledge it at once. Explain that you are looking into it and that you will send a full reply later.
3. If the complaint is unreasonable, point this out politely and in an agreeable manner.
4. If you are to blame, admit it readily; express your regret and promise to put matters right.
5. Never try to excuse yourself by blaming any of your staff; you are, after all, responsible for what they do.

III. EXAMPLES OF COMPLAINTS AND REPLIES TO COMPLAINTS

Example 1.

a. Complaint of Wrong Delivery

TOCONTAP HANOI

36 Ba Trieu Street, Hanoi VIETNAM

Telephone: 84 824 3451, Fax: 84 824 3450, Cable add: TOCONTAP HN

Mr. Cliff,
Homemakers Ltd,
54-59 Riverside,
Cardiff CF1 LJW

3rd February, 20...

Dear Mr Cliff,

I have received a consignment of 60 dressing tables from you yesterday, my order No. 1695, which were ordered from your Summer catalogue, No. GR 154; But on unpacking them I found that six heavy mahogany-finished dressing tables had been sent, instead of the light pine-finish ones asked for.

As most of my customers live in small flats earning a moderate income it is doubtful that I will be able to find a market for larger more expensive products.

I also have firm orders for the goods asked for. Would you deliver my order as soon as possible, and at the same time have some one pick up the wrongly delivered goods? Thank you.

Yours sincerely,

(signed)

Nguyen Quang

Vice Director

b. Reply to Complaint of Wrong Delivery

HOMEMAKERS Ltd.

64-59 Riverside, Cardiff CFI IJW, Telephone: (0222) 49721, Telex: 38217

Registered No. C135162

5th, February 20...

TOCONTAP
36 Ba Trieu
Hanoi Vietnam

Att: Mr. Nguyen Quang, Vice Director

Dear Mr Quang

Thank you for your letter of 3 February in which you said that you have received a wrong delivery to your order No. 1695.

I have looked into this and it appears that you have ordered from an out-of-date catalogue. Our current winter catalogue lists the dressing tables you wanted under DR 189.

I have instructed one of my drivers from our representative office in Hanoi to deliver the pine-finish dressing tables tomorrow and pick up the other consignment at the same time. Rather than sending a credit note, I will cancel invoice No. T4451 and include another, No. T4467, with the delivery.

There is also a winter catalogue on its way to you in case you have mislaid the one I originally sent you.

Yours sincerely,

(signed)

R. Cliff

Enc. Invoice N. T4467

Example 2.

a. Complaint of Damage

Date: 15 August 20...

Dear Mr. Causio,

Our Order No. 14478

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

The boxes in which the sweaters were packed were damaged, and looked as if they had been broken open in transit. From your invoice No. 18871 we estimate that thirty garments have been stolen to the value of £ 115.00; And because of the rummaging in the boxes, quite a few other garments were crushed or stained and cannot be sold as new articles in our shops

As the sale was on a CIF basis, we suggest you contact your forwarding company with regard to compensation.

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

Yours sincerely,

b. Reply to Complaint of Damage

24 August, 20...

Dear Mr. Dhan,

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

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

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

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

Yours sincerely,

Example 3.

a. Complaint of Bad Workmanship

Superbuys Ltd. Representative office

No 16 B18 Nam Thanh Cong
Dong Da, Hanoi, Vietnam
Phone & Fax 7761504

Mr. TRAN VAN NAM
Thanh Nam Civil Engineering Co., Ltd.
12 Doan Thi Diem
Dong Da District, Hanoi

Dear Mr. Nam,

I am writing to you with reference to the above premises which you refitted last February.

In the past few weeks a number of faults have appeared in the electrical circuits and the flooring, which have been particularly dangerous to our customers.

With regard to the electrical faults we have found that spotlights on the far wall have either failed to work, or flicker while they are on, and replacing the bulbs has not corrected the fault.

The Duraflooring which you laid has been showing signs of deterioration with some areas being worn through to the concrete creating a hazard to our customers.

Will you please come and inspect the damage and arrange for repairs within the next week? The matter is urgent as we can be suited if any of our customers are injured by falling over the cracks in the flooring. I would also take the

opportunity to remind you that you have guaranteed all your fixtures and fittings for one year. I look forward to hearing from you soon.

Yours sincerely,

(signed)

K. Bellon

Managing Director

a. Reply to complaint of bad Workmanship

Thanh Nam Civil Engineering Co., Ltd.

12- Doan Thi Diem - Hanoi
Hai Ba Trung District, Hanoi
Phone & Fax 8233352

Mr. K. Bellon
Superbuyes Ltd. Rep. office
16 B18 Nam Thanh Cong, Hanoi

10 July 20....

Dear Mr. Bellon,

The manager of your shop has probably told you by now that I came down to inspect the damage you wrote to me about in your letter of 7 July.

I looked at the faulty electrical wiring and this appears to have been caused by dripping water from the floor above. My foreman, who put the wiring in February, tells me that the wall was dry at the time he replaced the old wires; However, we will make the repairs and seal of that section. Dura flooring is one of the most hardware materials of its kind on the market and I was surprised to hear that it had worn away within six months, so I made a close inspection. I noticed that the floor had been cut into and this seems to have been the result of dragging heavy sharp boxes across it, possibly the ones you use to store some perishable products in. The one-year guarantee we offer on our workmanship is against normal wear and tear, and the treatment the floor has been subjected to does not come under this category. I am quite willing to have the surface replaced, but I am afraid we will have to charge you for the materials and work involved. If I may, I would like to suggest that you instruct your staff to use trolleys when sifting these containers.

I am sorry about the inconvenience you have experienced and will tell my men to repair the damage as soon as I have your confirmation that they can begin work. The floor repairs should not come to more than £490 and the work can be completed in less than a day. Perhaps we can arrange for it to be completed on a Sunday when the shop is closed.

Your sincerely,

(signed)

Tran Van Nam

Vice Director

Example 4.

a. Complaint of Non-Delivery

FORHAM VEHICLES PLC

Lever Estate, Scarborough, Yorkshire YO 11 3BS

Directors M Blackburn. M. H. Thomson

Telephone No 0723 16952

Fax: 0723 81953

VAT 1462 321 17

Telex: 438665

Mr. R. Zeitman
E.F. Banden AG
Zulpicher Str. 10-20
D-4000 Dusseldorf 11

Date 20th June 20....

Dear Sirs,

Order No. VC 58391

We are writing to you with reference to the above order and our letter of 22 May in which we asked you when we could expect delivery of the 60 dynamos (Artex model 55) you were to have supplied on 3 June for an export order.

We have tried to contact you by phone, but could not get anyone in your factory who knew anything about this matter.

It is essential that we deliver this consignment to our Greek customers on time as this was an initial order from them and would give us an opening in the Greek market.

Our deadline is 28 June, and the lorries have been completed except for the dynamos that need to be fitted.

Unless we receive the components within the next 45 days, the order will be cancelled and placed elsewhere. We should warn you that we are holding you to your delivery contract and if any loss results because of this late delivery we will be taking legal action.

Yours sincerely,

(signed)

M. Blackburn

c. Reply to Complaint of Non-Delivery

E.F. Baden AG

Zulpicher Str 10-20 D 1000 Dussendoft 11

Tel; (0211) 38.34.06/09 Fax: (0211) 38.34.271 Telex: 032651

Mr. M. Blackburn
Forham Vchicles PLC
Lever Estate
Searborough YO 11 3BS

20 August, 20...

Dear Mr Blackburn,

Thank you for your letter of 20 June concerning your order (No. VC 58391) which should have been supplied to you on 3 June.

First let me apologize for your order not being delivered on the due date and for the problems you have experienced in getting in touch with us about it. But as you may have read in your newspapers we have experienced an industrial dispute which has involved both administrative staff and employees on the shop floor, and as a consequence, has held up all production over the past few weeks.

I can tell you that the dispute has been settled and we are back to normal production. There is a backlog orders to catch up on, but we are using associates of ours to help us fulfil all outstanding commitments. Your order has been given priority, so we should be able to deliver the dynamos before the end of this week.

May I point out, with respect, that your contract with us did have a standard clause

stating the delivery dates would be met unless unforeseen circumstances arose, and we think you will agree that a dispute is an exceptional circumstance. However, we quite understand your problem and will allow you to cancel your contract if it will help you to meet your own commitments with your Greek customers; But we will not accept any responsibility for any action they may take against you.

Once again let me say how much I regret the inconvenience this delay has caused, and emphasize that it was due to factors we could not have known about when we accepted your delivery dates.

Please phone or fax me letting me know if you wish to complete your order or whether you would prefer to make other arrangements.

I look forward to hearing from you within the next day or so.

Yours sincerely,

(signed)

R. Zeitman

Managing Director

Example 5. Wrong goods

a. Complaint

Dear Sirs,

Our Order No TD 412/50 P2

We duly received the documents and took delivery of the goods on arrival of MS. Mark at Hai Phong Port on 5th August.

On first account everything appeared to be correct and in good condition except case No 10. When this case was opened we found it contained quite different articles. And we can only presume that a mistake was made and the contents of this case were for another order.

As we need the article we ordered to complete the delivery to our own customers we must ask you to arrange the despatch of replacements as soon as possible. We enclose the Survey Report issued by local Vinacontrol and the list of contents of case No 10, and shall be glad if you will check this with our order and your copy of the invoice.

In the meantime we are holding the above mentioned case at your disposal.

Please let us know what you wish us to do with it.

Yours faithfully,

b. Reply

Dear Sirs,

Re: Your Order TD 412/50 P2

We thank you for your letter dated 6th August. We were glad to know that the consignment was delivered promptly, but it was to be regretted that case No. 10 did not contain the goods you ordered.

On going into the matter we find that a mistake was indeed made in the packing through a confusion of numbers, and we have arranged for the right goods to be despatched to you at once.

We shall be much obliged if you will keep case No. 10 and its contents until called for by the local agents of the World Transport Ltd., our forwarding agents, whom we have instructed accordingly.

Please accept our many apologies for the trouble caused to you by the error.

Yours faithfully,

Example 6. Damaged Goods

a. Complaint

Dear Sirs,

Our Order No 31177

On the arrival of M/S Shang Maru at the Port of Hai Phong on September 4th case No. 12 under the above mentioned order was reported damaged. We therefore had the case opened and examined by Hai Phong Vinacontrol representatives.

The number of articles in the case was correct according to the packing list but the following articles were broken:

- 1. Article 2001*
- 2. Article 2003*
- 3. Article 2004*
- 4. Article 2012*

We enclose the Survery Report to the effect that the damage was noticed when the case was unloaded at Hai Phong.

We shall be glad if you will send us replacements for the broken articles as we need these to complete our sales to our customers.

Yours faithfully,

b. Reply

Dear Sirs,

Your Order No 31177/TH

It is your great regret that case No 12 under the above mentioned order shipped on board the M.S Shang Maru was damaged on her arrival at the Port of Hai Phong.

As you know our goods are always carefully packed and mistake is, in this case, not on our part. We hold that they were damaged in the course of transport and we are, therefore, making a claim on our Insurance Company. We will let you know the result in due course.

Yours faithfully,

Example 7. Inferior Quality

a. Complaint

Dear Sirs,

It is with great regret that we have to inform you that your last delivery is not up to your usual standard.

The material seems to be too loosely woven and is inclined to pull out of shape. By separate mail we have sent you a cutting from an earlier consignment so that you can compare the two and see the difference in texture.

We have always been able to rely on the high quality of the material you sent us and we are all the more disappointed in this case as we supplied the cloth to new customers.

As we shall have to take it back therefore ask you to let us know, as soon as possible, what you can do to help us in getting over this difficulty.

Yours faithfully,

b. Reply

Dear Sirs,

We have received your letter of 10th August, 20... and thank you for sending us the two samples of cloth for examination.

We have passed them on to the factory for comment and have told them how greatly concerned we were over your disappointment in the quality and the fact that you had supplied the cloth to new customers. They expressed their great regret, and we have arranged with them for the quality of the cloth now sent.

If you care to dispose of the inferior cloth at the best price obtainable for it, we will send you a Credit Note for the difference as soon as we hear from you.

We apologise sincerely for the trouble caused to you, and will take all possible steps to ensure that such a mistake is not made again.

Yours faithfully,

Example 8. Shortage of goods

a. Complaint

Dear Sirs,

Your consignment under our order No 1527 carried by MS Song Huong arrived at our port today. After careful inspection it has been found that against 24,000 tins of condensed milk ordered and invoiced the consignment contains only 23,460 tins. In fact, out of 500 cases received, thirty cases bearing serial numbers CD 48-CD 77 contained 30 tins each, thus making up a shortage of 540 tins.

Please examine the matter and arrange the shipment of the missing tins as soon as possible as we can accept them only if they arrive before the end of September.

Yours faithfully,

b. Reply

Dear Sirs,

We regret to learn from your letter of 7th August that in our last shipment forwarded to you on MS Song Huong, 540 tins of condensed milk were missing.

From the enclosed documents and packing list you will see that the number of cases and the tins coincides with that invoiced by us.

We would, therefore, advise you to address your claim to the Insurance Company as in our opinion this is a case of pilferage.

We expect you will have no difficulty in obtaining full indemnity from them, and trust the matter will be settled to your satisfaction.

Yours faithfully,

Example 9. Delayed Goods

a. Complaint

Dear Sirs,

We have heard nothing further from you concerning the first shipment of your order No 28282 QH.

As the goods are urgently needed we have had to get them from Thailand. We are, therefore, claiming from you the amount of US\$ 1,000 being the difference between your price and that of the new supplier and we would like to have your attention to the remaining shipments.

We hope to hear from you soon.

Yours faithfully,

b. Reply

Dear Sirs,

Your Oder no 28582 QH

We acknowlege the receipt of your letter and while maintaining that the regretable delay was occasioned by circumstances beyond our control, we offer you as a token of goodwill the sum of US\$ 1,000 in full settlement of your claim.

Kindly let us know if this settlement is acceptable to you.

Yours faithfully,

Example 10. Instructions Not Observed

a. Complain

Dear Sirs,

We refer to you Order for Colonut Oil no 345, 346 and 347

Acording to your instructions the goods were required in May, June and Junly as the delivery of the first two consignments was delayed you have shipped all the three orders at the same time on board MS Manchester. Consequently, we shall receiver a total of 600 tons of coconut oil in one shipment, which is some thing we wish to avoid as we are short of storage at the moment.

We hope that this will not occur in the future and that our next orders will be despached strictly according to our wishes.

Yours faithfully,

V. EXAMPLE OF THE SETTLEMENT OF A CLAIM BY ARBITRATION

a. Notice of claim

Dear Sirs,

Contract No 232 dated December 1st, 20...

We have examined the consignment of coffee shipped by MS. Catrine against the above-mentioned contract, and in accordance with the terms of the same are hereby making a claim against you for the inferior quality of the goods.

After further examination of coffee we shall forward a detailed claim to you.

Yours faithfully,

b. Claim

Dear Sirs,

Contract No 232 dated 1st December, 20...

Further to your letter of 6th May, 20... regarding our claim for inferior quality of the coffee ex. MS. Catrine against the above mentioned contract, we wish to advise that as a result of a second examination of the coffee we are making the following claim against you.

We find that 100 bags of coffee ex MS. Catrine sold to us as Santos Coffee, New York type 2, contain an excessive quantity of unripe, shelly, broken, weevilly and defective beans and corresponds to Santos Coffee, New Your type ¾.

We are therefore claiming from you the amount of US\$ 7,200 being the difference in price between Santos N. Y type 2 and Santos, NY types ¾ of \$ 1.20 per kilo on 100 bags of 6 metric tons.

Please inform us if you agree to grant us this allowance.

Yours faithfully,

c. Sellers' Counter Offer

Dear Sirs,

100 bags Santos Coffee ex MS Catrine

We acknowledged receipt of your letter of 26th May, 20... claiming an allowance of \$1,20 per kilo on 100 bags of coffee ex MS Catrine.

We have carefully examined the samples from this consignment and offer you, without prejudice, an allowance of 50 cents per kilo in full settlement of your claim.

Failling your acceptance of this offer, the claim will be submitted to arbitration.

Yours faithfully,

d. Buyer Declining Seller's counter-offer

Dear Sirs,

Contract No 232 dated 1st December, 20...

We thank you for your letter of 16 June, 20... offering us an allowance of 50 cents per kilo on the consignment under the above mentioned contract; We regret to inform you that we do not see our way to accept your offer and are submitting the claim to arbitration.

Yours faithfully,

e. Arbitration Award

**The Coffee Trade Federation Arbitration Award
Award No A151**

London 1st July, 20...

We, the Undersigned Member of the Panel of Arbitrators appointed to the arbitration of 100 bags Santos Coffee CIF X sold as Santos Coffee New York type 2, good beacon, greenish, tritely soft, cup-tested sold by Messrs B. Brown & Co, ex MS Catrine, and, having carefully examined the samples, find them inferior to guarantee and award the buyer an allowance of 80 cents per kilo.

We further award the arbitration fee of four hundred U.S dollars with the Federation of 5% of the amount be paid by the seller and the buyer equally.

Yours faithfully,

VI. COMPLAINTS AND CLAIMS OF ACCOUNTING ERRORS AND SETTLEMENTS

As known to business persons, many letters of complaint arise out of accounting errors, which can be put right by adjustments (or settlements). Debit Note and Credit Note are used for this purpose.

1. Debit notes

Debit notes are a second charge for a consignment and become necessary if a customer has been undercharged through a mistake in the calculations on the original invoice. An explanation is included on the debit note.

Debit notes are the result of carelessness and show that you should be careful when making up invoices as once a buyer has settled an account, it is annoying to be told that there is an additional payment. A letter of apology should always accompany a debit note as the following form:

Debit Note		No. 311
Seymore furniture Ltd.		
Tib Street, Maidenhead, Barks, SL6 5D2 Telephone 0628 26755		
Registered No 18514391 London		
VAT No 231 618831		
C.R. Mendez SA		
31 May, 20...		
Avda del EjDcito 83		
E-48015 Bilbao		
19- 5 May	<p>Invoice No L8992 UNDERCHARGE</p> <p>The extension should read 6 Chairs £12.00 each = £ 72.000</p> <p>NOT</p> <p>6 Chairs £ 10.00 each = £60.00</p> <p>We apologize for the error and ask if you would please pay the difference viz £12.00</p>	£ 12.00

2. Credit notes

Credit notes are sent because of accidental overcharges. A credit note may also be issued when a deposit is being refunded (e.g on the cartons or cases which the goods were packed in) or when goods are returned because they were not suitable or had been damaged.

As with a debit note, a covering letter of explanation and apology should be sent with a credit note in the case of mistakes as in the following example:

Credit Note		No. 517
Seymore furniture Ltd.		
Tib Street, Maidenhead, Barks, SL6 5D2 Telephone 0628 26755		
Registered No 18514391 London		
VAT No 231 618831		
C.R. Mendez SA		20 May, 20...
Avda del Ejécito 83		
E-48015 Bilbao		
19- 20 May	Invoice No L8992 OVERCHARGE The invoice should have read: 15% off gross price of £800.00 = £120.00 NOT 10% of gross price of £ 800.00 = £ 80.00 Refund = £ 40.00. Please accept our apologies	£ 40.00

Seymore Furniture Ltd. have made a mistake on another invoice and must

now send a credit note. Note that the form for a credit note is the same as that for a debit note, except for the heading. Credit notes, however, are often printed in red.

3. Example of letter of complaint and reply

a. Complaint

M. Lancelot Sarl

703 rue Métairie de SAYSSET. F-34000 Montpellier

Tel: (33) 843 10312; Fax: (33) 1291037; Telex: 59612503

Mr K. Winford
K. Winford & Co. Ltd.
Preston New Road
Blackpool
Lancashire FY4 4UL

5 August, 20...

Dear Mr Winford,

I have received your July statement for £3,280.64 but noticed that a number of errors have been made.

- 1. Invoice Y 1146 for £256.00 has been debited twice.*
- 2. No credit has been listed for the wallpaper (Cat. No. WR 114) which I returned in July. Your credit note No. CN 118 for £19.00 refers to this.*
- 3. You have charged me for a delivery of paint brushes, Invoice No. Y 1162 for £62.00 but I never order or received them. Could you check your delivery book?*

I have deducted a total of £337.00 from your statement and will send you a draft for £2,943.64, once I have your confirmation of this amount.

Yours faithfully,

M. Lancelot

Director

b. Reply

K. Winford & Co., Ltd.

Preston New Road, Blackpool. Lancashire FY4 4UL

Telephone: 0253 61290/1/2

Reg No 31162531

VAT 831 4003 36

The Director

7 August, 20...

M. Lancelot SARL

703 rue Meltairie de SAYSSET

F-34000 Montpellier

Dear Mr Lancelot,

Thank you for your letter of 5 August in which you pointed out that three mistakes totalling £337.00 had been made on your statement

I apologize for the errors which were due to a fault in our computer which has now been fixed. I have enclosed another statement for July which shows the correct balance of £2,943,64.

Yours sincerely,

K. Winford

Encl. Statement

VOCABULARY

Nouns

claim	khiếu nại
complaint	phàn nàn khiếu nại
token	dấu hiệu, biểu hiện
settlement	giải quyết
pilferage	đánh tráo, ăn cắp
indemnity	tiền bồi thường
award	phán quyết
panel	hội đồng
arbitration	trọng tài
arbitrator	trọng tài viên
replacement	hàng thay thế
Credit Note	phiếu tín dụng
Debit Note	phiếu ghi nợ

Verbs

claim	khiếu nại
complain	khiếu nại, phàn nàn
dispose	bán rẻ, bán tống

Adjectives

inferior	kém, dưới
unripe	chưa chín (quả)
shelly	còn vỏ, có vỏ
weevilly	có sâu mọt

ENGLISH - VIETNAMESE PHRASES

1. We have duly received the documents and have taken delivery of the goods. 1. Chúng tôi đã nhận được đầy đủ chứng từ và đã nhận hàng.
2. We are very sorry to inform you that... 2. Chúng tôi lấy làm tiếc xin báo cho các ngài biết là...
3. The contents of this case were for another order. 3. Hàng trong hòm này thuộc đơn đặt hàng khác.
4. We shall be glad if you will check this with your order and the copy of your invoice. 4. Chúng tôi sẽ vui mừng nếu các ngài so sánh điều này với đơn hàng của chúng tôi và bản sao hóa đơn của các ngài.
5. We are holding the above mentioned case at your disposal. 5. Chúng tôi đang giữ hòm nói trên để tùy các ngài định đoạt.
6. On (upon) the arrival of VS (M.S)... 6. Khi tàu..... đến cảng....
7. We shall be glad if you will send us replacements for the broken articles. 7. Chúng tôi sẽ vui mừng nếu các ngài gửi hàng thay thế cho những mặt hàng đã bị vỡ.
8. We need these to complete our sales to our customers. 8. Chúng tôi cần những hàng này để hoàn chỉnh việc bán hàng cho khách hàng của chúng tôi.
9. Your last shipment is not up to your usual standard. 9. Chuyển hàng trước của các ngài không đạt được tiêu chuẩn thông thường của các ngài.
10. We are all the more disappointed in this case. 10. Chúng tôi lại càng thất vọng trong trường hợp này.
11. Please examine the matter and arrange the shipment of the missing tins. 11. Đề nghị các ngài xem xét vấn đề và sắp xếp giao hàng đối với những hộp bị thất lạc.

12. We are short of storage at present.

13. We have heard nothing further from you concerning the first shipment under our order No TD 44/50.

14. We have passed them on to the factory for comment.

15. If you care to dispose of the inferior cloth at the best price obtainable, we will

16. The unfortunate delay was occasioned by circumstances beyond our control.

12. Lúc này chúng tôi đang thiếu kho chứa.

13. Chúng tôi chưa được tin thêm của các ngài về chuyến hàng đầu tiên theo đơn hàng số TD 44/50.

14. Chúng tôi đã chuyển tiếp chúng đến nhà máy xem họ có ý kiến gì.

15. Nếu các ngài lưu ý bán loại vải kém phẩm chất ấy với giá cao nhất có thể được, chúng tôi sẽ....

16. Việc chậm trễ không hay đã xảy ra trong những hoàn cảnh quá sức của chúng tôi.

EXERCISES

1. Answer the following questions

1. What are the most usual cases for lodging a complaint?
2. What does the buyer do if the seller has delivered more or less goods than ordered? What does he do if the goods are of inferior quality? and if the goods delivered are completely different from those on order?
3. What is the best way to settle complaints and claims between parties?
4. How can complaints be prevented?

2. Translate into English

1. Hàng hóa chúng tôi đặt mua tháng 12 năm ngoái đáng lẽ được giao 4 tuần trước đây rồi.
2. Vì hàng hóa cần để bán vào tháng sau, chúng tôi đề nghị các ngài giao hàng ngay.

3. Nếu các ngài không giao hàng được vào hoặc trước ngày 1 tháng 6, chúng tôi sẽ buộc phải hủy đơn hàng này.
4. Chúng tôi xin lỗi về sự chậm trễ và tin tưởng rằng chúng tôi đã không gây phiền phức nhiều cho các ngài.
5. Chúng tôi rất tiếc không dùng được những mặt hàng kém phẩm chất này và rất đáng tiếc phải để tùy các ngài định đoạt.
6. Chúng tôi đã nghiên cứu ý kiến của các ngài rất kỹ và thấy rằng đó chỉ là sự hiểu lầm mà thôi.
7. Chúng tôi không chịu trách nhiệm về bất kỳ hư hại nào xảy ra trong quá trình vận tải xa bằng đường biển trong tương lai.
8. Chúng tôi sẽ chú ý hơn nữa đến bao bì để phòng những hư hại có thể có trong quá trình vận tải xa bằng đường biển trong tương lai.
9. Chúng tôi hy vọng rằng các ngài sẽ hài lòng với cách giải quyết của chúng tôi và tin tưởng rằng sau đây các ngài lại tiếp tục tạo cơ hội buôn bán với chúng tôi bằng cách đặt hàng thường xuyên để chúng tôi được phục vụ các ngài.

3. Delete what can be deleted and translate it into Vietnamese

Dear Sirs,

Your Order No 65112/TD For Maize

We regret to inform you that consignment of 2,000 tons of Yellow Maize shipped by MS Cargil" arrived at Hai Phong on 6th Dec. in a damaged condition.

According to the terms of the contract, preliminary inspection of the cargo was conducted on board the ship immediately after it came to berth, as a result of which weevilled seeds and living insects were found in great abundance. The cargo had then to be discharged into lighters and barges for fumigation purposes before it was finally unloaded into the wharf.

At our request, samples were taken out in presence of Mr. D., your supercargo, and the results of the final inspection and analysis showed that the percentage of humidity exceeded the maximum allowance of 2% and

that of weevilled seeds and foreign matters by 4 and 7 percent respectively.

On the basis of your expert's assessment it is presumed that the excess humidity was caused by sweat due to lack of ventilation, and damage was partly caused by the presence of the great number of grain insects. It is further established that maize belongs to last year's crop and had been stored for too long a time without proper care before it was taken out and shipped. Part of the cargo, i.e. 30 tons, is unfit for human consumption and sorting will have to be made if the maize to be put on sale.

Our customers are not inclined to accept the maize and it is feared that we may have to place the consignment at your disposal. In the alternative, we shall claim compensation for all damage and loss incurred at £ 1,000 as per our enclosed estimate.

The whole consignment is at present stacked at Hai Phong port in a special shed pending your instructions.

We hope that you will enquire into the matter and inform us of your decision as soon as you can.

Yours faithfully,

4. Translate into English

1.

Thưa các ngài

VỀ MÁY ĐÀO ĐẤT SUPERLINE Z28

Chúng tôi ký hợp đồng xây dựng một bệnh viện ở Xuân Hoà phía bắc thành phố Hà Nội 6 tháng trước đây. Ngay sau đó chúng tôi đã đặt hàng mua hai máy đào Superline Z28.

Những máy này được mua ưu tiên bởi vì chúng tôi có những bộ phận phụ có thể dùng làm máy cào, máy xúc và cần cẩu.

Khi đặt hàng chúng tôi đã nhấn mạnh là những máy này sẽ phải được giao đúng hạn vào trung tuần tháng Bảy, 20... Hôm nay đã là ngày 15 tháng Tám mà chúng tôi vẫn chưa thấy máy móc đâu cả. Lẽ ra 19 tháng 8 này chúng tôi đã khởi công trên công trường.

Như các ngài đã biết những máy này cần dùng ngay từ ngày đầu để ví như trước mắt, đỡ và dựng những công trình phụ của công trường và sau này, đào móng, san nền.

Do vậy chúng tôi không thể làm gì được cho đến khi có máy nói trên.

Chúng tôi tha thiết mong các ngài thông báo cho chúng tôi biết ngay khi nào các ngài có thể giao hàng được.

Kính chào,

2.

Thưa các ngài

VỀ MÁY ĐÀO ĐẤT SUPERLINE Z28

Chúng tôi đã nhận được thư của các ngài đề ngày 15 tháng 8 và lấy làm tiếc về việc chậm trễ trong việc giao những máy móc nói trên. Chúng tôi đã gấp rút, sắp xếp giao hàng và điều này có nghĩa là các ngài sẽ có máy dùng trong vòng hai tuần lễ vì thực tế chúng đã ở trên tàu Sông Hương khởi hành từ đây đi Việt Nam từ hôm kia.

Máy Superline Z28 là máy đào đất rất tốt. Ngay khi xuất hiện trên thị trường đã thu hút được sự chú ý của đông đảo khách hàng ở khắp nơi trên thế giới và do đó đơn đặt hàng mua liên tục.

Tháng 4 vừa qua sản xuất lại hơi giảm sút vì một số phụ tùng đặt mua ở nơi khác về muộn. Điều này cắt nghĩa cho nguyên nhân chậm trễ của chuyển hàng. Máy Superline chạy tốt và bền sẽ bù đắp đáng kể cho việc chờ đợi của các ngài.

Kính chào,

3.

Kính gửi ông A, đại diện hãng X tại Hà Nội

Thưa ông,

VỀ MÁY ĐÀO ĐẤT SUPERLINE Z28

Mặc dù trong thư ngày 28 tháng 2 khi đặt hàng và trong thư ngày 15 tháng 8 chúng tôi đã nói rõ là những máy đào trên sẽ được giao ở công trường Xuân

Hòa, chúng tôi lại phát hiện ra là máy đã được chuyển về Xuân Mai. Không những chúng tôi lúng túng vì không có máy mà còn thấy rất khó khăn trong việc tiếp nhận hai máy này về Xuân Hòa.

Chúng tôi sẽ phải trì hoãn công việc trên công trường thêm ít nhất là 10 ngày nữa. Tình hình này khiến hành động của ngài ở Việt Nam là khẩn thiết.

Kính chào,

4.

Thưa các ngài

VỀ MÁY ĐÀO ĐẤT SUPERLINE Z28

Nhận được thư của các ngài đề ngày 15 tháng 9 chúng tôi lập tức cho thu hồi những máy nói trên ở Xuân Mai. Những máy này sẽ được thu hồi và chuyển đến Xuân Hòa sáng nay. Do đó mà vào lúc các ngài nhận được thư này thì máy cũng đã ở Xuân Hòa rồi.

Như các ngài biết trong những năm vừa qua chúng tôi đã cung cấp khá nhiều máy móc cho các ngài và thường giao ở Xuân Mai. Khi phòng vận tải chuẩn bị giao hàng họ đã lấy nhầm địa chỉ Xuân Mai trong hồ sơ.

Chúng tôi thành thực xin lỗi về thiếu sót này và tin rằng giờ đây các ngài đã có máy đào và tất cả đều tốt đẹp.

Kính chào,

5.

Kính gửi ông A, đại diện hãng X tại Hà Nội

Thưa ông,

VỀ MÁY ĐÀO ĐẤT SUPERLINE Z28

Chưa bao giờ chúng tôi lại thấy phiền hà trong việc nhận hàng theo đơn đặt hàng và chỉ dẫn của mình như lần này.

Chúng tôi đã cử hai cán bộ kỹ thuật bỏ ra cả sáng nay để thử những máy đào nói trên. Họ báo cáo là chỉ có hai bộ phận phụ được giao cùng với máy. Hai trong sáu hòm đựng các bộ phận phụ của cần cẩu; bốn hòm kia đựng toàn các bộ phận phụ của máy cào. Điều này có nghĩa là chúng tôi có 4 máy cào và không có máy xúc.

Trong khi chờ đợi các ngài gửi máy xúc, chúng tôi xin gửi lại hai máy cào và hy vọng chúng tôi có thể đổi lấy hai máy xúc tại trung tâm dịch vụ sau khi bán hàng của ngài tại Hà Nội vào sáng ngày mai.

Kính chào,

6.

Thưa ngài,

VỀ MÁY ĐÀO ĐẤT SUPERLINE Z28

Mặc dù chúng tôi đã phải viết thư cho các ngài ba lần trong vòng mấy ngày về những máy nói trên. Giờ đây chúng tôi lại thấy cần phải viết nữa. Sáng nay cán bộ của chúng tôi đã trả cho trung tâm dịch vụ sau khi bán hàng của ngài hai máy cào gửi nhầm. Thế nhưng họ vẫn không lấy được máy xúc chưa giao. Sau hai tiếng đồng hồ chờ đợi họ được trả lời là trung tâm không còn máy xúc để đổi vì chỉ hai ngày trước đó những máy xúc có ở trung tâm đã giao cho thành phố Hồ Chí Minh. Do đó chúng tôi có máy đào cũng như không. Vì chúng tôi không thể đào mà không xúc.

Chúng tôi thật sự tha thiết đề nghị các ngài tìm cách gửi hai máy xúc cho chúng tôi càng nhanh càng tốt.

Kính chào,

7.

Thưa các ngài,

Hiếm khi lại có một đơn hàng không may mắn trong việc thực hiện như đơn hàng mua máy đào đất Superline Z28 của các ngài. Năm nay chúng tôi đã bán hàng và giao theo giá CIF đến công trường cho 14 nước nhưng chưa có trường hợp nhầm lẫn đáng tiếc nào.

Mặc dù đơn hàng của các ngài không thực hiện được một cách có hiệu quả như mong muốn nhưng ít nhất giờ đây chúng tôi không thấy yên tâm khi biết hai máy đào nói trên đồng bộ với các bộ phận phụ giờ đây đã có mặt trên công trường.

Còn hai máy xúc chúng tôi đã chỉ thị cho đại lý ở Thái Lan chở bằng phương tiện nhanh nhất có thể được kể cả máy bay vì thế chậm nhất là sáng ngày kia các ngài sẽ có máy xúc.

Chúng tôi xin chân thành xin lỗi về tất cả những phiền hà, bất lợi mà các ngài phải gánh chịu và hy vọng khi biết chất lượng tuyệt vời của máy đào đất Superline Z28 của chúng tôi các ngài sẽ tiếp tục đặt mua nhiều hơn nữa cho công cuộc phát triển đất nước.

Kính chào,

5. Translate into Vietnamese

A Disputed Invoice

1.

Dear Sirs

We wish to draw your attention to your invoice No 4472, which we have just received.

This invoice appears to have been made out for the goods we ordered last November instead of the goods actually received to date. As we are still awaiting delivery of the Tudor Dining-room suite and the replacement for the Queen Anne Armchair which was damaged and could not be accepted, the above mentioned invoice is obviously incorrect.

We are accordingly returning this invoice so that you may either amend it to correspond to the goods so far received or present it again as soon as we taken delivery of the outstanding items.

Yours faithfully,

(2)

Dear Sirs,

We beg to refer to your letter of 14th Jan in which you state your reasons for disagreeing with our invoice No 4472.

This invoice was not made out against your November order, but is the top copy of the delivery note. What apparently happened was that just prior to loading your order it was discovered by our warehouse foreman that there were no Tudor Dining room suites in stock. He, therefore, crossed this item off the delivery note. Unfortunately he forgot to inform the Accounts Dept. with the result that the corresponding amendment was not made to the invoice.

We are accordingly returning the above together with a credit note for \$ 246 corresponding to the goods you have actually received.

Yours faithfully,

6. Letter writing

1. Sáng hôm qua đại diện Hải Phòng đã báo bằng điện thoại cho đồng chí biết chuyến hàng đồ dùng bằng điện thuộc đơn đặt hàng số 2072 đã về đến Hải Phòng nhưng bị tổn thất.

Đơn đặt hàng nói trên của đồng chí đặt mua hàng của một hãng Nhật Bản ngày 10-8-20... theo điều kiện CIF cảng Hải Phòng.

Tàu chở hàng là tàu Carl Maxstart của Cộng hòa Liên Bang Đức cập cảng Hải Phòng ngày 19 tháng 11, 20...

Toàn bộ đơn đặt hàng nói trên gồm 200 chiếc tủ lạnh kiểu M2024, 100 chiếc máy giặt cỡ lớn kiểu 4488 và 500 chiếc ti vi mẫu 19in kiểu 5033.

Khi phát hiện có tổn thất đại diện Hải Phòng đã mời cán bộ của Vinacontrol Hải Phòng đến giám định lô hàng. Và biên bản giám định họ lập có những chi tiết sau:

a. Chuyến hàng thực chất có:

1. Tủ lạnh: 190 chiếc
2. Ti vi: 440 chiếc màu, 60 chiếc đen trắng
3. Máy giặt: 100 chiếc

b. Tình trạng hàng hóa:

1. Tủ lạnh thiếu 10 chiếc
2. TV màu thiếu 60 chiếc
3. TV đen trắng (60 chiếc) không nằm trong đơn đặt hàng
4. Hai máy giặt bị vỡ hòm và máy cũng hỏng không thể sửa chữa được.

Đồng chí hãy điện dự kháng cho phía Nhật biết và viết thư xác nhận điện này cùng với chi tiết như đã nêu trên và khiếu nại đòi bồi thường theo hướng sau:

1. Đối với tủ lạnh chưa giao ta sẽ mua ở Thái Lan, Nhật phải chịu mọi chi phí vì ta đang cần gấp.
2. Đối với TV, yêu cầu Nhật phải gửi càng nhanh càng tốt 60 chiếc tivi mẫu và đề nghị Nhật cho hướng giải quyết 60 chiếc tivi trắng đen theo cách:
 - + Giảm giá 30%
 - + Ta bán hộ với giá cao nhất có thể được
 - + Cho người đến mang đi

7. Letter writing

1. You have ordered some tractors from a foreign firm, delivery of which was promised within 6 months from order. Seven months has passed and the tractors have not been delivered yet, nor has any explanation been received. Write a firm but polite letter about this to the supplier
2. You have supplied 200 cases containing nylon shirts to a dealer abroad. He complains that ten of those cases contained only 50 not 70 as mentioned in the packing list, making shortage of 200 pieces. Write the letter the dealer would send you, supplying imaginary but acceptable details.
3. Send a reply to the letter in Exercise (3) above explaining that everything was carefully checked when the goods were packed and assuming that is a case of pilferage on the high sea and therefore the dealer should lodge a claim against his insurer.

ELECTRONIC CORRESPONDENCE:

TELEGRAMS, CABLES, TELEXES, FAXES AND E-MAILS (ELECTRONIC MAIL)

I. TELEGRAMS AND CABLES

1. Terms

The word Telegram and Telegraph are usually associated with internal communication within one country, while cable generally refers to overseas messages.

Telegram is a noun while telegraph can be used as a verb or an adjective. For example:

Please telegraph your reply

A telegraph line

We received your telegram

Cable can be used as a verb, noun, or an adjective:

I cabled him yesterday.

Please send me a cable.

The cable address of the corporation is TOCONTAP HANOI

2. There are a number of points to remember when telegraphing or cabling a message.

The parts of telegrams and cables are:

The date

The inside address (cable address)

The message

The signature (sender's cable address)

Example:

The Date	Tokyo 18/3
The inside Address	MINEXPORT HANOI
The message	PLS OFFER TINIGNOTS IOMT PROMT SHIPMENT
The signature	KAYAKEIYO

3. Note

- Although small letters can be used, cables are usually written out in capitals
- The word **STOP**

Although there can be full stops in telegrams and cable, sentences are often broken up with the words STOP.

Occasionally, however, the word STOP can cause confusion if cable is carelessly worded. If as in the following example, the sender used the word WRITING instead of LETTER FOLLOWS to indicate that he was going to write a letter later. The message would have read STOP WRITING, with possibly unfortunate results.

- The word **REPEAT**

This word is used in cables to emphasize a negative:

DO NOT REPEAT NOT SEND ORDER 1848

or to emphasize an important detail:

FLIGHT DELAYED BY SIX REPEAT SIX HOURS

- **WORDS** not **FIGURES**

It is better to use word, rather than figures, where money, weight, and size

are concerned.

The following message from a commodity broker to his client, regarding the purchase of cocoa, is not very clear:

HAVE BEEN QUOTED 27000 POUNDS STOP SHOULD WE BUY

The word "Pounds" could refer to weight, or like the words "dollars" and "Francs" which are also ambiguous, to any of several countries. So the above message would have been better written.

HAVE BEEN QUOTED TWENTY SEVEN THOUSAND POUNDS STERLING STOP SHOULD WE BUY.

4. Abbreviations

Abbreviation can be used in cables e.g. L/C (Letter of Credit); B/L (Bill of Lading) etc. But they must be internationally recognized. Followings are some key abbreviations commonly found in telegrams, cables and telexes. (For further abbreviations, please see Appendix)

ACC	:	according to
ACPT	:	accept
AMNT	:	amount
ASAP	:	as soon as possible
ATT	:	for attention of
ATTN	:	for attention of
BL	:	bill of lading
CFM	:	confirm, confirmation
CLD	:	could
ENQ	:	enquiry
FLLS	:	follows
FLLGS	:	followings

FM	:	from
FR	:	from
HV	:	have
INV	:	invoice
INFM	:	inform
LC	:	letter of credit
LT	:	letter telegram
N	:	and
OURLET	:	our letter
OURTEL	:	our letter, our telegram, our telex
PLS	:	please
PLSD	:	pleased
QTY	:	quantity
QLTY	:	quality
RE	:	regarding
REF	:	reference
RCVD	:	received
RGRS	:	regards
RELET	:	referring to our/your letter
RETEL	:	referring to our/your telegram, telex
RECABLE	:	referring to our/your cable
REPHONE	:	referring to our/your telephone conversation

RPT	:	repeat
RTRN	:	return
SC	:	sales confirmation
SMPL	:	sample
TTL	:	total
THKS	:	thanks
THRU	:	through
TX	:	telex
TLXNO	:	telex number
WL	:	will
Y	:	your letter, telegram, telex
YT	:	your telegram, telex
YTX	:	your telex
U	:	you
UR	:	our

5. Examples of short forms in cables and telexes

send immediately	:	send at once
cannot supply	:	we are unable to supply
firm friday here	:	we would like to make a firm offer subject to reply here on Friday
Shipping golden bridge	:	we will ship per M/S Golden Bridge
Telereply	:	reply by telegram
cablereply	:	TELEREPLY
marshipment	:	shipment will be made in March

6. Examples

1. Inquiry

TOKYO 14/3
MINEXPORT HANOI
UR 460 PLS OFFER TININGOTS 10 MT PROMPT SHIPMENT
KAYAKEIYO

2. Offer

HANOI 16/3
LT KAYAKEIYO TOKYO
YC 460 AGREED 120 MT TININGOTS PROMPT SHIPMENT
£ 930 FOB STOWED HAIPHONG PLS REPLY HERE 18 N CABLE WHETHER
INTERESTED WOLFRAM 65%
MINEXPORT

3. Counter-offer

TOKYO 16/3
LT MINEXPORT HANOI
461 REGARDLESS OUR 460 BIDDING TININGOTS 15MT APRIL SHIPMENT £
922 FOB PLS BEST OFFER N REPLY HERE MONDAY
KAYAKEIYO

4. Counter offer

HANOI 17/3
LT KAYAKEIYO TOKYO
TININGOTS YC 461 MAINTAINING PRICE £ 930 OWING RISING MARKET PLS
REPLY HERE 19/3
MINEXPORT

5. Acceptance

TOKYO 18/3

MINEXPORT HANOI

462 REYRTEL 17/3 ACCEPTED TINNINGOTS 15 MT APPLIL SHIPMENT £ 930
FOB STOWED HAIPHONG PLS CFM HERE 21

KAYAKEIYO

6. Confirmation

HANOI 19/3

LT KAYAKEIYO TOKYO

YC 462 TININGOTS ACCEPTED 15 MT APR SHIPMENT

£ 930 MT FOB STOWED HAIPHONG PLS OPEN LC N CABLE VESSLE NAME

MINEXPORT

7. Further Examples for Study and Translation

*A. Telegrams exchanged between Vimedimex Hanoi and Interchamco
Amsterdam during the course of a transaction concerning quinine.*

1.

AMSTERDAM 21/6

LT VIMEDIMEX HANOI

Y 20/6 ACCEPTED 4MT QUININE PROMPT DELIVERY STOP PAYMENT
EIGHTY PERCENT LC UPON DELIVERY N TWENTY PERCENT AFTER
ARRIVAL GOODS VIETNAM COMMA QLTY CONFORMING BP 66 CERTIFIED
BY VIETNAM HEALTH SERVICE PLS OPEN LC BY CABLE

INTERCHAMCO

2.

HANOI 24/6

LT INTERCHAMCO AMSTERDAM

Y 21/6 BOOKED FIRM 4 MT QUININE BP66 £ 8.03 PER KILO FOB ROTTERDAM
MARKING VIMEDIMEX Y3-Q STOP IN 25 KILO DRUMS PAYMENT AS YOUR
21/6 PLS TLECONFIRM BY 26/6 GOODS-READY DELIVERY FIRST STEAMER
AVAILABLE PLS AIRMAIL CONTRACT

VIMEDIMEX

3.

AMSTERDAM 27/6

LT VIMEDIMEX HANOI

YOURS 24/6 BOOKED STOP VESSEL LEAVING EARLY AUGUST FROM
ROTTERDAM STOP NO EARLIER SHIPPING OPPORTUNITY PLS OPEN LC N
TELEREPLY

INTERCHAMCO

4.

HANOI 29/6

LT INTERCHAMCO AMSTERDAM

YOURS 27 DELIVERY AUGUST AREED PLS ADVISE VESSEL NAME FOR
CONFIRMATION BOOKING FREIGHT STOP ARRANGING LC.

VIMEDIMEX

*B. A number of cables concerning a consignment of 3,000 metric tons of
cassavaroot exchanged between Agrexport Hanoi and Meiwa, Tokyo*

1.

LT AGREXPORT HANOI

CASSAVAROOT NEGOTIATING OUR GOVERNMENT TO IMPORT ABOUT 10,000 MT
COMMA FORECAST BRIGHT PLS CABLE AVAILABLE QTY EACH MONTH DURING
JANFEB TOGEGHERWITH PRICE ALSO AIRMAIL SMPL SOONEST

MEIWA 086

2.

LT MEIWA TOKYO

YOURS 30/12 OFFERING CASSAVAROOT 5000 MT SHIPMENT JANFEBMAR
MOISTUNE 14,5% HYDROCYANIC ACID MAX 0,05 MG PER 100 MG PRICE £
17.15 MT FOB.

AGREXPORT 041

3.

LT AGREXPORT HANOI

YOURS 041 THKS YOUR OFFER HOWEVER REGRET UNWORKABLE £17.15
DUE HIGHT PRICE SOLICIT YR SPECIAL RECONSIDERATION IN GIVING US
FAVOURABLE PRICE AWAITING YOUR FAVOURABLE REPLY

MEIWA 087

4.

LT AGREXPORT HANOI

CASSAVAROOT STRONGLY PERSUADING CONSUMERS RAISE THEIR
BUYING PRICE ALSO INVESTIGATING SUCH POSSIBILITY N ANALYZING
SMPL THEREFORE EXPECTING FIRM PROPOSAL WITHIN FEW DAYS
MEANTIME PLS INFORM AAA WHETHER YR OFFER BASED ON FIRST
GRADE QLTY BBB HOW MANY PERCENTS OF STARCH CONTENT
GURANNTTEED AT LOADING TIME

MEIWA 088

5.

LT MEIWA TOKYO

YOURS 088 CASSAVAROOT ASPER SAMPLES FORWARDED THRU MR FJITA
STARCH CONTENT GUARANTEED 70% MINI

AGREXPORT 042

6.

LT AGREXPORT HANOI

CASSAVAROOT YOURS 042 NEGOTIATING FIFTEEN CONSUMERS COMMA WITH
SAME CONCLUSION UNREACHABLE PLS WAIT.

MEIWA 089

7.

LT AGREXPORT HANOI

CASSAVAROOT BIDDING UNTIL 22 HERE SUBJECT LICENCE OBTAINED
WHICH KNOWN DEFINITELY BY 31 JAN FIRST GRADE (HULLED) £16.17 OR
SECOND GRADE (UNHULLED) £16.10 FOB HAIPHONG STOWED 3,000 MT 5%
MORE LESS BUYER OPTION MAR SHIPMENT OTHER TERMS AS OURS 11TH
STOP ABOVE PRICES GIVEN BY CUSTOMERS AFTER CAREFUL
INVESTIGATION BOTH SMPLS

MEIWA 090

8.

LT MEIWA TOKYO

CASSAVAROOT OUR FINAL PRICE HULLED £ 17.5 UNHULLED £ 16.15 PLS
REPLY 28/1 INVIEW CONFIRMATION QTY N DELIVERY TIME 29/1

AGREXPORT 043

9.

LT MEIWA TOKYO

YOURS 090 CASSAVAROOT 5000 MT HULLED £17.5 UNHULLED £ 16.15 QTY
EACH ACCORDING OUR CAPABILITY BUT HULLED NOT MORE THAN 50%
PLS REPLY

AGREXPORT 044

10.

LT AGREXPORT HANOI

CASSAVAROTT YOURS 044 PLS ACCEPT AND CONFIRM UNHULLED ONLY
BECAUSE ALREADY FIXED UNHULLED ONLY WITH CUSTOMERS DUE HIGH
PRICE OF HULLED PLS TELEREPLY URGENTLY

MEIWA 091

11.

LT MEIWA TOKYO

YOURS 091 PLS REFER OURS 044 OTHERWISE UNACCEPTABLE WE AGREE
3000 MT TWO KINDS SHIPMENT 15-25 MARCH ADDITIONAL 1000 MT TWO
KINDS WE CONFIRM LATER

AGREXPORT 045

12.

LT AGREXPORT HANOI

YOURS 045 CASSAVATOOT ACCEPTABLE SUBJECT HULLED UNHULLED £ 16.10
PLS REPLY URGENTLY STOP IF UNAGREEABLE CABLE COUNTER PROPOSAL

MEIWA 092

13.

LT MEIWA TOKYO

YOURS 092 CASSAVAROOT UNAGREEABLE STOP ACCEPTABLE 2000 MT
UNHULLED £16.15 FOB 1000 MT HULLED £17.5 COMMA PROPOSING TWO
SHIPMENTS 1500 MT EACH MARAPR RATIO HULLED N UNHULLED PER
SHIPMENT UNLIMITED PLS COMFIRM.

AGREXPORT 046

14.

LT AGREXPORT HANOI

CASSAVAROOT 20... CROP FAQ ACCEPT FINALLY ASFLLS AAA
MARSHIPMENT HULLED 1000MT UNHULLED 2000MT TTL 3000MT MORE
LESS 5% VESSELS OPTION SHIPPED BY ONE VESSEL NAGASHIMARU OR
SUBSTITUTE ETA HAIPHONG 17 MAR LOADING RATE 800 MT PERDAY OR
PRORATA DEMURRAGE US DOLLARS 800 DESPATCH 400 PER WWD/SHEX
UNLESS USED AT SELLERS ACCOUNT LAYTIME COMMENCEMENT
GENCON PLUS UNLESS SONNER COMMENCED BBB APRSHIPMENT HULLED
300MT UNHULLED 700 MT TTL 10000 MT 5% MORELESS VESSELS OPTION
STEFANOK ETA HAIPHONG 11TH APRIL CCC PRICE HULLED STG 17.5
UNHULLED 16.15 PERMT FOB HAIPHONG STOWED DDD QLTY MOISTURE
MAX 14.5 PERCENT STARCH CONTENT 70 PERCENT GUARANTEED
HYDROCIANIC ACID MAX 0.05 MG PER 100 MG GUARANTEED PLSCFM
ABOVE URGENTLY

MEIWA 093

15.

LT MEIWA TOKYO

YOURS 093 CFM CASSAVAROOT 2000 MT UNHULLED 1000 MT HULLED 5%
MORELESS ONE VESSELE LAYDAYS 20-30 MAR STOP ADDITIONAL 1000 MT
APRSHIPMENT PLS ACCEPT SLICED UNSLICED SMPL AT NHATVIET AND
TELEREPLY

AGREXPORT 047

16.

LT AGREXPORT HANOI

CASSAVAROOT YOURS 047 PLS AIRMAIL CONTRACT STOP ADDITIONAL
1000 MT UNSLICED UNACCEPTABLE AS IMPORT LICENCE UNOBTAINABLE
ACCORDING OUR GOVERNMENT REGULATION THREFORE PLS TRY YOUR
BEST ACCEPT SLICED ONLY UNHULLED 700 MT £ 16.15 HULLED 300 MT
£17.5 MAYSHIPMENT VESSEL ADOLEWARSKI ETA HAIPHONG 16 MAY PLS
TELEREPLY

MEIWA 094

17.

LT MEIWA TOKYO

CASSAVAROOT OWING BAD WEATHER OUR PRODUCTION FACING UNFAVOURABLE CONDITIONS WE ENCOUNTER DIFFICULTIES GATHERING AND TRANSPORTING PLS CONSIDER N POSP ONE DELIVERY TIME 20-30 APRIL WE NEGOTIATING YOUR REPRESENTATIVE IN HANOI ABOUT ADDITIONAL 1000 MT SHIPMENT MAY/JUNE

AGREXPORT 048

18.

LT AGREXPORT HANOI

VESSEL LEFT KOBE 29/3 ETA HAIPHONG 14/8 VIA HONGKONG BANGKOK THEREFORE REGRET IMPOSSIBLE CHANGE SCHEDULE PLS ARRANGE CARGO FOR LOADING GHIRASH

MEIWA 095

19.

LT MEIWA TOKYO

LC SU 11551 3000 MT CASSAVAROOT PLS AMEND TELEGRAPHICALLY HULLED QTY SELLERS AVAILABILITY BUT NOT EXCEEDING 1000 MT UNHULLED UNLIMITED STOP ENDEAVOURING LOAD GHIRASHI MARU FROM 18/4

AGREXPORT 049

20.

LT AGREXPORT HANOI

YOURS 049 CASSAVAROOT LC AMENDED

MEIWA 096

21.

LT MEIWA TOKYO

CASSAVAROOT BEING LOADED COMMA SHIPPING SPACE AVAILABLE
2500MT ONLY PLS ADVISE YOUR DECISION ON 500 MT REMAINING

AGREXPOR 050

22.

URGENT

AGREXPOR HANOI

CASSAVAROOT AMENDING LC ALLOWING PARTIAL SHIPMENT BUT PLS TRY
BEST LOAD 2850 MT COMMA IF LOADING COMPLETED ONLY 2700 MT PLS
CANCEL REMAINING UNCONDITIONALLY N CONFIRM

MEIWA 097

23.

LT MEIWA TOKYO

YC 097 OURS 050 CASSAVAROOT 500MT REMAINING WILL BE SHIPPED
POLISH VESSEL ETA HAIPHONG 30/4 PLS CFM 27/4

AGREXPOR 051

24.

URGENT

AGREXPOR HANOI

CASSAVAROOT YOURS 051 OURS 097 REMAINING 360 MT SHIP STEFAN 360
MT CONFIRMED LC AMENDED PLS CONFIRM BALANCE 140MT
UNCONDITIONALLY CANCELLED

MEIWA 098

LT MEIWA TOKYO

YOURS 098 LOADING CASSAVAROOT STEFAN 360 MT AND CANCELLED
UNCONDITIONALLY 140 MT REMAINING PLS RUSH AMEND LC.

AGREXPORT 052

26.

LT AGREXPORT HANOI

YOURS 052 LC AMENDED ACCORDINGLY

MEIWA 099

II. TELEXES

Telegrams and cables can, of course, be sent from the Post Office or telephoned, which means that this form of communication is available for twenty-four hours a day, seven days a week. But there can be short delays between sending the message and its arrival. Telex, on the other hand, is as direct as using the telephone.

The telex has all the advantages of sending a cable, and in addition it is available in the office and offers a direct line, with immediate reply. It is available twenty-four hours a day, and can send cables as well as telex messages. Moreover, the message can be corrected immediately if there is an error.

As with the telephone, there is a subscribers' directory listing telex users' numbers. There are more than 70,000 UK and 900,00 worldwide lines. The word telex can be used as a verb, noun or adjective:

Please telex us as soon as you have the information.

I will send you a telex.

We have received a telexed reply.

1. Layout of telexes

Answerback	194381 FL NT Q
Message	CONSIGNMENT PL1350 ONLY ACCEPTABLE AT 33 O/O TRADE DISC NOT THE 25 O/O OFFERED PLEASE CONFIRM
Sender's name	TRACER LONDON
Collation	PL13570 33 O/O + ?

2. Operating the telex

The telex is a machine like a typewriter, but with a dial on its casing. You can send messages by dialing the receiver's number, or by dialing and using the keyboard for some countries, or by asking the operator the exchange to connect you.

Once the telex operator has dialed the code, an answer back code will appear on the teleprinter indicating that the sender is through. If the wrong code appears, the sender merely dials again. The message is typed, as with a normal typewriter, and will appear on the receiver's machine. Corrections are made by typing five Xs for example: WE ARE SEDXXXXX SENDXXXXX SENDING THE ORDER. (Sometimes E space E space is used: WE ARE SEDE E E SENDING THE ORDER).

Each telex message is finished with a + sign, if the end is not clear, and a+sign is used after the last message. The sign +? at the end of a message means either reply, confirm, or a further message will be sent, so that a new call does not have to be made.

Figures or unusual words are sometimes repeated at the end of the message. This is known as *collation*.

3. Abbreviations

In addition to the abbreviations above mentioned in telegrams and cables telex operators also use the following abbreviations which are recognized internationally.

ABS	:	Absent subscriber, office closed
BK	:	I cut off
CFM	:	Please confirm/ I confirm
COIL	:	Collation please/ I collate
CRV	:	Do you receive well?/ receive well
DER	:	Out of order
DF	:	You are in communication with the called subscriber
E E E	:	Error
FIN	:	I have finished my message (s)
GA	:	You may transmit/may I transmit?
INF	:	Subscriber temporarily unobtainable, call the information (Enquiry) Service
MNS	:	Minutes
MOM	:	Wait/waiting
MUT	:	Mutilated
NA	:	Correspondence to this subscriber is not admitted
NC	:	No circuits
NCH	:	Subscriber's number has been changed
NP	:	The called party is not, or is no longer, a subscriber's
NR	:	Indicate your call number/my call number is...
OCC	:	Subscriber is engaged
OK	:	Agreed/do you agree?
P*	:	Stop your transmission

(OR FIGURE 0)

PPR	:	Paper
R	:	Received
RAP	:	I shall call you back
RPT	:	Repeat/repeat
SVP	:	Please
TAX	:	What is the charge? the charge is...
TEST MSG	:	Please send a test message
THRU	:	You are in communication with a Telex postion
TPR	:	Teleprinter
W	:	Words
WRU	:	Who is there?
XXXXX	:	Error

* Repeat until transmission is stopped

4. Telex details

All the points about brevity and clarity in sending cabled messages are relevant to telexing. But there are a number of other points:

Fractions should be typed with a "shilling stroke": $1/2$ for $\frac{1}{2}$; $1/4$ for $\frac{1}{4}$; $15/16$ for $\frac{15}{16}$; $21-1/3$ for $21^{1/3}$

Figures, especially large sums, should be repeated in words: 60,000 SIXTY THOUSAND.

Symbols should be written in words: FIFTY ONE POUNDS STERLING for £51.00; AT for @: 0) or PER CENT FOR 0%.

Example 1. Advice of inability to supply order

In this telex, Satex of Rome are telling their customers, F. Lynch & Co., that they cannot supply the sweaters they asked for in their order - DR 5871 - and want to know if they can replace this with sweaters of catalogue number N154. Notice the answerback and the collation.

341641 TR JMP

CANNOT SUPPLY ITEM R432 ON ORDER DR5871 BUT N154

AVAILABLE PLEASE CONFIRM ACCEPTANCE

SATEX ROME

R432 DR 5871 N15 + ?

Example 2. Acceptance of alternative supply

In their answer, Lynch & Co. accept the alternative but want the terms confirmed.

285136 ML JRC

N154 ACCEPTABLE ONLY ON SAME TERMS AS R432
NAMELY

33 0/0 DISC CIF

F LYNCH BIRMINGHAM

N154 R432 0/0 CIF + ?

Example 3. Instruction to stockbroker

Here is a bank advising their customers that money has been paid into his account. Note that TT means telegraphic transfer of money.

881534 LM TB D

BUY REPEAT BUY 3000 THREE THOUSAND UNION
SHIPPING AT BEST CONFIRMATION FOLLOWS

DALE PRESTON 3000 UNIONC SHIPPING + +

Example 4. Advice of bank credit

Here is a bank advising their customers that money has been paid into his account. Note that TT means telegraphic transfer of money.

901737 PN LTA

YOUR A/C CREDITED TT NINE HUNDERED AND EIGHTY
POUNDS STERLING NATIONAL BANK OF JAPAN

980 POUNDS STERLING ++

Example 5. Advice Of Shipment

This telex is from Lee Boadbuiders Ltd., Hong Kong, advising their customers, International Crafts, that their order is being shipped to them.

611531 DM RM B

YOUR ORDER 90103 SHIPPED CLEAN ON BOARD S S ORIENT
SAILING 6 MAY OUR AGENTS FORWARDING DOCUMENTS
TO NORTHERN CITY BANK LETTER OF CONFIRMATION
FOLLOWS LEE BOATBUILDERS

90103 SS ORIENT ++

Example 6. Shipbroker's advice

Telex from a shipbroker advising an exporter that a vessel is available for a time charter.

901174 HM TPL

S S TANAKA MARU NOW DOCKED IN HOUSTON
AVAILABLE FOR SIX MONTHS VESSEL 5000 FIVE
THOUSAND TONS HIRE 4 FOUR POUNDS STERLING PER
TON TELEX ACCEPTANCE ALLIANCE SHIPBROKERS
LONDON

6 MONTHS 6000 TONS 4 POUNDS STERLING PER TON + ?

Example 7. Reply to shipbroker

This is a reply to example 6. The "Charter Party" is the contract for chartering a vessel. Notice the corrections in the telex.

857811 TR LNP

CONFIRM ACCEPTANCE OF CHARTER FOR TINXXXXX
TANAKA MARU SEND US CHIRXXXXX CHARTER PARTY
HERDIS MANUFACTURING SLOUGH ++

III. FAX

The word "Fax" can be used as a noun or a verb, e.g. *a Fax, to fax someone*. It comes from the word "facsimile" meaning an exact copy or reproduction. As its name suggests, a fax machine will send a duplicate of the message, document, design, or photo that is fed into it.

Faxing is a means of telecommunication that has developed very quickly over the past decade. There are various models of fax machine which connect to a telephone socket and which work on a system similar to the telephone system. Charges are measured in telephone units, and therefore vary according to the time of the day and where the fax is being sent.

The different models of fax machine offer a wide range of facilities, including automatic paper feeders, deferred transmission (faxes are sent during cheap - rate periods), automatic redialing if the receiver's machine is engaged, and pre-programmed keys for instant dialing.

The advantage of fax include instant reception of documents, and documentary evidence of what has been transferred. A document can be relayed from one source to hundreds of other receivers, for example, if the head office of a chain store wants to circulate a memo or report to its branches.

Example 1. Advice of damaged consignment

This fax is from Lynch & Co., who received a damaged consignment and were told by their supplier, Mr Causio of Satex, to return it.

TDhan & Co., Ltd.

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

Telephone: 021366571 Fax: 021 2368592 Telex: 341641

Fax Transmission

Message for: D Causio

Address: Satex S.p.A

Via di Pietra Papa, 00146 Roma

From: L., Crane

19 September 20...

Dear Mr. Causio,

This is an urgent request for a consignment to replace the damaged delivery which we received, and about which you have already been informed.

Please airfreight the following items:

<i>Cat. no.</i>	<i>Quantity</i>
<i>RN30</i>	<i>50</i>
<i>AG20</i>	<i>70</i>
<i>L26</i>	<i>100</i>

The damaged consignment will be returned to you on receipt of the replacement.

Yours sincerely,

(signed)



Chief Buyer

Example 2.

This fax is an example of an informal message from a sales representative, who needs something to be done urgently by his Head Office. Notice that the fax is kept brief and clear.

Perfect Office Suppliers Limited

Canal Street, Manchester M142 KO

Fax transmission

From: Mike Wilson

To: Sue Franks

Sue-

I've been in Bournemouth now since yesterday, and our clients seem to be most enthusiastic about our new range of notepaper. Can you send some more samples and about twenty more catalogues? Please send them Datapost, then I'll definitely get them tomorrow.

Also, just to let you know I'll be in Norwich on Thursday 24th and Friday 25th, and back at the office on Monday.

Thanks, and see you next week.

Here is an example of one type of message, with the bold capitals representing data on the visual Display Unit (VDU) and the italics, the messages.

Notice the codes which are the personal numbers of the subscribers, e.g. ABC 123, and the prefixes, e.g. 70: which is the number of that computer system. Also the dot (.) before the word SEND (SEND), which is a command to the computer.

> **mail**

SEND, READ OR SCAN: read

TO : German Shipping Lines 70: (ABC 123)

FROM : Kyser Shipbrokers Ltd. 80: (DEF 456)

POSTED: 15-May-93 12.41

SUBJECT: Charter of the MU Orion

MORE : yes

Our clients, Massery Grian, are willing to accept the charter of the MU Orion at \$32.21 per ton. Please confirm that the vessel will be in Rotterdam ready for loading on 15 June 92.

ACTION REQUIRED: reply

TEXT:

Confirmation, the MC Orion will be in Rotterdam loading on 15 June and the charter rate is \$ 32.21 per ton.

.SEND

CDE 456 -- SENT

ACTION REQUIRED: delete

END OF MAIL

IV. ELECTRONIC MAIL (E-MAIL)

Electronic mail is a means of sending and receiving messages-internally, nationally, or internationally. In the UK, Telecom Gold is a leading commercial e-mail service. Subscribers to email need a terminal, such as a personal computer, a telephone line, and a modem, which is a device for converting signals to text. Messages appear on the receiver's computer screen.

E-mail users can also have access to a mailbox, which they can call from anywhere in the world and retrieve messages. They receive a mailbox number and a password for confidentiality. Messages can be printed out and kept for reference or filing.

In comparison with telex, email is relatively low in cost, and does not require a trained operator. It is also fast, relatively reliable, and messages can be sent or picked up anywhere in the world, and stored in the mailbox until they are retrieved. This can be particularly advantageous for users who are communicating across international time zones.

Users of the Telecom Gold system can request a personal telex number, and receive messages through email, or send faxes to users on the same system.

VOCABULARY

Nouns

message	bức điện
cable	điện báo (quốc tế)
telegramme	điện báo
telegram	điện báo
telex	điện tín
fax	phách
facsimile	phách
email	i mail (thư điện tử)
modem	mô-đem
collation	kiểm tra, đối chiếu/tiếp nhận và sắp xếp
instalment	chuyển, phần
hydrocyanide	a-xit hydroxianic
starch	tinh bột

Verbs

telegraph	đánh điện
cable	đánh điện
fax	đánh phách
Rush LC	mở tín dụng thư gấp
bid	đặt mua, trả giá
collate	kiểm tra, đối chiếu/tiếp nhận và sắp xếp
slice	cắt ra từng mảnh

EXERCISES

1. Translate all the given examples of telegram and cable into Vietnamese.
2. Draft a cable to a foreign firm, asking for urgent delivery as your stock is low.
3. As the supplier cable in reply to the above cable, promising delivery within two weeks.
4. *Draft telegrams appropriate to the following context:*

- a. Referring to your telegram of 23rd July, we are pleased to confirm your order therein. We are in a position to offer you additional 50 tons of the materials; the terms being the same as for the previous transactions.
- b. As we are interested in placing an order for 500 metric tons of ammonium sulfate of German origin, please make us your lowest possible firm offer on the basis of CIF Hai phong.
- c. We are in receipt of your letter of May 25 but regret to say that your counter-offer is unacceptable. The best we can do is to give you a additional 1/2 percent commission provided you place an order for not less than 100 metric tons.

5. *Convert the following cables into letters*

- A. SAMPLE COFFEE GRADE IA ACCEPTABLE EXAMINED QUALITY SUITABLE ORDER 15 TONS OPEN LC UPON YOUR CONFIRMATION PLEASE ADVISE EARLIEST SHIPMENT.
- B. YOURS FOURTH REGRET UNACCEPTABLE DUE PRICE HIGHER LAST TWO MONTHS HOWEVER CAN EXCEPTIONALLY ACCEPT AT POUNDS TWENTYFIVE PER MT SUBJECT CABLE CONFIRMATION BEFORE JANUARY FIFTH IMMEDIATE REPLY.

6. *Translate into English and then make a cable*

Thưa các ngài,

Chúng tôi xin cảm ơn điện của các ngài ngày 26 tháng 1 trả lời thư hỏi hàng của chúng tôi ngày 15 tháng 1, nhưng chúng tôi thấy các ngài chào bán (melamine) là USD 540 một tấn mét CFR Hải Phòng, cao quá chúng tôi không thể mua được.

Mặc dù chúng tôi đã cố gắng, chúng tôi vẫn e ngại không chắc việc chúng tôi hoàn giá lại có kết quả vì cho tới nay chúng tôi chưa thấy dấu hiệu (indication) nào chứng tỏ người tiêu dùng thích loại hàng này, nếu sau này có điều kiện khá hơn nhất định thế nào chúng tôi cũng báo cho các ngài biết.

Chúng tôi cũng xin ghi nhận rằng các ngài gửi bằng máy bay cho chúng tôi quy cách phẩm chất chi tiết của melamine. Tất nhiên khi nhận được chúng tôi sẽ đưa cho người tiêu dùng để họ tham khảo ngay.

Kính chào,

7. Read the following passage about telex, fax, and email

The telex looks much like a typewriter, it acts as a printed phone message, sending messages directly over phone lines. Once the sender receives a code showing that a connection has been made he/she can then type a message and receive an immediate reply. Although messages can be sent in normal English, there are a number of abbreviations that are commonly used. If a mistake is made five Xs are used to show a correction (e.g WE AHVEXXXXX HAVE SENT YOUR ORDER). At the end of a message a + sign is normally used and a + ? sign means that the sender wants a reply or confirmation or will send a further message.

The fax system like the telex uses phone lines and the numbers are similar to telephone numbers with country codes, area codes and the subscriber's number. The fax is one of the fastest growing areas of the electronic market and numerous models are available. Some of these are faster than others and some can reproduce photographs more accurately than others. Almost many kinds of typed or written document can be transmitted by fax whether it is an estimate, a design, or a photograph. Charges are measured in telephone units.

Electronic mail requires a computer and a modem which can convert typed messages and send them over the phone line. Subscribers can have a mailbox which can receive and pass on messages from all over the world. Apart from being fast reliable and accessible, one sender can reach hundreds of receivers at one time on a VDU (visual display unit) with the screen showing the message.

8. Find a word or phrase in the above text that means

- | | |
|--|-----------------------|
| 1 shortened form of words | 6 precisely |
| 2 additional | 7 sent |
| 3 nearly the same as | 8 needs |
| 4 a person who regularly
pays for a service | 9 change |
| 5 a large number of | 10 a secret code word |

9. Complete the sentences below by putting the adjective in brackets into the comparative or superlative forms, where necessary. In some cases, you will need to change the adjective into an adverb first.

Example

I think this must be (incomprehensible) telex I've ever seen.

I think this must be the most incomprehensible telex I've ever seen.

Photographs and diagrams can be transmitted very (accurate) by fax.

Photographs and diagrams can be transmitted very accurately by fax.

1. I've just received (long) fax I've ever had in my life.
2. In certain developing countries, telexes are (reliable) than faxes.
3. She couldn't read the fax very (good) so she asked them to send another copy (immediate), and the second one was much (good).
4. Our latest telex machine is one of (efficient) available, and it is also (cheap) than our competitors'.
5. Although some messages can be sent (efficient) by electronic mail than by telex, the user needs to have some fairly (expensive) equipment.
6. Documents sent by post arrive (slow) than documents sent by fax.
7. A large number of people can be reached (easy) by e-mail.
8. My secretary understands English (good), and she can write (good) than I can, too.

9. Below are four messages that you need to send, and, in the boxes, some extra information that may possibly affect them. First, decide whether to send each message by fax, email, telex, or ordinary letter. Then write them out. You may make up addresses and fax and telex numbers if you need them.

Message 1

Harvey Watson, the manager of the Lansdown Hotel group, spent the weekend at the house of Mr Vuong, the Director of the Vietcombank Hanoi. He wants to thank Vuong for his hospitality.

Message 2

The managing Director of AA Insurance wants to inform his staff of an important change in the company. They have a new chairwoman, Mrs Susanne Durand, as from today. He feels sure that everyone will give her their full support and wants to wish her the best of luck. There haven't been any other changes in the company's personnel.

Message 3

Sally Field, of International Fashions, London, has been informed by Mr Bernard Cassard, the Manager of the Hotel Aragon in Paris, that the rooms she has booked are available and that the hotel requires a deposit of 3,500 francs for the rooms and car hire. She wants to inform him that she is sending a bank draft today for 3,5000 francs as a deposit and she would like confirmation in a letter with a receipt.

Message 4

Mr Brian Newbury of Newbury Tours, is organizing a sales conference in a week's time. He would like Paperman Promotions to supply 500 blue pens with the words Newbury Tours printed on the side, as well the company logo. This consists of an image of a flag with a crown. The logo is blue on a white background. Mr Newbury would like to know if the company can supply these, what the delivery date will be, and how much they will cost.

Information boxes

Read the following pieces of information. Remember that some of the information is important and some may not be.

Mr Cassard does not have a fax machine in his office

The Lansdown Hotel group recently arranged a loan of £1,3 million from the Allied International Bank

Mr Jones and Mr Watson were best friends at university

There are more than 600 staff at AA Insurance, 200 are in London and the others are in the Cheltenham office.

Miss Field heard from Mr Cassard by telex.

Mrs Jones is a particularly good cook

All the staff at AA Insurance have access to computer terminals linked to a central computer.

TRANSPORTATION

I. CARRIAGE BY SEA

Among the main features in the recent development of shipping are the following:

1. the increase in the size and speed of ships
2. the change over from coal-fired to oil-fired ships
3. the tendency to build ships to carry particular types of such bulk cargoes such as oil, mineral ores, meat, fruit and vegetables.
4. the greatly increased use of the container

1. Types of vessels

There are a variety of vessels available for exporters to use when shipping goods:

Passenger liners are ships that follow scheduled routes and concentrate on passenger services, but also carry cargoes.

Passenger cargo vessels concentrate on cargoes, offer more facilities for loading and unloading, but carry few passengers.

Tramps travel anywhere in the world on unscheduled routes, picking up any cargo and delivering it.

Tankers are usually oil carries, and are like bulk carries which transport bulk consignments such as grain, wheat, and ores.

Container vessels offer facilities to move containers from one country to another, and have special lifting gear and storage space for the huge steel boxes they transport.

Roll-on roll-off ferries are vessels which allow cars and trucks to drive on at one port and off at another without having to load and unload their freight.

There are also **barges**, large flat -bottomed boats, which transport goods inland along canals and waterways, and **lighters** which may do the same work as a barge, or are used for taking goods from a port out to a ship, or vice versa.

Note that before the name of the ship, which is usually underlined in correspondence, the letters SS are used. These stand for Steam Ship and show it is a British Merchant vessel. MV, Motor Vessel, and MS. Motor ship, are also used.

2. Shipping Organization

The exporter also has a choice as to whether he uses a company which is a member of the Shipping Conference Group, or one that is listed on the Baltic Exchange.

The Shipping Conference is an international organization of ship owners who have agreed to fix prices for transporting goods or passengers. They meet periodically to set cost for hiring their vessels. The advantage for their customers is that the costs of shipment are steady, i.e. do not fluctuate over a short period, and universal, i.e. the same price is quoted by all members. They can also claim rebates (discounts by shipping in bulk. A similar body to the Shipping Conference can be found in airlines - IATA, International Air Transport Association.

The Baltic Exchange has a number of functions, but its freight market offers facilities to exporters to charter (hire) ships and planes through brokers, who work on a commission and are specialists with a knowledge of the movement of ships and the most competitive rates available at any one time. See 7 Chartering ships for more details of this.

3. Shipping documentation

We have seen that there are a number of documents used in overseas trade. Now we can look at the main documents used in shipping.

A **freight account** is an invoice sent by the shipping company to the exporter stating their charges. Once the goods are received on the dock, a **shipping**

note, with a receipt, is handed to the Superintendent of the docks, advising him that the goods are to be shipped. A **dock receipt**, (sometimes called a wharfinger's receipt) will be returned to the consignor confirming that the goods are stored and awaiting shipment. Once the goods are on board the ship, a **mate's receipt** may be sent, acknowledging that the goods have been loaded. The mate's receipt is often sent when the consignment is loaded directly, and serves as a document of title until the bill of lading is ready.

The **bill of lading** (B/L or blading) is the most important document in shipping as it is a document of title, i.e. gives ownership of the goods to the person named on it. If the words "to order" are written on it, it means that it is a negotiable document and can be trade. In an L/C transaction the confirming bank will usually ask for the B/L to be made out to them when they pay the exporter, then transfer it to the customer.

A shipped bill of lading means that the goods have been loaded on to the ship. Sometimes the words "shipped on board" are used to mean the same thing. In CIF and CFR transaction the words "freight prepaid" are used to signify that the costs of shipment have been paid. Bills are also marked "clean" to indicate that the goods were taken on board in goods condition, or "dirty/claused" to indicate that on inspection there was found to be something wrong with the consignment, e.g. packing, or the goods were damaged. This statement protects the shipping company from claims that they were responsible for, the damage or bad condition of the consignment.

Usually two copies of the B/L are sent to the buyer or his bank, by air and sea for security.

4. Shipping liabilities

The Hague Rules signed at the Brussels Convention in 1924 govern liability for loss or damage to cargo carried by sea under a bill of lading, and state that the carrier will not be responsible under the following conditions.

*Acts of war, riots, civil disturbances; Force majeure, i.e. exceptional dangers such as storms, abnormal disturbances, or unusual hazards:
Negligence i.e. when the goods have not been properly packed, or*

were in a bad condition when packed;

Inherent vice, i.e. when goods are subject to deterioration because of their content or nature. For example, fish can go bad, wood can carry insects, metal can oxidize.

The Hamburg Rules of 1978 have extended the shipping companies liability for damage or delay to "goods in their charge" unless they can prove they took all measures to avoid problems.

To be safe, most companies insure their consignment under all risk cover, which protects them against most contingencies, but special "war Insurance" is necessary for particularly dangerous zones.

5. Forwarding agents

Forwarding agents are used by exporters to arrange both import and export shipment. In the case of the former, their services include collecting the consignment, arranging shipment, and if required, packing and handling all documentation, including making out the bill of lading, obtaining insurance, sending commercial invoices and paying the shipping company for their clients. They also inform the importer's forwarding agent that the shipment is on its way by sending an advice note, and he, in turn, will inform his client, send the goods on to him, or arrange for them to be stored until collected. Many forwarding agents in importing countries also act as clearing agents, ensuring that the goods are cleared through the customs and are sent to the importer.

Because forwarding agents handle many shipments they can collect consignments for the same destination and get competitive "groupage rates" for sending a lot of consignments in one shipment. However, many exporters find it more convenient to deal direct with the forwarding agents in the importer's country, and some importers prefer to deal with their supplier's forwarding agent.

Example 1.

a. Request for Freight Rates and Sailing's

Lee Boat Builders Ltd.

Dock 23, Mainway, Hong Kong

Telephone: 385162 Telex: 349512 Fax: 662553 Cable: LEBATS

Far Eastern Shipping Lines

31-4 Park Road

Hong Kong

21 April 20....

Dear Sirs,

We intend to ship a consignment of dinghies and their equipment to London at the beginning of next month. The consignment consists of ten boats which have been packed into wooden crates marked 1-10, each measuring 4x2x2,5 metres and weighing 90 kilos.

Could you inform us which vessels are available to reach London before the end of next month, and let us know your freight rates?

Yours faithfully,

(signed)

J. Lee

Director

b. Reply to Request for Freight Rates and Sailing's

Far Eastern Shipping Lines

31-4 Park Road, Hong Kong

Directors: S. Chung. M. Whang. L. Grover

Telephone: 421897

Telex: 979216

Cable: FREAST

Fax: 602135

Mr. J. Lee
Lee Boat Builders Ltd.

24 April 20...

Dear Mr Lee,

Thank you for your enquiry of 21 April. Enclosed you will find details of our sailing for the end of this month and the beginning of next, from Hong Kong to Tilbury.

You will see that the first available vessel we have will be the MS Orient which will accept cargo from 3 May to 7 May. When she sails, she is due in Tilbury on 3 June.

Our freight rate for crated consignment is £ 31.00 per tonne, and I have attached our Shipping Instructions to the enclosed itinerary.

Yours faithfully,

(signed)

M. Whang (Mrs)

Enc. (2)

Example 2. Bill of Lading (B/L)

Shipper	BILL OF LADING			B/L No.
	Reference No.			
Consignee				
Notify address				
Pre-carriage by*	Place or receipt by pre-carrier*			
Vessel	Port of loading			
Port of discharge	Place of delivery by on-carrier*	Freight payable at	Number of Original B/L	
Marks and Not.	Number and kind of packages: description of goods	Gross weight	Measurement	
S P E C I M E N				
Particulars furnished by the Merchant				
Freight default charges etc.	SHIPPED on board in apparent good order and condition weight, measure mark numbers, quality, contents and value unknown, for carriage to the Port of discharge of so near thereto as the Vessel may safely get and be always afloat to be delivered to the like good order and condition at the storesaid Port unto Consignees of them Assigns, they paying freight as indicated to the left plus other charges incurred in accordance with the provisions contained in this Bill of Lading in accepting this bill of Lading the Merchant expressly accepts and agree to all its stipulations on both pages, whether written unnoted stamped or other wise incorporated, as fully as if they were at signed by the Merchant. Once original Bill of Lading must be surrendered duly endorsed in exchange for the goods or delivery order IN WITNESS whereof the Master of the said Vessel has signed the number of original Bills of Lading stated above, all of this tenor and date one of which being accomplished the others to stand void.			
* Applicable only when document use as a Through Bill of lading	_____ Place and date of issue _____ Signature			

Example 3.

a. Instruction to a Forwarding Agent

Delta Computers Ltd.

Bradfield Estate, Bradfield Road, Wellingborough
Northamptonshire NN8 4HB

Telephone: 0933 16431/2/3/4 Reg: England 1831713 Reg.England 1831713

Telex: 485881

VAT 2419 62114

Fax: 0933 2016

Your Ref:

Our Ref:

Mr J.D. Simpson

11 May 20...

Kent, Clarke & Co., Ltd.

South Bank House

Borough Road

London SE1 0AA

Dear Mr Simpson,

Could you please pick up a consignment of 20 C2000 computer and make the necessary arrangements for them to be shipped to Mr M. Tanner, N.Z. Business Machines Pty., 100 South Street, Wellington, New Zealand?

Would you please handle all the shipping formalities and insurance, and send us seven copies of the bill of lading, five copies of the commercial invoice, and the insurance certificate? We will advise our customers of shipment ourselves, and would appreciate it if you could treat the matter as urgent. Your charges may be sent to us in the usual way.

Yours sincerely,

(signed)

N. Smith

Senior Shipping Clerk

b. Forwarding Agent's Enquiry for Freight Rates

Kent, Clarke & Co., Ltd.

Chairman: Lord Matherson

South Bank House, Borough Road, London SE1 0AA

Reg. No: London 3395162

VAT No. 41 618231 59

Telephone: 071 9287716

Telex: 988153

Fax: 071 928 7111

International Shippers Ltd.

12 May, 20...

City House

City Road

London EC2 1PC

Dear Sirs,

We have packed and made ready for shipment 20 C2000 computers which our clients, Delta Computers, Wellingborough, want us to forward to Wellington, New Zealand.

The consignment consists of 4 wooden crates, each containing 5 machines and their cases. The weight of each crate is 210 kilos and measures 94 x 136 x 82cm.

Would you let us know by return of post the earliest vessel leaving London for New Zealand, and let us have your charges and the relevant documents?

Yours faithfully,

(signed)

J.D. Simpson

Supervisor

c. Shipping company's Reply

International Shipper Ltd.

Chairman: Sir Donald Low

Directors: P.R. Castele, D.S.M. Bracking, R.T. Kilson

City House, City Road, London EC2 1PC

Reg. No: England 4513869

VAT No. 12 63154123

Telephone: 071 3125038

Telex: 951363 INTHIP.G

Fax: 071 131 26117

Mr J.D. Simpson.

14 May, 20...

Kent, Clarke & Co., Ltd.

South Bank House

Borough Road

London SE1 0AA

Dear Mr Simpson,

In reply to your letter of May 12, the earliest vessel due out of London for New Zealand is the SS Northern Cross which is at present loading at No. 3 Dock, Tilbury, and will accept cargo until May 18 when she sails. She is due in Wellington on June 25, and the freight rate for cased cargo is £ 112.00 per ton or 10 cubic metres.

I have enclosed our shipping form and bill of lading for you to complete and return to us.

Yours sincerely,

(signed)

Y. Pollard (Miss)

Enc. (2)

d. Confirmation of Shipment

Kent, Clarke & Co., Ltd.

Chairman: Lord Matherson

South Bank House, Borough Road, London SE1 0AA

Reg. No: London 3395162

VAT No. 41 618231 59

Telephone: 071 9287716

Telex: 988153

Fax: 071 928 7111

Miss Y. Pollard

International Shippers Ltd.

City House

City Road

London EC2 1PC

17 May, 20...

Dear Miss Pollard,

We have arranged for the consignment of computers, the subject of our letter of 12 May, to be sent to Tilbury for loading on to the MS Northern Cross which sails for New Zealand on 18 May.

Enclosed you will find the completed shipping form and bill of lading (10 copies), eight copies of which should be signed and returned to us. I have also attached a cheque in payment of your freight account.

Yours sincerely,

(signed)

J.D. Simpson

Supervisor

Enc. Shipping form

Bill of lading (10 copies)

Cheque No. 0823146

Example 4.

a. Advice of Shipment to Importer's Forwarding Agent

Hartley-Mason Inc.

President: J.R. Mason, Directors: P. Hartley, A. Hartley
618 West and Vine Street Chicago, Illinois
Telephone: 216818532 Telex: 677131 Fax: 216349076

Mr E. Jones

19 April 20....

Eddis Jones Forwarding Agents
12 Dockside Street
Liverpool L2 1PP
UNITED KINGDOM

Dear Mr Jones,

The following consignment will arrive on the SS America which is due in Liverpool on 27 April.

20 "Lightning" 1000cc motorcycles

Packed 1 machine per wooden crate

Weight 1.25 tons gross

Size 6' x 3' x 2'

Markings Cases numbered 1-20 HM

Value £ 4,800 each

Insurance Chicago - Nottingham England (A.R.)

Invoiced value £ 96,000

Could you please arrange for the consignment to be delivered to your clients, Glough & Book Ltd., Nottingham? If there are any problems, please contact us immediately.

Yours truly,

(signed)

T.N. Hackenbush

b. Advice of Shipment to Importer

Hartley-Mason Inc.

President: J.R. Mason, Directors: P. Hartley, A. Hartley

618 West and Vine Street Chicago, Illinois

Telephone: 216818532 Telex: 677131 Fax: 216349076

Mr B. Glough

19 April 20....

Glough & Book Motorcycles Ltd.

31-37 Traders Street

Nottingham NG1 3AA

UNITED KINGDOM

Dear Mr Glough

Order No. 8901/6

The above order was shipped on 17 April 20... on the MS America which is due in Liverpool on 27 April.

We have informed your agents, Eddis Jones, who will make arrangements for the consignment to be sent to you, as you requested.

Our bank's agents, Westmorland Bank Ltd., High Street, Nottingham, will hand over the documents which consist of a shipped clean bill of lading (No. 517302), invoice (No. EH3314), and insurance certificate (AR 118 4531), once you have accepted our bill.

We are sure you will be delighted when you see the machines, and that they will find a ready market in your country. Meanwhile we are enclosing a catalogue of our new models and believe you will be very interested in the machines illustrated on pp. 103-110. We look forward to hearing from you again in due course.

Yours truly,

(signed)

T.N. Hackenbush

Encl.

Example 5.

a. Delay in Arrival of Shipment

Kent, Clarke & Co. Ltd.

Chairman: Lord Matherson

South Bank House, Borough Road, London SE1 0AA

Reg. No: London 3395162

VAT No. 41 618231 59

Telephone: 071 9287716

Telex: 988153

Fax: 071 928 7111

Mss Y. Pollard

International Shippers Ltd.

City House

City Road

London EC2 1PC

28 June, 20...

Dear Miss Pollard,

*Our clients, Delta Computers, Welling borough, inform us that they have received a cable from their customers, N.Z. Business Machines, Wellington, that the **MS Northern Cross** was due in Wellington on June 28 has not yet arrived.*

The vessel was carrying a consignment of computers for our clients shipped B/L 6715, and they want to know why the ship has been delayed. A prompt reply would be appreciated.

Yours sincerely,

(signed)

J.D. Simpson

Supervisor

b. Shipping Company's Reply

International Shipper Ltd.

Chairman: Sir Donald Low

Directors: P.R. Castele, D.S.M. Bracking, R.T. Kilson

City House, City Road, London EC2 1PC

Reg. No: England 4513869

Telephone: 071 3125038

VAT No. 12 63154123

Telex: 951363 INTHIP.G

Fax: 071 131 26117

Mr J.D. Simpson.
Kent, Clarke & Co. Ltd.
South Bank House
Borough Road
London SE1 0AA

30 June, 20...

Dear Mr Simpson,

*In answer to your letter of 28 June, we are pleased to inform you that the **MS Northern Cross** has now docked in Wellington, but was delayed by engine trouble. I am sure that your customers will now have been able to collect their consignment and apologize for the delay. As you know from previous experience of shipping with us, our line deeps to schedules and this incident was an unfortunate exception. Please contact us if there is any further information you require.*

Yours sincerely,

(signed)

Y. Pollard (Miss)

6. The container Service

The use of containers provides a highly efficient form of transport by road, rail and air, though its fullest benefits are felt in shipping where costs may be reduced by as much as one half. Containers are constructed in metal and are of standard lengths ranging from ten to forty feet.

The service has the following advantages:

1. The containers can be loaded and locked at the factory premises or at nearby container bases making pilferage impossible
2. There is no risk of goods getting lost or mislaid in transit
3. Handling is greatly reduced, with lower cost and less risk of damage.
4. Mechanical handling enables cargoes to be loaded in a matter of hours rather than days, thus reducing the time ships spend in port and greatly increasing the number of sailings.
5. Temperature-controlled containers are available

7. Documentation for Exporting Goods by Container

A bill of lading can be used as it is in ordinary shipment, with the usual condition applying, i.e. a clean shipped on board bill, naming the port of acceptance (where the goods have been loaded) and port of delivery (where the goods will be unloaded). In this case the shipping company only accepts responsibility for the goods while on board ship. but if a combined transport bill of lading is used, the place of acceptance and placing of delivery may be covered, which means the company accepts door-to-door responsibility, which offers more extensive cover than the bill of lading.

Non-negotiable waybills are also used, but unless instructed, banks will not accept them as evidence of shipment, and they are not documents of title which can be transferred. Although way bills do not have clauses relating to responsibility printed on the back of them, as bills of lading do, container companies will accept the usual liabilities as applying to the waybill.

8. Documentation for Importing Goods by Container

A freight invoice is needed if the sea freight is to be paid in the UK and this is accompanied by an arrival notification form, which advises the importer that his goods are coming. On claiming his goods, the customer has to show a customs clearance form, which allows the goods to be taxed, copies of the certificate of origin, if necessary, commercial invoices, import license, and health certificate for food or animal imports. The bill of lading or waybill also has to be produced to prove ownership of the goods, and the customs issues an out of charge note once the goods have been cleared by them.

This procedure is not unique to container importation, but common to any form of imports. This is one of the reasons why Clearing Agents are employed by either exporters, to get their goods accepted quickly in a foreign country, or importers, to clear their goods in their own country.

Example 1.

a. Inquiry to a Container Company

UNIVERSAL STEEL Ltd.

Chairman: B. Eltham, Directors: D.E.R. Machien, O.M. Crewit
Furnace House, Granville Road, Sheffield S2 2RL

Reg. No: 6217970

Telephone: 0742 760271

VAT No: 31 428716

Telex: 813294 UNEST G

Fax: 0742 610318

International Containers Ltd.

15 March, 20...

Buxton House

Mableton Place

London WC1H 9BH

Dear Sirs,

We are a large steel company and wish to export a consignment of steel tubing, approximate weight 16 tonnes, and lengths varying from 2 to 5 metres.

The consignment is destined for Dotner Industries, Hamburg. Could you pick up the load, transport it to London from Sheffield, and then deliver it to its destination in Germany by the end of April?

Please let us have details of your sailings and freight charges, and we can promise you regular shipments if you quote a competitive rate.

Yours faithfully,

(signed)

Thomas Pike

Export Department

b. Container company's Reply

International Containers Ltd.

Chairman: R.L. Nathan ACWA, Directors: T.N Frost. L.S. Newcombe
Buxton House, Mableton Place, London WC1H 9BH

Reg. No: London 3661515

Telephone: 071 3876158

VAT No: 62 1431792

Telex: 443179 INCONTG

Fax: 071 387 665516

Mr T. Pike

17 March, 20...

Export Department

Universal Steel Ltd.

Furnace House, Granville Road

Sheffield S2 2RL

Dear Mr Pike,

Thank you for your enquiry of March 15 which we received today. Enclosed you will find details of our rates, shipping schedules, and documents required for transportation.

The most suitable containers for your consignment would be a half-height container which is 20'x 8'x 4' or, in metres, 6,1 x 2,4 x 1,2. This can carry a payload of 18,300kg. It has a solid removable top, and will protect the metal against all elements.

*I would suggest that as the consignment is going to be loaded from lorry to shipment then transferred again. You should use our **Combined Transport Bill** which will cover the goods from point of acceptance to point of delivery. And if the transaction is on a letter of credit basis, you should advise your bank that this documents will be acceptable instead of the B/L.*

*Would you fill out the enclosed **Export Cargo Shipping Instructions** and the **Export Cargo Packing Instructions** and hand them to our driver when he calls? Although we accept door-to-door responsibility, we would advise you to take an all risk insurance policy, and send a copy of this and three copies of the commercial invoice to us.*

Your packing should be adequate, and the cargo marked on at least two sides with a shipping mark which includes the destination port, and these marks should correspond with those on your shipping documents.

*The **MS Europe** sails from Tilbury on March 26 and will arrive in Hamburg March 28, which appears to suit your schedule for delivery. Please note, however, that the vessel closes for cargo on March 24.*

You will see from our list of tariffs that charges are calculated by cubic metre or cubic kilogram and that we offer substantial rebates for regular shipments.

*If you want us to reserve a space on **MS Europe**, please complete the enclosed forms and return them to us as soon as possible.*


Yours sincerely,

D. Muner




International Containers Ltd.

Enc. (3)

Example 2. Non - negotiable Waybill

Shipper Consignee Notify Party Intended vessel and voyage number Intended port of loading Intended port of discharge	Overseas Containers Limited  Waybill no Shipper's ref OCL booking ref no Non-Negotiable Waybill CARRIER Received in aequant good order and condition except as otherwise noted the total number of containers or other packages or units enumerated below @ for transportation from the place of acceptance to the place of delivery subject to the terms hereof. Delivery will be made to the Consignee named or his authorized agent on production of proof of identity at the place of delivery. Should the Consignee require delivery elsewhere than at the place of delivery as shown below then written instructions must be given by the Consignee to the Carrier or his agent. Should delivery be required to be made to a party other than that named as Consignee authorisation must be given in writing by the Shipper to the Carrier or his agent. Freight and Charges Origin zone transport charge Origin port LCL service charge Ocean Freight Destination port LCL service charge Destination zone transport charge	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 60%;">Details of cargo as declared by shipper</th> <th style="width: 10%;">Gross Weight</th> <th style="width: 30%;">Measurement</th> </tr> <tr> <th>Mark and numbers</th> <th></th> <th></th> </tr> </thead> <tbody> <tr> <td style="height: 200px; vertical-align: middle; text-align: center; font-size: 48px; font-weight: bold;">S P E C I M E N</td> <td></td> <td></td> </tr> <tr> <td style="text-align: right;">@ Total number of</td> <td></td> <td></td> </tr> </tbody> </table> <p style="font-size: 8px;">This Waybill is deemed to be a contract of carriage as defined in Article 1 of the Hague Rules and "House Rules" but it is not a document of title to the Goods. The Carrier is not bound by the provisions of the Rules or the House Rules of Loading, stowage, lashing, securing and tally for the reasons in the report of which may be obtained from the office of the Carrier and those of the authorized Agents. Liability for loss, damage and Claims shall be determined by the office of the Carrier and those conditions are not limited. In respect of the description of the goods, the House Rules or the House Rules Rules, whichever should have been applicable if the Carrier had issued a Bill of Lading instead of this Waybill. Claims against the Carrier in this Waybill shall be subject to the provisions of the said governing provisions. Claims against the Consignee named in this Waybill shall be subject to any such bill of lading, discharge or the Carrier's liability to the Shipper. Shipper accepts the said transport conditions on his part, subject and on behalf of the Consignee and the carrier of the Goods and warrants that he has authority to do so.</p> <p style="text-align: center;">In witness whereof this Waybill is signed For the Carrier _____ Document _____ As agent's only _____ Place and Date of Issue</p>	Details of cargo as declared by shipper	Gross Weight	Measurement	Mark and numbers			S P E C I M E N			@ Total number of		
Details of cargo as declared by shipper	Gross Weight	Measurement												
Mark and numbers														
S P E C I M E N														
@ Total number of														
Place of acceptance Place of delivery														

Example 3. Certificate of Origin

Consignor: (Expéditeur) Speirs and Wadley Limited, Adderley Road, Hackney London Consignee: (Destinataire) Compania de Dowal Av. Grande 1124 Madrid, Spain Consignment by: (Expédition prévue par) Ship - IONIAN		SPECIMEN EUROPEAN COMMUNITIES (Communautés Européennes) CERTIFICATE OF ORIGIN (Certificat d'origine)	B 629546  THE LONDON CHAMBER OF COMMERCE AND INDUSTRY			
THE UNDERSIGNED AUTHORITY certifies that the goods shown below (L'AUTORITE SOUSSIGNÉE certifie que les marchandises désignées ci-dessous)						
	Packages		Description of goods		Weight (1)	
No.	Quantity	Description	Gross	Net		
3	5 cases	SW CIA DOW MADRID 1 TO 5	Electric Drills	254 Ks	240 Ks	
						
Originated in / Provenance des marchandises de :						
European Communities - United Kingdom						
				 The London Chamber of Commerce and Industry		
London, 3rd August, 19				_____ <small>(Place and date of issue)</small>		
<small>(Name, signature and stamp of competent authority)</small>						

(1) This entry may where appropriate, be replaced by others allowing identification of the goods.

9. Chartering a Ship

Ship chartering is usually arranged through ship brokers, and in London there is a special centre where brokers conduct business, namely the Baltic Exchange.

Once a broker is contacted he will find a ship owner who is prepared to hire his vessel on either a "voyage charter" or "time charter" basis.

Voyage charter charges, i.e. taking freight from port A to B, are calculated on the tonnage value of the cargo. For example, if an exporter ships 500 tons of coal at £ 1.20 per ton, he will pay £ 600.00 for the charter.

Time charter charges are calculated on the tonnages of the ship (i.e. the weight of the ship) plus running costs of the vessels, excluding wages. So the larger the ship, the more the charter pays, regardless of whether he ships 500 tons or 5,000 tons.

There are also mixed charters combining both time and voyage charters. The contract signed by both parties is known as a *charter party*.

Ships listed on the Baltic Exchange do not run on scheduled routes, and freight rates vary from company to company depending on supply and demand. Correspondence between hirers and brokers, and brokers and owners is done by phone, telex, fax, or cable, with letters confirming the transaction.

Example 1.

a. Inquiry for a Time Charter

London Granin Marchants Ltd.

Chairman: L. Spencer M. Sc. (Econ), Directors: B. Meredrew,

L. Oban, C.M. Chirmill

Central House, Rowley Street, London EC1

Telephone: 071 742 8315 Telex: 331497 LONGRAG Fax: 071 742 3319

Keyser Shipbrokers Ltd.

10 January 20...

123-5 Lowlan Street

London EC1 2RH

Dear Sirs,

This letter is to confirm our telex to you this morning in which we asked if you could find a ship of six to seven thousand tons which we could charter for six months to take shipments of grain from Baltimore, in North America, to various ports along the South American coast.

We will need a ship that is capable of making a fast turn round and will be able to manage at least ten trips within the period.

Yours faithfully,

(signed)

B. Meredrew

Director

b. Shipbroker's Reply

Keyser Shipbrokers Ltd.

Chairman: P.S. Keyser, Director: L.M. Nosome, R.N. Landan

123-5 Lowland street, London EC1 2RH

Reg No: London 818171

VAT No: 31 4281563

Telephone: 0716713829/01670 4211

Telex:441359 KEYSHIPG

Fax: 071 671 9873

Mr B. Meredrew

London Grain Merchants Ltd.

Central House

Rowley Street

London EC1

12 January 20....

Dear Mr Meredrew,

With reference to your telex and letter, we are pleased to inform you that we have been able to secure the vessel you asked for.

*She is the **MS Manhattan** and is docked at present in Boston. She has a cargo capacity of seven thousand tons, is a bulk carrier, and has a speed of 24 knots which will certainly be able to make the number of trips you mentioned.*

Please cable us to confirm the charter and we will send you the charter party.

Yours sincerely,

(signed)

B. Marston

Charter Department

Example 2.

a. Inquiry for a Voyage Charter

Putney & Raven Marchants Ltd.

Dealers House, Centley Street, London WC1 1AR

Directors:M.L. Putney, D. Raven

Telephone: 071 4673149 (10 lines)

Telex: 886125 PUTRAY G

Fax: 071 467 5959

Reg No: England 615113

VAT No: 21 371942

Keyser Shipbrokert Ltd.

123-5 Lowland Street

London EC1 2RH

7 July 20...

Dear Sirs,

We would like to charter a vessel for one voyage from Newcastle, New South Wales, Australia, to St Malo, Brittany, France, to take a consignment of 4,000 tons of bauxile.

Our contract states that we have to take delivery between 1st and 5th August, so we will need a ship that will be able to load during those dates. Please advise us if you can get a vessel and let us know the terms.

Yours faithfully,

(signed)

D. Raven

b. Shipbroker's Reply

Keyser Shipbrokers Ltd.

Chairman: P.S. Keyser. Directors: L.M. Noseme, R.N. Landon
123-5 Lowland Street, London EC1 2RH

Reg No: London 818171

Telephone: 071 671 3829/01 670 4211

VAT No: 31 4281563

Telex: 441359 KEYSHIP G

Fax: 071 671 9873

Mr D. Raven

10 July 200...

Putney & Raven Merchant Ltd.

Dealers House

Cantley Street

London WC1 1AR

Dear Mr Raven,

*You should have already received our fax in which we said that we had an option on a vessel, the **MS Sheraton**, which is docked in Melbourne at present. She has a cargo capacity of 7,000 tons and although she is larger than you wanted, her owners are willing to offer a part charter of her.*

They have quoted £ 2.30 per ton which is a very competitive rate considering you will be sharing the cost. Please will you fax your decision as soon as possible? Thank you.

Yours faithfully,

(signed)

B. Marston

Charter Department

Example 3. General Charter

Adopted by the
Documentary Committee of the
Chamber of Shipping of the
United Kingdom

RECOMMENDED

Issued to come into force for fixtures on and after 15th September 1922.

The Documentary Council of the Baltic & White Sea Conference

Code Name

GENCON

Uniform General Charter

As Revised 1922

(Only to be used for trades for which no approved form is in force)

		20
<i>Owners.</i>	1. IT IS THIS DAY MUTUALLY AGREED between.....	1
	2
	Owners of the steamer of motor-vessel.....	3
	of tons gross/net Register and carrying about.....	4
 tons of dead weight cargo,	4
<i>Position.</i>	now	5
	and expected ready to load under this Charter about	6
<i>Charterers.</i>	and Messrs	7
	of as Charterers.....	8
<i>Where to load</i>	That the said vessel shall proceed to	9
<i>Cargo.</i>	or so near thereto as she may safely get and lie.....	10
	always afloat, and there load a full and complete cargo (if shipment	12
	of deck cargo agreed same to be at Charterers' risk) of.....	13
	14
	15
	(Charterers to provide all mats and/or wood for dunnage and any	16
	separations required, the Owners allowing the use of any dunnage	17
	wood on board if required) which the Charterers bind themselves	18
	to ship, and being so loaded the vessel shall proved to.....	18
<i>Destination</i>	19
	20
	21
	22
	as ordered on signing Bills of Lading or so near thereto as she may safely get and	23
	lie always afloat and there deliver the cargo on being paid freight on delivered/in	24
	taken quantity as	24
<i>Rate of Freight</i>	follows	25
	26
	27
	28

II. CARRIAGE BY AIR

Bills of Lading, used for consignments by sea, are not used for consignment by air because the goods usually reach their destination before a bill of lading could be prepared. Instead, the consignor is required to prepare an *Air Waybill* (formerly known as an *air consignment note*) giving particulars of the consignment. The waybill normally consists of twelve copies, three of which are treated as originals—one for the issuing air carrier, one for the consignee and one for the consignor. The remaining copies serve for other possible carriers and customers and record purposes. Responsibility for preparing the waybill is that of the consignor himself, but it is common practice for the air line or its agent to prepare it from details supplied by the consignor on a special form: an instructions For Despatch - Of Goods Form; provided by the air line or by the forwarding agent.

Since the late 1980 many of the customers form have been included in one document; the Single Administrative Document (SAD). This is an eight - part set of forms for export declarations. In addition the Simplified Clearance Procedure (SCP) is also used to make documentation easier for exports and agents if the consignment is taken through different customs posts to member countries.

Like the bill of lading the air waybill serves as a receipt for the goods taken on board and is evidence of the contract of carriage, the terms of which are set out in detail on the back. But unlike the bill of lading the air waybill is not a document of title.

As when the goods are sent by air, the consignor may use the services of a forwarding agent, or he may deal with the air line himself through its cargo booking section. The commoner practice is to use an agent.

Air cargo is charged by weight except for bulky commodities, which are charged by volume. To encourage movement of traffic by air, special rates are charged for a wide range of enumerated articles. Valuables though, are subject to a surcharge to cover extra handling cost.

Example 1. Air Waybill (Air Consignment Note)

125-LEK-8815 0635		125-8815 0635																															
Shipper's Name and Address WADLEY Ltd., ADDERLEY ROAD HACKNEY LONDON E 8		Shipper's account Number	Not negotiable Air Waybill (Air Consignment note) Issued by British Airways London Member of IATA																														
Consignee's Name and Address WOLDAL INCORPORATED BROADWAY NEW YORK USA		Consignee's account Number	Copies 1, 2 and 3 of this Air Waybill are originals and have the same validity. It is agreed that the goods described herein are accepted in accordance with order and condition (unless as noted) for carriage SUBJECT TO THE CONDITIONS OF CONTRACT ON THE REVERSE HEREOF. THE SHIPPER'S ATTENTION IS DRAWN TO THE NOTICE CONCERNING CARRIER'S LIMITATION OF LIABILITY. Shipper may increase such limitation of liability by declaring a higher value for carriage and paying a supplemental charge if required.																														
Issuing Office/Agent Name and City BRUNSWICK AIR ASHFORD ROAD HOUSLLOW MIDDX		Accounting Information																															
Agent's IATA Code 95-7-3031	Account No. 70-3476/83																																
Airport of Departure (Addr. of first Carrier) and requested Routing LONDON BA																																	
To: <input checked="" type="checkbox"/> By Air Carrier <input type="checkbox"/> By Surface Transport	From:	Currency:	Declared Value for Carriage:																														
JFK BRITISH AIRWAYS	BA175/14	UKL	USD																														
Handling Information: Also notify Mr R Smith, PO Box 178 New Jersey USA 10 Drums/ ADDR/ Nos 0011 - 0020 To be kept upright																																	
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th>No of Pkgs</th> <th>Gross Weight</th> <th>kg</th> <th>Rate Class</th> <th>Commodity</th> <th>Chargeable Weight</th> <th>Rate</th> <th>Charge</th> <th>Total</th> <th>Measure and Quantity of Goods (incl Dimensions or Volume)</th> </tr> </thead> <tbody> <tr> <td>10</td> <td>480.0</td> <td>K</td> <td>Q</td> <td>-</td> <td>500.0</td> <td>0.55</td> <td></td> <td>275.00</td> <td>Abrasive Paste (Not Restricted) Dms (10 x) 30x30x40 cm</td> </tr> <tr> <td colspan="8"></td> <td>275.0</td> <td></td> </tr> </tbody> </table>	No of Pkgs	Gross Weight	kg	Rate Class	Commodity	Chargeable Weight	Rate	Charge	Total	Measure and Quantity of Goods (incl Dimensions or Volume)	10	480.0	K	Q	-	500.0	0.55		275.00	Abrasive Paste (Not Restricted) Dms (10 x) 30x30x40 cm									275.0				
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10	480.0	K	Q	-	500.0	0.55		275.00	Abrasive Paste (Not Restricted) Dms (10 x) 30x30x40 cm																								
								275.0																									
Prepaid: 275.00	Weight Charge:	Collect:	Other Charges:																														
			Handling 6.50 (0)																														
	Valuation Charge:		AWB 1.50 (A)																														
	Tax:																																
Total other Charges Due Agent: 1.50	Shipper certifies that the particulars on the face hereof are correct and that neither as any part of the consignment contains restricted articles, such part is properly described by name and is to proper certificate for carriage by air according to the International Air Transport Association's Restricted Articles Regulations.																																
Total other Charges Due Carrier: 6.50	X Westnott Brunswick Air Signature of Shipper or his Agent																																
Total prepaid: 285.00	Total collect:																																
Currency Conversion Rates:	or changes in Dest. Currency:	14 December 1983 Ashford Middx,	LJV																														
For Carrier Use only at Destination:	Charges at Destination:	Issued on (Date) at (Place)	Signature of Issuing Carrier or its Agent																														
			Total collect Charges:																														
			125-8815 0635																														

M 197 1 n Original 3 - (For Shipper)

Example 2.

a. Request for Delivery by Air

British Crystal Ltd.

Glazier House, Green Lane, Derby DE1 1RT

Telephone 0332 Telex: 901614 Fax: 033251977

Cargo Manager
Universal Airways Ltd.
Palace Road
London SW1

15 June, 20...

Dear Sirs,

We would like to send from Heathrow to Riyadh, Saudi Arabia, twelve boxes of assorted glassware, to be delivered within the next fortnight.

Each box weight 40kilos, and measures 0,51 cubic metres. Could you please quote charges for shipment and insurance ?

Yours faithfully,

(signed)

N. Jay

Director

b. Quotation for Delivery by Air

UNIVERSAL Airways Ltd.

Airline House, Palace Road, London SW1

Telephone: 071 638 4129, Telex: 381215, Cable: UNIWAY,

Fax: 071 638 5551

Reg. No: London 281395

VAT No: 85 116259 15

Mr N.Jay
British Crystal Ltd.
Glazier House
Green Lane
Derby DE1 1RT

18 June, 20...

Dear Mr Jay,

Thank you for your enquiry of 15 June.

We will be able to send your consignment to Riyadh within two days of your delivering it at Heathrow. The cost of freight Heathrow/Riyadh is £3.60 per kilo, plus £ 1.50 air waybill, and £14.00 customs clearance and handling charges. But you will have to arrange your own insurance.

There are three flights a week from London to Saudi Arabia, Monday, Wednesday, and Saturday.

Please fill in the enclosed Despatch Form and return it to us with the consignment and commercial invoices, one of which should be included in the parcel for customs inspection.

Yours faithfully,

(signed)

R. Laden

Cargo Manager

Example 3. Enquiry sent to air-line

a. Enquiry

18 June, 20....

Dear Sirs,

We shall shortly have a consignment of watches ready to send to Cuba. Because of their fragile nature we wish to send them by air from Hanoi and should be glad if you would send us particulars of your rate: for freight and other charges, including insurance.

Yours faithfully,

b. Reply

1st July, 20....

Dear Sirs,

Thank you for your enquiry of 18th June. We shall be pleased to accept the consignment you mentioned. Details of our charges are as follows:

Air freight: Minimum £ 15

Under 45 kg £ 1.59 per kg

Over 45 kg £ 1.19 per kg

Air waybill fee 50p

Insurance 15% of declared value.

Transport to Noi Bai International Airport should be at your expense and from there on to Havana by Vietnam Airline. Flights are made weekly on Tuesday and your parcel should reach its destination in not more than three days, if it is with us on Monday.

We enclose a copy of our Instructions for Despatch-of-Goods Form. This should be completed, signed and handed in with the parcel, together with the signed commercial invoices, one of which must be included in the parcel, and a certificate of origin.

Yours faithfully,

Example 4. Enquiry through forwarding agent

a. Enquiry

20th October, 20....

Dear Sirs,

We shall shortly have a consignment of electrical shavers weighting about forty pounds, for a customers in Vietnam, which we wish to send by air from London

We should be glad if you would handle the consignment for, but first send us details of the cost and of any formalities to be observed. The invoice value of the consignment is £ 920 and we should require insurance cover for this amount plus the cost of sending the consignment.

Yours faithfully,

b. Reply

30th Oct, 20....

Dear Sirs,

As soon as we received your letter of 20th Oct. we made inquiries of the air line and can now give you the information asked for concerning your consignment to Vietnam:

*Freight charge £ 3.90 per kg
(for consignment weighting less than 45kg)*

Air Waybill fee 50p

Insurance 15% of invoiced CIF value

Our own charges 2% of invoiced value

(for preparing documents and arranging despatch)

We look forward to being of service to you

Yours faithfully,

VOCABULARY

Nouns

air waybill	vận đơn hàng không
bill of lading (B/L)	vận đơn đường biển
clean B/L	vận đơn sạch
dirty B/L	vận đơn bẩn
claused B/L	vận đơn không sạch
charter party	hợp đồng thuê tàu
container	công-ten-nơ
entitle	được quyền
diligence	cẩn mẫn
forwarding	giao nhận
freight	cước phí vận tải
liner	tàu chợ
option	sự lựa chọn
tariff	biểu thuế
tramp	tàu chuyển
transit	quá cảnh
pilferage	ăn cắp vặt
premise	khu nhà
volume	khối lượng
shipbroker	môi giới tàu biển
roll-on-roll-off facility	tàu có cửa mở hai đầu để xe có thể lên xuống
ferry	phà
barge	thuyền
lighter	xà lan
goods depot	kho hàng
terminal	ga cuối, ga chót, đầu ra, sân bay
tanker	tàu dầu
time charter	thuê định hạn
voyage charter	thuê chuyển

mixed charter
negligence
transhipment
force majeure
freight prepaid
shipping note

thuê hỗn hợp
thiếu cẩn mẫn
chuyển tải
bất khả kháng
cước phí trả trước
phiếu gửi hàng

ENGLISH - VIETNAMESE PHRASES

1. We thank you for your enquiry of May 6th and are pleased to quote as following for the shipment of... to...

2. In reply to your enquiry of 31st January, we are happy to inform you that MS... will be loading at... from 8th to 12th September, both dates inclusive.

3. We have today sent to you by S.S... a consignment of... for which we enclosed bill of lading and invoice.

4. We enclose our invoice for the goods shipped by MS... due to arrive at... on...

5. We enclose the bill of lading for the goods you will shortly receive by MS... which sailed from... on....

6. Thank you for your letter of... notifying shipment by MS... of cases of ...

7. Thank you for your advice of despatch and the bill of lading for the consignment of... shipped by MS.

1. Chúng tôi xin cảm ơn thư của các ngài hỏi về tàu ngày 6 tháng 5 và vui mừng báo giá như sau cho chuyển hàng... chở đến

2. Trả lời thư hỏi về tàu của các ngài ngày 31 tháng Giêng chúng tôi vui mừng báo cho ngài biết rằng tàu... sẽ bốc hàng tại... từ 8 đến 12 tháng 9, cả ngày đầu và ngày cuối làm việc.

3. Hôm nay chúng tôi đã gửi cho các ngài chuyển hàng trên tàu.... và chúng tôi xin gửi kèm đây vận đơn đường biển và hóa đơn của chuyển hàng.

4. Chúng tôi xin gửi kèm hóa đơn hàng hóa chở trên tàu..... sẽ đến.... ngày....

5. Chúng tôi xin gửi kèm vận đơn đường biển cho hàng hóa mà các ngài sẽ nhận được nay mai chở trên tàu... khởi hành từ... ngày.....

6. Xin cảm ơn thư của các ngài đề ngày ... thông báo giao... kiện hàng... trên tàu....

7. Xin cảm ơn các ngài về thông báo giao hàng và vận đơn đường biển cho chuyển hàng... chở trên tàu...

8. We regret that we are still without news of the shipment of...
9. We are due to ship a large quantity of ... to... and should be glad if you would obtain a ship of about.... tons capacity.
10. Please obtain for us a ship with cargo capacity of about... tons for consignment of.... to...
11. Please cable and let us know if you wish us to conclude a charter for the goods mentioned.
12. We shall be glad to know the times and frequency of your sailing.
13. Please inform us of the last day on which the cargo can be accepted.
14. We hope you will be able to ship this consignment by an earlier vessel.
15. We trust you will be able to ship this consignment by an earlier vessel.
16. We enclose the bill of lading and insurance policy and hope the consignment will reach you in good time.
17. You will save both time and money by allowing us to handle the shipping and customs formalities for you.
18. Please complete and return the enclosed instructions form, with a signed copy of the invoice.
8. Chúng tôi tiếc là chúng tôi chưa nhận được tin tức gì về chuyến hàng...
9. Chúng tôi sắp giao một số lượng lớn... cho (đến).... và sẽ vui mừng nếu các ngài tìm cho chúng tôi một chiếc tàu trọng tải.... tấn.
10. Đề nghị tìm cho chúng tôi một con tàu trọng tải khoảng.... tấn cho chuyến hàng.... đi...
11. Đề nghị điện và cho chúng tôi biết là ngài có muốn chúng tôi kí hợp đồng thuê cho hàng hóa đã nói không .
12. Chúng tôi sẽ vui mừng được biết thời gian và lượt tàu của các ngài.
13. Đề nghị báo cho chúng tôi biết ngày cuối cùng mà hàng hóa có thể được chấp nhận.
14. Chúng tôi hi vọng các ngài có thể chở chuyến hàng này bằng một chiếc tàu sớm hơn nào đó.
15. Chúng tôi tin rằng các ngài sẽ có thể chở chuyến hàng này bằng một chiếc tàu sớm hơn nào đó.
16. Chúng tôi xin gửi kèm vận đơn đường biển và đơn bảo hiểm và hi vọng rằng chuyến hàng sẽ đến.với các ngài đúng thời gian.
17. Các ngài sẽ tiết kiệm được cả thời gian và tiền của nếu các ngài cho phép chúng tôi chuyên chở và thông quan cho các ngài.
18. Đề nghị điền vào và gửi lại cho chúng tôi bằng chỉ dẫn vận tải gửi kèm đây cùng với một bản hóa đơn đã kí.

19. We now await your shipping instructions and shall be glad if you will send them by return.

20. We hope to ship the goods by MS..., sailing from... on...

19. Bây giờ chúng tôi đang đợi chỉ dẫn về vận tải và sẽ vui mừng nếu các ngài sẵn lòng gửi cho chúng tôi vào chuyển thư sau.

20. Chúng tôi hi vọng chở hàng trên tàu... khởi hành từ... ngày...

EXERCISES

1. Answer the following questions:

1. What are the features of the recent development in shipping?
2. What is the difference between a liner and a tramp?
3. What can shipping and forwarding agents do for importers and exporters?
4. Why do importers and exporters prefer to deal direct with forwarding agents?
5. What is the difference between a bill of lading and an air waybill?
6. What are the advantages of container services?

2. Translate into English

a.

Thưa các ngài,

Chúng tôi rất vui mừng nếu các ngài thuê cho chúng tôi một chiếc tàu loại 7.000 tấn để chuyển một lô hàng hóa chất và phân bón hóa học từ Anh về Hải Phòng qua Mũi Hảo Vọng.

Cước phí chắc sẽ không quá.... Bằng một tấn nhưng chúng tôi tin các ngài có thể tranh thủ được các điều kiện khác thuận lợi.

Xét đến điều kiện hiện có tại cảng Hải Phòng và điều kiện bán hàng đã thỏa thuận, chúng tôi quy định rằng tàu phải ở cảng ít nhất là 10 ngày để bốc và dỡ hàng.

Chúng tôi cũng xin nhấn mạnh là tàu phải có mặt ở Liverpool vào ngày 15 tháng 10 và sẵn sàng bốc hàng.

Kính chào,

b.

Thưa các ngài,

Trả lời thư của các ngài đề ngày 15 tháng 8 chúng tôi vui mừng thông báo cho các ngài biết rằng chúng tôi đã thuê được loại tàu mà các ngài mong muốn và tất nhiên theo điều kiện mà các ngài đề ra. Đó là tàu X có chất lượng loại A theo đăng kiểm của Lloyd's, thuyền trưởng là ông Master, một người đi biển từng trải.

Như các ngài sẽ thấy trong hợp đồng thuê tàu gửi kèm là chúng tôi đã tranh thủ được giá cước thấp hơn giá cước các ngài định, thế nhưng mặt khác chúng tôi vẫn bảo đảm với thuyền trưởng số tiền thưởng là 700 bảng Anh nếu ông ta giao hàng cho người nhận hàng một cách thỏa đáng. Chúng tôi hi vọng nhận được sớm tiền hoa hồng 1% đối với giá cước như đã thỏa thuận.

Kính chào,

c.

Thưa các ngài,

Chúng tôi đã nhận được thư của các ngài đề ngày và chúng tôi đồng ý với các điều kiện thuê tàu mà các ngài đã dàn xếp.

Chúng tôi xin gửi kèm theo thư này những chỉ dẫn gửi cho thuyền trưởng Master và đề nghị các ngài chuyển cho ông ấy càng sớm càng tốt.

Hoa hồng của các ngài tổng số là 450 bảng sẽ được thanh toán sớm.

Kính chào,

d.

Kính gửi thuyền trưởng Master,

Thưa ngài,

Theo thư của ông William, chúng tôi hiểu rằng ông ấy đã thay mặt chúng tôi thuê tàu của ngài để chuyển một lô hàng hóa chất và phân bón về Hải Phòng. Chúng tôi sẽ bốc hàng lên tàu ở cảng Liverpool vào ngày 15 tháng 10. Ngay khi xong việc ngài sẽ cho tàu đến cảng Hải Phòng, tại đây ngài sẽ tiếp xúc với đại lí Tàu biển Việt Nam để làm thủ tục dỡ hàng.

Chúng tôi xin chúc ngài một chuyến đi an toàn và thú vị, chúng tôi cũng tin là ngài sẽ được hưởng số tiền thưởng bốc dỡ nhanh như đã đảm bảo với các ngài.

Kính chào,

3. *Letter writing*

- a. Write to a firm of shipping agents asking them to arrange for a consignment to be collected and make all arrangements for transportation to the United Kingdom. Include imaginary particulars as to the nature of the consignment, names and addresses of and consignee, and say who will take delivery of the consignment upon arrival.
- b. Write a letter asking shipping brokers to charter a vessel for shipping a load of fertilizers from Japan to Vietnam. Include such particulars as you think necessary.
- c. You wish to send a package containing jewellery by air from Noi Bai International Airport to England. The jewellery is valued at £11,760. You have not previously sent goods by air. Write to your airline asking them for particulars of cost and document required.

MARINE INSURANCE

I. MARINE INSURANCE

Most of the world's business in Marine Insurance is centred in London though there are other important markets. At the heart of these activities is Lloyd's, a London corporation of insurers who issue most kinds of policy, but are particularly active in marine insurance. Lloyd's membership comprises insurers (or underwriters as they are called) and brokers. The underwriters work in syndicates specializing in different types of risks. All insurance business with underwriters must be placed through Lloyd's brokers, but any one who chooses to place business with insurance companies rather with Lloyd's may employ any broker or he may deal with the matter himself.

In Vietnam insurance business is done mostly by the Vietnam insurance under Company known as BAOVIET. All that is necessary to make imported goods covered is to fill in the form issued by BAOVIET as is the case with exported goods when CIF terms are applied.

In the U.K under the Marine Insurance Act of 1906 all marine insurance contracts must be in the form of a policy. Marine policies may be either valued or unvalued, both classes being further subdivided into voyage policies, time policies, mixed policies and floating or open policies.

A *valued policy* is the one based on the value agreed in advance and stated in the policy. With an *unvalued policy* the value of any loss will be assessed at the time of the loss.

A **voyage policy**, like a voyage charter discussed in the previous chapter of this book, covers a particular ship for a stated voyage.

A *time-policy*, like a time charter, covers a particular ship for an agreed period of time not exceeding twelve months.

A *mixed policy* combines the features of both time and voyage policies.

Policies may be issued to cover "All Risks" or they may contain clauses relieving the underwriter of certain risks.

The premium for an "All- Risks" policy is naturally higher than that for a policy with exemptions.

Example 1.

a. Request for Marine Insurance Quotation

Kent, Clarke & Co. Ltd.

Chairman: Lord Matherson, Directors: B. Kent, C.D. Clarke. R.P. Diller

South Bank House, Borough Road, London SE1 0AA

Reg. No: London 3395162

Telephone: 071 9287716

VAT No. 41 618231 59

Telex: 988153

Fax: 071 928 7111

Worldwide Insurance Ltd.

15 May, 20...

Worldwide House

Vorley Road

London N19 5HD

Dear Sirs,

*We will be sending on behalf of our clients, Delta computers Ltd., a consignment of 20 computers to N.Z; Business Machines Pty., the **MS Notrthern Cross** which sails from Tilbury on 18 May and is due in Wellington on 25 June*

Details with regard to packing and values are attached, and we would be grateful if you could quote a rate covering all risks from port to port.

As the matter is urgent, we would appreciate a prompt reply; Thank you.

Yours faithfully,

(signed)

J.D. Simpson

Supervisor

b. Quotation for Marine Insurance

Worldwide Insurance Ltd.

Worldwide House, Vorley Road, London N19 5HD

Telephone: 071 263 6216 Fax: 071 263 6925 Telex: 211121

Chairman: A.L. Galvin

Registered in England No. 6915614

Managing Director: P.R. Erwin

VAT No: 56 341 27

Directors: L. Swanne, T.R. Crowe, H.B. Sidey

Your Ref:

Our Ref: M1-C167932

Date: 16 May 20....

Mr J.D. Simpson

Kent, Clarke & Co., Ltd.

South Bank House

Brough Road

London SE1 0AA

Dear Simpson,

Thank you for your letter of 15 May, in which you asked about cover for a shipment of computers from Tilbury to Wellington.

*I note from the details attached to your letter that the net amount of the invoice is £ 22,000, and payment is by letter of credit; I would therefore suggest a **valued policy** against **all risks** for which we can quote £ 4.35%.*

We will issue a cover note as soon as you complete and return the enclosed declaration form.

Yours sincerely,


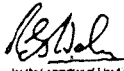
(signed)

D.A dair

Manager

Enc. Declaration form

Example 2. Certificate of Insurance by Lloyd's

<p>ORIGINAL</p> <p>Lloyd's Agent at Hong Kong</p> <p><small>Lloyd's Agents at Hong Kong are authorized to receive and issue certificates of insurance and to accept and to guarantee the amount of the responsibility of claims of insurance in all cases. Working Regulations for the Settlement of Claims issued by the Committee of Lloyd's Agents at Hong Kong apply to all certificates.</small></p>	<p>LLOYD'S</p> 	<p>THIS CERTIFICATE REQUIRES ENDORSEMENT</p> <p>Exporters Reference</p>		
<p>Certificate of Insurance No. C 87007</p>				
<p>This is to Certify that there has been deposited with the Committee of Lloyd's an Open Cover effected by <i>Barclays Insurance Brokers International Limited</i> of Lloyd's, acting on behalf of <i>Spears and Wadley Limited</i> with Underwriters at Lloyd's, dated the 1st day of January, 1974, and that the said Underwriters have undertaken to issue to <i>Barclays Insurance Brokers International Limited</i> Policy/Policies of Marine Insurance at Lloyd's to cover, up to £100,000 in all by any one steamer or sloop, by air and/or post and/or rail and/or air and/or consignment and/or in/on machine tools, other interests held covered</p>				
<p>to be shipped on or before the 31st day of December 1974 from any port or ports, place or places in the United Kingdom to any port or ports, place or places in the World on a vessel (other than a ship covered) and that are entitled to declare against the said Open Cover the shipments attaching thereto</p>				
 <small>for the Committee of Lloyd's</small>				
<p><small>Date of Issue: 1st January 1974</small></p>				
<p>From Cardigan Bay</p> <p>To Hong Kong</p> <p>Weight and Measure Wt 124 HONG KONG L/S</p>	<p>From London</p> <p>To Warehouse, Hong Kong</p> <p><small>INSURANCE VALUE</small> £4520 Sterling</p>			
		<p><small>DESCRIPTION</small></p> <p>5 Wooden Cases Said to contain 400 ELECTRIC POWER DRILLS Model LM 425 2 Speed (900 rpm and 2400 rpm) 425 watt high torque motor 2 chucks - 12.5mm and 8mm supplied with each drill</p>		
<p>S P E C I M E N</p>				
<p><small>We hereby declare for insurance under the said Open Cover interest as specified above, so valued subject to the terms of the Statute in Force of Lloyd's Marine Policy providing for the settlement of claims arising and to the special conditions stated below and on the back hereof.</small></p> <p><small>Special Cargo Clause (A) (1972) on the subject of Claims (A) - see working conditions for Policy (1972) in application of the Statute in Force of Lloyd's Marine Policy.</small></p> <p><small>Special Cargo Clause (B) (1972) on the subject of Claims (B) - see working conditions for Policy (1972) in application of the Statute in Force of Lloyd's Marine Policy.</small></p> <p><small>Special Cargo Clause (C) (1972) on the subject of Claims (C) - see working conditions for Policy (1972) in application of the Statute in Force of Lloyd's Marine Policy.</small></p> <p><small>General Average and Salvage (Contract or Statute) - Full responsibility for incurred or contributing shares.</small></p>				
<p>Underwriters agree however, if any, shall be payable to the order of Spears and Wadley Limited as surrenderer of this Certificate.</p>				
<p><small>In the event of loss or damage which may result in a claim under this insurance, immediate notice should be given to the Underwriter at the port or place where the loss or damage is discovered in order that he may examine the goods and make a survey report. Charges for examination, paid by steamer and included in valid rates against Underwriters.</small></p>				
<p>This Certificate not valid unless the Declaration be signed by</p> <p>Spears and Wadley Limited</p>				
		<p><small>Dated at:</small></p> <p>London, 30th July 1974</p> <p><i>W. H. Mearns</i> pp Spears and Wadley Limited</p>		
<p><small>Books: Barclays Insurance Brokers International Limited, 100 Broad Street, London EC2, England.</small></p>				

Example 3. Request for All Risks policy

a. Request

Hochiminh City, 24th June, 20...

Dear Sirs,

We wish to insure the following consignment against All Risks for the sum of £ 12,000

Leather Goods, Marked TD 01-04

These goods are now lying at the port of Saigon, waiting to be shipped by the MS Ben Nghe, due to leave for Bombay on Friday 30th June.

We require immediate cover as far as Bombay and shall be grateful if you will let us have the policy as soon as it is ready. In the meantime please confirm that you hold the consignment covered.

Yours faithfully,

b. Reply

30th June, 2000...

Dear Sirs,

Thank you for your letter of 24th June, asking us to cover the consignment of leather goods from Saigon port to Bombay.

The premium for this cover is at the rate of 1% of the declared value of £ 12,000.

The policy is being prepared and will be sent to you within two or three days. Meanwhile we confirm that we hold the consignment covered as from today.

Yours faithfully,

Example 4.

a. Request for Open Policy

GLASTON POTTERIES LTD.

Clayfield, Burnley BB10 IRQ

Tel: 0315 46125

Telex: 8801773

Fax: 0315 63182

Registered No. 716481

VAT Registered No: 133 5341 08

Mr D. Adair

Worldwide Insurance Ltd.

Worldwide House

Vorley Road

London N19 5HD

5 March 20...

Dear Mr Adair,

We have been insuring individual shipments of our chinaware with you for some time now, and as you have probably noticed, we have established a number of customers in North and South America.

As we will be making regular shipments, we wondered if you could arrange open cover for £60,000 against all risks to insure consignment to North and South American Eastern ports.

We look forward to hearing from you soon.

Yours sincerely,

(signed)

E.F. Goodman

Export Department

b. Quotation for Open Policy

Worldwide Insurance Ltd.

Worldwide House, Vorley Road, London N19 5HD
Telephone: 071 263 6216 Fax: 071 263 6925 Telex: 211121

Chairman: A.L. Galvin ACA FIS Registered in England No. 6915614
Managing Director: P.R. Erwin VAT No: 56 341 27

Your Ref: Our Ref: M1-C16893 Date: 7 March 20....

*Mr E.F. Goodman
Export Department
Glaston Potteries Ltd.
Clayfield
Burnley BB10 1RA*

Dear Mr Goodman,

*In reply to your letter of 5 March, I am pleased to say that we can arrange **an all risk open cover policy** for chinaware shipments to North and South American ports.*

As you propose to ship regularly, we can offer you a rate of £2.48p% for a total cover of £60,000. I am enclosing a block of declaration forms, and you would be required to submit one for each shipment giving full details.

I look forward to receiving your confirmation that these terms are acceptable.

Yours sincerely,

(signed)

D.A dair

Manager

Enc. Declaration forms

c. Notification of Shipment under Open Cover

GLASTON POTTERIES LTD.

Clayfield, Burnley BB10 IRQ

Tel: 0315 46125

Telex: 8801773

Fax: 0315 63182

Registered No. 716481

VAT Registered No: 133 5341 08

Mr D. Adair

14 July 20...

Worldwide Insurance Ltd.

Worldwide House

Vorley Road

London N19 5HD

Dear Mr Adair,

Open Cover Policy OC 515561

Please note a shipment we are making to our customers MacKenzie Bros., Canada, the details of which are on the enclosed declaration form, No. 117 65913.

Yours sincerely,
(signed)

E.F. Goodman
Export Department

Enc.

II. FLOATING, OR OPEN, POLICIES

Floating policies, often referred to as "opened" or "declared" policies are used by merchant engaged in regular overseas trade. A policy of this kind covers a number of shipments by any ship to any port that may be agreed. The merchant takes out a policy for a round sum, say £ 50,000. As each consignment is shipped he declares it on a special form provided by the underwriter, who records the value on his duplicate copy of the policy and issues a certificate of insurance stating that the consignment is covered. When the sum insured has been fully declared, that is used up, a new policy is taken out.

Example. Enquiry for Open Policy Terms

a. Enquiry

26th June, 20...

Dear Sirs,

Please quote for your rate for an all risks open policy for £120,000 to cover shipments of general merchandise by Manchester Liners Ltd., from Manchester to Vietnam.

As shipment are due to begin on 30 Aug. Please let us have your quotation by return.

Yours faithfully,

b. Reply

2nd July, 20...

Dear Sirs,

Thank you for your enquiry of 26th June, 20... our rate for a £20,000 A.R open policy on general merchandise by Manchester Liners from Manchester to port Vietnam is 1,2% of the declared value.

This is an exceptionally low rate and we trust that you will give us the opportunity to handle your insurance business.

Yours faithfully,

c. Acceptance

18th July, 20...

Dear Sirs,

Thank you for your letter of 2nd July, 20... quoting your rate for an open policy of £ 20,000 covering consignments on the routes named. The rate of 1,2% is satisfactory and we shall be glad if you will now prepare and send us the policy and meanwhile let us have your cover note and statement of charges for the following first shipment under this policy:

30 cases of general merchandise marked TD Value £ 7,250.

Yours faithfully,

III. CLAIMS

As we have seen, all risk policies generally cover against every eventuality. However, clauses should be studied carefully. If a policy is free from particular average, in the case of deliberate damage, i.e. damage caused to save the rest of the cargo, as in, say, the case of a fire in a ship, only total loss will be paid by the insurance company, and part loss in the case of major disasters, e.g. fire or collision. If the policy has a with particular average clause, then partial loss will be compensated. Therefore, a policy with a WPA clause will cost more.

As in the case of large claims in non-marine insurance average adjusters i.e. assessors, are called in to examine damage and estimate compensation. In a C.I.F. transaction, the exporters transfer their right to compensation, as the importer holds the bill of lading. In FOB and B/L transactions importers hold the insurance policy as they arrange their own insurance.

Example 1.

a. Claim under Cover Agreement

GLASTON POTTERIES LTD.

Clayfield, Burnley BB10 IRQ

Tel: 0315 46125

Telex: 8801773

Fax: 0315 63182

Registered No. 716481

VAT Registered No: 133 5341 08

Mr D. Adair

19 October 20...

Worldwide Insurance Ltd.

Worldwide House

Vorley Road

London N19 5HD

Dear Mr Adair,

Open Cover Policy OC 515561

*We would like to inform you that a number of pieces of crockery were damaged on our shipment to MacKenzie Bros. of Dawson, Canada. The consignment was shipped clean on the **MS Manitoba** which left for Canada on 16 September, and you have our declaration form No. 117 65916.*

We have already sent our customers replacements but would like a claims form to complete. Thank you.

Yours sincerely,

(signed)

E.F. Goodman

Export Department

b. Reply to Claim under Open Policy

Worldwide Insurance Ltd.

Worldwide House, Vorley Road, London N19 5HD

Telephone: 071 263 6216 Fax: 071 263 6925 Telex: 211121

Chairman: A.L. Galvin ACA FIS

Registered in England No. 6915614

Managing Director: P.R. Erwin

VAT No: 56 341 27

Directors: L. Swanne, T.R. Crowe MC, H.B. Sidey MA

Your Ref:

Our Ref: M1-C16910

Date: 23 October 20....

Mr E.F. Goodman

Export Department

Glaston Potteries Ltd.

Clayfield

Burnley BB10 1RA

Dear Mr Goodman,

Policy No. OC 515561

I am sending you the claims form you requested in your letter dated 19 August 20... We will consider the matter once we have full details.

I think I ought to point out that this is the fourth time you have claimed on a shipment, and though I appreciate your products are fragile, and that in each case the goods have been shipped clean, it would be in your interest to consider new methods of packing. I agree that the claims have been comparatively small, but in future you will have to ask your customers to hold consignment for our inspection to assess the cause of damage. I should also mention that further claims may affect your premium when the policy is renewed.

Yours sincerely,

(signed)

D.A dair

Manager

Enc. Claims forms

Example 2. Rejection of claim

Worldwide Insurance Ltd.

Worldwide House, Vorley Road, London N19 5HD

Telephone: 071 263 6216 Fax: 071 263 6925 Telex: 211121

Registered in England No. 6915614

VAT No: 56 341 27

Your Ref: Our Ref: M2-D23140 Date: 28 October 20....

Mr T. Shane

Excelsior Engineering PLC

Valley Estate

Birkenhead

Merseyside L41 7ED

Dear Mr Shane,

Policy No. Ar 661 72241

*I have now received our assessor's report with reference to your claims CF 37568 in which you asked for compensation for damage to two turbine engines which were shipped ex-Liverpool on the **MS Freemont** on October 11, for delivery to your customer, D.V. Industries Hamburg.*

The report states that the B/L, No. 553719, was claused by the captain of the vessel, with a comment on cracks in the casing of the machinery.

Our assessor believes that these cracks were responsible for the casing weakening during the voyage and splitting, which eventually caused damage to the turbines themselves.

I am sorry that we cannot help you further, but the company cannot accept liability for goods unless they are shipped clean; See Clause 26B of Policy.

Yours sincerely,

(signed)

D. Adair

Manager

VOCABULARY

Nouns

insurance	bảo hiểm
cover	bảo hiểm phạm vi bảo hiểm
underwriter	người bảo hiểm, người kí dưới đơn, hợp đồng bảo hiểm
cover note	phiếu bảo hiểm
indemnification	bồi thường tổn thất (theo giá thị trường, không theo giá trị ban đầu)
premium	phí bảo hiểm
subrogation	thế quyền
claimant	người khiếu nại
compensation	bồi thường
life assurance	bảo hiểm nhân thọ
marine insurance	bảo hiểm hàng hải
all risk policy	đơn bảo hiểm tất cả rủi ro
valued policy	đơn bảo hiểm định giá
time policy	đơn bảo hiểm định kì
voyage policy	đơn bảo hiểm chuyến
mixed policy	đơn bảo hiểm hỗn hợp
floating policy	đơn bảo hiểm bao
open cover policy	đơn bảo hiểm
Free from Particular Average (FPA)	miễn (bồi thường) tổn thất riêng
Free of All Average (FAA)	miễn bồi thường mọi tổn thất cục bộ

Verbs

cover	bảo hiểm
insure	bảo hiểm
take effect from	có hiệu lực từ
renew a policy	kí lại đơn
compensate	bồi thường

ENGLISH - VIETNAMESE PHRASES

Request for cover

1. Openings

1. Please quote your lowest All Risks for shipment of... to...
2. Please hold us covered for the consignment referred to below:
3. We should be glad if you would provide cover of £.... in transit from to...
4. We wish to renew the above policy for the same amount and on the same terms as before to cover...

2. Endings

1. Please inform us on what terms this insurance can be arranged.
2. Please send us the necessary proposal form.
3. We leave the details to you but wish to have the consignment covered against all risks.

Yêu cầu bảo hiểm

1. Mở đầu

1. Đề nghị báo giá thấp nhất bảo hiểm mọi rủi ro do chuyển hàng.... đến.
2. Đề nghị bảo hiểm cho chúng tôi chuyển hàng nói ở dưới đây:
3. Chúng tôi sẽ rất vui mừng nếu các ngài bảo hiểm cho chúng tôi bằng hàng hóa trị giá... quá cảnh từ đến
4. Chúng tôi xin tái lập hợp đồng bảo hiểm trên cùng số tiền và theo các điều kiện như trước để bảo hiểm

2. Kết thúc

1. Đề nghị báo cho chúng tôi biết bảo hiểm này có thể được tiến hành theo những điều kiện nào.
2. Đề nghị gửi cho chúng tôi mẫu hợp đồng bảo hiểm dự kiến.
3. Chi tiết thì tùy các ngài nhưng chúng tôi muốn các ngài bảo hiểm mọi rủi ro cho chuyển hàng.

4. The consignment is covered by our open policy No... and we shall be glad to receive your certificate of insurance.

Replies to Request For Cover

1. Opening

1. As requested in your letter of... we will arrange cover for the amount stated and on the terms required.

2. As requested in your letter of... we quote below our terms for arranging cover for...

3. We note from your letter of ... that you wish to renew the open policy No... covering...

2. Ending

1. The policy is being prepared and should reach you by... in the meantime we are holding you covered.

2. As requested in your letter of... we quote below our terms for arranging cover for...

3. We undertake all classes of insurance and would welcome the opportunity to transact further business with you.

4. Chuyển hàng đã được bảo hiểm bởi đơn bảo hiểm bao của chúng tôi số... và chúng tôi sẽ vui mừng nhận được giấy chứng nhận bảo hiểm của các ngài .

Trả lời thư yêu cầu Bảo hiểm

1. Mở đầu

1. Theo yêu cầu trong thư của các ngài ngày... chúng tôi sẽ sắp xếp để bảo hiểm số tiền đã nói và theo các điều kiện yêu cầu.

2. Theo yêu cầu trong thư của các ngài ngày chúng tôi xin báo cho các điều kiện bảo hiểm cho.... dưới đây:

3. Chúng tôi ghi nhận theo thư của các ngài ngày... là các ngài muốn tái lập đơn bảo hiểm bao số ... bảo hiểm...

2. Kết thúc

1. Đơn hàng bảo hiểm đang được lập và sẽ đến tay các ngài vào ngày... trong khi chờ đợi chúng tôi vẫn bảo hiểm (hàng) cho các ngài.

2. Theo yêu cầu trong thư của các ngài ngày... dưới đây chúng tôi xin báo cáo điều kiện bảo hiểm cho...

3. Chúng tôi nhận bảo hiểm tất cả các loại và sẽ hoan nghênh cơ hội để giao dịch nhiều hơn nữa về bảo hiểm với các ngài.

EXERCISES

1. Answer the following questions

1. What is Lloyd's?

2. How do you insure goods being imported into Vietnam?

3. What is

- a) a voyage policy?
- b) a time policy, and?
- c) floating policy?

4. How do you interpret the word "average" in marine insurance?

2. Read the following letter to an insurance broker enquiring about marine insurance policies, and fill in the blanks with the correct prepositions

UK Engineering PLC
Brunel House
Brunel Street
Liverpool L2 2ER

Sugden and Able
Insurance Brokers
63 Grover Street
Manchester M5 6LD

1 May 20...

Dear Sir/Madam,

We are a large engineering company exporting machine parts worldwide, and we have set up contracts Middle Eastern customers the next two years.

As these parts are similar nature and are going the same destination over this period, we thought it might be less expensive if we insured them an all risk basis, a time policy. We would appreciate it if your could give us any information this type cover and how it operates.

Yours faithfully,

(signed)

Jack Turner

Shipping Manager

3. Read the following letter and choose the best words from the options in brackets

Humbolt Exporters Ltd.

Exode House, 115 Tremona Road, Southampton SO9 4XY

International Insurance PLC

15 February, 20....

153 Western Road

Brighton

Sussex

Dear Sirs,

We are a (grand, large, wide)¹ export company (dealing, coping, managing)² with merchandise (who, which, what)³ we ship (in, to, towards)⁴ Europe and North America. We (want, would like, request)⁵ to know if you can (suggest, supply, give)⁶ us with a quotation for a comprehensive policy, (assuring, protecting, covering)⁷ our warehouse at Dock Road, Southampton. The policy would (consist, contain, include)⁸ fire, flood, theft, burglary, and the usual contingencies affecting this (form, kind, variety)⁹ of enterprise. At any one time, there may be about £ 250,000 in stock on the (premises, grounds, floors)¹⁰.

If you can offer us (competing, competition, competitive)¹¹ rates, we will (think, imagine, consider)¹² further policies with you on our other interests.

We look forward to hearing from you (soon, presently, immediately)¹³.

Yours faithfully,

(signed)

Peter Hind

Company Secretary

4. Mr A. Able, the Director of Sugden and Able, has left the following message for his secretary. Read what he says and write out the letter for Mr Able to sign.

Tell him that underwriters offer 2 types of insurance for his requirements:

- 1. Floating policy - will cover all shipments with a maximum amount, and can be renewed when necessary.*
- 2. Open cover - the shipper informs the underwriter when the shipment is made and renews the policy after shipment*

5. Read the following notes about a warehouse fire. Write a letter from Mr Peter Hind of Humbolt Exporters to International Insurance PLC telling them about the fire, and asking them to send a claims form.

Inform insurers of fire.

Warehouse fire: 8 July 20...

Cause: electrical fault

Damage to textiles stored for shipment

Approximate amount of damage: £ 7,000

Insurance policy number: 439178/D

6. Due to a malfunctioning word processor, the following two letters have been mixed up. One is from an engineering company enquiring about a staff pension scheme the other is the reply from the insurance company. Re-arrange the paragraphs and phrases to form the two letters. Write a, b, c, etc. showing where each part of both letters should be.

a. Yours faithfully,

J. Steward

Company Secretary

b. Please contact me, in the meantime, if you have anything else you would like to discuss.

c. The enclosed booklet, PS 134, will give you details of the type of policy I think would suit you. The minimum age for joining would be 18, with a retirement plant at 55 for women and 60 for men.

.d. UK Engineering PLC

Brunel House

Brunel Street

e. Finally, as well as choosing a retirement pension, we would also like a policy which would include life insurance, so that in the event of an early death, the insured's dependants would get a lump sum in benefit payment.

f. Thank you for writing to us.

g. On this basis, we would estimate those eligible at the present time to number about 300 or so, with ages ranging from apprentices of 16 to skilled operatives and administrators in their early 50s.

h. I am replying to your letter of 15 September concerning a contributory staff pension scheme for your employees.

i. The Company Secretary

UK Engineering PLC

Brunel House

Brunel Street

Liverpool L2 2ER

j. I can arrange for an agent to call on you at any time, and will contact you in a few days after you have had time to consider this proposal.

k. We are a large engineering company with a staff of 400 including administrative and shop floor staff. We are contacting a number of insurance companies to enquire about a contributory staff pension scheme to cover people who have been with us for over a year.

l. If you have such a scheme, please let us have details, and we could possibly arrange a meeting with one of your agents.

m. Dear Sir/Madam

n. Policies Manager

Associated Insurance PLC

153/8 Cressy Street

Liverpool L2 3EB

o. Employee contributions could be arranged at 7 per cent, and the policy incorporates life insurance and benefit payment in the event of death

p. Dear Mr Steward,

q. Yours sincerely,

Ralph Meeker

Policies Manager

Encl.

r. 19 September 20...

s. 15 September 20...

t. Associated Insurance

153/8 Cressy Street

Liverpool L2 3EB

7. Letter writing

1. Write a letter to the Vietnam Insurance Company asking for cover for 5,000 tons, of cotton, value £.... from Egypt to the port of Hai Phong.
2. As Secretary of Bao Viet, write in reply to the above letter
3. You have a fire policy covering your warehouse in your town but are now removing to larger one in the same town. Write to your insurance company asking them to issue a policy increasing the amount of cover from £12,000 to £ 18,000.
4. Write to your insurers claiming damage by sea-water to a consignment of sugar from Cuba. Supply the necessary details.

APPLICATION OF LETTERS AND CV

1. Essential qualities

A letter of application for a job is in every sense a sales letter. It is a letter in which you try to tell yourself - your qualifications, your training and your experience. The general principles of sales-letter writing will therefore apply. You must arouse interest in your qualifications; then, by your past record and testimonials, conviction; and finally, bring about the action you want your prospective employer to take - to grant an interview and eventually give you the job.

First, the most important of all, you must have the qualifications needed. The best application in the world won't make up for lack of experience or ability. Unless you are asked to apply in your own handwriting, your application should be typed. It is then easier to read and, if well set out, attracts attention at once and creates a favourable first impression.

You may make your application in either of two ways. You may write a letter and with it enclose a résumé, or a summary, of your experience and background, or you may write a comprehensive letter containing all the information you need to give. The first of these arrangements has two advantages:

- The letter gives you the chance to reveal something of your personality.
- The résumé provides a quick means of referring to factual details.

Your prospective employer will appreciate both.

Example 1: Letter of Application and résumé

26 Gordon Road,
CHINGFORD, E.4
15th May, 200...

*The Personnel Manager,
Leyland & Bailey Ltd.,
0Nelson Works,
CLAPTON, E.5*

Dear Sir,

I feel I have the necessary qualifications and experience needed for the position of private secretary to your managing director, advertised in the Daily Telegraph.

When I left Woodford County High School at eighteen, it was intended that I should go to College, London to study modern languages, but owing to my father's death, I was unable to accept the place offered. I then decided to train for secretarial work and, as you will see from the résumé enclosed, successfully completed a two-year course at the Bedford Secretarial College.

My first post, with Babcock, Harris & Co., called for high standards of care and accuracy in shorthand and typewriting, often in conditions of urgency. This experience has been most valuable. I left college with speeds of 150 and 50 words a minute in shorthand and typewriting respectively, and these speeds I have at least maintained.

As personal secretary to the managing director of Reliance Cables I regularly attended and make reports on meetings and interviews, receive callers and, in his absence, make minor decisions and deal with much of his correspondence on my own initiative. I also make detailed arrangements connected with his attendance at conferences, both in

this country and overseas, and deal with many of his personal matters such as payment of accounts, renewal of licences, etc.

The kind of work in which your company is engaged particularly interests me, and I welcome especially the opportunity it would afford to use languages. Having spent much time on the Continent I speak and write French and German well, and hold G.C.E. passes at 'A' level in both.

Enclosed are copies of testimonials by Mr. S. Austins, C.B.E. and Canon J. Bardsley. These, and the references given in the résumé, will I feel sure vouch for my ability to get on well with people and to work happily and efficiently. I like responsibility, enjoy the challenge of new situations, and derive much pleasure from improving my abilities and from helping others to improve theirs.

I hope I may be granted an interview, when I can explain my qualifications more fully.

Yours faithfully,

(Miss) Jean Carson

Résumé by Jean Carson

Photo
enclosed

26 Gordon Road, Chingford, E.4

Cell phone: 1714 8715996

Résumé

Objective: To be secretary to your managing director

PERSONAL DETAILS

Name: Jean Carson

Age: 26; Single

Special interests: Music, languages

Health: Excellent

Activities: Hockey, golf, swimming

Photograph: Enclosed

EDUCATION

*Woodford County High School, 200... to 200... G.C.E. 'O' level 7 passes
'A' level 3 passes*

Bedford Secretarial College, W.1, 200... to 200... Secretarial Diploma

a, Subject studied:

<i>English</i>	<i>Secretarial Duties</i>	<i>Accounts</i>
<i>Shorthand</i>	<i>Commercial Mathematics</i>	<i>French</i>
<i>Typewriting</i>	<i>Current Affairs</i>	<i>German</i>

b, Practical training:

<i>Typewriters (all standard makes, including electric)</i>	<i>Duplicators (Gestetner, Roneo, Banda)</i>
<i>Telephone switchboard</i>	<i>Dictation machines (Dictaphone, Emidicta)</i>

c, Special awards:

*Royal Society of Arts: Silver medal for Shorthand, 150 w.p.m.
Governors' prize for first place in College examinations*

d, Activities:

*Member, Students' Union Committee
Vice-captain, Hockey, first team*

BUSINESS EXPERIENCE

*Solicitors,
60 Kingsway, W.C.2*

*Vicarage Road,
Leyton, E.10*

(September, 200... to March, 200...) (April, 200... to present)

REFERENCES

Dr. R.G. Davies, Principal, Bedford Secretarial College, W.1

Mr. W. Harris, Partner, Badcock, Harris & Co., 60 Kingsway, W.C. 2

*Mr. W.J. Godfrey Managing Director, Reliance Cables, Vicarage Road,
Leyton, E.10*

Example 2: A Résumé by a former student at HUMT:

RÉSUMÉ

Nguyễn Xuân Hà Anh

Hanoi University of Business and Technology (HUBT)

Room A-208, 29/124A Vinh Tuy Str., Hai Ba Trung Dist., Hanoi

Phone: (844) 6336507 Ext: 208; Email: dhannt@fpt.vn

Date of birth : 5th July, 197... Sex : Female
Permanent residence : 5B, Dong Tam, Hai Ba Trung Dist., Hanoi
ID card No : 011831218
Place of issue : Hanoi; Date of issue : 13 April, 199...
Passport No : PT A0713373 A
Place of issue : Hanoi ; Date of issue : 22 May, 200...
present address : 5B, Dong Tam, Hai Ba Trung Dist., Hanoi, Vietnam
Home phone : (844) 8699642 - (844) 8699834

Cell phone : (844) 9169521 Email: halinh@fpt.vn

OBJECTIVE : *To obtain an MBA at Hope International University*

Profile

- Assistant Director of the Business English teaching and examination Centre (BETEC) under HUBT
- Assistant Director of the Vietnam - US Cooperation Education Program under HUBT.

Education

- | | |
|---------------------|---|
| 198... - 199... | Pupil in Hanoi |
| 199... - 200... | Hanoi University of Business and Management (HUBT)
Major: Business Management; University Degree |
| 198... - 199... | International Secretarial Training Course |
| 199... | Business Correspondence and International Business Contracts Course |
| Summer 200... | Young Teachers Training Course at HUBT |
| Jan. - Jul., 200... | English Course, Vietnam-US Cooperation Education Program. |

Other Skills

- Word, Excel, Power Point, Internet
- Office Management
- Multimedia Equipment for classroom and office

Work experience

- | | |
|-----------------------------|---|
| Jan., 199... - Oct., 199... | Working part-time at Short-term Training Faculty, HUBT |
| Nov., 199... - Jan. 2001 | Working part-time as Assistant at BETEC, HUBT |
| Feb., 200... 200... | Assistant Director of BETEC, HUBT |
| 200... up to now | Assistant Director of the Vietnam-US Cooperation Education Program, HUBT. |

Hobbies

- Cooking, Swimming, Travelling, Saxophone, Reading books.

References: Prof. Dr. Nguyen Trong Dan, Director of BETEC, HUBT
Dr. Le Van Chau, Dean, Faculty of English, HUBT

2. Points for guidance

- a, Remember that the immediate purpose of your application is not to get the job, but to get an interview.
- b, Remember that your application is all your prospective employer will have whereby to judge you. Make it stand out from the rest. See that it is well typed and attractively set out, as in the above typed example.
- c, Write to the point and give the information needed in as few words as possible.
- d, Write sincerely - in a friendly tone, but without being familiar.
- e, Show a proper appreciation of your abilities, but without boasting or making exaggerated claims.
- f, Don't suggest you are applying for the job because you are bored with your present one.
- g, If your main interest is in salary, don't state the figure you expect. Instead, mention what you are getting now. It will be enough to show what you expect.
- h, Two or three testimonials are usually enough, but send typed copies and keep the originals for the interview.
- i, Where the advertisement quotes a Box number, address your application to "The Advertiser, Box No...". You can then correctly use the salutation "Dear Sir".
- j, A closing suggestion that you are interested in the kind of work offered is always helpful.
- k, After the interview, write appreciating the courtesy shown. You will create a good impression by doing so.

3. The Introduction of an application Letter

The way in which you introduce your application will vary with the circumstances that prompt it; whether, for example, it is:

- answering an advertisement
- using an introduction by someone
- unsolicited.

You will find below examples of each.

If the letter is answering an advertisement, some reference to the advertisement must be made. The best place for this is either in a subject heading, as in the following letter, or in the opening paragraph.

Example 1: Application with subject heading

Dear Sir,

Re: Being Editor of the Economic Times

I should be glad if you would consider my qualifications, particulars of which are contained in the enclosed sheet, for the above post.

I have a special interest in English and in books and ever since I left school eight months ago I have wanted to get a post with a reliable newly publishing firm. Your present vacancy seems to offer the opportunity I have been waiting for. I enclose copies of testimonials from Ms. Bich, my former headmaster, and Prof. Dr. Nguyen Trong Dan. These, and the references noted on the enclosed sheet, supply evidence of my ability to work efficiently and to get on well with other people.

If appointed I am sure I should enjoy the work and hope you will call me for an interview.

Yours faithfully,

Note: The enclosure to this letter would include details of age, education, examinations, any previous experience and the names of referees.

Although the opening paragraph is the usual place for referring to the advertisement being answered, there is no need to start it with the old-fashioned *With reference to your advertisement in ...*, or *I am writing to apply for the position of ...* Openings such as these have worn threadbare with over-use. Attract attention by something more original and give your application a good send-off. You will find useful examples in the letters that follow.

Example 2: Application answering an advertisement

Dear Sir,

I shall shortly be leaving school and, wanting to find work in an office, was very interested in your advertisement in yesterday's The Times for a junior clerk in your accounts department.

I have been a pupil at the Chingford Secondary School since 200... and in the examinations of the College of Preceptors last year gained certificates at the elementary stage in English language, arithmetic, geography and elements of commerce. I remained at school for an extra year to improve my general education and next month shall be taking the Stage I examinations of the Royal Society of Arts in English and principles of accounts.

For the past year I have been a prefect and have helped with the running of the school bank, which is linked with the national savings scheme. I am very interested in commercial work, especially on the accounting side, and will be attending evening classes next session in book-keeping and related subjects.

Both Mr. C. Drury, my headmaster, and Mr. R. Carr, director of the Chingford Youth Centre, have agreed to act as referees.

If appointed I could begin work any time after the end of July and hope you will grant me an interview.

Yours faithfully,

If the application uses an introduction by some person, this should be mentioned in the opening paragraph. It is a useful way of attracting attention.

Example 3: Application using an introduction

Dear Sir,

Mrs. Phyllis Naish, secretary to one of your directors, has told me that you have a vacancy for a shorthand-typist and I should like to offer myself for the post.

I am twenty-one years of age and a former pupil of Wanstead County High School, where I completed a two-year six-form course. I left school with a good academic record, with 'A' level in English, geography and French and then took an intensive one-year secretarial course at the Walthamstow College of Commerce, passing the examinations of the Royal Society of Arts in English (advanced), office practice (intermediate), shorthand (120 words a minute) and typewriting (50 words a minute).

I am now a shorthand-typist with Enterprise Cables Ltd. and have spent two very happy years there, but the office is small and I wish to widen my experience.

My former headmistress has written the enclosed testimonial and has kindly agreed to give further details should they be needed. If, as I hope, you are interested in my application, you will of course be able to get more information about me from my present employers.

I enjoy the kind of work I am doing, but wish to continue it in circumstances that offer better prospects. I shall be glad to call for an interview at any time.

Yours faithfully,

An unsolicited application is the most difficult of all to write since there is no advertisement or friend to tell you anything about the work, or indeed whether there is a vacancy. In such a situation you must try to find out something about the firm's activities and then show how your qualifications and experience could be used.

Example 4: An unsolicited application

Dear Sir,

For the past eight years I have been a statistician in the research unit of Messrs. Baron & Smallwood, Ltd., Glasgow, and now wish to make a change. My only reason is to widen my experience and at the same time improve my prospects. It has occurred to me that a large and well-known organization such as yours might be able to use my services.

I am thirty-one years of age and in excellent health. I thoroughly enjoy working on investigations, particularly when statistical work is involved. At the University of London I specialized in merchandising and advertising and was awarded a Ph.D. degree for my thesis on "Statistical Investigation in Research".

Although I have had no experience in consumer research, I am familiar with the methods employed and fully understand their importance in the recording of buying habits and trends. I should like to feel that there is an opportunity to use my services in this type of research and that you will invite me to call on you. I could then give you further information and bring testimonials.

Yours faithfully,

The following are other examples of applications used for a variety of posts. They are presented, *not as models for copying*, but rather as examples to be studied for guidance in writing application in the accepted modern style.

Example 5: Application for a post as foreign correspondent

Dear Sir,

As soon as I saw your advertisement in Today's Times for a foreign correspondent I felt it was just the kind of post for which I have the qualifications and for which I have been looking for some time.

I was born of English parents in Paris and have spent several years in different parts of Germany. I speak and write both French and German fluently and also have a good working knowledge of Spanish.

I am thirty-two years old and married and for the past six years have been on the staff of Messrs. Lambert & Co., shipping and forwarding agents, London, E. C. 2, with full responsibility for their foreign correspondence. The firm is not a large one and the amount of foreign correspondence is often not enough to keep me fully occupied on the kind of work I really enjoy. It is for this reason that I wish to get a similar post with a larger firm, with more work of the kind for which I am well qualified and better prospects.

I enclose a copy of a testimonial from Messrs. Dickens & Wood of Southampton from whom I worked for two years in a similar post. Mr. Lambert, the senior partner in my present firm, sympathizes with my wish to make a change and has kindly agreed to my giving his name for reference.

I hope I may be invited to call for an interview.

Yours faithfully,

James Harvey

The following application is worth studying for the clarity with which the writer presents his information about previous training and experience and his present responsibilities. He goes straight to the point and wastes no words:

Example 6: Application for a post as sales manager

Dear Sir,

I was very interested to read your advertisement in yesterday's Daily Telegraph for a sales manager and write to offer my services. I am thirty-four years of age and have had ten years' experience in the sales departments of two well-known companies.

I received my education at the City of London School and remained there to take a full sixth-form course in economics. After completing my period of national service I was accepted at Manchester University and took an honours course in modern languages and was awarded a second class. I then joined the sales department of Alpha Machine Tools Ltd., Birmingham, as a trainee and upon completing their two-year course was given an appointment as their North-West England representative. After staying with this company a further two years I took up my present appointment with Oral Plastics Ltd., Preston. My special duties here include the training of sales personnel, dealing with the company's foreign correspondence and organizing market research and sales-promotion programmes. I enjoy my work and am very happy here, but feel the time has come when my experience in marketing, both in the field and in administration, has prepared me for the responsibility of full sales management.

Mr. James Watkinson, my managing director, and Mr. Harold Webb, sales manager of my former company, have both consented to my naming them as referees.

I shall be pleased to provide any further information you may need and hope I may be given the opportunity of an interview.

Yours faithfully,

Example 7: Application for Computer Training

Dear Sir,

Work with computers holds a particular attraction for me and I am writing to apply for the vacancy of management trainee in your data processing department currently advertised in the Guardian.

I am twenty-two years old and completed my full-time schooling at Marlborough College, Wiltshire, with 'A' level passes in mathematics, physics and German. I was awarded an open scholarship to Queens' College, Cambridge, and was awarded a 'first' in mathematics and a 'second' in physics. I left the university last year and, to improve my German and to gain some practical experience, accepted a temporary post with Firma Hollander und Schmidt for work in their laboratories at Bremen. This work comes to an end in six weeks' time.

I am unmarried and would be quite willing to undertake the training courses away from home to which you refer in your advertisement. My special interest is in computer work and I should like to make it my career. I believe that my qualifications in mathematics and physics would enable me to do so successfully.

For further information about me I refer you to Mr. T. Gartside, M.A., my former Housemaster at Marlborough, and Dr. W. White, Dean of Queens' College, Cambridge. I should like to feel that you will take up these references and grant me the opportunity of an interview.

Yours faithfully,

VOCABULARY

Nouns

prospective employer
Sales letter
testimonials

résumé
shorthand
initiative
Continent
vice captain

exaggerated claims
good send-off
reference
referee
statistician
worn threadbare

Danh từ

người chủ tương lai
thúc đẩy bán hàng
giấy chứng nhận năng lực
chuyên môn
sơ yếu lý lịch (xem CV)
tốc ký
đề xuống/ sáng kiến
châu Âu
đội trưởng (đội bóng đá, đội
hockey...)
nói quá, ngoa ngôn
khởi đầu tốt đẹp
tham khảo
người viết thư tham khảo
người làm thống kê
cũ kỹ

Verbs and combinations

to arouse interest
to arouse conviction
to make up for something
to reveal something
to vouch
to consent

Động từ và cụm động từ

dấy lên sự quan tâm
dấy lên lòng tin
bù đắp, thay thế
tiết lộ cái gì
cam đoan
đồng ý

Adjectives

comprehensive

Tính từ

toàn diện

unsolicited

không được mời, không được đề nghị

Adverbs

respectively

eventually

Trạng từ

lần lượt

cuối cùng

PHRASES

Openings

1. I wish to apply for the post of ... advertised in the current issue of.../currently advertised in the ...
2. I have read with interest your advertisement in ... and wish to apply for the post of ...
3. I am very interested in the vacancy you are now advertising in the ... for a ... and wish to offer my services (should like to apply for the post).
4. I am writing to enquire whether you have a vacancy in your organization that I might usefully fill.
5. I understand from Mr. ..., one of your suppliers, that there is an opening in your office for ...

Mở đầu

1. Tôi muốn xin vào vị trí ... được quảng cáo trên tạp chí ... gần đây /được quảng cáo gần đây trên ...
2. Tôi vui mừng đọc quảng cáo của các ngài trên ... và muốn xin vào vị trí ...
3. Tôi rất quan tâm tới thông tin các ngài đăng trên ... quảng cáo cần tuyển người cho vị trí ... và muốn được thử khả năng của mình (muốn được xin vào vị trí đó).
4. Tôi viết thư vì muốn hỏi liệu các ngài có một vị trí nào đó còn trống trong tổ chức các ngài mà tôi có thể thích hợp.
5. Qua Ông ..., một trong những nhà cung cấp của các ngài, tôi được biết rằng công ty các ngài đang tuyển người cho vị trí ...

6. Mr. ... informs me that he will be leaving you on ... and if his position has not been filled, I should like to offer myself for it.

6. Ông ... báo cho tôi biết rằng ông ấy sẽ rời công ty các ngài vào ngày ... và nếu vị trí của ông ấy vẫn còn trống, tôi muốn gửi đơn vào vị trí đó.

Endings

7. I look forward to the pleasure of a personal interview.

8. I trust you will consider my application favourably and grant me an interview.

9. I should appreciate an interview and the opportunity to give you more information (details) about myself.

10. I could come for an interview at any time and enclose a card addressed to myself and hope you will use it to say when I may come.

Kết thúc

7. Tôi mong chờ được mời tới cuộc phỏng vấn cá nhân.

8. Tôi tin rằng các ngài sẽ xem xét đơn xin việc của tôi một cách có thiện cảm và sẽ cho tôi có cơ hội được phỏng vấn.

9. Tôi sẽ đánh giá cao cuộc phỏng vấn và cơ hội được trình các ngài thêm các thông tin về tôi.

10. Tôi có thể tới phỏng vấn bất cứ khi nào và gửi kèm một tấm card có ghi địa chỉ của tôi và hy vọng các ngài sẽ sử dụng nó để thông báo khi nào tôi có thể đến được.

EXERCISES

1. Write a letter to a Paris firm introducing a young man of eighteen about to leave school and recommending him for a post in their offices. His French is good, but he wishes to improve it by practical experience.
2. Answer one of the following advertisements:
 - a, Clerk required by insurance brokers. Quick at figures, with knowledge of accounts. Apply stating qualifications and experience to Box 125 Daily Telegraph.
 - b, Firm of import and export merchants want well-educated youth for clerkship. Knowledge of French and German desirable. Good prospects. Apply, stating age, education and experience to Box 361 *Evening Standard*.
3. You want a secretarial post with a well-known company. There are no vacancies at present. Draft an application asking to be considered for the next vacancy.

COMMON STANDARD CABLE AND TELEX ABBREVIATIONS

(NOTE: words and phrases with (*) are commonly used)

(A)

AAA	A	(A) là (thứ tự)
ABB, ABBR	abbreviation	viết tắt, chữ tắt
ABT	about	về
ABV	above	bên trên
ABS	abstract statement	lời tóm tắt, nét chính
ACPT	*accept	chấp nhận
ACPTC	*acceptance	sự chấp nhận
ACPTBL	acceptable	có thể chấp nhận
ACPTD	*accepted	được chấp nhận, đã được chấp nhận
ACCESS	*accessory	phụ tùng
ACDG(LY)	accordingly	tùy trường hợp, cho phù hợp
A/C, AC, ACCT	account	tài khoản, báo cáo
A/C	account current	tài khoản vãng lai, tài khoản hiện hành
A/O	account of...	tài khoản của, được tính vào tài khoản của
A/P	account paid	tài khoản đã được thanh toán
A/S	*account sales	báo cáo bán hàng
ACK	*acknowledged	chứng nhận, thừa nhận, kí nhận
A/W	actual weight	trọng lượng thực tế

ADD, ADDN,		
ADDTN	*addition	thêm vào, ngoài ra
ADDL, ADDNL	*additional	bổ sung
A/P	additional premium	phí bảo hiểm ngoại lệ phụ phí bảo hiểm
ADR	address	địa chỉ
ADRSEE	*addressee	người nhận
ADJ	adjustment	điều chỉnh
AD	advertise	quảng cáo
AD, ADV	advertisement	mục quảng cáo, bảng quảng cáo
ADV	advice	thông báo
ADV, ADVS	advise (v)	thông báo
AFT	*after	sau đó
A/D	after date	sau ngày
A/S	*after sight	sau khi trình
AGN	*again	lần nữa
AAR	against all risks	bảo hiểm mọi rủi ro
AGR	*agree	đồng ý
AK	agreed	được đồng ý/đã đồng ý
AGB	*a good brand	mặt hàng có uy tín, thương hiệu có uy tín
AIRFRT	airfreight	cước máy bay
AIR	*airmail	gửi thư máy bay
AIRD	*airmailed	được gửi bằng thư hàng không
AIRG	*airmailing	việc gửi bằng thư hàng không
AWB	airway bill	vận đơn hàng không
AA	all after	sau cùng
OK	*all correct	tất cả đều đúng
AR	all risks	mọi rủi ro
ALWNC	*allowance	tiền trợ cấp
ALRDY	*already	đã rồi
AMT	*amount	số lượng, giá trị
AMP	ampere	Am-pe

AD	*Anno Domini	sau công nguyên
ANS	*answer	trả lời, phúc đáp
ANS	answered	được trả lời
ANX	*anxious	nóng lòng
AM	ante meridian	trước 12 giờ trưa
A-1	a number-one	số 1
AGB	*any goods brand	bất mật hàng tốt nào
APT	apartment	căn hộ, toa tàu
APLNC	*application	đơn xin
APRV	*approve	chấp thuận, chuẩn y
APRVL	*approval	sự chấp thuận
APPROX	approximate	vào khoảng
APPRCX(LY)	*approximately	một cách phòng chừng
APR	April	tháng Tư
APO	*army post office	quân bưu
ARIZ	*Arizona	Arizona (bang)
ARK	Arkansas	Arkansas (bang)
ARRG	*arrange	dàn xếp, sắp xếp
ARVL	arrival	tới, đến
ARR	*arrive (v)	tới, đến
ARVD	*arrived	đã đến
ASSMT	assignment	chỉ định, chuyển nhượng
ASST	assistant	phụ tá
ASSN	association	hiệp hội
AF	as follows	như sau
ASAP	as soon as possible	càng sớm càng tốt
ASSMT	assortment	đủ loại, lẫn các loại
ATM	*atmosphere	at-mốt-phe
A/S	at sight	khi trình, tức kì
ATTN, ATT		
ATTEN	*attention	lưu ý, chuyển cho (thư từ)
AUCTN	auction	đấu giá

AUG	August	tháng Tám
AVE	avenue	đại lộ
AV, AVG, AVRГ	*average	trung bình, tổn thất (bảo hiểm)
AWT	*await	đợi

(B)

BBB	B	B là (thứ tự)
BG	*bag	túi
BAL, BALCE	*balance	cán cân (kế toán), số dư
B/S, BS	balance sheet	bảng tổng kết tài sản
BL(S)	*bale(s)	kiện (bông/vải)
BK	bank	ngân hàng
B/D	*bank draft	hối phiếu ngân hàng
BPB	bank post bill	hối phiếu ngân hàng gửi qua bưu điện
BBL(S), BL (S)	*barre (s)	thùng phi
BCAUS	*because	bởi vì
BEF	*before	trước
BC	before Christ	trước công nguyên
BEG	*beginning	bắt đầu, khởi đầu
BLV	*believe	tin tưởng
BTR	*better	tốt hơn
BRWN	between	giữa
BB	bill book	sổ hóa đơn
B/E	bill of entry	tờ khai nhập cảnh
B/E	*bill of exchange	hối phiếu
B/H	*bill of heath	giấy chứng nhận y tế, vệ sinh
B/L, BL	blil of lading	vận đơn
BP	*bill of parcels	hóa đơn hàng hóa
B/P	bill of payment	hóa đơn thanh toán
B/S, BS	*bill of sale	hóa đơn bán hàng
B/R, BR	*bill receivable	hối phiếu có thể thu
B/P, BP	*bill payable	hối phiếu có thanh toán
BW	*bonded warehouse	kho ngoại quan

BV	book value	giá trị trong sổ sách kế toán
UK	Britain	Nước Anh
BTU	British thermal units	đơn vị nhiệt của anh
BRKGE	brokegage	phí môi giới
B/D	*brought down	đem xuống (kế toán)
B/F	brought forward	đem qua (kế toán)
B/O	brought over	mang tới
BLDG	building	tòa nhà
BV	Bureau Veritas	Cơ quan Bảo hiểm tàu biển Pháp
BIZ, BSNS	business	kinh doanh
BYR	*buyer	người mua

(C)

CCC	C	C là (thứ tự)
CBL	*cable	điện báo (quốc tế)
CALIF/CA	*California	Californi (bang)
CA	Canada	Canada
CCEL	cancel	hủy bỏ
CANC	canceled	bị hủy bỏ, đã ủy bỏ
CANC	cancellation	sự hủy bỏ
CP	*candle power	sức nến
CANT	*cannot	không thể
CAPA	*capacity	khả năng, công suất
C/A	capital account	mục/tài khoản vốn
CAPT	captain	thuyền trưởng
CC	carbon copy	bản giấy than
C/O	care of	nhờ chuyển
CARR	carriage	chuyên chở
C/F	*crried forward	chuyên chở tới
CGM	Computer generated message	thư điện thực hiện trên máy tính
C/O	carried over	chuyển qua
CBD	*cash before delivery	trả tiền trước khi giao hàng

CB	cash book	sổ tiền mặt, sổ quỹ
COD	*cash on delivery	trả tiền khi giao hàng
COS	*cash on shipment	trả tiền khi gửi hàng
C/O	cash order	đơn đặt hàng trả tiền mặt
CWO	*cash with order	trả tiền mặt khi đặt hàng
CI	cash iron	sắt đúc
CAT, CTLG	catalogue	ca-tê-lô
CM	centimeter	cm, xăng-ti-met
CONTG	containing	chứa
CONTEMPO	*contemporary	đương thời, đương đại
CONT, CONTR	contract	hợp đồng
CVENCE	*convvenience	sự tiện lợi
CONVL	*conventional	phổ thông
COOP	cooperate	hợp tác
COOP	cooperation	sự hợp tác
COOP	cooperative	hợp tác xã
COOP	cooperator	người hợp tác
CY	*copy	bản sao
CORP	corporation	công ty, công ty cổ phần
CRCT	*correct	chính xác, đúng
CI	*cost and insurance	giá + bảo hiểm
CFR	*cost and freight	giá + cước chuyên chở
CANDFC, CFC	cost and freight commission	giá + hoa hồng chuyên chở
CANDF	*cost, assurance and freight	giá+bảo hiểm+cước chuyên chở
CFANDE	*cost, freight and exchange	giá+cước chuyên chở + hối suất
CIE	*cost, insurance and freight	giá+bảo hiểm+cước chuyên chở
CUD	*could	(đã) có thể
CFT	cubic feet	bộ khối
CY	*currency	tiền, đồng tiền

CSTME	*customer	khách hàng
CERT	*certificate	giấy chứng nhận
C/O	certificate of origin	giấy chứng nhận xuất xứ
CERT	certified	chứng thực
CHOVR	*changeover	thay đổi theo
CHRG	*charge	phí tổn, lệ phí
CHTRS	*charters	người thuê tàu
CP	*charter party	hợp đồng thuê tàu
CK	*check	kiểm tra, séc
CHQ	cheque	séc
CIRCS	*circumstances	hoàn cảnh, trường hợp
COD	*collect on delivery	thu tiền khi giao hàng
COLO	Colorado	Colorado (bang)
COMB	*combine	phối hợp
COMBN	*combination	sự phối hợp
COMBN	combustion	động cơ đốt trong
CML	*commercial	thương mại
COMM	commission	hoa hồng
CMDTY	commodity	hàng hóa
COMNCTN	*communication	truyền thông
CO	company	công ty
CF	compare (confer)	so sánh
CMPTY	*competitive	cạnh tranh
COMPTOR	*competitor	người cạnh tranh
CMPLT	*complete	hoàn tất, đầy đủ
CONDI, CNDTN	condition	điều kiện
CFM	confirmed	xác nhận
CFMTN	confirmation	sự xác nhận
CFMD	*confirmed	được xác nhận
CONN	Connecticut	Connecticut (bang)
CONSGT	consignment	chuyển hàng
CTL	constructie total loss	tổng số thiệt hại về kiến trúc

CON INV	consular invoice	hóa đơn lãnh sự
CFS	container freight station	trạm hàng công-ten-nơ
CL	container load	dung tích công-ten-nơ
CY	container yard	sân bãi công-ten-nơ

(D)

DDD	D	D là (thứ tự)
D/A	*day after acceptance	ngay sau khi chấp nhận
D/D, DD	days after date	ngay sau kì hạn
D/D, DD	days after delivery	ngay sau khi giao
D/S	days after sight	ngày sau khi trình (chứng từ)
D/D, DD	*day's date	ngày tháng của ngày nào đó
D/S	day's sight	ngày trình (chứng từ)
D/W	*dead weight	trọng tải toàn phần
DEB	debenture	trái khoán
D/N	debit note	giấy ghi nợ
DR	debtor	con nợ
DEC	December	tháng 12
DEFNT	*definite	khẳng định, rõ rệt
DEL	*Delaware	Delaware (bang)
DLVR	*deliver	giao hàng
DELY, DLV	delivery	sự giao hàng
D/O	delivery order	lệnh giao hàng
D/D	demand draft	hối phiếu yêu cầu
DEPT	*department	phòng, ban, khoa
D/A	*deposit account	tài khoản kí thác
DR	*deposit receipt	biên nhận kí thác
DSGN	*design	kiểu, bản vẽ
DESP	despatch	giao hàng
DESTN	destination	nơi đến
DTL(S)	details	chi tiết
DIF	*differ/different/difference	khác biệt
DRCT	*direct	trực tiếp

D/A	*discharge afloat	bốc dỡ ngay trên mặt nước
DIS	discount	triết khấu
DISCRTN	discretion	sự tùy ý, sự thận trọng
DISHD	dishonored	bị từ chối (chấp nhận/trả tiền)
DO	ditto	như trên
DIV	dividend	cổ thức
D/W	dock warrant	phiếu lưu kho ở cảng
DOC	documents	chứng từ
D/A	documents against acceptance	chứng từ đối chấp nhận
D/P	documents against payment	chứng từ thu thanh toán
D,DLS,DOL,DRLS	*dollars	đô-la
DBL., DBLE	*double	gấp đôi
DWN	down	dưới
DOZ	*dozen(s)	tá, lô
DRG, DRWG	drawing	rút (tiền), phát (hối phiếu)

(E)

E		E là (thứ tự)
EA	*each	mỗi
EAR	*early	sớm
EARNOV	*early November	đầu tháng 11
LHP	*effective horse power	mã lực thực tế
ELEC	electric	thuộc về điện
EHP	*electric horse power	mã lực điện
ELEC	electricity	điện
EM	email	thư điện
ENCL	*enclose	gửi kèm
ENCL	enclosure	những thứ gửi kèm
ENGR	*engineer	kĩ sư
ENQ	*enquire	hỏi, yêu cầu
ENQ	*enquiry	thư hỏi giá

ERR	error	sai sót
EE	error exp	các lỗi có thể đoán trước
EANDOE	errors and omissions excepted	sai sót ngoại trừ
EQL	equal	tương đương
EQP		trang bị
EQPMT, EOPT	*equipment	thiết bị
ESQ	esquire	ông, ngài (để sau tên)
ESP	especially	đặc biệt
ESTM	*estimate	ước tính, báo giá
ESTM	*estimation	sự ước tính
ETA	*estimated time of arrival	thời gian đến ước tính
ETD, (ETS)	*estimated time of departure (start)	thời gian khởi hành ước tính
ETC	et cetera	vân vân
EVI, EVDNC	evidence	bằng cứ, bằng chứng
EXCH	*exchange	trao đổi, ngoại hối
EXCL	*exclude	không kể
EG	exempli gratia	chẳng hạn như, ví dụ như
EXP	export	xuất khẩu
ED	export declaration	tờ khai xuất khẩu
EL	export licence	giấy phép xuất khẩu

(F)

FAC/FAX	facsimile	fax
F	*Fahrenheit	độ ép
FAQ	*fair average quality	chất lượng trung bình tốt
FAQS	fair average quality of the season	phẩm chất trung bình tốt theo mùa
FAV	favor	đặc quyền, ưu đãi
AVRBL	*favorable	thuận lợi
FEB	February	tháng 2
FMC	Federal Maritime Commission	Hoa hồng hàng hải liên bang

FRB	*Federal Reserve Bank	Ngân hàng dự trữ liên bang
FT	*feet	bộ (28cm)
FRP	fiberglass reinforced plastic	nhựa có lõi là sợi thủy tinh
FIG	figure	số liệu
FIN STAT	financial statement	báo cáo tài chính
FO	firm offer	chào hàng cố định
FOW	*first open water	khoảng mặt nước trống đầu tiên
FLT	flight	chuyến bay
FP	floating policy	hợp đồng neo tàu
FLA	*Florida	Florida (bang)
FOL	follow	theo
FOL,FOLL (FLWG)	following	theo sau, sau đây
FT	*foot	bộ
FT-LB	foot pound	bộ, cân Anh
FBE	foreign bill of exchange	hối phiếu ngoại quốc
FI	for instance	chẳng hạn như
FCI	*for our information	để thông tin cho chúng tôi
FWD	*forward	chuyển tới, giao nhận
F/D	forward delivery	giao hàng tới
FYG	for you guidance	để hướng dẫn các ngài
FYI	*for your information	để thông báo cho các ngài
FYR	for your reference	để các ngài tham khảo
FAS	* free alongside ship	giá cước dọc mạn tàu
FAQ	*free at quay	giá cước tại bến tàu
FFA	*free from alongside	giá cước tính từ dọc mạn tàu
FPA	*free from particular average	miễn tổn thất riêng
FIO	free in and out	miễn phí bốc dỡ
FIH	*free in harbor	miễn phí vào cảng
FAA	free of all average	miễn mọi tổn phí

FCS	free of capture and seizure	miễn tịch biên và tịch thu
FOC	free of charge	miễn phí
FOD	free of damage	không bị hư hỏng/thiệt hại
FGA	free of general average	miễn tổn thất chung
FOB	free on board	giá cước hàng lên tàu (FOB)
FOC	*free on car	giá cước hàng lên xe
FOR	*free on rail	giá cước hàng lên xe lửa
FRT	freight	hàng, cước chuyên chở
F/L	freight list	bảng giá cước
FRI	Friday	Thứ 6
FM	from	từ
FO	fuel oil	dầu nhớt
FULLADR	full address	địa chỉ đầy đủ
FGF	*fully good fair	hoàn toàn tốt
FP	fully paid	đã trả hết

(G)

GALL	gallon	ga - lông
GL	galvanized	sắt mạ điện
GIS	galvanized Iron sheet	tấm sắt mạ điện
GEN	general	tổng quát, chung
G/A	*general average	tổn thất chung
GAQ	general average quality	phẩm chất trung bình
GPO	general post office	bưu điện
GA	Georgia	Gergia (bang)
GL	Germanisher Lloyd	Công ti Germanisher Lloyd
GV	give	cho
GB	gold bonds	công trái vàng
BL, GB	goodbye	tạm biệt, từ biệt
GTC	good till cancelled	có giá trị tới khi bị hủy-bỏ
GOV, GOVT	government	chính phủ
GI	*government issue	chứng từ của chính phủ, lính Mĩ
GR	grain	đơn vị = 0,0648 gam

GR	gram	gram
GMT	Greenwich mean time	giờ quốc tế GMT
GT	*gross ton	tấn Anh (=1016kg)
GR WT	gross weight	trọng lượng cả bì
GP	group	nhóm
GUART	*guarantee	bảo đảm, bảo hành

(H)

HAN	Hanoi	Hà Nội
HAM	*hamburg	Hamburg (cảng)
HCMCTY	Ho Chi Minh City	thành phố Hồ Chí Minh
HV	have	có
HO	head office	văn phòng chính
HR	here	ở đây
HP	high pressure	áp suất cao
HIH	His or Her Imperial Highness	Thuộc về Nữ hoàng
HK	*HongKong	Hồng Kông
HKD	*Hong Kong dollar	đô la Hồng Kông
HP	*horsepower	mã lực
HTL	hotel	khách sạn
HEVER	however	tuy nhiên
CWT	*hundredweight	tạ Anh (Anh = 50,8kg/Mĩ=45.3kg)

(I)

IE	id est (that is)	có nghĩa là
ILL	Illinois	Illinois (bang)
IMDT, IMMD	*immediate	ngay, lập tức
IMMDLY	*immediately	ngay
IMP	import	nhập khẩu
ID	import declaration	tờ khai nhập khẩu
I/LIL	import licence	giấy phép nhập khẩu
IMPSBL	impossible	không thể được
IN	inch	ing (2,5cm)

INCL-INCLD	include	gồm
INCLDD	included	được bao gồm, được tính vào
INCVENCE	*inconvenience	bất tiện
INCR	increase	gia tăng
IND	*Indiana	Indiana (bang)
IFM, INFM, INFO	inform	thông báo
IFMN, INFMTN	information	sự thông tin, tin tức
INSOL	insolvency	không có khả năng trả nợ
INST	installment	trả dần
L/C, NOT	instead of	thay vì
INSTN	institution	cơ quan
INSTR	*instruct	chỉ thị, chỉ dẫn
INSTRCTN, INSTN	instructions	những chỉ thị, chỉ dẫn
INSUF	*insufficient	không đầy đủ
INS	insurance	bảo hiểm
INTRPTN	*interruption	sự gián đoạn
INVES	*investigate	điều tra
INVESN	*investigation	sự điều tra
INVTN	*invitation	lời mời
IN TRANS	*intransit	đang quá cảnh
INV, IVC	invoice	hóa đơn
IB	invoice book	sổ hóa đơn
IOU	I owe you	giấy ghi nợ
IRREG	*irregular	bất thường
IRRES	*irrespective of	không kể đến
IRREV	irrevocable	không hủy ngang

(J)

JAN	*January	tháng Giêng
JPN	Japan	Nhật Bản
JIS	*Japan Industrial Standard	Tiêu chuẩn công nghiệp Nhật Bản
JPNS	Japanese	của Nhật Bản

JAS	*Japanese Agricultural Standard	Tiêu chuẩn Nông nghiệp của Nhật Bản
JST	Japanese Standard Time	Thời gian tiêu chuẩn Nhật Bản
JETRO	Japan External Trade Organization	Tổ chức ngoại thương Nhật Bản
J/A	joint account	tài khoản liên doanh
JAL	Japanese Air Lines	Hàng không Nhật Bản
JL	Journal	tạp chí
JUL	July	tháng Bảy
JUN	June	tháng Sáu
JR	junior	tập sự, sơ cấp, trẻ

(K)

KK	*Kabushiki Kaisha	Kabushiki Kasha
KANS	*Kansas	Kansas (bang)
KP	*keep	giữ
KY	Kentucky	Kentucky (bang)
KG	kilogram	ki lô
KL	*kiloliter	ki lô lít
KM	*kilometer	ki-lô-mét
KV	*kilovolt	ki-lô-vôn
KVA	*kilovolt-ampere	ki-lô-vôn - ampe
KW	*kilowatt	ki-lô-oát
KWH	*kilowatt-hour	ki-lô-oát/giờ
KDDY	*kindly	xin vui lòng, cảm phiền, đề nghị

(L)

LP	*large paper	giấy lớn
LV	*leave	đời đi, ra đi
LCL	*less than carload lot	chưa đầy một chuyến xe
LCL	*less than container load	chưa đầy một công-ten-nơ
L, LET, LTR	letter	thư
LA	*letter of advice	thư thông báo
L/A	*letter of authority	thư ủy thác
L/G, LC	letter of credit	thư tín dụng

L/G	letter of guarantee	thư bảo hành
LO/LO	lift on/lift off	nhấc lên/nhấc xuống
LITE	* light	nhẹ
LTD	limited	hữu hạn
L, LTR	liter	lít
LR	Lloy's register of Shipping	Công ty đăng kiểm tàu biển Lloy's
LWP	* load water plane	thủy phi cơ
LMT	local mean time	giờ địa phương
LST	* local standard time	giờ tiêu chuẩn địa phương
LN (LDN)	London	Luân đôn
LDTEL	long-distance telephone	đường thoại đường dài
L/T, LT, LTON	long ton	tấn Anh (=1016kg)
LA	*Los Angeles	Los Angeles
LLANDD	loss and damage	tổn thất
L/G	loss and gain	lỗ lãi
LA	*Louisiana	Louisiana (bang)

(M)

MACH	*machine	máy
MME	madame	quý bà
MS	mail steamer	tàu đưa thư
MGR	manager	quản lý, quản đốc
M/F	manifest	bảng lược kê hàng trên tàu
MANF, MFR	*manufacture	chế tạo
MFG	*manufacturing	chế tạo
MSS	manuscripts	bản thảo
MTKS	many thanks	cảm ơn nhiều
MAR	*March	tháng Ba
MIP	marine insurance policy	đơn bảo hiểm hàng hải
MC	*market capacity	công suất đáng kể
MKT, MRKT	*market	thị trường
MR	master's receipt	biên lai thuyền phó
MASS	*Massachusetts	Masachusétts (bang)

MAX	maximum	tối đa
MNTIME, MTIME	meantime	giờ chính thức
MP	*Member of Parliament	Đại biểu Quốc hội
MEMO	*memorandum	ghi nhớ, thư nội bộ
MDSE	merchandise	hàng hóa
MSG	*message	bản tin, nội dung bức điện
MESSRS	messieurs	quý ông
M/T, MT	metric ton	tấn mét (1000kg)
MID	*middle	giữa
MP	military police	quân cảnh
MA	*miliampere	mi-li-am-pe
MM	millimeter	mi-li-mét
MIN	minimum	tối thiểu
MINS, MNS	minutes	phút
MINN	*Minnesota	Minnesota (bang)
MON	Monday	Thứ 2
MO	money order	bưu phiếu
MTH	*month	tháng
M/D	*months after date	tháng sau ngày
M/S, MS	*months after sight	các tháng sau khi trình
M/D	month's date	ngày trong tháng
MOR	*morning	buổi sáng
MS	*motor ship	tàu có động cơ
MV	*motor verssel	tàu có động cơ
M/A	*my account	tài khoản của tôi

(N)

N/A	*no account	không có tài khoản
N/A	*no advice	không thông báo
NP	no fund	không có quỹ
N/M	*no mark	không có kí mã hiệu
N/A	*nonacceptance	không chấp nhận

N/O	*no orders	không có đơn đặt hàng
NORED	no reduction	không giảm
NR	no risk	không có rủi ro
ND, NDAK	*North Dakota	North Dakota (bang)
NB	nota bene	ghi chú
N/E	not enough	không đủ
NS	*not specified	không quy định cụ thể
NOV	November	tháng 11
NO, NR (NBR)	number	số
NCSRY	necessary	cần thiết
NEGO	*netgotiate	đàm phán
N/P	*net proceeds	các khoản thu ròng
NT	neton	tấn tịnh
NTWT (NW)	net weight	trọng lượng tịnh
NB	new bond	trái phiếu mới
NH	*New Hampshire	New Hampshire (bang)
NJ	New Jersey	New Jersey (bang)
NMEX.	*New Mexico	New Mexico (bang)
NY	New York	New York
NX	*next	kế tiếp
NS	*nickel steel	thép pha kền

(O)

O/A	*our account	tài khoản của chúng tôi
ORGNL	*original	bản gốc
OP	out of print	không xuất bản nữa
O/S	out of stock	hết hàng
O/S	overcharge	tính quá giá
OD	*overdraft	khoản vay trội (ngân hàng)
OV	voltage	quá tải (điện)
OR	owner's risk	rủi ro của người sở hữu
ORB	*owner's risk of breakage	rủi ro gãy vỡ của người sở hữu
ORF	*owner's risk of fire	rủi ro hỏa hoạn của người sở hữu

OBTN	obtain	có được, lấy được
OCT	October	tháng 10
OKLA	*Oklahoma	Okalahoma (bang)
OFC	office	văn phòng
OR	official receiver	người nhận chính thức
OM	*old measurement	cách đo cũ
OE	*omissions excepted	ngoại trừ sót
O/A	*on account of	theo tài khoản của
O/D	*ondemard	theo yêu cầu
O/S	on sale	để bán
OJT	on the job training	huấn luyện theo việc
OC	*open charter	hợp đồng thuê tàu đương nhiên
OP	*open plicy	hợp đồng bảo hiểm bao
OR	operation research	ngiên cứu sự vụ
ORD	order	đơn đặt hàng
O/NO	*order number	số đơn đặt hàng
OREG	*Oregon	Oregon (bang)
OWISE	otherwise	khác đi, trái lại
OZ	*ounce	lạng Anh (32g)
OL	our letter	thư của chúng tôi
OT	our telegram	điện tín của chúng tôi

(P)

PCB	petty cash book	sổ tiền mặt lật vặt
PC(S)	*piece(s)	đơn vị: chiếc, máy...
PLS, (PSE)	*pleas	xin vui lòng
PTO	pleas turn over	xin lật sang trang bên
PK(S)	*pack(s)	gói, kiện
PKG	*package	gói, kiện
PW	*packed weight	trọng lượng cả bao bì
PKR	*packer	nhân viên đóng hàng
PKG	*packing	bao bì
P	page	trang

PARA	*paragraph	đoạn (văn)
PP	*parcel post	bưu kiện
PT	part	phần
PL	partial loss	tổn thất từnghf phần
P/A, PA, P/AV	*payable average	tổn thất riêng
PPM	*parts per million	phần triệu
PAT	patent	bằng sáng chế
POR	*payable on receipt	thanh toán khi nhận
PAYT	*payment	thanh toán
POD	pay on delivery	thanh toán khi giao hàng
P	*pence	xu
PA	*Pennsylvanie	Pennsylvanie (bang)
PA	*per annum	hàng năm
PC	precent	phần trăm
PPA	perencent per annum	phần trăm/năm
PPM	percent per million	phần trăm/triệu
PRD	period	giai đoạn
PERPRO	per procuracy	theo ủy nhiệm, thừa lệnh
P/C	*pettly cash	tiền mặt lật vật
PPI	*policy proot of interest	giấy chứng minh tiền lời
POC	port of call	cảng ghé qua
POSSBL, PSBL	possible	có thể
PMO	postal money order	bưu phiếu
PO	*postal order	bưu phiếu
PC	postcard	bưu ảnh
PM	postmaster	trưởng bưu điện
PM	post meridiem	sau Ngọ (12 giờ trưa)
PO	*post office	bưu điện
POB	*post office box	hộp thư bưu điện
PS	*potscript	tái bút
LB(S)	*pounds	cân Anh ("450gr)
P/A, PA	power of attorney	quyền ủy nhiệm

PREF SHR	preference share	cổ phần ưu đãi
PREV (LY)	previous (ly)	trước đây
PM	Prime Minister	Thủ tướng
PM,PREM	*premium	lệ phí bảo hiểm
P/C	*price current	giá hiện hành
P/A	*private account	tài khoản riêng
PRDCN	*production	sản xuất
PANDL	*profit and loss	lời và lỗ
PN	promissory note	lệnh phiếu
PROX	proximo	vào tháng sau
PR	public relation	giao tế, quan hệ với công chúng

(Q)

QLTY	*quality	phẩm chất
QNTY, QT	*quantity	số lượng
QT	*quart	lít Anh
QM	*quartermaster	thủy thủ trưởng
QY	quay	bến tàu
QUES	question	câu hỏi
QKLY	*quickly	nhanh chóng
QI	quiet	yên tĩnh
QTN, QUTN	*quotation	báo giá
QQT, QTE	quote	báo giá

(R)

RCPT	*receipt	biên nhận, biên lai
RCV	*receive	nhận
RCVD, RECD, RECVD	received	đã, được nhận
RCVD PAYT	received payment	số tiền được trả
RCOMND, RECM	recommend	khuyến nghị
REF(RE)	*reference	tham chiếu, dẫn chiếu
ROC	*reference to our cable	dẫn chiếu điện của chúng tôi

ROL	*referring to our letter	dẫn chiếu thư của chúng tôi
ROT	* referring to our telegram	dẫn chiếu điện của chúng tôi
RYL	*referring to your letter	dẫn chiếu thư của quý ông
RYT	*referring to tyour telegram (telex)	dẫn chiếu điện của quý ông
R/A	*refer to acceptor	tham chiếu người nhận
R/D	*refer to drawer	tham chiếu người ký phát
REF	refrigerated	được làm lạnh
REFCON	refrigerated container	công-ten-nơ lạnh
REFRIG	refrigerating	làm lạnh
RE	regarding	về
RYL	regarding your letter	về thư của ngài
RYT	regarding your telegram	về điện của ngài
RGDS	regards	lời thăm hỏi
REGD	registered	được đăng kí (bảo hiểm)
RGRT	*regret	lấy làm tiếc
REM, RMKS	*remarks(s)	ghi chú
REM	remittance	số tiền chuyển, chuyển tiền
RPT	*repeat	nhắc lại
RPTN	repetition	sự nhắc lại
REQTS, RQ	*request	yêu cầu
REGMNT	requirement	yêu cầu
RES, RESV, RSV	reserve	đặt chỗ
REPECTVLY	*respectively	lần lượt
RTRN	*return	trở lại
RI	*Rhode Island	Rhode Island (bang)
RO/RO	roll on/ roll off	đưa lên, đưa xuống
RVTG	reverting	trở lại như cũ
RPM	*revolutions per minute	vòng quay/một phút
RDF	*rural free delivery	giao hàng miễn phí tới vùng hẻo lánh

(S)

S/N	sample number	mẫu hàng số
-----	---------------	-------------

SF	* San Francisco	San Francisco
SB	sales book	sổ bán
SL	salvaged loss	sổ mất mát được cứu hộ
SMPL	*sample	mẫu hàng
SOS	save our ship or souls	tín hiệu cấp cứu (của người đi biển hoặc tàu)
SB	savings bank	ngân hàng tiết kiệm
SAT	*Saturday	Thứ 7
SCDUL, SCHDL	schedule	chương/lich trình
S/D	*sea-damaged	bị hư hỏng ngoài biển
SECT	section	phần, khu vực
SEP	September	tháng 9
SUCL	set up in carloads	được thực hiện bằng chuyến xe
SHIPMT, SHIPT	*shipment	sự gửi hàng, chuyến hàng
SHIPD, SIPD	shipped	được gửi, đã gửi
SANDC	*shipper and carrier	người gửi và người chuyên chở hàng
SHPG	shipping	việc gửi hàng
SO	shipping order	lệnh gửi hàng
S/T, ST, STON	*short ton	tấn Mĩ = 907,2kg (tấn ngắn)
S/T	shortage	thiếu
SHUD	should	phải
SIG, SIGN	signature	chữ kí
SPORE, SPR	Singapore	Singapore
SANDC	*sized and calendered	được tính cỡ và cán láng
SNST	soonest	sớm nhất
SRY, SRRY	*sorry	lấy làm tiếc
SC	*South Carolina	South Carolina (bang)
SDAK	*South Dakota	South Dakota (bang)
SPEC	specification	quy cách
SG, SPGR	specific gravity	trọng lượng riêng
SWG	*Standard Wire Gauge	số đo dây tiêu chuẩn
SCP	*standing operating	thủ tục hoạt động tại chỗ

	procedure	
SS	steamship	tàu chạy bằng hơi nước
S/B	*statement of billing	thông báo lập hồi phiếu
STGL	Sterling Pound	Bảng Anh
STVDR	stededor	nhân viên bốc dỡ
STP	stop	ngừng
SUBJ	*subject	tùy thuộc vào
SPA	*subject to particular average	tùy thuộc vào tổn thất riêng biệt
SUB	submarine	tàu ngầm
SUB	subcription	tiền đóng trước
SUB	subtitude	thay thế, thế phẩm
SUG, SUGST	*suggest	đề nghị
SUN	Sunday	Chủ nhật
SUP	supply	cung cấp
SU	surveyor	nhân viên kiểm hóa
SID	*Sydney	Sydney (Ôxtraylia)

(T)

T	tare	bao bì
TECH(LY)	*technical(ly)	về mặt kĩ thuật
TELCON	telephone conversation	đàm thoại bằng điện thoại
TEL, TLG(T)	*telegram	điện báo
TEL, TLG	telegraph	đánh điện
TA	telegraphic address	địa chỉ điện tín
TT	telegraphic transfer	chuyển (tiền) bằng điện
TMO	*telegraph money order	bưu phiếu chuyển tiền bằng điện tín
TEL	telephone	điện thoại
TPR	teleprinter	máy chuyển điện
TTLX	telex	điện chữ
TELECON	telex conversation	đàm thoại bằng telex
TEMP	temperature	nhệt độ
TLNN	*Tennessee	Tennessee (bang)

TXT	text	để tài, nội dung
TKS (THKS)	thanks	cảm ơn
TFORE	therefore	do đó
TMTH	this month	tháng này
THRU	*through	qua, bằng (phương tiện)
THRU	*Thursday	Thứ 5
TKT	ticket	vé
THROBL	through bill of lading	vận đơn suốt
TDAY	today	hôm nay
T	ton	tấn
T/D	*time deposit	tiền gửi, kí thác kì hạn
T/L	*time load	tiền vay kì hạn
TLO	total loss only	tổng số thiệt hại mất mát mà thôi
TRF	*traffic	giao thông
TRSHPT	*transshipment	chuyển tải
TRANS	*transactions	thương vụ giao dịch
TRANS	*transport	vận chuyển
TRBL	*trouble	khó khăn
T/R	*trust receipt	biên lai tín thác
TUES	Tuesday	Thứ 3

(U)

ULL	*ullge	lượng hao
UNDELVD	*undelivered	chưa được giao
UNSTND	*understand	hiểu
U/W	underwriter	người bảo hiểm
UK	*United Kingdom	Vương quốc Anh
USA	United States of America	Hợp chủng quốc Hoa Kỳ
USG	Standard Gauge	Số đo tiêu chuẩn của Mỹ
UNIV	universal	phổ thông
UNIV	university	đại học
UNKWN	*unknown	không được biết
UNQTE	*unquote	không trích được

UNRCVD	*unreceived	không nhận được
UNREGD	*unregistered	không được đăng ký
UY	uranium Y	uranium Y
URGT (LY)	*urgent (ly)	khẩn cấp
USD, USDOL	*U.S. dollars	Đô la Mĩ

(V)

VLDTY	*validity	thời gian hiệu lực
VMUCH	*very much	hiều
VS	versus	khác với
VIP	very important person	nhân vật quan trọng
VSL	vessel	tàu
VC	*vice-chairman	phó chủ tịch
VIZ	videlicet	nghĩa là, tức là
VS	*visible supply	tiếp liệu hữu hình
VSN	*vision	tầm nhìn
V	volt	volt/vôn
VNA	Vietnam	Việt Nam
V/M	*volt per meter	vl/mét
VM	*voltmeter	vôn kế
VCL	volume	khối lượng, thể tích

(W)

WT	*wait	đợi
WO	waiting order	lệnh đợi, thứ tự đợi
WB	*warehouse book	đơn đặt hàng
W/W	* warehouse warrant	sổ kho
WR	*war risk	giấy chứng nhận lưu kho
WASH	Washington	Washington
WH	*wat-hour	oát giờ
W/B, WB	waybill	vận đơn đường bộ
WED	Wednesday	Thứ 4
WK	*week (work)	tuần lễ (làm việc)
NXWK	next week	tuần sau

WKDS	*weekdays	ngày trong tuần
WKTLY	*weekly	hàng tuần
WGT, WT	weight	trọng lượng
WNTD	well noted	được ghi chú đầy đủ
WB	*westbound	về hướng Tây
WHF	wharf	bến tàu
WL	will	sẽ, mong muốn (n), ý kiến (n)
WLBE	*will be	sẽ là
WOUT	without	không
WC	*without charge	miễn phí
W/P	without prejudice	không thành kiến
WA	with average	có tổn thất
WPA	*with particular average	có tổn thất riêng biệt
WRK	worker	nhân viên, công nhân
WKG	working	làm việc
WG	working group	nhóm làm việc
WUD	would	nên, sẽ

(X)

XC	EX coupon	bằng phiếu
XMAS	Christmas	lễ Thiên Chúa Giáng sinh
XD	ex dividend	bằng lãi cổ phần
XIN	ex interest	bằng lãi

(Y)

YD	*yard(s)	mã
YDAY	yesterday	hôm qua
U	*you	anh, ông, quý ông
YR, UR	*your	của quý ông (adj.)
YRS	*yours	của quý ông (pro.)
YI	your letter	thư của quý ông
YT	your telegram	điện tín của quý ông

(Z)

ZN	zinc	kẽm
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**The Language of
Business Correspondence
in English**

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