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БИБЛИОТЕКА СТУДЕНТА
STUDENTS' BOOKS



BUSINESS CORRESPONDENCE

Series Editor
E. YAKOVLEVA

MAAL
1997

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Moscow STATE UNIVERSITY
FACULTY OF FOREIGN LANGUAGES
Department of Further Education

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BUSINESS CORRESPONDENCE
M.: MAAL, 1997. – 44 p.
ISBN 5-88091-038-5

The manual is based on long-term teaching of Business English at Moscow State University and other institutions. It has also incorporated many years of practical experience of the authors' operating as interpreters and business assistants at different levels of business negotiations. The textbook contains essential information and sample materials the sound knowledge of which will facilitate the learner's business communication.

Оригинал-макет подготовлен на персональном компьютере.
Составитель оригинал-макета Подзолко Михаил.

ISBN 5-88091-038-5

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INTRODUCTION TO THE SERIES

The STUDENT'S BOOKS series continued by this publication is designed to provide a general backup for lectures and seminars conducted at the FACULTY OF FOREIGN LANGUAGES, and to supply the students with an opportune aid for review of previous courses. The subjects presented in the series are widely taught, and the books are urgently needed both by students and by teachers, employed in undergraduate courses.

Each book in the series is based on fundamental research and long-term practical classroom experience. One of the advantages of the series is that the material is presented in a way which allows considerable improvement in accessibility and comprehension.

The series is dedicated to professor SVETLANA TER-MINASOVA, my teacher and friend, to whose outstanding efforts we owe the existence of the FACULTY OF FOREIGN LANGUAGES.

E. Yakovleva

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INTRODUCTION

The role of correspondence in business cannot be overestimated. Cables, telexes and especially letters often present evidence of an arrangement or a contract, and must therefore be written with care. Unsuitable letter or telex may cause confusion and loss, while well-conducted correspondence is a sign of the efficiency that is so strong a factor in success. Here are some general considerations and practical recommendations that may prove to be useful.

A letter should never be typed or written so as to present a solid block of matter that your correspondent feels disinclined to read. It is not always wise to follow the rule that a paragraph should be given to each subject. Different aspects of the same subject may be given separate paragraphs, and each paragraph should rarely exceed six or eight lines.

A letter (cable, telex) should be as long as is necessary to say what has to be said in as few words as possible. Clarity and conciseness are all-important. On the other hand, do not be abrupt: your correspondent should not get the impression that you do not have the time or do not think him of sufficient importance.

A good vocabulary is necessary, both in your own and foreign languages. Repetition should be avoided as much as possible.

Do not forget about the dangers of literal translation. It may convey quite a different meaning from that intended. In this manual you will find some of the phrases in general use that may be helpful.

When you are conducting correspondence concerning a contract or some other business document, make sure that same words are used for same subjects, objects and categories both in your letter and the text of the document.

When you have written a letter, read it through carefully. Try to put yourself in the place of the receiver, to find out what impression your letter will make.

All the points mentioned above are very important. But if you are going to be a real success, remember that ideally you should work out your own style of writing that will give the impression of sincerity and, being natural to you, will carry your personality to the reader.

I. ARRANGEMENT OF A LETTER ON THE PAGE

The business letter is always typewritten or printed on a sheet of paper. There should be white space (margins) of approximately 2.5 cm on all sides of the text, and the text should sit in the center of the page. Single-spacing is proper, except that a blank line is left between paragraphs and between the various parts of the letter.

Your address should be put at the top right-hand corner (house number first, then street name, then town, etc.). Do not put your name above the address: your name only comes at the end. Put the date under the address. There are several possible ways to write the day's date. In British business letters it is customary to put the date before the name of the month (for example, **1 May 1995**). In American business letters it is the other way round (**May 1, 1995**). 01/05/95 is incorrect and confusing because of the transatlantic differences in putting the date or month first.

The name and address of the person you are writing to should appear on the left-hand side of the page (beginning one line lower than the ending of your address). The greeting to the reader should appear on the left of the first line, not in the middle. The first sentence should begin under the name of the recipient. Two lines below the text, and near to the center of the page, the letter is closed with the words "**Yours faithfully**", "**Yours sincerely**", etc. This is known as 'complimentary close'. Four or five lines below the complimentary close and directly underneath it, the writer's name appears and directly under the name comes the professional position, if appropriate. The letter should be signed between the complimentary close and the signature block.

EXERCISE

Запишите следующие даты, как принято в деловой корреспонденции.

12/10/91; 03/11/89; 08/03/95; 28/01/93; 30/02/65; 10/04/72; 21/05/90;
31/06/45; 19/07/13; 13/08/99; 01/09/81; 27/12/91

II. ADDRESS: ABBREVIATIONS AND PUNCTUATION

There are several types of abbreviations accepted in business letter writing. These are titles, professional positions, types of the company and the address proper. The recipient should always be given a title: "Mr." for men, and "Mrs." for women (unless it is known that a woman prefers "Miss" or "Mrs."). Naturally, if the person has earned a title – *Doctor (Dr.)*, *Professor (Prof.)*, *Reverend (Rev.)*, *Captain (Cap.)*, etc. – the title or its abbreviation should be used. The next line of the address is usually the recipient's position, such as: *Director (Dir.)*, *Manager (Mgr.)*, *President (Pres.)*, *Secretary (Sec.)*, etc. Then follows the name of the company where use of abbreviations is also possible. For example, *Company – Co.*, *Corporation – Corp.*, *Limited – Ltd.*, etc. Finally comes the address proper with the usual abbreviations like: 'St.' for *Street*, 'Rd.' for *Road*, 'Sq.' for *Square*, etc. For more complete list of abbreviations see Appendix I. Note that each line of the address is followed by a comma. The last line is followed by a full stop. But we do not put a comma or a full stop after the date. Note also that in modern English (especially British English), abbreviations are usually written without full stops. Below is an example of the properly written address:

Mr. J. R. Dodd,
Dodd & Co. Ltd.,
56 County Sq.,
London SW1.

EXERCISE

Перепишите следующие адреса в соответствии с правилами:

1. Hampshire/95b/ Southward Parade/R D Jones/Portsmouth/Mister/
Topsail Limited
2. Texas/135 Riverpool Road/The Manager/Amarillo/Joseph Hicks and
Nephew

3. Esquire/President/Brown and Company Limited/J B Crewe/Sussex/
Eastbourne/Brook Street
4. Endex International Incorporated/Director/Doctor/Guildford Square/R
E Etherington/District Columbia/Washington
5. Sleepy Hollow Boulevard/Los Angeles/Professor/USA/New College of
the American West/Sean M Logan/California
6. The Secretary/121 Madison Avenue/Robert B. Stuart/New York/USA/
Silver Age Corporation/New York/New York 20032/Captain

III. OPENING AND ENDING A LETTER

"Dear Sir", "Dear Madam" are the usual forms in business letters. If the sex of the person to whom one is writing is unknown, **"Dear Sir"**, irrespective of sex, is the correct form. If one is addressing two or more persons **"Dear Sir"** is used. Before the name of a firm the title **"Messrs."** is often written which is an abbreviation of the French word **"Messieurs"**. Note that in American English the word **"Gentlemen"** is used instead of **"Dear Sirs"**. In correspondence with strangers it is usual to change from **"Dear Sir"** to **"Dear Mr. ..."** after one or two letters have been exchanged. The same title is used in writing to acquaintances: **"Dear Mr. Brown"**, **"Dear Mrs. Brown"**, **"Dear Miss Brown"**, **"Dear Ms Brown"**. After the salutation British people put a comma, which is considered very informal in American English. Americans normally put a colon.

"Yours faithfully" is the correct ending for all business letters which have begun with **"Dear Sir"** or **"Dear Madam"**. A letter can be made more formal by the addition of **"I am"** or **"I remain"**:

I am (I remain)

Yours faithfully,

John Brown

"Yours truly" is used as an alternative to "Yours faithfully" when one does not know the recipient.

"Yours sincerely" should be used to end a business letter which has started with the name of the recipient: "Dear Mr. James". "With best wishes" or "With kind regards" may be added to business letters if the correspondents know each other.

The signature. Women should indicate their title after their signature if this is necessary, as it usually is in business letters:

Diana Brown (Miss)

Diana Brown (Mrs)

EXERCISES

Определите по тексту письма тип обращения и концовки.

I

.....
Our Sales Manager, Mr. R D Jones, will be in Paris on business for ten days. We would like to reserve for him a single room, with bath, from 9th to 19th July inclusive.

We should be glad if you would confirm this booking as soon as possible.

II

.....
With reference to your letter No FC/258 dtd May 6, 1992 we are forwarding you herewith our Invoice No 06/021-ac amounting to US\$ 100,000.00 for the works executed. Would you please acknowledge the receipt.

LETTER OF APPLICATION

A person willing to get a certain job is supposed to write one of the types of a business letter. This is known as a letter of application. The letter should include the applicant's age and experience. Also, the reason for applying should be given, and any details (such as hobbies) which help the prospective employer to judge the applicant's personality. Letters should be brief and to the point and should be clearly written or typed. Language of the letters should follow general rules accepted in business letter writing.

Here is an example of such a letter:

2 February 1996

The Post Office.

Dear Sirs,

I am seeking a job as a Telephone Engineer and should be glad to know whether you have any vacancies. I have passed the TEC Certificate and I am taking classes for the National Certificate. I am 20 years of age.

Yours faithfully,
Gabriel Brown

EXERCISES

1. Передайте содержание письма на русском и английском языках.
2. Составьте положительный ответ на письмо, используя предлагаемые фразы:

on 10 February 1996/I am pleased to inform you/a Telephone Engineer/to interview you/I look forward/we do have a vacancy of/if it is convenient to you/I will be glad/to seeing you/at 3pm

3. Составьте отрицательный ответ на письмо, используя предлагаемые фразы:

at present/would you please/we do not have any vacancies/in a month/
to inform you/get in touch with us/we will have in some time/I am sorry/
but it is possible that

4. Разбейте текст письма на абзацы, расставьте знаки препинания и передайте содержание письма на русском и английском языках:

30 March 1994

KOMMERSANT

The Russian Weekly

41 Khoroshevskoye Shosse

Moscow 123308

Russian Federation

Dear Sirs.

Your advertisement in today's KOMMERSANT for a senior shorthand typist interests me greatly I am twenty-two years of age I attended my local college of further education where I qualified in shorthand 110 words per minute and typing 60 words per minute the course also included general secretarial training my present employer has increased my responsibilities in the three years that I have worked for his Company my work includes operating the telex machine and I have had some experience in using a simple word processor during the past year I have been dealing with most of the general correspondence on my own initiative and presenting my replies for the Manager's signature I am anxious to extend my experience and should much appreciate the opportunity of an interview I look forward to hearing from you

Yours faithfully

Sheila Brown

5. Заполните пропуски предлагаемыми словами и выражениями, поставив глаголы в нужные формы.

to deal with/to wonder/to operate/to hear/should/would/to interview/to
retire/to grant/to prepare/to be educated/to be

18 May 1996

Dear Sir,

I ... from a friend that you are seeking a reliable private secretary and I ... whether you ... be willing ... me an interview.

I ... at High Lake College for girls, where I passed in English, French, History and Geography. I ... now 27 and for the past five years have been Private Secretary to the Managing Director of *JOSEPH HICKS AND NEPHEW*, the Civil Engineers. I ... his correspondence, ... callers for him, ... the agenda and the minutes for the Director's meetings, taken verbatim notes at those meetings. My shorthand speed is 120 words per minute and typewriting speed 50 words per minute. I can also ... a telex machine.

My reason for seeking another job is that my present employer is ... soon and I ... like a change.

Yours faithfully,
Sheila Brown

Составьте письменный перевод письма на русский язык.

- 6. Составьте отрицательные и положительные ответы на письма, приведенные в упражнениях 4 и 5.**

LETTER OF ENQUIRY

A letter of enquiry is a request for a price-list or a catalogue. One does not need to be an expert write a simple letter of enquiry. The request can be made in a single sentence – even on a post-card. You are a prospective buyer, you say what interests you as simply as possible.

A request for a quotation of price and terms may take a little longer and should be clear and exact; but here again, there is no need for long, overpolite phrases and still less for humbleness.

An enquiry sent to the supplier with whom you have not yet done business, should begin by telling the supplier how you obtained his name. This, too, can be expressed in simple, direct language.

Here are some useful phrases to help you begin your enquiry:

1. **Please send us your catalogue and price-list of ...**
2. **Please let us have your prices in US\$ for: ...**
3. **Will you please quote for the following items: ...**
4. **Kindly quote us your lowest prices for the goods listed below: ...**
5. **Please let us have a quotation for the regular supply of Lead Paint in tins and drums.**
6. **We should be pleased to receive your illustrated catalogue and price-list of ...**
7. **Will you please send us sample of ...**
8. **We have a considerable demand here for silk fabrics and should welcome your pattern-book.**
9. **Your name was given us by the Russian Chamber of Commerce and we should like to inquire whether ...**
10. **The British Embassy at ... has advised us to get in touch with you concerning ...**

11. We hear that you are exporters of ...
12. Friends of our in this city, Messrs. ... advise us that you are able to supply ...
13. We have seen your advertisement in **KOMMERSANT WEEKLY** and should be glad to have price-lists and details of your terms.

EXERCISES

1. Прочтите следующее письмо и по модели составьте письмо с просьбой выслать брошюру по интенсивному курсу английского языка. Сообщите директору школы, что Вы собираетесь приехать на шесть месяцев. Дайте информацию о Вашем родном языке, о том, как долго Вы изучали английский язык и когда Вы собираетесь прибыть в Британию.

(Sussex/the Principal/Park Language School/mother tongue/247 Hampshire Road/brochure/East Brightbourne/intensive English language courses)

15 June 1995

The Secretary,
The Association of Recognized
English Language Schools,
43 Russel Sq,
London WC 1B 5DH

Dear Sir,

I would like to study English at a language school on the south coast of England. I hope to come to England for approximately one year, starting next September. Would you be so kind as to send me your list of Recognized English Language Schools?

Yours faithfully,
Diana Poitier

2. Расставьте знаки препинания в следующих двух письмах и разбейте их на абзацы:

I

Leder Bauer GMBH
666 Reutlingen
Aachenerstrasse 280
Germany

17 May 1994

J B Crewe Esq.
President
Brown & Co. Ltd.
Brook St.
Eastbourne Sussex
England

Dear Sir,

We learn from the British Embassy that you are producing for export hand-made shoes and gloves in pure hide and other natural materials there is a steady demand here for high-class goods of this type especially in the brighter colours sales are not high but a good price can be obtained for fashionable designs will you please send us your catalogue and full details of your export prices and terms of payment together with any samples you can let us have we look forward to hearing from you.

Yours faithfully
Helmut Schmidt

II

Brown & Co. Ltd.
Brook St.
Eastbourne Sussex
England
25 May 1994

Messrs Leder Bauer GMBH
666 Reutlingen
Aachenerstrasse 280
Germany

Dear Sirs

Your enquiry of 17 May 1994 which we welcome is receiving our attention and we thank you for your interest in our products a copy of our illustrated export catalogue will be sent to you today together with a range of samples of the various skins used in the manufacture of our gloves and shoes we think the colours will be just what you want for the fashionable trade and the beauty and elegance of our designs coupled with the superb workmanship should appeal to the discriminating buyer our Representative Mr. Joseph Brown will be in Reutlingen next week and he will be pleased to call on you with the full range of samples of our hand made lines he is authorized to discuss the terms of an order with you or to negotiate a contract it will be a pleasure to serve you.

Yours faithfully

J. B. Crewe

3. Дайте ответ на следующий запрос:

Dear Sirs,

I would be obliged if you would let me know the lowest price you can quote for a good quality China tea for a regular order of ... per month.

Yours faithfully,

R. D. Brown

4. Восстановите запрос по следующему ответу:

Dear Sir,

Thank you for your enquiry for 5,000 booklets. These would be ideally suited to our plant and I hope you will find our work price attractive. Meanwhile, I enclose examples of similar work which we have done so that you may see the standard of quality which we achieve.

Our estimate will reach you in about ten day's time, with samples of the paper which we propose to use.

Yours faithfully,

Sean M. Logan

Here are some opening and concluding phrases:

1. Many thanks for your enquiry of 3 September 1995 ...

2. We are pleased to have your enquiry ...
3. It was a pleasure to hear from you ...
4. We thank you for your letter of yesterday ...
5. As requested by you on the telephone today, we ...
6. In reply to your telegraphed enquiry of this morning ...
7. Replying to your enquiry of 7 of June 1996 ...
8. we are glad to inform you that ...
9. we are happy to advise you that ...
10. we have pleasure in confirming ...
11. In reply to your enquiry of 12 December 1995 we (have pleasure in enclosing) (are sending you herewith) ...
12. the brochure requested
13. full details of our offer
14. particulars of our special lines
15. details of our export models.
16. We thank you for your enquiry and have today sent you a full range of samples.
17. We are obliged to you for your enquiry of 17 April 1996, and ...
18. Referring to your letter of August 20, 1995, we ...
19. Our whole experience is at your service. We hope you will make use of it.
20. We think we have covered every point of your enquiry. If not, please do not hesitate to write to us again. It will be a pleasure to give you an immediate reply.
21. We should appreciate the opportunity of showing you how efficiently we can serve you.
22. Words alone will not prove what we claim for our products: only a trial can do that, and a trial will convince you.
23. You may rely on us to give your requirements immediate attention.

24. We are sure that these goods will meet your requirements, and we look forward to your first order.
25. We look forward to the pleasure of serving you.
26. An early reply would help us to help you.
27. Our services are at your disposal.

ORDERS. THEIR ACKNOWLEDGEMENT AND REFUSAL

After the answer to the enquiry has been received the next step is to place an order. It should be borne in mind that language of an order follows the same pattern as that of the enquiry. Abundant courtesy should be avoided; it should be put in simple brief sentences and straight to the point. As far as acknowledgement or refusal of an order is concerned the situation is different, since professionally and psychologically the seller is more interested in making a contract than the buyer. That is why in his case a more polite and careful turn of phrase is required; this can turn out decisive for his business.

The buyer must make clear to the seller exactly what he wants. That is why clarity is needed. Some of the details that may need mention on an export order are:

1. Quality: Clear reference to the catalogue or list number; grade or class, for new materials or natural produce; colour, pattern, model or finish, for manufactured goods; and whether goods are to be inspected before shipment, or on arrival at the inward port.
2. Quantity: Clear statement of the number, weight, length, etc., for each item ordered; higher and lower limit, if total quantity is not definite.
3. Alternative: Alternative goods acceptable, if exact goods required not available.
4. Documents: All documents required (Bill of Lading, Commercial Invoices, Consular Invoices, Insurance policy, and special declarations) and instructions for their sending.

Sometimes large firms use an export order-form for ordering.

Opening phrases:

1. **We enclose our official Order no. ...**
2. **We have pleasure in sending you an order for ...**
3. **Please supply the following: ...**

4. Thank you for your offer of 1 July 1993, which we accept on the terms quoted.
5. Many thanks for your quotation for the supply of ...
6. Please send us at once: ...
7. Will you please arrange early shipment of: ...
8. Thank you for letting us have samples of We should be glad if you send us ...

Referring to quality, etc.:

1. The quality must be up to sample ...
2. Weight and colour must be as sample supplied ...
3. A medium quality would be suitable ...
4. Only fruit packed so as to be in fresh condition on arrival can be accepted.
5. We must point out that the machines must be guaranteed to be to our own specification.
6. There is no market here for the higher-priced CD players. Please send only models in the medium price-range.
7. We enclose a trial order. If the quality is up to our expectations, we shall send further orders in the near future.
8. We are arranging for the consignment to be inspected before shipment and must ask you to send only goods in perfect condition.
9. All lengths supplied must be cut to the exact dimensions quoted in your offer.
10. Superior finish is important: a rough appearance would be quite unacceptable.
11. The minimum quantity required is 10 tons, but we would accept up to a maximum of 13 tons if the quality is high.
12. If pattern No. 56C is not available please send 57, 58 or 59C instead.
13. Please supply the nearest you have to the enclosed sample.

14. If you have a similar article but of better quality, please supply it instead, provided the price is not more than 7 per cent higher.

Refusing an order:

1. Regarding Item No.4 of your order, we regret that do not manufacture this in wood.
2. In this instance we are unable to accept your order, as we cannot match your pattern.
3. Supplies of raw materials are becoming difficult to obtain and we have no alternative but to decline your order.
4. As our factory is at present fully occupied with contract orders, we regret having to decline your order.
5. As we should be unable to promise delivery before next spring, we feel we must return your order, with apologies and best thanks.
6. Production difficulties force us to decline further orders for this model for the time being.
7. The political situation has caused supplies of crude oil to 'dry up' entirely, and we are forced to discontinue its delivery.
8. Any alteration in design would mean re-setting our machines, and the cost of this would be prohibitive unless you could place an order for some 7,000.
9. The small quantity you require would not be possible to produce at an economic figure.

Closing sentences:

1. As soon as we are in a position to supply this line we will get I touch with you again.
2. Our difficulties are only temporary and we shall welcome your enquiries in the future.
3. We hope you will understand the circumstances which compel us to decline your order this time, and that you will allow us to be of service to you in the near future.
4. Of course we will advise you as soon as we are able to supply these goods again.
5. You know you can rely on us to supply you again as soon as the situation improves.

EXERCISES

1. Используя приведенные ниже образцы, составьте подтверждение/отказ от заказа к тексту письма А), а по текстам В) и С) восстановите заказ.

A)

Dear Sirs,

We have now had the opportunity of testing the sample video tape left by your representative recently. It has proved to be all you claim for it, and we are prepared to order the following as a stock trial order:

2 Boxes	100	Playing time	60	Type HG
1 Box	100	"	120	Type HR
2 Boxes	100	"	180	Type HQ
1 Box	100	"	240	Type HR

You will of course appreciate that your make is not well known to the VTR-using public, and we hope you will extend your national advertising as mentioned by your traveller.

Our order is subject to your acceptance of our usual terms of payment, i.e., 30 days after date of Invoice. We refer you to Brown & Co. Ltd. of this town, should you wish to make any enquiries.

Yours faithfully,

B)

Dear Sirs,

We were very glad to receive your order for:

5 pcs of 34" Ball Valves,
to be supplied to your own specification.

As we mentioned in our previous letter, delivery for valves made to supplied specifications is not normally possible in less than 2 months, but we should like to help you and are giving your order priority. You may be sure that your valves will be ready for shipment by 6 June 1994.

We will advise you when your order is ready for collection and shall be pleased to assist you to the best of our ability at all times.

Yours faithfully,

C)

Dear Sirs,

We are very grateful to you for your indent No.64 for 15,000 boxes of No 102 STAPLE REMOVER.

To our regret we are unable to accept your order at the price requested: US\$ 500 per 1,000. You will find on referring to our previous correspondence (our letter of 23 October 1995) that we gave you our lowest price for this quantity as US\$ 550 per 1,000. Since then, prices have tended to rise rather than fall, and our profit margin does not warrant any concession by way of quantity reduction or discount.

We should, of course, be glad to fulfill your order if you will confirm at US\$ 550 per 1,000 settlement at 30 days.

Yours faithfully,

2. Составьте предложения из следующих смысловых групп; расположите предложения таким образом, чтобы получился связный текст писем: А) письмо-подтверждение заказа и В) письмо-отказ. Разбейте текст на абзацы.

A)

1. date of dispatch/as requested/we will advise you of
2. Printers No 53
3. for your order of 15 January for/very much/thank you
4. at all times/we are/at your service
5. Printers No 65
6. and we can guarantee delivery/are in stock/well before 30 January/all these items/to your Moscow warehouse

B)

2. we have come to the conclusion that/to approach another manufacturer/after carefully considering it/in this instance/ however/it would be better for you
3. at any time/to meet you/do let us have/if it is within our power/other enquiries/as we shall be only too pleased

4. very much/for the order contained in your letter of/we thank you/10 August
5. but hope that/we are really sorry/our position/you will understand/not to be more helpful
6. before September/at our works/meeting the requirements of/but would seriously interrupt/your specification/and this would not only be impossible/the setting up of special equipment/our normal production/would require

3. Ваша фирма заинтересована в закупке двадцати телефонных систем и десяти факсимильных аппаратов. По имеющемуся списку моделей составьте письмо-запрос в Московский офис Мацусита Электрик Индастриал Ко., Лтд с просьбой указать цены на интересующие вас товары, предполагаемый ответ на запрос, а также заказ и подтверждение заказа.

Matsushita Electric Industrial Co., Ltd. Moscow Office Room No.1047, Hotel Mezhdunarodnaya 2, Krasnopresnenskaya Nab 12

1. KX-T2470B Answering System
 2. KX-T3250B 2-Line Intercom
 3. KX-T2632B Answering System
 4. KX-120B Telephone Answering System with Facsimile
 5. UF-270M Versatile, Full-Featured Facsimile with Memory
 6. UF-160 Compact Multi-Featured Facsimile with Automatic Paper Cutter
4. Вы получили от руководства русский вариант письма. Ваша задача составить английский вариант в соответствии с изложенными рекомендациями и используя пройденный лексический материал.

Уважаемые господа!

Со ссылкой на ваше письмо № 83/BIR от 7 февраля 1995г. Сообщаем вам, что мы хотели бы получить от вас следующее оборудование по согласованным условиям:

- | | |
|--------------------------|-------|
| 1. Машинка пишущая | 2 шт. |
| 2. Множительный аппарат | 1 шт. |
| 3. Компьютер | 1 шт. |
| 4. Телевизионный монитор | 1 шт. |

Мы бы хотели, чтобы это оборудование было поставлено в течение двух месяцев, а не трех, как вы пишете в своем письме.

С нетерпением ждем ваших действий.

С уважением,

LETTERS OF COMPLAINT

Being the Buyer or the seller determines the type of letter of complaint one would write. If you are the Buyer you would usually complain of errors in carrying out an order or delays in the delivery of goods. Your complaints may also arise from the delivery of wrong, damaged or substandard goods. If you are, on the other hand, the Seller you would often write letters to try to get customers to pay accounts that become overdue. The style or tone of both types of letter will depend on the kind of the partner for whom it is intended, whether your partner has previously violated terms and conditions of Contract, how valuable the business is, etc.

A first letter will usually be friendly in tone, be accompanied by a copy of the order or account, and show neither annoyance nor hint of doubt about the partner's intention to deliver the goods or pay.

If no reply to a first letter is received within reasonable period, the second and the third letters are written to show that the writer can not and will not wait longer and that he now intends to take some action. Just what action will depend on individual circumstances.

Below are some phrases that may be helpful in writing letters of complaint and replies to them:

1. **It is causing us the greatest inconvenience and I am losing business as a result.**
2. **We must respectfully point out that the goods received are not in any way up to the quality of the sample on which we ordered.**
3. **We regret very much that we have not been able to execute your order as soon as we anticipated ...**
4. **We are sorry we have not been able to dispatch ...**
5. **We have received your letter of ... and are at a loss to understand your complaint as to the quality of ... supplied to you.**

6. May we draw your attention to our statement dated 18 May for the amount of US\$... settlement on which was due by 5 June.
7. Will you kindly let us have your draft in settlement of Invoice No ... of ...
8. Our quarterly statement was sent to you by airmail on ... , but as we have received no advice of payment we enclose a copy of the account and should be glad if you would arrange early settlement.
9. No replies to our letters of ... and ... having been received, we'll have no option but to take immediate legal action to recover the amount due to us unless your payment is received within 10 days.
10. It is impossible to keep this amount open any longer and we are taking measures to obtain payment through legal channels.
11. We have given you every opportunity of discharging your debt but we have had no evidence of your willingness to honour your obligations. We are therefore instructing solicitors in your town to take the necessary action to enforce payment.

EXERCISES

1. Установите по стилю писем последовательность, в которой они могли бы быть направлены вашему партнеру, а также их отправителя.

A)

Dear Sirs,

It is our wish to serve you promptly and with first-class goods. So far, we think we have done this, for your orders have come in regularly and we have had no complaints from you.

We should like to continue providing you with this service, but you also have your part to play in making this possible, which is to settle our accounts within the stipulated time. Unfortunately your response to our appeal has not been very helpful.

Send us your remittance at once please, and make further service possible.

Yours faithfully,

B)

Dear Sirs,

We must protest most emphatically about your failure to deliver our order No. We have now telephoned three times but, in spite of your repeated promises that the goods were about to be dispatched, nothing has arrived.

It is causing us the greatest inconvenience and we are losing business as a result; if you can not let us have the goods immediately, please cancel our order and we will take business elsewhere.

Yours faithfully,

C)

Dear Sirs,

We have received the ... (our order No ...) and must respectfully point out that they are not in any way up to the quality of the sample on which we ordered. If you can allow us a discount of ... per cent on the price originally quoted, we will keep them. Otherwise we are afraid that we must return the whole consignment. We will hold them in stock until we hear from you.

Yours faithfully,

2. Составьте предложения из следующих смысловых групп; расположите предложения таким образом, чтобы получился связный текст письма-ответа:
1. in this class of goods/in the past/is no more than is usual/without complaint/and certainly no more than/the slight variation in quantity/you have accepted
 2. your letter of 1 September/I write/to acknowledge
 3. I fear/it is our view that/have been fully complied with/that we cannot allow you/the terms of your order/ and in the circumstances/to return the goods
 4. it is justified/I have thoroughly investigated/and, with all due respect/I do not think/the complaint you make/I must say that

3. В письме-ответе на жалобу заполните пропуски предлагаемыми словами и выражениями, поставив глаголы в нужные формы:

to receive/to explain/to forget/to pay(neg.)/to press/to be overdue/to go/to settle

Dear Sirs,

We ... very much that your account ... before this and, we hope, in view of the special circumstances which we ... to your representatives you will not think it necessary ... to the trouble and expense of legal proceedings. We ... by certain creditors lately, but the embarrassment is temporary, and we can promise that your account ... at the end of this month, by which date we hope ... substantial payments from debtors whose accounts ... long ...

Yours faithfully,

4.

1. У вашей фирмы есть иностранный партнер, который всегда вовремя оплачивал ваши счета. Однако последний счет оплачен не был. Задержка превысила 6 недель. Ваша фирма не получила никаких объяснений. Напишите письмо в соответствующем стиле.
2. Напишите письмо в соответствующем стиле иностранному покупателю товаров вашей фирмы, в котором выразите полное неудовлетворение тем, как он оплачивает ваши счета. На ваши предыдущие письма ответов не последовало.
3. Напишите письмо-ответ вашему партнеру с объяснением того, что повреждение партии магнитофонов, отправленных вами, произошло, судя по всему, во время транспортировки.
4. Напишите письмо-ответ на жалобу о поставленных вами бракованных изделиях. Укажите, что если товар будет получен вами обратно в первоначальной упаковке, то вы отправите новую партию и возместите транспортные расходы.

INVITATIONS

There exist several types of invitation. As far as business is concerned two of them may turn out useful. The first has a social function. This is a formal invitation to a dinner or to a banquet usually sent to the people working for one and the same company. Such an invitation is always written in the third person. Below is an example of such an invitation with two possible replies:

**The Director of Endex International Incorporated
requests the pleasure of the company of
MR. RICHARD BROWN
at his annual Staff Dinner
to be held at the Greeny Rooms, Brook Street
on Saturday 10 February at 7 p.m.**

Acceptance:

Mr. Richard Brown has much pleasure in accepting the kind invitation of the Director of Endex International Inc. for Saturday 10 February.

Refusal:

Mr. Richard Brown thanks the Director of Endex International Inc. for his kind invitation for Saturday 10 February, but regrets that he is unable to accept owing to a previous engagement.

As far as inviting a business partner from other country is concerned, the first person is always used, and the style and tone of the letter are that of formal business correspondence.

The phrases used in invitations and replies to them could be as follows:

1. **It has been a long time since we have had the pleasure of seeing you, and we do hope you will find it possible to visit us soon.**
2. **May I have the pleasure of inviting you to visit our company.**

3. If you are willing to accept this invitation I should be pleased to know what date would be convenient to you.
4. We are looking forward very much to welcoming you here as a guest of our company and I do hope that your forthcoming visit to Russia will prove to be both fruitful and enjoyable.
5. I wonder if you would care to come to Russia and give us a talk about your recent works with special reference to the problems of ...
6. If it is convenient to you, I would suggest July, though of course, if you cannot manage this, we will gladly arrange your visit at a date suitable to you.
7. It would give us very much pleasure if you accept this invitation.
8. We shall be pleased if you will accept ...
9. We sincerely hope that you will be able to accept ...
10. We should be much obliged if you could accept ...
11. It is a great pleasure and honour to accept your invitation.
12. I have much pleasure in accepting your invitation.
13. I should like to thank you for the invitation to visit your company.
I shall certainly be ... glad to do so.
14. I appreciate very much the invitation kindly extended to me by your company. I very much look forward to meeting your colleagues and renew our acquaintance.
15. We wish we could accept your delightful invitation but ...
16. Thank you very much for your kind invitation but ...
17. It is with the utmost regret that I must inform you that it will be now impossible for me to visit you on this date.
18. It is with great regret that I have to decline your kind invitation owing to ...

Below is an example of a business invitation and its acceptance:

Dear Mr. Stuart,

On behalf of A/O ROSABEL I have the honour to inform you that we feel very much interested in your proposal forwarded us by your letter of 20 January.

It seems a very reliable way of solving the many problems of international business and civil construction in particular through creation of organizations involving different countries and based on joint capital and mutual purpose.

On our part we have a plot of land in Moscow for construction, so if you are interested we could discuss the matter of joint construction and the items of mutual profit and interest connected with it.

We shall be happy to meet you or your representatives in Moscow at any time appropriate for you so that we could discuss in detail the conditions, terms and perspectives with you and other parties interested.

Hope to hear from you soon.

Yours sincerely,
A/O ROSABEL

Dear Sirs,

Thank you very much for your kind invitation which I accept with great pleasure. I shall be extremely happy to visit Moscow between March 1st and 10th if it is convenient to you.

I should appreciate if you could fix the exact date of my arrival.

Looking forward to meeting you I remain

Yours faithfully,
Robert B. Stuart

EXERCISES

1. Составьте приглашение вашему партнеру приехать в Москву с целью урегулирования финансовых вопросов.
2. Составьте приглашение вашему партнеру для согласования условий контракта.

3. Составьте приглашение вашему партнеру приехать в Москву на открытие бизнес центра, построенного совместно.
4. Составьте приглашение вашему партнеру на официальный прием, посвященный годовщине создания вашей фирмы.
5. Примите и отклоните составленные приглашения.

UNIT SEVEN

TELEX

A particular advantage of the telex is that both sender and recipient have a typewritten copy of the message, which avoids misunderstandings arising from conversation, but has the benefit of speed. It saves time and gives a sense of urgency to the matter. For the sake of economy telex messages are usually concise and brief, unless detailed information is essential. Articles, pronouns and prepositions are often omitted, and reduced or abbreviated forms are widely used. For the list of currently accepted forms see Appendix III.

EXERCISES

1. Передайте содержание телекса на русском и английском языках.

188345 SILACO US

750281 ROSAL SU

REF: 413

ATT: MR B STUART

KINDLY NOTE ADRES VNESHECONOMBANK MOSCOW 123610

KRASNOPRESNENSKAYA NAB., DOM 12, 3 POD'EZD.

PLS NOTE THAT BANK'S FEES R 5 PC N NOT 2 PC AS I WAS INFORMED BEFORE.

B.RGDS.G.KRONIN

2. Расшифруйте текст следующего телекса и составьте ответ на него, используя приведенную ниже информацию.

750281 ROSAL SU

188345 SILACO US

REF: 135

TO: MR G KRONIN

THKS YR LTR SENT WITH LOGAN, N THKS FOR INFO PROVIDED
REGDG

POSSIBILITIES OF RUSSIAN MRKT. I HOPE THIS WILL BE A
BEGINNING FOR A LONG
N FRUITFUL RELATION BETWEEN US.

IN THE MEANTIME PLS NOTE WE R INTRSTD IN WATCHES
'SLAVA'. I WONDER IF

THE AGENCY STILL AVILBL. KINDLY ADVISE N PROVD ALL
DETAILS INCLDG PRICES N SPECS. KINDLY NOTE WE HV ALL
THE FACILITIES REQRD (WORKSHOP - WAREHOUSE -
SHOWROOMS ...)

PLS NOTE WE R INTRSTD ALSO IN FERTILIZERS. KINDLY
PROVIDE DETAILS.

B.RGDS.

ROBERT B STUART
SECRETARY

В ответе на этот телекс необходимо указать, что его содержание принято
к сведению и вы начинаете действовать с ним. Также предложите
для промпитовой поставки следующее:

- a) томатную пасту 40% концентрации, несоленую, стеклянная гара
1кг весом в картонных коробках, производство 1996 год, январь,
в количестве 30 тонн по цене 690 долларов за тонну;
- b) семя тыквы (pumpkin seeds) снежно-белое, 190 тонн в 30-ти
килограммовых мешках по цене 1450 долларов США за тонну;
- c) чистый натуральный мед, 15 тонн, в алюминиевых контейнерах
по 50 кг каждый, по цене 1590 долларов США за тонну.

По предложенному далее ответу на телекс восстановите телекс-запрос,
направленный в Москву.

ATT: MR R D JONES

RE: MICROBUSES (MAUTO)

THKS YR TLX REF 72 OF 5 AUG.

HAPPY TO CNFM POSSIBILITY OF APPOINTMENT 9 AUG 11 AM.

MAUTO DIRECTOR N I LOOK FWD SEEING YOU.

BEST RGDS

S.VOLODIN

3. Составьте телекс на основе следующего текста:

Could you please send us an invitation telex to the Russian Trade Representation in Amman in order to obtain a visa for Mr. Alan S. Stadham from March 2 to March 15. His passport number is P31725988 issued in Amman in 28 April 1975; he was born in Jaffa.

4. а) Подготовьте изложение содержания приведенного ниже телекса на русском языке для вашего руководства.

ATTN MR S. VOLODIN/CHAIRMAN OF BOARD

MAUTO LTD - MOSCOW

MANY THANKS YR TLX REF 305 DTD JUNE 17, 1995.

PLS BE ADVISED OF THE FOLLOWING:

1. CONFIRMATION OF RESERVATION IN DRUZHBA HOTEL AS AGREED BEFORE AS WELL AS CONFERENCE HALL IN MOSCOW. FIVE VOLGA CARS N ONE MICROBUS ALL TO BE CFMD ASAP.
2. PLS CNFM HOTEL RESERVATION IN MINSK PAYABLE IN LOCAL CURRENCY.
3. NAMES N OTHER DETAILS OF PARTICIPANTS AS WELL AS THEMES SHALL BE FWRD TO U BY THE END OF THE MONTH.
4. ITEMS 2 N 3 IN YR TLX R NOTED.
5. W R WORKING ON POLYGRAPHIC EQUIPMENT. THE MAN IN CHARGE LEAVING TO BELGIUM JUNE 28, 1995 N W HOPE TO RCV QUOTATION SOON AFTERWARDS.
6. BST RGDS. R.D.JONES

б) Вы получили задание составить ответный телекс, имея ввиду что:

1. списки участников и темы докладов должны быть предоставлены не позднее 25 июня;
2. гостиница в Минске за рубли заказана;
3. в Москве номера заказаны в гостинице "Украина";
4. машины и микроавтобус будут обеспечены.

APPENDIX I

ABBREVIATIONS IN COMMON USE

a/c	account
AD	in the year of our Lord
a.m.	before midday
Apt.	Apartment
Ave.	Avenue
Bld.	Building
cm	centimetre
Co.	Company
COD	cash on delivery
Corp.	Corporation
cr.	credit <i>or</i> creditor
cwt.	hundredweight (= 100 pounds = 45.359 kg)
Dept.	Department
Dir.	Director
Dr.	doctor <i>or</i> debtor
e.g.	for example
etc.	and the rest
fob	freight on board
g	gram
gr.	grain
id <i>or</i> idem	the same
i.e.	that is
IHS	Jesus the Saviour of Men
ILO	International Labour Office
Inc.	Incorporated
kg	kilogram
km	kilometre
l	litter
lb.	a pound weight

Ltd.	Limited
m	metre
mm	millimetre
MP	Member of Parliament <i>or</i> Military Police
MS	manuscript
MSS	manuscripts
Mt.	mount
NB	note <i>or</i> mark well
NS	New Style
o/a	on account of
o.n.o.	or nearest offer
op	out of print
OS	Old Style <i>or</i> outsize
o/s	out of stock
oz	ounce
plc.	public limited company
p.m.	after midday
PO	post office
PO	postal order
pp. <i>or</i> per pro	for and on behalf of
Pres.	President
PTO	please turn over
RSVP	Reply if you please
Sec.	Secretary
sic	thus
Sq.	Square
St.	Street
VAT	value added tax
vis	namely

ABBREVIATIONS OF TITLES

ACCA	Associate of the Association of Certified Accountants
ARA	Associate Member of the Royal Academy
BA	Bachelor of Arts
BCL	Bachelor of Civil Law
BSc	Bachelor of Science
BEng	Bachelor of Engineering
BL	Bachelor of Law
Capt.	Captain
CE	Civil Engineer
CH	Companion of Honour
Col.	Colonel
DCL	Doctor of Civil Law
DPh or DPhil	Doctor of Philosophy
D.Sc.	Doctor of Science
LL.B.	Bachelor of Laws
LL.D.	Doctor of Laws
MA	Master of Arts
LL.M	Master of Laws
MSc	Master of Science
Rev	Reverend

REDUCED FORMS AND ABBREVIATIONS USED IN TELEXES

AL	aluminum
ASAP	as soon as possible
ATT, ATTN	attention, for the attention of
AVILBL	available
B.RGDS	best regards
B/L	Bill of Lading
CFMD	confirmed
CLD	could
CNFM	confirm
DGS	degrees
DOLL	dollar
DTD	dated
ETA	expected time of arrival
FM	from
FWD	forward
HV	have
IMMED	immediately
INCLDG	including
INTRSTD	interested
KG	kilogram
KGS	kilograms
L/C	letter of credit
LOWEST	your lowest price
LTR	letter
MAX	maximum
MIN	minimum
MLS	miles
MOD	moderate
MRKT	marketing

MSG

N

NO

O.K.

OK?

PC

PD

PLS

PLUS

POSN, PSN

PROVD

QTY

R

RCV

RE

RECD

REF

REQRD

RGDS

RPT

RQST

SIT

SPECS

T

THKS

TLX

VEL

W

U

YR

message

and

number

we agree

Do you agree?

per cent

per day

please

as well as, and

position

provide

quantity

are

receive

regarding

received, we have received

reference number

required

regards

repeat

we request that

situation

specifications

ton

thank you

telex

velocity

we

you

your

APPENDIX IV

MODEL LETTERS

1

Dear Sir,

The posters ordered by you are ready for delivery. We enclose our invoice and will dispatch them when we have received your remittance.

Yours faithfully,

2

Dear Mr. ...

This is an age in which, more than ever before, customers insist on seeing goods before they buy.

As large-scale importers we are alive to this growing demand and we fully realize that your work as a dealer is made much more difficult if you cannot show your customer the exact article or apparatus he wishes to buy.

We are therefore glad to tell you that on 5 March we are opening a showroom at 1 Bridge Street. From that day you will be able to inspect any piece of equipment you wish, and also take any article away with you for demonstration purposes.

Our aim is to give you 100 per cent support in Sales and Service, so please use the showroom. On your response depends how well we can do this.

Yours sincerely,

3

Dear Mr. ...

I have just heard that I am to go to Los Angeles next week. I wonder if you would be kind enough to give me a letter of introduction to Professor Logan. You mentioned last week that he might be interested in my project,

and should very much like to discuss it with him. Please forgive me for troubling you.

Yours sincerely,

4

Dear Sirs,

We have an enquiry from our principals in Ukraine for *Leder Bauer* and, as we think your products are the most suitable for that market, we shall be glad if you will send us your latest price-list together with a range of patterns.

We must point out, however that it is essential to quote moderate prices, purchasing power in that part of the world being rather low. We shall, however, be in a position to give you substantial orders if your quotations are reasonable. Some slight concession in price would, we feel sure, bring you in sufficient profit to make this business worth your while.

Early shipment is necessary and we should therefore welcome an immediate quotation f.o.b. Odessa.

Yours faithfully,

5

Dear Sirs,

We are very sorry indeed to have to advise you of a delay in executing your order No. ... of ...

As you may know, the Government has recently put an embargo on the free export of certain materials to the North Africa and we have to obtain special licenses to proceed with your order. We think the delay will not be more than 2-3 weeks, and we shall give your order priority as soon as we receive authority to go ahead. Meanwhile, please accept our apologies for the inconvenience caused.

Yours faithfully,

Dear Sir,

Will you please reserve a single room with bath in my name for one night. I shall be arriving at 14.30 hr. on 26 July and hope to leave by 10.00 on 27 July.

Yours faithfully,

Dear Sirs,

It has always been our practice to keep our many business friends informed of any changes in our administration which affect them. Much of our success is due to the friendly co-operation which you have always given us and this in turn has been made possible by the personal attention our staff always strives to give you.

We therefore have pleasure in telling you that Mr. S. Brian, formerly sales organizer, has been made a director as from March 1st. His place as Sales Organizer is to be taken by Mr. A. Green, who has been known to you as Northern District Manager for many years.

These changes will enable us to increase the efficiency of our service to you. You may always rely on our attention.

Yours faithfully,