



## Chapter 3

# Inquiries and Replies

## 询盘与回复

询盘与回复是走向合同签订的第一步,是一笔成功业务的起点。如何根据洽谈双方所处的行业特点、产品特点、市场地位以及通信人的业务发展策略,准确而灵活地运用商务函电语言的表达方法和技巧,为业务的促成创造一个好的开始是本章讨论的核心内容。

### 学习目标

熟练掌握在询盘及回复的业务阶段常用词汇和句型结构,能够准确地区分不同常用语之间的语气差别,能够对通信中所应包含的业务要素心中有数。

### 能力目标

能够有效地组织语言,利用基本的商务英语的语言及技巧,拟写符合业务发展需要的信函,积极促成或是为下一步的谈判做好准备。

## 3.1 Case 1



### 3.1.1 Background & Task

#### Background(业务背景)

“福星食品有限公司(Lucky Star Food Co., Limited)”是位于中国吉林长春的一家食用油加工厂,生产压榨以大豆油为主的多种食用油。该公司长期以来不断依靠价格优势扩大市场份额,现在初次向巴西一家大豆公司提出大豆的询盘,以求在全球大豆涨价的市场环境下,通过多元化供货渠道解决供货的稳定性和成本问题。

#### Sender's information:

- Name: Mr. Charles Zhou (Manager of Supply Department)
- Company: Lucky Star Food Co., Limited (福星食品有限公司)
- Address: 31 Minzu Road, Changchun, Jilin Province, China 130010
- Telephone: 0086 (0431) 86675003



- Fax: 0086 (0431) 86675002
- E-mail: charleszh@luckystarfood.com.cn
- Website: www.luckystarfood.com.cn
- Business scope: oil processing, including oil extracted from soybean, peanut, sesame and corn
- Scale: a state-owned company, one of the largest food oil processors in China

**Recipient's information:**

- Name: Mr. Jose Gonzalez (Manager of Sales Department)
- Company: Batavo Cooperative Agroindustrial
- Address: Cooperative Av dos Pioneiros 2324, Carambei, 84145-000, Brazil
- Telephone: 0055 (42) 3231 9000
- Fax: 0055 (42) 3231 9015
- E-mail: josegonzalez@batavo.coop.br
- Website: www.batavo.coop.br
- Business scope: with interests in the production of milk, pigs and poultry, cattle raising, soybeans, kidney beans, maize and wheat's warehousing and distribution
- Scale: one of the largest local soybean planters, processors and distributors

**Task (工作任务)**

“Lucky Star”公司向“Batavo”公司发出询盘,盼望能够尽快得到对方的优惠报价,以扩大原有的货源渠道,解决原料供给问题。但是大豆属于大宗交易商品,并且收信人“Batavo”公司规模很大,所以如何在初次询盘中取得对方的信任,作出有合作诚意的报盘,是“Lucky Star”公司本次信函拟写中的首要问题。请参考以下提示,构思相关业务活动及信函的内容。

**Key points:**

- 初次询盘应对己方公司情况做介绍
- 具体说明己方的行业经验,避免对方报出过高价格
- 说明积极合作的前景争取优惠价格
- 表达长期合作的愿望,大型农业企业由于产品周期的特点非常希望和进口商形成稳定的购销关系
- 明确请求给予优惠实盘报价
- 提供己方的具体联系信息



### 3.1.2 Specimen Letter

**Lucky Star Food Co., Limited**

31 Minzu Road, Changchun, Jilin Province, China 130010

Telephone:0086 (0431) 86675003,Fax:0086 (0431) 86675002,

Website:www.luckystarfood.com.cn

Date:January 20,2019

Mr. Jose Gonzalez (Manager of Sales Department)

Batavo Cooperative Agroindustrial

Cooperative Av dos Pioneiros 2324,

Carambei,84145-000,Brazil

Subject:Request for a firm offer for soybeans

Dear Mr. Jose Gonzalez,

As one of the largest extractors and processors of food oil in China,our annual demand for soybeans is 100,000 M/T. Along with the fast expansion of our business,the annual purchase amount will be increased by 10% in the next five years.

We sincerely wish to establish a win-win business relationship with you,who are an important provider of soybeans in Brazil. Though the demand is large,the more and more violent competition keeps the price down. We will appreciate if you can offer us a competitive price. Meanwhile,we would like to draw your attention to the long term business cooperation.

Please kindly send us your firm offer for an annual purchase of 60,000 tons of grade one soybeans in gunny bag. Should you have any question,please call me at 0086 (0431)86675003.

We look forward to your early reply.

Yours faithfully,

Mr. Charles Zhou

Manager of Supply Department

Telephone:0086 (0431) 86675003 ext. 226

Fax:0086 (0431) 86675002

E-mail:charleszh@luckystarfood.com.cn



### 3.1.3 Key Words and Phrases

1. supply department 供应部

supply *n.* 供应,供给

supply and demand 供给和需求

The raw materials are in short supply. 原材料供应不足。

*vt.* 供应

Please confirm whether you can supply the requested goods from stock.

请确认对所需货物你方是否可以供应现货。



2. lucky *adj.* 幸运的  
luck *n.* 运气  
Good luck! 祝你好运!
3. food oil processing 食用油加工  
process *vt./vi.* 加工;处理,办理  
The new plant is to process coffee beans. 那家新的工厂将用来加工咖啡豆。  
We have a lot of orders to process after the show.  
展销会后,我们有许多订单要处理。  
process *n.* 加工;过程;处理,办理  
food process 食品加工  
the whole process of custom clearance 清关的全部过程  
processor *n.* 处理器;处理者  
food processor 食品搅拌机,食品加工机  
the central processor (计算机的)中央处理芯片
4. soybean 大豆,大豆科植物  
soy *n.* 大豆,黄豆;酱油
5. a state-owned company 一家国有公司  
state *n.* 国;州  
New York State 纽约州  
own *vt.* 拥有,所有  
The warehouse is owned by our company. 那家仓库为我公司所有。
6. Brazil *n.* 巴西
7. poultry *n.* (总称)家禽  
a poultry farm 家禽饲养场
8. cattle raising 养牛  
cattle *n.* (总称)牛;家畜
9. kidney bean 菜豆,花豆  
kidney *n.* 肾
10. maize *n.* 玉米
11. wheat *n.* 麦子
12. warehousing and distribution 仓储和发送  
warehouse *vt.* 放在仓库中 *n.* 仓库
13. planter *n.* 种植者  
plant *vt.* 种植 *n.* 工厂
14. offer *n.* 报盘 *v.* 报价;提供  
Please keep us informed if we can offer any help for you.

如果我们能为贵方提供任何帮助,请随时通知我们。

15. a firm offer 一份实盘报盘  
 firm *adj.* 确定的;牢固的;结实的  
 a firm market position 牢固的市场地位  
*n.* 公司(一般指提供会计、法律等专业服务的公司)  
 a law firm 一家律师事务所  
 an accounting firm 一家会计师事务所
16. extractor *n.* 榨油厂;提取者;提取器  
 a juice extractor 榨汁机  
 an air extractor 抽气机  
 extract *vt.* 榨取,提取;拔出,抽出;引出;摘录,引用  
 extract peanut oil 榨取花生油  
 extract a specimen letter from the textbook 从教材中摘录一篇例信
17. M/T metric ton 公吨(1 000 公斤)
18. along with 随着……,和……一起  
 近义词:together with
19. expansion *n.* 扩展,扩大;延伸  
 the expansion of marketing channels 销售渠道的扩大  
 expand *vt.* 使……扩大,扩展  
 It is critical to expand our customer base. 扩大我们的客户群是非常关键的。
20. in the next five years 在今后五年中
21. sincerely *adv.* 真诚地
22. win-win 双赢  
 a win-win situation 一个双赢的局面
23. provider *n.* 供应商
24. though *conj.* 虽然,尽管  
 Though your order quantity is large,the price you request is too low to be acceptable.  
 尽管贵公司的订单数量很大,但是你方所要求的价格太低,我方无法接受。
25. violent *adj.* 猛烈的,激烈的  
 a violent price war 一场激烈的价格战
26. appreciate *vt.* 赞赏,欣赏  
 We highly appreciate your effort at the negotiation.  
 对于谈判时贵公司的努力,我们深表感谢。
27. cooperation *n.* 合作,联合  
 We will give you a full cooperation. 我方将会与贵公司全力配合。



28. grade one 一级  
grade *n.* 级; 年级

## 3.2 Case 2



### 3.2.1 Background & Task

#### Background(业务背景)

“Elite”公司经过与日本“Pilot”公司的建交函电往来后,从日方的回复中,获知“Pilot”公司已指定对中国地区销售的负责人 Mr. Kevin Funakoshi 与己方联系。并同时根据 Kevin 在复信提出的要求,发出首次正式询盘。

#### **Sender's information:**

- Sender: Miss Lucy Luo (Manager of Purchase Department)
- Company: Elite Stationery Co., Limited(精英文具用品有限公司)
- Address: 15 Jianshe Road, Heping District, Tianjin, China 300067
- Telephone: 0086 (22) 23201259
- Fax: 0086 (22) 23201258
- E-mail address: lucyl@elitestationery.com.cn
- Website: www.elitestationery.com.cn
- Scope: the manufacture, distribution, import and export of stationery products
- Market: the northern areas of China

#### **Recipient's information:**

- Recipient: Mr. Kevin Funakoshi (Account Manager in charge of sales to the Chinese market)
- Company: Pilot Corporation
- Address: 3-6-22, Kyobashi, Chuo-ku, Tokyo 104-8304, Japan
- Telephone: 81 (3) 35383700 ext. 211
- Fax: 81 (3) 35383701
- E-mail: kevinf@pilot.com
- Scope: specializing in the manufacture of quality ink pens and markers
- Market: products sold to countries worldwide

#### Task(工作任务)

“Elite”公司以电子邮件的方式迅速向 Mr. Kevin Funakoshi 发出首次正式询盘。询盘中说明了所询货物的名称、型号/规格、包装、发货日期和付款方式等交易要素。请参考以下

提示,构思相关业务活动和信函的内容。

**Key points:**

- 确认此次通信的起点(应日方要求发出详细询盘)
- 清楚说明询盘包含的各项内容
- 明确请求收信人报出最优惠价格
- 指出本次为试订单
- 指出长期合作的积极前景



### 3.2.2 Specimen Letter

From: lucyl@elitestationery.com.cn

To: kevinf@pilot.com

Date: November 20, 2019

Subject: Inquiry for Ink Pen & Marker Pen

Dear Mr. Kevin Funakoshi,

Thank you for your reply of November 15, 2008. We highly appreciate the illustrated catalogue and samples you sent to us. Please kindly have our detailed enquiry as follows:

Commodity	Gel Ink Pen	Marker Pen
Model	1. G2 (blue and black with medium point) 2. Dr. Grip (blue and black with medium point)	1. Fine bullet point (Black) 2. Broad chisel point (Black)
Quantity	500 cartons for each color	100 cartons for each color
Packing	20 boxes per carton (6 pieces in one box)	10 boxes per carton (12 pieces in one box)
Shipment	One shipment in container delivered by December 20, 2019	

Please have your price quoted on a CFR Xingang, Tianjin basis. The colors in the model section refer to colors of both the bodies and the ink of the pens as they are supposed the same. Meanwhile, we would like to make the payment by D/P 60 days.

Though the order quantity is moderate, we would still like to ask for your best price as this only serves as a trial order. We hope we can start a long profitable business relationship through this transaction.

Should you have any question, please do not hesitate to call me at 0086 (22) 23201259 ext. 112 or send your e-mail message to me at [lucyl@elitestationery.com.cn](mailto:lucyl@elitestationery.com.cn).

Yours truly,

Lucy Luo

Manager of Purchase Department



Elite Stationery Co., Limited

Telephone: 0086 (22) 23201259 ext. 112

E-mail: lucyl@elitestationery.com.cn



### 3.2.3 Key Words and Phrases

1. inquiry *n.* 询盘, 询价; 询问

同义词: enquiry

We are glad to send you our inquiry for 40 M/T of chestnut meat.

我们很高兴向你方发出 40 公吨栗子肉的询盘。

inquire *vt.* 询盘, 询价; 询问

同义词: enquire

We regret to inform you that the goods you inquire is out of stock.

很遗憾地通知贵公司你方所询的货物没有现货。

2. illustrated catalogue 带图例的目录

illustrate *vt.* 用图或例子说明

The price fluctuation can be illustrated by charts and pictures.

价格的波动可以用图表和图片来说明。

illustration *n.* 例证, 插图; 说明

in illustration of (用以)说明……

3. commodity *n.* 商品, 日用品

a commodity fair 商品展销会

4. model *n.* (产品的)型号; 榜样; 模特

近义词: specification 规格

5. quantity *n.* 数量

The company has a large quantity of stock at present.

那家公司现在有大量的库存。

6. packing *n.* 包装

packing list 装箱单

7. medium point 中号笔尖

medium *adj.* 中号的; 中等的

point *n.* 笔尖

8. Dr. Grip 博士易握笔 (Pilot 公司此款笔的名字)

Dr. doctor (博士) 的缩写

grip *n./v.* 握; 掌握

9. Fine bullet point 细的子弹型笔尖



- fine *adj.* 优良的;纤细的;精致的,(研磨的)很碎的  
 fine china 细瓷瓷器  
 fine sugar/coffee/salt 细糖/咖啡/盐,精制糖/咖啡/盐  
 bullet *n.* 子弹
10. Broad chisel point 宽錾子形笔尖  
 broad *adj.* 宽的,宽广的  
 chisel *n.* 錾子
11. carton *n.* 纸箱;纸板 近义词:carton board case 纸板箱  
 20 boxes per carton (6 pieces in one box) 每箱二十盒(每盒六件)  
 per *prep.* 每(天,箱……);按照;经,由  
 This sort of shoes is sold at five dollars per pair. 这种鞋卖五美元一双。  
 Per our discussion this morning, we are sending a firm offer to you.  
 按照我们今天早上的讨论,我方现向贵公司发出实盘报价。  
 The goods is shipped per S. S. October. 货物由十月号轮船装运。
12. in container 由集装箱运输  
 container *n.* 集装箱;容器  
 a container ship 一艘集装箱船  
 contain *vt.* 装有,包含;控制  
 One case contains twenty pieces. 一箱装有二十件。
13. section *n.* 一段,部分  
 The second section of our inquiry contains the order quantity.  
 在我方询盘的第二部分包含订单的数量。
14. both the bodies and the ink of the pens 笔身和墨水  
 both...and... 两者都,既有……又有……
15. D/P 见单付款(document against payment 的缩写)
16. moderate *adj.* 合理范围内的,公道的;中等的  
 at moderate level 在合理的水平上
17. ask (sb)for (sth) (向……)要……  
 We would like to ask you for a better price. 我们希望取得你方更优惠的价格。
18. a trial order 一份试订单  
 trial *adj.* 尝试的;企图的
19. profitable *adj.* 有益的,有用的;有利润的,有利可图的
20. transaction *n.* 交易;事务



## 3.3 Case 3



### 3.3.1 Background & Task

#### Background(业务背景)

“汉森医疗设备有限公司(Hanson Medical Equipment Co., Limited)”是我国天津的一家医疗器械进口公司,主要为所在地及其周边地区的医院代理采购医疗器械。“汉森”公司目前的经营规模不大,但客户渠道非常稳定。现在向德国的“Ace Group”公司提出电子显微镜的询盘。“Ace”集团是一家生产精密机械和医疗设备的综合公司,在其所处的领域占据技术领先地位。

#### **Sender's information:**

- Name: Miss Jennifer Li (Manager of Import Department)
- Company: Hanson Medical Equipment Co., Limited
- Address: 151 Hongqi Road, Nankai District, Tianjin, China 300112
- Telephone: 0086 (22) 23234658 ext. 126
- Fax: 0086 (22) 23234659
- E-mail: jenniferli@hanson.com.cn
- Website: www.hanson.com.cn
- Business scope: import of medical equipments for the local hospitals
- Market position: having a tight relationships with customers in the local area

#### **Recipient's information**

- Name: Mr. Friedrich Kilian (Manager of Sales Department)
- Company: Ace Group
- Address: Johann-Maus-Str. 271254 Ditzingen Germany
- Telephone: 0049 (71) 5630308
- Fax: 0049 (71) 5630309
- Website: www.trumpf.com
- Business scope: the manufacture of medical equipment and mechanical equipment
- Market position: a leading manufacturer with customers in all major countries worldwide

#### Task(工作任务)

“Hanson”公司向“Ace Group”传真发出十台电子显微镜的询盘,请对方报出价格、包装、培训和保修等内容。请参考以下提示,构思相关业务活动和传真的内容。

#### **Key points:**

- 确认获得对方信息的来源

- 简明介绍己方公司,突出渠道优势
- 请对方给予优惠报盘
- 请对方确认各项相关服务责任内容
- 指出今后扩大合作范围的可能性
- 请求尽快回复
- 提供己方联系方式



### 3.3.2 Specimen Letter

#### **Hanson Medical Equipment Co., Limited**

151 Hongqi Road, Nankai District, Tianjin, China 300112

Telephone: 0086 (22) 23234658 ext. 126

Fax: 0086 (22) 23234659

Website: [www.hanson.com.cn](http://www.hanson.com.cn)

To: Ace Group (Fax: 0049-71-5630309)

Attn: Mr. Friedrich Kilian (Manager of Sales Department)

Date: November 20, 2019

From: Jennifer Li (Fax: 0086-22-23234659)

Subject: Request for Electron Microscope

Dear Mr. Friedrich Kilian,

Your company is recommended to us by our agent in Frankfurt, Germany, with whom we have done businesses on medical equipment for about five years.

We are a major importer of medical equipment in Tianjin, China. Through quality product and professional service, we have earned an outstanding reputation among hospitals in Tianjin and Huabei area. Our clients keep appointing us to handle the import of medical equipment in a variety of functions after times of successful cooperation.

We are now looking for the opportunity to order from you ten sets of Electron Microscope magnifying 8,000 diameters. The microscopes should be able to fulfill all the requirements of regular blood and cell examination. We would like to have your quotation on the basis of F. O. B Frankfurt and CFR Tianjin, respectively. Meanwhile, please make sure that you provide us with all the necessary information like packing, warranty period, specification and training program, together with your price.

As we maintain a long term and steady relationship with our clients, we only keep a very thin margin. Please kindly make your favorable firm offer for us so that we can build up our business relationship soon through this deal.

Your early reply will be highly appreciated. Should you have any question, please do not



hesitate to call me at 0086 (22) 23234658 ext. 126 or send e-mail to me at *jenniferli@hanson.com.cn*.

Yours truly,

Jennifer Li

Manager of Import Department

Telephone: 0086 (22) 23234658 ext. 126

Fax: 0086 (22) 23234659

E-mail: *jenniferli@hanson.com.cn*



### 3.3.3 Key Words and Phrases

1. electron microscope 电子显微镜  
electron *n.* 电子  
electric *adj.* 电的;电动的  
microscope *n.* 显微镜
2. recommend *vt.* 推荐,介绍;劝告,建议  
You were recommended to us by the local chamber of commerce.  
贵公司是由当地商会推荐给我方的。  
recommendation *n.* 推荐,介绍;劝告  
a very nice recommendation letter 一封很好的推荐信
3. agent *n.* 代理商  
a shipping agent 船运代理  
a forwarding agent 货运代理
4. Frankfurt 法兰克福(德国的主要城市)
5. medical equipment 医疗设备  
medical *adj.* 医疗的;医药的;医学的
6. major *adj.* 主要的;较重要的
7. earn *vt.* 赚取;赢得(常指通过努力而得到)
8. outstanding *adj.* 杰出的;出色的  
We provide our customers with outstanding service.  
我们给客户提供非常出色的服务。
9. among *prep.* 在……中(用于三者或三者以上)  
Among these three models, the red one is sold out.  
在这三个型号中,红色的已经卖光了。
10. time *n.* 次;倍  
times of... 数次的;数倍的

11. ten sets of 十套  
set *n.* 套  
one set of tableware 一套餐具
12. magnify *vt.* 放大  
The microscope can magnify 8,000 diameters. 这个显微镜能够放大 8 000 倍。
13. fulfill *vt.* 满足(愿望,要求);完成;履行(承诺)  
We hope the information will fulfill your request.  
我们希望这些信息将能满足你方的要求。  
All the sales contracts have been fulfilled. 所有的销售合同均已完成。  
Each party should fulfill its responsibilities stipulated in the agreement.  
每一方都应履行协议所规定的责任。
14. requirement *n.* 要求;需求  
It is one of the essential requirements to make the delivery in time.  
准时发货是一项基本的要求。  
There is a large requirement of fertilizers in China. 中国需要大量的化肥。
15. regular *adj.* 普通的,经常性的;定期的,有规律的  
a regular blood and cell examination 一个例行的血液和细胞检查  
There are two regular lines in the middle of month. 在月中有两班定期航船。
16. blood *n.* 血;血液
17. cell *n.* 细胞;小屋
18. examination *n.* 检查
19. F. O. B Frankfurt 法兰克福船弦交货价
20. CFR Tianjin 天津港到岸价
21. respectively *adv.* 分别地,各自地  
The order quantities of those two models are 500 cases and 100 cases, respectively.  
对那两种型号的订货数量分别是 500 箱和 100 箱。
22. make sure 确保,保证 同义词: assure
23. training program 培训课程  
training *n.* 培训;训练  
program *n.* 课程;计划,方案
24. margin *n.* 利润;差额,幅度;边缘  
We can hardly make any margin at this price level.  
在这个价格水平上我们几乎无利润可言。  
We only make a narrow margin of profit. 我们只赚取很少的利润。  
margin profits 边际利润
25. build up 建立 同义词: establish



26. through this deal 通过这单生意

## 3.4 Case 4



### 3.4.1 Background & Task

#### Background(业务背景)

美国“Four Seasons Merchandise Co., Limited”在接到“长荣箱具有限公司”的建交函和产品目录后,对利用现有渠道在美国中西部销售“长荣”公司的箱包产品很感兴趣。但由于受到目录图片的限制,无法准确了解各种箱包的面料和手感,所以希望见到样品后考虑发出试订单(双方信息请参考 2.1.1)。

#### Task(工作任务)

“Four Seasons”公司发函告知“长荣”公司建立业务往来的愿望,请“长荣”公司通告货物装箱所占体积的数据,同时请“长荣”公司提供样品,或报出所需费用及一个二十尺货柜的试订单价格。请参考以下提示,构思相关业务活动及信函的内容。

#### **Key points:**

- 确认收到对方的建交函
- 表达合作的积极愿望
- 清楚说明目前存在的问题
- 有条理地提出要求
- 给出己方的联系方式



### 3.4.2 Specimen Letter

#### **(Body of text)**

Dear Michael,

It is such a great pleasure to receive your letter of November 10 after our meeting in Las Vegas. Your exhibits at the show are very impressive. We have a strong interest in pushing the sales of your products in the mid-western area.

Can you manage to send us the samples of fabric which can match each item on your illustrated catalogue? It can help us learn the texture, patterns and the feel of the materials you use. Please also advise us how many cases can be loaded in a twenty feet container if we order each item in the same quantity. Meanwhile, please quote us your best CFR Los Angeles price for a twenty container serving as a trial order.

We look forward to your early reply. If you have any question, please call me at 001 (323) 8261199 ext. 323, or send e-mail to me at *eugenebrigham@4sgm.com*.

Yours truly,  
Eugene Brigham



### 3.4.3 Key Words and Phrases

1. such *adj.* 如此的, 这样的; 如此程度的  
It is such a great pleasure to meet you again at the show.  
能在展销会上再次遇到您, 实在太令人高兴了。  
It is such a good chance that we can't miss it. 这么好的一个机会我们一定不能错过。
2. pleasure *n.* 令人高兴的事; 高兴, 快乐
3. exhibit *n.* 展览品; 展示; 展览会  
an exhibit hall 展览厅  
The exhibits are not for sale. 展品不用于出售。  
*vt. /vi.* 展出, 陈列; 显示  
Every pattern is exhibited in the show room. 每款样式都陈列在展室。
4. impressive *adj.* 令人印象深刻的; 令人感动的  
impression *n.* 印象; 感想; 影响  
What are your impressions of the plant? 你对那家工厂的印象如何?  
impress *vt. /vi.* 给人以深刻的印象; 使感动  
We are impressed by the high quality of your product.  
你方产品的高质量给我们留下了很深的印象。
5. push the sales of... 推销……  
push *vt.* 推, 推动
6. manage to 设法做到; 努力完成  
We will manage to make an early delivery. 我们将尽力争取提早发货。
7. fabric *n.* 织物; 织物的质地
8. match *vt.* 使一致, 使匹配; 比得上, 和……相称  
The other brands cannot match us in quality. 其他品牌在质量上无法和我们相比。  
match *n.* 比赛; 可以相匹配(的人或物)  
a football match 一场足球比赛  
The color and the pattern are a perfect match. 这种颜色和图案搭配得非常完美。
9. texture *n.* (织物的)质地, 密度; (材料的)构造, 结构
10. pattern *n.* 图案; 款式
11. feel *n.* 手感; 感觉



## 3.5 Case 5



### 3.5.1 Background & Task

#### Background(业务背景)

国外的一家贸易公司长期经营相框(照片框架)的进口和批发业务。以往进口的货源地主要在欧盟、中国香港及中国台湾等地区。但目前由于中国大陆生产的同类产品价格低廉,该公司为保持其竞争力特意联系大陆的进出口公司,并要求报价。

#### Task(工作任务)

为了解市场行情拿到最低的价格,该贸易公司决定向能够搜索到的多家大陆生产和经营相框的公司同时发出询盘信。在收到第一轮报价后,从中筛选较为适合的公司再进一步联系。根据这一策略,准备拟写一份简明扼要可以通用的询盘函。请参考以下提示构思相关业务活动及信函的内容。

#### **Key points:**

- 简明介绍自己公司的业务
- 概括地说明收信人信息的来源
- 清楚地提出请对方报价的要求
- 请对方提供目录和资料
- 给出己方的联系方式



### 3.5.2 Specimen Letter

#### Specimen Letter (Body of text)

Dear Sirs,

We are informed your company handles the export of picture frames in a variety of ranges in China. Would you please send us your illustrated catalogue together with the reference price and quantity discount rates so that we can consider placing our order with you? Please have our mailing address and contact information as follows:

(...)

Our company is located in the metropolitan area of New York, which is a major market of the arted goods. We have specialized in the import and wholesale of picture frames for about ten years in the area. It can be pretty quick to start our business cooperation with each other if the price and pattern of your products are in line with the market.



Your early reply is appreciated very much.

Yours truly,

(签名)

### Reference Reply (Body of text)

Dear Sirs,

In compliance with your inquiry letter, we are glad to send you our illustrated catalogue together with this letter. You will also find the reference price in the catalogue. All the reference prices are on a F. O. B. basis.

You will be able to receive a 3% discount if the order amount is above USD 10,000. Our products are very popular in American and European markets. Please also have our contact information as follows:

(...)

We look forward to the opportunity to do business with you soon.

Yours truly,

(签名)



### 3.5.3 Key Words and Phrases

1. picture frame 相框  
frame *n.* 框架;结构
2. in a variety of 各种各样的
3. quantity discount rate 数量折扣(根据订货量给予折扣比率)
4. place an order with sb. 向某人订货
5. mailing address 邮寄地址  
mail *vt./vi.* 邮寄;投信
6. as follows 如下
7. metropolitan *adj.* 大城市的;大都会的  
*n.* 大城市人
8. wholesale *n.* 批发
9. pretty *adv.* 很 *adj.* 可爱的
10. in compliance with 依据……
11. popular *adj.* 畅销的;流行的

This is the most popular pattern. 这是最为流行的款式。



## 3.6 Knowledge Links



### 3.6.1 Key Structures and Expressions

1. 商务函电的结尾具有简短、礼貌和要求回应的特点。常用的结尾用语如下：

情景	举例
请对方早日答复	We look forward to your early reply.
	We look forward to receiving your early reply.
	We are looking forward to your early reply.
	Please send us your reply at your earliest convenience.
	Please make your confirmation at your earliest convenience.
	Your early reply is appreciated very much.
请对方在一定日期前答复	Please make your confirmation by...
	Please have your reply reach us before...
	The offer is good subject to your reply reaching us by...
感谢对方给予关注	We appreciate your kind attention very much.
	Your attention is highly appreciated.
	We thank you for your attention in advance.
表示合作的良好希望	We look forward to the opportunity to cooperate with you.
	We are looking forward to your early order.
	We wish to do business with you soon.
	We hope to get the business started with you soon.

同时,在建交函和初次询盘函的结尾中要准确具体地给出自己的联系方式。虽然当前的通信联络条件较之以往有了很大的提高(如电子邮件可以自动回复等),但是让收信人能在第一时间联系自己仍是快节奏的商务活动中不容错过的一环。此外,还可以通过电子邮件编辑发信人联系方式及职务后缀的方式。

2. We sincerely wish to establish a win-win business relationship with you, who are an important provider of soybeans in Brazil.

“(由于)贵公司为巴西一家重要的大豆供应商,我们诚挚地希望与你方建立双赢的业务关系。”

“, who...”引导出非限制性定语从句结构,起到补充说明的作用。意思近似于“... you, an important provider of soybeans in Brazil.”句式,即以同位语结构进行补充说

明。在显示尊重和了解对方公司市场地位的同时,也表达了对对方公司的规模地位提供了长期合作的条件,所以希望建立双赢关系。

3. Though the demand is large, the more and more violent competition keeps the price down.

“尽管需求很大,但是越来越激烈的竞争使价格下降。”

“more and more + 形容词(原级)”或“形容词(比较级)and 形容词(比较级)”结构表达“越来越……”,与普通的比较级句式相比,能更生动地描述变化的状态和方向。

The communication cost is getting lower and lower. 通信费用变得越来越低了。

It becomes more and more difficult to keep one's price level in secret.

进行价格保密已经变得越来越难了。

4. Please have your price quoted on a CFR Xingang, Tianjin basis.

“请报出你方 CFR 天津新港价格。”

“have + 名词/代词 + 过去分词”表达“请对方做某件事”。

这种表达方式较直接说“Please do...”要委婉,同时便于加入介词词组等修饰成分,完整地说明“请对方要做的是怎样的一件事”或“如何做这件事”。试比较以下两句话:

Please have your payment remitted in full amount by the end of this week.

Please remit your payment in full amount by the end of this week.

5. Our clients keep appointing us to handle the import of medical equipment in a variety of functions after times of successful cooperation.

“我们的客户在多次成功合作之后,一直委托我方替他们进口各种功能的医疗设备。”

“keep doing”意思为:持续地,一直在做(某事)。在本文中表示“汉森”公司已与客户形成了牢固的业务合作关系。

6. Please kindly make your favorable firm offer for us so that we can build up our business relationship soon through this deal.

“请给我方报出贵公司的优惠实盘以便我们能通过这单生意迅速建立起业务关系。”

so that 连接两个互为因果关系的完整句子;前半句为因,后半句为果。本文中以此句式请对方报出优惠价格,同时隐含“报价过高,不利成交”的意味。另外还常用下列形式:

The weather condition is so bad that the goods cannot be loaded today.

由于天气如此恶劣,今天无法装货。

7. We have a strong interest in pushing the sales of your products in the mid-western area.

“我们对在中西部地区推销你方的产品抱有浓厚的兴趣。”

“have a strong interest in doing...”体现出一种积极的语气,说明“有兴趣做(某方面



的事)”。“be interested in doing...”意为“对做(某事)有兴趣”,在语气上稍弱。

“be interested to do...”一般是针对某一具体的事件或事务,表明“有兴趣去做(某事)”。请参考以下句子:

We are interested in pushing the sales of your products in the mid-western area.

我们对在中西部推销你公司产品。(与“没有兴趣”相对)

We are interested to push the sales of your products in the mid-western area.

我们对在中西部推销你公司产品抱有浓厚兴趣。(强调“在中西部地区”,与其他地区相对)

8. Meanwhile, please quote us your best CFR Los Angeles price for a twenty container serving as a trial order.

“同时请报给我方一个二十尺集装箱 CFR 洛杉矶的最好价格,该货柜作为试订单订货。”

“v. + ing”的形式,可以跟随在作为动作发出者的名词或代词后面,起到补充说明的作用。



### 3.6.2 Skills Development

在询盘中明确要求对方报出最优价格:

- We will appreciate if you can offer us a competitive price. (3.1.2)
- Though the order quantity is moderate, we would still like to ask for your best price as this only serves as a trial order. (3.2.2)
- Please kindly make your favorable firm offer for us so that we can build up our business relationship soon through this deal. (3.3.2)
- Meanwhile, please quote us your best CFR Los Angeles price for a twenty container serving as a trial order. (3.4.2)

上述四个句子分别出现在本章四个不同业务案例的询价函中,均是结合上下文,以不同的句式、语气和理由提出同一个要求,即请对方报出最优惠的价格。价格确认过程中,函电的往来是以书信的形式进行谈判。对于己方必争之处,应明确提出,不让对手从心理上觉得我方没有经验或不在意。一旦报出高价,谋求降价的过程往往是困难和费时费力的。

## Training and Simulation

I. Please answer the following questions based on the text and explanation.

请根据课文内容及讲解回答下列问题。

1. What does Lucky Star ask Batavo to do in its inquiry letter?
-

2. What does Lucky Star tell Batavo about its future business?

---

3. What contents are included in Elite's inquiry?

---

4. On what basis does Elite ask Pilot to quote the price?

---

5. Why does Elite ask Pilot to quote its best price for a moderate order quantity?

---

6. How did Hanson obtain the information of Ace?

---

7. Where are Hanson's customers located?

---

8. How does Hanson raise its request for a favorable offer?

---

**II. Please complete the following sentences according to what has been given.**

按照中文提示,完成下列句子。

1. As one of the largest extractors and processors of food oil in China, our \_\_\_\_\_ (年需求量) for soybeans is 100,000 M/T.

2. We sincerely wish to establish \_\_\_\_\_ (双赢) business relationship with you, who are an important provider of soybeans in Brazil.

3. We \_\_\_\_\_ (诚恳地) wish to establish a business relationship with you.

4. We will \_\_\_\_\_ (感谢) if you can offer us a competitive price.

5. However, we have to ask you to quote us a more favorable price \_\_\_\_\_ (由于) he stronger competition this year.

6. For the \_\_\_\_\_ (相似的) pens, the price of this year is only 60% of that of last year.

7. We are a \_\_\_\_\_ (主要的) importer of medical equipment in Tianjin, China.

8. We are now looking for the opportunity to order ten \_\_\_\_\_ (套) of Electron Microscope with a magnification of 80,000 times.

9. As we maintain a long term and steady relationship with our clients, we only keep a very thin \_\_\_\_\_ (利润).

10. They are able to fulfill the \_\_\_\_\_ (要求) for regular blood and cell examination.

**III. Please translate the following sentences into English.**

将下列句子译成英文。

1. 非常感谢贵公司八月三日的询盘。

---



2. 由于强烈的市场竞争,该产品价格下降了 20%。  
\_\_\_\_\_
3. 请向我公司发出七英寸灰色泰迪熊的 FOB 价,包装为纸板箱,每打一箱。  
\_\_\_\_\_
4. 随着市场份额的增加,我们未来三年中,每年的订货量会增加 15%。  
\_\_\_\_\_
5. 尽管我们的销量在快速增长,但是利润却很少。  
\_\_\_\_\_
6. 我们在此想提请贵方对市场潜力给予关注。  
\_\_\_\_\_
7. 如能收到贵方有竞争力的报盘,我方将立即向贵方发出 500 打电动玩具车的订单。  
\_\_\_\_\_
8. 由于同类产品价格已降至去年的 80%,我们不得不请贵公司将价格削减到有竞争力的水平。  
\_\_\_\_\_
9. 我公司在硅谷的合作伙伴将贵公司推荐给我们来答复我们关于数据库系统软件的询盘。  
\_\_\_\_\_
10. 鉴于双方的长期友好关系,特向贵方报出优惠报盘,在三月三十一日前答复有效。  
\_\_\_\_\_

**IV. Please translate the following sentences into Chinese.**

将下列句子译成中文。

1. We shall be glad to settle the deal with you if the price is lowered by another 5%.  
\_\_\_\_\_
2. Please kindly quote us your CIF Xingang, Tianjin for package in wooden cases and carton board boxes, respectively.  
\_\_\_\_\_
3. It is highly appreciated if you could reply our inquiry at your lowest possible price.  
\_\_\_\_\_
4. We enclose a copy of enquiry sheet which includes detailed information.  
\_\_\_\_\_
5. We look forward to receiving your firm offer at your early convenience.  
\_\_\_\_\_
6. As soon as we receive your firm offer, we will inform you whether your price is acceptable to us.  
\_\_\_\_\_

7. Regarding your enquiry of September 1, please kindly advise us the quantity you require as soon as possible.

---

8. Your company is recommended to us by our Embassy in New York.

---

9. We are a major importer of computer parts in China.

---

10. Meanwhile, please make sure that you include all requirements in your inquiry.

---

**V. Please write business letters based on the following hints.**

请根据下列提示拟写相应的函电。

1. 在收到一家美国公司关于计算机数据处理器的报价后,发现其价格高出日本产品价格的 30%,高出中国台湾厂商价格的 50%。中国的进口厂商通过电邮要求美国公司降价,并在信中讲明自己为最终用户。

2. 我国酒类贸易公司向法国红酒酿造商发出询盘,并提出未来两年的销售计划。同时请法国公司考虑委托该公司为其在中国的独家代理,以保证销量和价格。