مکاتبات تجاری به زبان انگلیسی

شرکت فولاد مهر سهند

تهیه و گردآوری: نازلی ملکی

بهار ۱۳۹۳
مکاتبات تجاری:

فرمت نامه های انگلیسی در حالت کلی:

Mr. (name)
Job title
Company name
Company address: date:

Subject:

Salutation
(dear Mr. (name))

Open paragraph : ( introduction , target,...)

More ( detail)

Conclusion & Ending

Signature

Name ( sender)
Job title
وث و اساسی ترین بخش در مکاتبات قسوت محتماً یا همان contact می‌باشد که از ۴ روش می‌گردد:

1. Net working (شبکه)
2. Tel (تلفن)
3. Letter (نامه نگاری)
4. Marketing (inquery) (بازار)

فرم و نمونه جملات برای استعلام و خرید کالا:

Opening: (شرح و آشنایی)

- We are ....(name of company) ... based in...( city/country)...
- We are one of the main producers of industrial chemicals in... (city/county)...

Asking for catalogue: (درخواست کاتالوگ)

- Could you please send us your current catalogue and price list for...(name of product)...? we are particularly interested in... (kind of activity)...
- Please would you send me an up-to-date price list for your (building materials).
Replying To Enquiries:

- Thank you for your enquiry of 6 June 20- in which you asked about...
- I would like to thank you for your enquiry of 10 May 20-and I am pleased to tell you that we would be able to supply you with the....
- We were pleased to learn from your letter of 10 December that you are impressed with our selection of...
- Thank you for your letter, NI 1691, which we received this morning.

Confirming that you can help:

- We have a wide selection of sweaters that will appeal to the market you specified.
- Our factory would have no problem in producing the 6,000 units you asked for in your enquiry.
- We can supply from stock and will have no trouble in meeting your delivery date.
- I am pleased to say that we will be able to supply the transport facilities you require.
- We can offer door-to-door delivery services.

Asking for more detail:

- Could please give me/ send me more information about (product) which can be used for..... ?
- I would appreciate more detail about the... (product)... which you currently advertising on your website.

Asking for sample:

www.mehrsteel.com
- We would appreciate it if you could send some samples of the material so that we can examine the texture and quality.
- Before using… We prefer to test them for safety. could you therefore send us at least two example of the ….

Suggesting alternatives:

- And while this engine has all the qualities of the model you asked for, the ‘Power drive’ has the added advantage of fewer moving parts, so reducing maintenance costs. It also saves on oil as it...
- The model has now been improved. Its steel casing has been replaced by strong plastic, which makes the machine much lighter and easier to handle.
- Of course, leather is an excellent upholstery material, but escalating costs have persuaded many of our customers to look for an alternative which is more competitive in price. Tareton Plastics have produced a high-quality substitute, ‘Letherine’ which has the texture, strength, and appearance of leather, but at less than a quarter of the cost. We feel confident that the samples enclosed will convince you.

Referring the customer to another place:

- I regret to say that we no longer produce the type of (product name) you refer to as there is no longer sufficient demand for it. I am sorry we cannot help you.
- The book you mention is not published by us, but by (factory name). Their address is ...

- We no longer manufacture pure cotton shirts as their retail prices tend only to attract the upper end of the market. All our garments are now poly cotton, which is
stronger, needs little ironing, and allows variations in pattern, which you can see on our website at www.elegance.co.uk. However, you are only interested in pure cotton garments, we advise you to contact Louis Fashions Ltd at...

**Arranging demonstrations and visits:**

- The enclosed catalogue will give you an idea of the type of sound equipment we produce, but may we suggest that you also visit our agent’s showrooms in Rotterdam where you can see a wide range of units? The address is...

- Before installing the equipment, we would like to send Mr Tony Grifiith, our Chief Engineer, to look very our plant and prepare a report on the installation, taking your particular requirements into account. We suggest you contact us to arrange a convenient date.

**Sailing’ your product:**

- Once you have seen the ...(product name).... in operation we know you will be impressed by its trouble-free performance.

- We can assure you that ...(product name).... is one of the most outstanding machines on the market, and our confidence in it is supported by our five-year guarantee

**Suggestion terms, methods of payment and discount:**

- As a rule, our supplier allow us to settle by monthly statement and we can offer the usual reference if necessary.

- As we intend to place a substantial order, we would like to know what quantity discount you allow.
Transport and insurance costs:

- **Incoterms** are quoted in correspondence in the following way;

  £30,000 CPR Hong Kong (i.e. the price includes all delivery costs to Hong Kong, except for insurance);

  $35,000 FOB Rotterdam (i.e. the price includes delivery costs to when the goods are on board ship at Rotterdam). Abbreviations for Incoterms may also be written in lower case, e.g. CIF or fob.
1. DDU (delivery duty unpaid)

تا مرز مقصد، فروشندی تمامی هزینه را به غیر از عوارض پرداخت می‌کند.

2. DDP (delivery duty paid)

تا مرز مقصد، فروشندی باید تمامی هزینه‌ها را پرداخت کند.

3. CFR (cost and freight)

تا مرز مقصد، فروشندی تمامی هزینه‌ها را به غیر از بیمه پرداخت می‌کند.

4. CIF (cost, insurance and freight)

تا مرز مقصد، فروشندی تمامی هزینه‌ها را پرداخت می‌کند.

5. EXW (ex-work)

خریدار تمامی هزینه‌ها را در ابتدا و در زمان تحول جنس در درب یا اتان فروشندی پرداخت می‌کند.

6. FAS (free alongside ship)

فروشندی تمامی هزینه‌ها راتا زمانی که کالای محموله تحول به کشتیرانی شود، پرداخت می‌نماید.

7. FOB (free on board)

فروشندی تمامی هزینه‌ها را به مرزبان خریدار پرداخت می‌نماید.

8. DAF (delivery at frontier)

فروشندی تمامی هزینه‌ها را به مرزبان خریدار پرداخت می‌نماید.

9. CPT (Carriage paid to)

فروشندی تمامی هزینه‌ها را تا مرز مقصد پرداخت می‌کند و خریدار هزینه‌ای اضافی برای حمل کالا به حمل کننده که محموله به ایوان تحول داده نشده، پرداخت می‌کند.

تکنی: نمونه جملات ذیل بیشتر در UK استفاده می‌شود.
- CARRIAGE PAID (C/P), i.e. charges will be paid by the sender, e.g. We will send replacements for the damaged goods C/P.

- CARRIAGE forward (C/F), i.e. charges will be paid by the receiver, e.g. as you are responsible for the damage, we will send replacements C/F.

Quoting delivery date: (تاریخ تحويل)

- ... and we are pleased to say that we can deliver by November 1, so you will have stock for the Christmas sales period.

- As there are regular sailings from Liverpool to New York, we are sure that the consignment will reach you well within the time you specified.

- We have the materials in stock and will ship them immediately we receive your order.

- As there is a heavy demand for fans at this time of year, please allow at least six weeks for delivery

- We would not be able to deliver within two weeks of receipt of order; as we would need time to prepare the materials. However; we could guarantee delivery within four weeks

Closing: (پایان و اتمام نامه)

- 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.
تکته: برای قرارداد بستن بايد تاريخچه شرکت خريدار، طريقه آشنابي با شرکت فروشنه و نام کالا يا خدماتی که ميخواهیم
بطور كامل و دقيق ذكر گردد.

محفظ برخی جملاتی که بيشتر در مکاتبات استفاده ميشود:

AFAIK = as far as I know
BFN = bye for now
BTW = by the way
COB = close of business
FYI = for your information
IOW = in other words
NRN = no reply necessary
OTOH = on the other hand
PI= proforma invoice
LOI = letter of intend
Dear M. Gerard

Thank you for your enquiry of 12 May in which you asked about the CDs we advertised in this month's edition of 'Lectron'.

I can confirm that they are of high quality, and suitable for domestic recording. They are ‘Kelby’ products, a brand name you will certainly recognize, and the reason their prices are so competitive is that they are part of a consignment of bankrupt stock that was offered to us.

Because of their low price, and the small profit margin, we will not be offering any trade discounts on this consignment. But we sell a wide range of electronic and computer products and have enclosed a price list giving you details of trade, quantity, and cash discounts.

We have sent, by separate post, samples of the advertised CDs and other brands we stock, and would urge you to place an order as soon as possible as there has been a huge response to our advertisement. Thank you for your interest.

Yours sincerely

(Herr) R. Gerlach
Sales Director
Enc. price-list
Attn. Sig. D. Causio

Dear Sig. Causio

Please find enclosed our Official order, No. DR4316. For this order, we accept the 15% trade discount you offered, and the terms of payment (sight draft, CAD), but hope you are willing to review these terms if we decide to order again.

Would you please send the shipping documents and your sight draft to “North minster Bank (City Branch), Deal Street, Birmingham B3 ISQ”

If you do not have any of the items we have ordered currently in stock, please do not send alternatives.

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

Yours sincerely

Peter Crime
Chief Buyer

Enc. order No. DR4316
Attn. Mr D. Causio

Dear Mr Causio

Thank you for being so prompt in sending the documents for our last order, No. 14463. We have accepted the sight bill, and the bank should send you an advice shortly.

We have been dealing with you on cash against documents basis for over a year and would like to change to payment by 40-day bill of exchange, documents against acceptance.

When we first contacted you last February you told us that you would be prepared to reconsider terms of payment once we had established a trading association. We think that sufficient time has elapsed for us to be allowed the terms we have asked for. If you need references, we will be glad to supply them.

As we are planning to send another order within the month, could you please confirm that you agree to these new terms of payment?

Yours sincerely

Peter Crane
Chief Buyer
Mr R. Cliff

Homemakers Ltd

54-59 Riverside

Cardiff CF1 UW

Dear Richard

I have enclosed an order, no. B 1662, for seven more ‘Sleepcomfy’ beds which have proved to be a popular line here and will pay for them as usual on invoice. However, I wondered if in future you would let me settle my accounts by monthly statement as this would be more convenient for me?

As we have been dealing with one another for some time, I hope you will agree to trade on the basis of open account facilities. I can, of course, supply the necessary references.

Yours sincerely

Robert Hughes

Encl. Order No. B1662
Dear Sirs

Mr Mohamed Al Wazi, of the Saudi Arabian Trade Commission in London, informed us that you may be interested in acting as our agent in your country.

As you will see from the enclosed catalogue, we are manufacturers of high-quality glassware. We produce a wide selection of products from moderately priced tableware in toughened smoked glass to ornate Scandinavian and Japanese designed Light coverings.

We already export to North and South America and the Far East, and would now like to expand into the Middle Eastern market, where we know there is an increasing demand for our products.

The type of agency we are looking for will be able to cover the whole of Saudi Arabia. We are offering a 10% commission on net list prices, plus advertising support. There would be an additional 2.5% Del credere commission if the agent is willing to guarantee the customer's accounts, and he may offer generous credit terms once we have approved the account.

This is a unique opportunity for someone to start in an expanding market and grow with it. Therefore, if you believe you have the resources to handle a sole agency covering the area mentioned, and feel that you can develop this market, please write to us as soon as possible.

Yours faithfully

Nicholas Jay
Managing Director

Eric. Catalogue
To Cartiers Ltd
Fax U29 Z0 493315
From R. Cliff
Date 10 November 20-
Subject Quotation for Swansea delivery
Pages 1

Please quote for collection from the above address and delivery to: R. Hughes & Son Ltd, 21 Mead Road, Swansea.

- 6 divans and mattresses, TGOcm × 480cm
- 7 bookcase assembly kits packed in strong cardboard boxes, each measuring 14m³
- 4 coffee-table assembly kits, packed in cardboard boxes, each measuring 10m³
- 4 armchairs, 320 × 190 × 260cm

The divans and armchairs are fully protected against knocks and scratches by polythene and corrugated paper wrapping, and the invoiced value of the consignment is £4,660.50. I would appreciate a prompt reply, as delivery must be made before the end of next week.

Richard Cliff
Director

Dear Sirs
We would be grateful if you could quote us for comprehensive cover, i.e. against fire, flood, accident, industrial injury, and theft.

We are a large warehouse selling furnishings to the retail trade, and employing a staff of thirty. The building we occupy belongs to us and is currently valued, along with the fixtures and fittings, at £3 50,000. At any one time there might be stock worth £250,000 on the premises.

If you are able to supply a quote, please would you take the following into consideration: Our fire precautions conform to current regulations; we have a fully operational sprinkler system, which is serviced regularly, and fire exits on every floor. In general, our health and safety record is excellent.

Our premises are on high ground, and the only danger from flood would be burst pipes.

Since we began trading six years ago we have never had to claim for industrial injury, and damage to stock has been minimal. Petty theft, which is common in warehouses, has cost us only £300 per annum on average.

Our present policy expires at the end of this month, so we would require cover as from 1 May.

We are changing insurance companies because of our present insurers’ increase in premium, so a competitive quotation would be appreciated.

Yours faithfully

B. Daracott (Mr)

Finance Manager