

# UBND TỈNH THỪA THIÊN HUẾ TRƯỜNG CAO ĐẲNG SƯ PHẠM

## TRƯƠNG VĂN LÀNH (Chủ biên)

**LÊ THỊ KIM PHƯỢNG (Đồng chủ biên)**

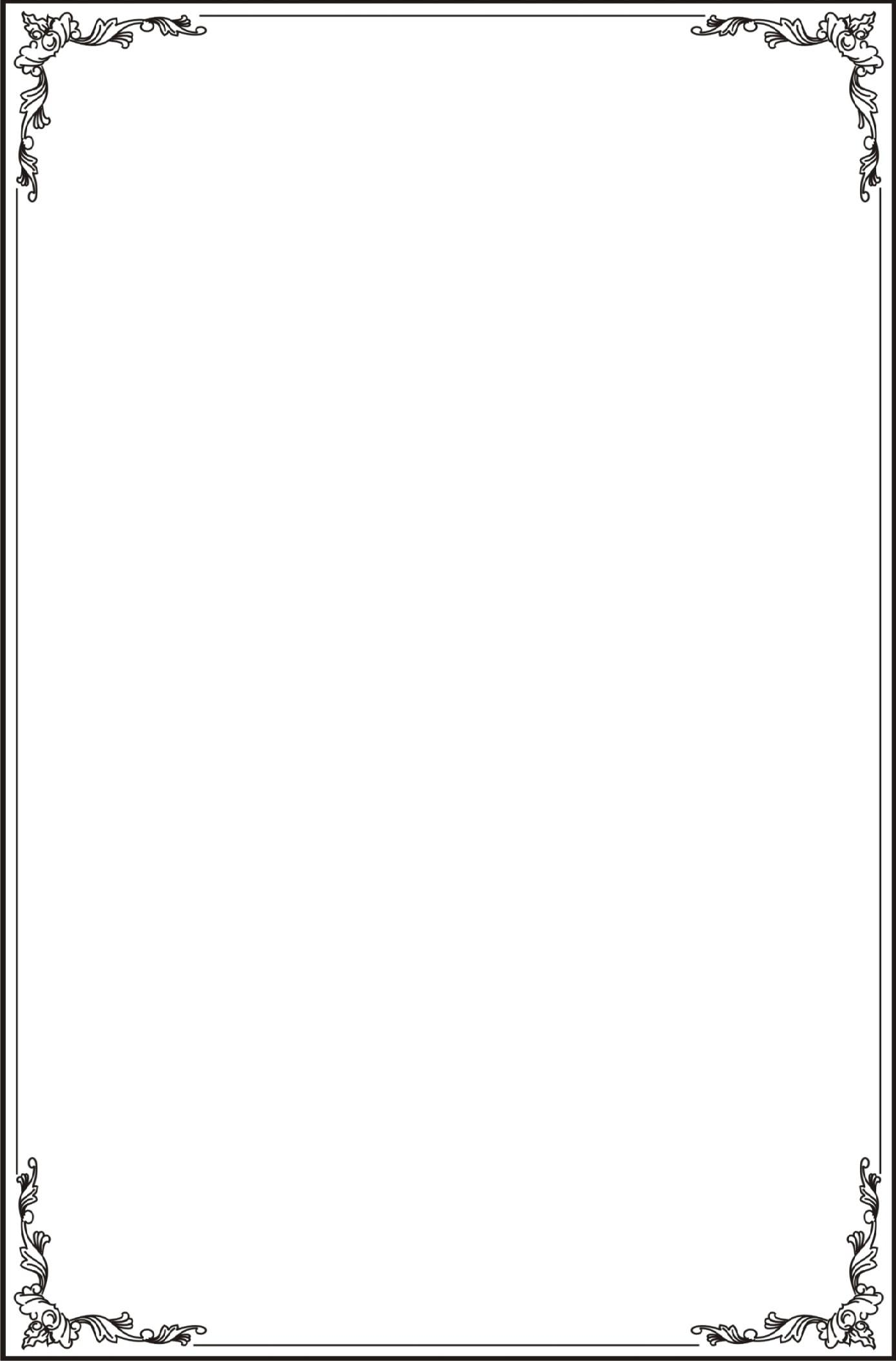
GIÁO TRÌNH

THƯ TÍN THƯƠNG MẠI

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Dành cho Sinh viên Cao đẳng Tiếng Anh

Huế, tháng 04 năm 2023



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## Th.S TRƯƠNG VĂN LÀNH (Chủ biên)

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# LỜI NÓI ĐẦU

Trong bối cảnh hội nhập toàn cầu, tham gia vào các giao dịch thương mại quốc tế là một phần tất yếu của quá trình hội nhập. Để thực hiện các giao dịch thương mại bằng tiếng Anh thành công, chúng ta cần có năng lực sử dụng tiếng Anh chuyên ngành thương mại cơ bản. Ngoài việc giao tiếp trực tiếp bằng ngôn ngữ nói, giao tiếp bằng thư tín thương mại chiếm phần lớn các giao thương mại quốc tế do những thuận lợi đặc thù của nó.

Giáo trình Thư tín Thương mại được biên soạn nhằm cung cấp cấu trúc chung và văn phong của các loại thư tín thương mại cơ bản: thư hỏi hàng, thư phúc đáp hỏi hàng và trích giá; thư chào hàng; đơn đặt hàng và thực hiện đơn đặt hàng; thư phàn nàn và phúc đáp trong giao dịch thương mại quốc tế. Ngoài ra, giáo trình cũng giúp người học phát triển kỹ năng sử dụng các loại thư tín thương mại cơ bản bằng tiếng Anh đã được học để thực hiện thành công các giao dịch thương mại quốc tế cơ bản.

Giáo trình bao gồm 8 đơn vị bài học: Unit 1: Letters, emails, faxes

Unit 2: Content and styles Unit 3: Enquiries

Unit 4: Replies and quotations Unit 5: Offers

Unit 6: Orders and Fulfilment of Orders Unit 7: Payment

Unit 8: Complaints and adjustments

# UNIT 1: LETTERS, EMAILS, FAXES

## Objectives

* ***Mastering the layout of letters, emails, faxes***
* ***Writing letterheads, sender’s address, dates, inside address, email address, salutation, complimentary close, signatures, enclosures***

# PHRASEOLOGY

## Letters

Different letters may include different numbers of parts; the following letter shows the most important parts and their sequence in the letter.

|  |  |
| --- | --- |
| 1. Letterhead (sender’s address) | **SOUNDSONIC LTD**  Warwick House, Warwick Street, Forest Hill, London SE23 1JF  Chairman John Franks O.B.E. Directors S.B Allen M Sc., N. Ignot, R.Lichens B.A. Telephone (081) 566 1861 Fax: (081)  566 1385 Telex: 819713 |
| References | Your ref: 25 August, 20  Our ref: DS/MR |
| Date | 1 September, 20 |
| Inside address (Addressee/  Recipient) | Ms. B. Kaasen Belgrade 51 Copenhagen DENMARK |
| Salutation (Greeting) | Dear Ms. Kaasen |
| Subject line (Subject  title) | Re: your inquiry dated 25 August,20 |
| Content (Body/ Message) | Thank you very much for your enquiry which we received today.  I am enclosing our catalogue (SM/06) and price-list for the equipment you said you were interested in. I would like to draw your attention to pages 31–35 in the catalogue where  you will find full details of the Omega range. |

|  |  |
| --- | --- |
|  | We would welcome any further enquiries you have, and look  forward to hearing from you |
| Complimentary  close/closure | Yours sincerely |
| Signature (with title) | Mary Raynor |
| Per pro | pp. D. Sampson  Sales Manager |
| Enclosures | Enc. Catalogue SM/06 |

## Sender’s address

In correspondence that does not have a letterhead, the sender’s address is placed in the top right-hand corner of the page. It is also acceptable, but less common, to place it in the top left-hand corner. Punctuation is rarely used in addresses these days. The blocked style is the most widely used, i.e. each line starts directly below the one above.

## Date

The date is written directly below the sender’s address, separated from it by a space. The month in the date should not be written in figures as this can be confusing; for example *11.3.03* means *11 March 2003* in British English, where the sequence is day- month-year, but 3 *November 2003* in American English, where the sequence is month- day-year.

It is acceptable to write the date with or without the abbreviations *-th* and *-nd,* e.g. *24th October* or *24 October,* and to transpose the date and the month, e.g. *October 24* or *24 October.* These are matters of personal preference, but whatever you choose you should be consistent throughout your correspondence.

## Inside address

The inside address is written below the sender’s address and on the left-hand side of the page.

*Surname known*

If you know the name of the person you are writing to, write it as the first line of the address. Include either the person's initial/s or his or her first given name, e.g. *Mr.J.E. Smith or Mr. John Smith, NOT Mr. Smith.*

COURTESY TITLES used in addresses are as follows:

*Mr.* (pronounced /‘mista/) is the usual courtesy title for a man. The unabbreviated form

*Mister* should not be used.

*Mrs*. (pronounced /‘misiz/, no unabbreviated form) is used for a married woman.

*Miss* (pronounced/’mis/, not an abbreviation) is used for an unmarried woman.

*Ms.* (pronounced /miz/ or /mas/, no unabbreviated form) is used for both married and unmarried women. It is advisable to use this form of address when you are unsure whether the woman you are writing to is married or not, or do not know which title she prefers.

*Messrs* (pronounced /’mesaz/, abbreviation for French *'Messieurs',* which is never used) is used occasionally for two or more men, e.g. *Messrs p. Jones and B.L Parker,* but more commonly forms part of the name of a company, e.g. *Messrs Collier, Clark & Co.* It is rather old-fashioned.

## Salutation

*Dear Sir* opens a letter written to a man whose name you do not know.

*Dear Sirs* is used to address a company. (In American English a letter to a company usually opens with *Gentlemen.)*

*Dear Madam* is used to address a woman, whether single or married, whose name you do not know.

*Dear Sir or Madam* (or *Dear Sir/Madam)* is used to address a person when you do not know their name or sex. Notice that Ms Kaasen in the letter on page 9 uses this form,

i.e. she does not assume that the sales manager of Compuvision Ltd is a man.

When you know the name of the person you are writing to, but do not know them well, the salutation takes the form of *Dear* followed by a courtesy title and the person's surname. Initials or first names are not used with courtesy titles, e.g. *Dear Mr. Smith,* NOT *Dear Mr. J. Smith* or *Dear Mr. John Smith.* Business associates who you know well can be addressed using just their first name, e.g. *Dear John*

A comma after the salutation is optional, i.e. *Dear Mr. Smith, or Dear Mr. Smith.(in*

American English a colon is usually used after the salutation, e.g. *Dear Mr. Smith Gentlemen*

## Subject title (Subject line)

Some firms open their letters with a subject title which is stated one line spacing below the salutation. This provides a further reference, saves introducing the subject in the first paragraph, immediately draws attention to the main topic of the letter, and allows the writer to refer to it throughout the letter. Note that if the letter is short, it is not necessary to have this line. Also, the subject line may be underlined or in bold type to attract more attention.

**N.B.** *The subject title is not usually a complete sentence, but a phrase and is often underlined or typed in bold type to draw more attention.* ‘*Re:*’ *which means* ‘*on the subject of*’ *or* ‘*with reference to*’*, is sometimes omitted.*

E.g. (Re:) Application for post of typist (Sub:) Application for post of typist

## Body of the letter

The blocked style is the one most often used for the body of the letter. It is usual to leave a line space between paragraphs.

## Complimentary close

If the letter begins *Dear sir, Dear Sirs, Dear Madam,* or *Dear Sir or Madam,* the complimentary close should be *Yours faithfully.*

If the letter begins with a personal name, e.g. *Dear Mr James, Dear Mrs Robinson, or Dear Ms Jasmin, it* should be Yours *sincerely.*

*A* letter to someone you know well may close with the more informal *Best wishes.* Note that Americans tend to close even formal letters with *Yours truly* or *Truly yours,* which is unusual in the UK in commercial correspondence.

Avoid closing with old-fashioned phrases, e.g. *We remain yours faithfully, Respectfully yours.*

A comma after the complimentary close is optional, i.e. *Yours faithfully,* or *Yours faithfully.*

The complimentary close is usually placed on the left, aligned under the rest of the letter.

|  |  |  |
| --- | --- | --- |
| **TITLE** | **STATUS** | **COMPLIMENTARY**  **CLOSE** |
| Mr | married or unmarried male | Yours sincerely |
| Mrs | married female | Yours sincerely |
| Miss | unmarried female | Yours sincerely |
| Ms | married or unmarried female | Yours sincerely |
| Sir | male - name not known | Yours faithfully |
| Madam | female - name not known | Yours faithfully |
| Sir/Madam | when unsure whether you are  addressing | Yours faithfully |
| medical/academic/military  e.g. Dr/Professor/General | these titles do not change whether addressing a male or  female | Yours sincerely |

## Signature

Always type your name and, if relevant, your job title, below your handwritten signature. This is known as the signature block. Even though you may think your handwriting is easy to read, letters such as a, e, o*, r,* and V can easily be confused.

It is, to some extent, a matter of choice whether you sign with your initial/s, e.g. *D. Jenkins,* or your full given name, e.g. *David Jenkins,* and whether you include your courtesy title in your signature block as in the letter on page 9. But if you include neither your given name nor your title, your correspondent will not be able to identify your sex and may give you the wrong title when he or she replies.

‘**Per pro**’

‘Per pro’ or (p.p) (Latin words ‘*per procurationem*’) means ‘for and on behalf of’. Secretaries sometimes use ‘p.p’ when signing letters on behalf of their bosses. When signing on behalf of your company, it is useful to indicate your boss’s or your own position in the firm in the signature.

Rose Mary

p.p. J. Mane Managing Director **Enclosures**

If there are any enclosures, e.g. leaflets, prospectuses, etc., with the letter, these may

be mentioned in the body of the letter. But many firms, in any case, write ‘Enc’ or ‘Encl’ at the bottom of the letter, and if there are a number of documents, these are listed:

Enc. Bill of lading (3 copies)

Insurance Certificate (1 copy) Certificate of Origin (1 copy) Bill of exchange (1 copy)

## Copies ‘c.c’

‘c.c’ (which means ‘carbon copies’) is written, usually at the end of the letter, when copies are sent to people other than the named recipient. Sometimes you will not want the named recipient to know that other people have received copies. In this case, ‘b.c.c.’ – which stands for ‘blind carbon copies’ is written on the copies themselves, though not, of course, on the top copy.

## Fax

The word ‘fax’ comes from the word facsimile which means an exact copy or reproduction. As its name suggests a fax machine will send a duplicate of the message, document, design, photo, etc that is fed into it. Faxing is a means of telecommunication that has developed very quickly over the past few years. There are various models of fax machine which connect to a telephone socket and which work on a system similar to the telephone system. Charged are measured in telephone units and therefore vary according to the time of the day and where the fax is being sent.

The different models of fax machine offer a wide range of facilities, including automatic paper feeders, deferred transmission (faxes are sent during cheap-rate periods), automatic redialling if the receiver’s machine is engaged, and pre- programmed keys for instant dialling.

The advantages of fax include instant reception of documents, and documentary evidence of what has been transferred. A document can be relayed from one source to hundreds of other receivers, for example, if the head office of a chain store wants to circulate a memo or report to its branches.

## Example of fax: Advice of damaged consignment

*This fax is from Lynch & Co., who received a damaged consignment and was told by their supplier, Mr. Causio of Satex, to return it.*

## F. Lynch & Co. Ltd

(Head Office) Nesson House, Newell Street,Birmingham B3 EL Telephone: 021366571 Fax: 021 2368592 Telex: 341 641

Cables: MENFINCH Birmingham

**Fax transmission Message for**: D Causio

**Address:** Satex S.p.A Via di Pietra Papa 0146 Roma

**Fax number:** (06) 481 5473 Dear Mr. Causio

This is an urgent request for a consignment to replace the damaged delivery which we received and about which you have already been informed.

|  |  |  |
| --- | --- | --- |
| Please airfreight the following  Cat. No | items: | Quantity (units) |
| RN 30 |  | 50 |
| AG 20 |  | 70 |
| L26 |  | 100 |

The damaged items will be returned to you on receipt of the replacement. Yours sincerely

L.Craine Chief Buyer

## 1.1.2. Emails

*Email* (short for *electronic mail)* is a means of sending messages between computers. To send and receive emails you need access to the Internet. An Internet Service Provider (ISP) will provide you with connection software, which is often free. This will give you Internet access, storage for incoming mail, and the capability to read your messages. Finally, you need email software, generally already installed in modern computers, so that you can write, send, receive, and read messages.

## Email and other forms of correspondence

There are several areas of business communication where more traditional forms of correspondence are still the most suitable. For example, personal and sensitive correspondence such as messages of congratulation, condolence, or complaint are usually best done by letter. Confirmation of contracts, memos which are confidential and must be signed to acknowledge receipt, and any correspondence which may be needed for legal or insurance purposes should not normally be sent by email. You

might find a job on the Internet, but most companies would still expect your application to consist of a completed form with a covering letter.

## Email addresses

Typical email addresses look like this: [dfranks@intchem.co.no](mailto:dfranks@intchem.co.no), [corneyg@kingsway.ac.uk](mailto:corneyg@kingsway.ac.uk)

The first part of the email address is usually the surname and initial of the person you are contacting, or the name if it is a department, or a shortened version of It. The second part, which appears immediately after the @ (at), is the name of the ISP or organization, or again an abbreviation of it. Usually, the last part of the address includes the domain name suffixes referring to the type of organization (e.g. ‘.co’ for ‘company’, ‘.ac‘ ('academic') for a university) and to the country from which the message was sent (e.g. '.no' for Norway, ‘.uk’ for the United Kingdom).

## Layout

Below is a typical email message.

## Header information

The header gives essential information about the message. In addition to the basic details shown in the sample, it may include:

***c.c.***

This stands for carbon copies, which means much the same as it does on a letter. Here you insert the email addresses of anyone you want to send copies of the message to. ***b.c.c.***

This stands for blind carbon copies, which, as in a letter, you should use if you do not want the main recipient to know who has received copies.

*Attachments*

Icons of any attachments will appear here.

The amount of header information, and the order in which it appears, will vary according to the software being used, so do not worry if the messages you send and receive do not look exactly like the one in the example.

## Message text

The presentation of the text in an email is usually less formal than in a letter. In this example Ms. Kaasen has used the formal *Dear Sir /* Madam, but she could simply