CORRESPONDENCE IN TRADE
КОММЕРЧЕСКАЯ КОРРЕСПОНДЕНЦИЯ

Учебное пособие
по развитию навыков делового письма для студентов специальности:
1-25 01 10 «Коммерческая деятельность»

Минск, 2016
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Данное учебное пособие направлено на развитие и совершенствование навыков деловой корреспонденции в профессиональной коммерческой сфере и предназначено для студентов 2 - 4 курсов специальности 1-25 01 10 «Коммерческая деятельность» ДФО и ЗФО, а также магистрантов, маркетологов и специалистов, постоянно занятых написанием, чтением и обработкой коммерческой корреспонденции.
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UNIT I. LETTER WRITING
PART I
PERSONAL LETTER

Why do you write a letter when you can use the phone or meet face-to-face?
Letters can:

- **Formulate ideas.** A well-written letter needs a clear structure. So, writing helps to clarify thoughts.
- **Simplify ideas.** The process of writing a letter can reduce ideas to short, simple and essential information.
- **Save money.** Letters are cheaper than long distance calls.
- **Create a good impression.**

**Personal letters** are letters you write to someone you know. For example, you might write to a friend, family member, classmate or pen pal. It is informal form of conversation.

Standard practice in writing personal letters recognizes a difference between informal and formal situations. While you need not observe all the details of a standard letter form in writing the more intimate of your letters, you will definitely want to observe them carefully in writing to a new acquaintance or to your aunt whom you have never seen. However, considerations of neatness, attractive arrangement and proper stationary are important in all letters.

Personal letters usually have one or more of the following purposes:

- to thank
- to send greetings or express your feelings about some occasion
- to apologise
- to invite
- to make arrangements
- to make or renew contact with someone
- to give news
- to request news
- to accompany enclosed material

How do I write a personal letter?

**The Heading**
Is usually placed in the upper right-hand corner of the first page. Your own address, called sender’s address, is written here. Do not forget to include:

a. your street
b. your city
c. your country
d. your postcode
e. the date with a comma between the day and the year (!)
Do not crowd the heading. It should not be placed at the very top of the page nor should it reach to the right-hand edge of the paper.

**Example**

22 Church Road  
Seattle  
California  
USA  
SA5034  
July 31st, 2015

**The Salutation**

The salutation is placed a short distance down the page from the heading at the left-hand margin and usually followed by a comma. In a friendly letter you can use almost any salutation (like Hi or Hello), but Dear - is always appropriate.

**The Body**

The body of a friendly letter and the letter itself should begin below the end of the letter. This is where you put everything you want to include in your letter. Remember, if you forget anything you can always put it in the postscript. Consider your relationship and familiarity with the person and adjust the level of formality accordingly.

**The Closing**

The closing is placed a short distance down the page from the final line of the letter. It is placed at the left-hand margin and is usually followed by a comma. You may use whatever closing you wish: “Sincerely”, “Yours Sincerely”, “All the best”, “Best regards”, “Best wishes”, “Love” etc.

**The Signature**

Write your name below the closing.

**Specimen Letter №1**

20 Watkinson Street  
Liverpool  
UK  
L1 0AG

August 14th, 2014

Dear Sally,  
It was a nice surprise to get your letter. Although I wasn’t surprised that you were in France. I pumped into Aunt Petty and she told me you were about to go on holiday there.
I have been to Holland. It was my first time out of England for ten years. I met a couple of tourists from Nottingham and for guiding them around the city centre they invited me back. I spent a long weekend with them and they were hospitable. They have a flat in the art gallery they look after, which made my surrounding particularly interesting.

I am on volume 11 of Proust (in English), so with one more volume to go I expect to finish it by the mid of September.

Do write when you can and get in touch if you are in Liverpool.

Love,
Ruth.

EXERCISES

Exercise 1

Sometimes you need to write very short letters which have only one purpose.

- Decide what is the purpose of these letters. (Use the list in the Introduction.)
- Study the underlined words. They will be useful in your own letters.

a) June 12, 2006
Dear Chris,
Thank you so much for your hospitality and kindness last weekend. It was very kind of you to give me a bed at such short notice. I hope I can repay you in the same way some time.

Regards,
Nick

b) July 27, 2004
Dear Mary and family,
I was very sad to hear about your Mother's sudden death. Please accept my deepest sympathy. I only met her briefly, but remember her as a warm and generous person.
I am sorry I was unable to come down for the funeral. If there is any way I can help out, please let me know.

Yours sincerely,
Gram
c) August 17, 2001

Dear Anna,

Just a short note to let you know that I want be able to meet you at the station. I've arranged for a taxi to be there at 12 morn. If it doesn't arrive - don't panic! Ring Tim at work (67023) and he can arrange something. Sorry about all this.

See you soon.

Love,

Franko

---

d) September 4, 2002

Dear Mr. and Mrs. Price,

I’m writing to introduce myself. My name is Katherine Peters, and I’m staying in Australia for about 6 months. I’m a friend of Mark’s and he told me to look you up. I’ll be in Brisbane on the 24th and I wondered if you’d mind if I called in. I shall ring first. I hope this doesn’t do inconvenience you at all, as I look forward to meeting yon both.

Best wishes,

K. Peters

---

e) February 8, 2007

Dear Erica and Jo,

We just heard the news! Congratulations on the birth of Joanna. We’re delighted. Glad to hear that everything went well and that you’re back at home already. I will send something suitable soon. Till then take care of yourselves and of Joanna, of course.

Much love,

Tim and Jane

---

**Exercise 2**

Below are five extracts from personal letters. They have been divided into two parts. Match the parts on the left (news) with parts on the right (related questions).

<table>
<thead>
<tr>
<th>1. Well, I've finally done it - I've got my licence. I was sick of everyone nagging me.</th>
<th>a. Have you been back lately? Lots of changes. You wouldn't recognize Xavier St.</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. The big news is – I'm in love! I'm the happiest I've ever been.</td>
<td>b. How was yours? I bet you can't beat that for excitement.</td>
</tr>
<tr>
<td>3. Gina is now at school. She loves it - thank Goodness</td>
<td>c. How about you? Have you changed your mind about it? I remember how you hated the lessons.</td>
</tr>
</tbody>
</table>
4. I’ve just returned from a weekend in Perth - had a great time catching up on all the news.

5. Xmas was exciting in Tower this year. We had a baby born the next door flat on Xmas Eve and then, on Boxing Day, the dog had 6 pups.

Exercise 3

Choose 1 situation below and write a letter. Make it realistic by including personal details of your current activities.

a) You have just received some photos from a friend who visited you last month. You write a letter of thanks and tell your friend briefly what has happened in our life since then.

b) You must just have heard that a friend is getting married. You write a letter of congratulations and tell him or her some news.

c) Years ago you met and travelled with a person from another country. Suddenly you receive a letter from this friend, telling you that he or she is coming to live in Australia. You write a letter back and include some advice for your friend's first days in the country.

d) You have just moved from another city. You are missing some close friends you had there. You write a letter telling them how you feel and describing your first few weeks in your new city.

e) You are planning a trip to another part of the country. You write to some friends who live there, telling them of the trip and expressing your wish to see them.

f) You received a letter from your parents telling you about a friend's sickness. You write to the friend and include some news of your family and of your activities.

g) It is a friend's birthday. You send your birthday wishes in a letter, which includes your news of the year.

h) A family member has gone to live overseas for a year. He or she has been gone for four months now and you have not had a letter. You are rather annoyed and so write a letter.

i) Some friends have written to invite you to spend the holidays with them. You back expressing your thanks and telling them whether or not you can go.

j) Someone has sent you a gift for your birthday. You write a letter of thanks to them about your birthday celebration.
PART II
STRUCTURE OF BUSINESS LETTER

Business letters are the essential means of communications for industry and commerce. Developments in technology have made a great impact on business communication as they have made it possible to have instant communication all over the world. Speed has become the key to successful business communications. Fax messages and electronic mail superseded paper letters. But the importance of the first impression of your printed communication is as essential as it was 50 years ago.

Since business letters represent a company they must make friends, establish sound relationship and add to the company's prestige. In many cases the quality, effectiveness of a company's letters determines its success or failure on the market.

This section of the textbook will help you learn how to compose good business communications.

Layout of a Business Letter

Nowadays companies use printed stationery with their own letterhead, which comprises:

- The company's name
- The full postal address (street, city/town/village, country, postcode)
- Contact numbers - telephone, fax, e-mail address

The printed letterhead of the company also gives information about the type of the company: abbreviation Ltd. is used for private limited companies with limited liability whose shares are not available to the public. In the USA the term Incorporated (Inc.) is used.

The abbreviation PLC (Public Limited Company) shows that the company's shares can be bought by the public.

**The fully blocked layout** is now the most widely used method of display for all business documents. The style is considered to have a businesslike appearance. Open punctuation is often used with the fully blocked style. However some companies may prefer the indented style, but whichever layout you use for your business documents, the most important is consistency, i.e. ensuring all the documents are displayed in the same format.

<table>
<thead>
<tr>
<th>Blocked style</th>
<th>Indented style:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arnett House</td>
<td>Friedenstrasse 30-32</td>
</tr>
<tr>
<td>Hawks Lane</td>
<td>81671 Munich</td>
</tr>
<tr>
<td>Canterbury</td>
<td>Germany</td>
</tr>
<tr>
<td>Kent CT 1 2NU</td>
<td></td>
</tr>
<tr>
<td>UK</td>
<td></td>
</tr>
</tbody>
</table>
Nowadays in business correspondence preference is given to open punctuation with blocked style.

**What is an Open Punctuation?**

Open punctuation - a minimal use of punctuation marks in writing. In letters written in such a style less commas [,], periods [.], and colons [:] are used.

Most commonly, open punctuation is used for business and cover letters. When writing such a letter, don't include commas in any of the addresses, dates or titles of individuals. Omit the comma after the salutation (e.g., Dear Mr Smith) and the closing (e.g., Sincerely yours). No periods are also placed in abbreviations (PM – Prime Minister), acronyms (UNESCO) or times of the day (pm/am).
Specimen Letter No 2

ICF Ltd International Conferences and Fairs
Am Hofgarten 953113 Berlin Germany
Tel: +49 228 3011725 Fax: +49 228 3011755
e-mail: icf@berlin.com

DE/KM

12 November 20__

Mr. Paul Norman
Director
BSE
Daisy House, 26 Harley Road
Bournemouth
BH21W
United Kingdom

Dear Mr. Norman

The Berlin Conference

If you are sending students abroad and are looking for new partners or wish to keep in contact with existing ones, we invite you to attend the Berlin Conference taking place in Intercontinental Hotel in Berlin March 29-30, 20__

THE BERLIN WORKSHOP will put you in face-to-face contact with education providers from around the world, including boarding schools, hotel management and hospitality schools, MBA programmes, language programmes and summer schools, as well as colleges and universities offering graduate and post-graduate studies, who are interested in appointing new student recruitment partners. Please find enclosed the programme of the event and visit our site for details.

Yours sincerely

Dorothee Elger
Assistant Manager
Appointment section ICF

Enclosure

BSE Branch Manchester
Parts of a business letter

**Reference**
The reference includes the initials of the writer and the typist, a file or departmental reference may also be included. Normally the reference is inserted on the line above the date.

*Example*
DH/FN

**Date**
The date should be always shown in full.

*Example*
In the UK it is usual to show the date in the order day/month/year. No commas are used.

14 June 20__

In some other countries the date is typed in the order month/day/year (e.g. the USA).

June 14 20__

Attention: The month in the date should not be written in figures as they can be confusing: for example, 11.01.02 means 11 January 2002 in the UK, but 1 November 2002 in the USA.

**Inside address**
The name and address of the recipient should be typed on separate lines as it would appear on an envelope. Care should be taken to address the recipient exactly as they sign their letters. For example, a person signing as "June Mackenzie" should be addressed as such in the inside address preceded with the courtesy title "Ms". To address her as "Ms J. Mackenzie" would be inappropriate.

*Example*
Ms June Mackenzie
Marketing Manager
Abacus College
Threeways House
George Street
Oxford OX1 2BJ
UK
The name of the country should be always shown on the final line when writing letters overseas.

**Special markings**
If a letter is confidential it is usual to include this as part of the inside address, one clear line space above it. This may be typed in capital letters or in initial capitals with underline.
Example
CONFIDENTIAL
Mrs. Jane Morell
Development Director
636 Broadway, Suite 210
San Diego California 92101
USA

Salutation
If the recipient's name has been used in the inside address, it is usual to use personal salutation.

Example
Dear Mr Hofmann    Dear Eric    Dear Mrs Hamwee
If your letter is addressed generally to an organization, then the more formal salutation "Dear Sirs" should be used. Note that in the USA a letter to a company usually opens with Gentlemen, followed by a colon, not Dear Sirs.

Example
Dear Sirs    Gentlemen:
in the UK    in the USA

If your letter is addressed to the head of a department or the head of an organization whose name is not known, then it would be more appropriate to use salutation as shown here.

Example
Dear Sir or Madam

Heading / Subject title
The heading gives a brief indication of the contents of the letter. It is usually placed one clear line space after the salutation. Capital letters are generally used, although initial capitals with an underline may be used if preferred.

Example
Dear Mrs Jackson
ICF Conference Prague November 10-11 20...

Complimentary close
It is customary to end the letter in a polite way by using a complimentary close. The two most common closes are "Yours faithfully" (used only with Dear Sir/Sirs/Sir or Madam) and "Yours sincerely" (used with personalized salutation). Note that Americans tend to close even formal letters with Yours truly or Truly yours.
Example
If you write to:

a) Man unknown
   Dear Sir
   Yours faithfully
b) Woman unknown
   Dear Madam
   Yours faithfully
c) Person (name and sex unknown)
   Dear Sir or Madam
   Yours faithfully
d) A company
   Gentlemen:
   Yours truly/Truly yours
e) A company (in the USA)
   Dear Sir or Madam
   Yours faithfully
f) Man
   Dear Mr. Leighton
   Yours sincerely
g) Woman (married or widowed)
   Dear Mrs. Jackson
   Yours sincerely
h) Woman (marital status unknown)
   Dear Ms. Benett
   Yours truly/Truly yours
i) Friend or acquaintance
   Dear Melanie
   Best wishes/With best wishes
   Best regards

Signature
After the complimentary close 4 or 5 clear spaces should be left so that the letter can be signed. The name of the sender should then be inserted in whatever style is preferred – capital letters, or initial capitals only. The sender's position in the company or department should be shown directly beneath his/her name. In these examples note that the title Mr. is never shown when the writer is male. However, it is usual to add a courtesy title for a female; this is shown in brackets after her name.

Examples
Yours faithfully
Ronald Jones
Chairman

Yours sincerely
Emma Ernst (Mrs)
General Manager

Attention: When a letter has to be signed on behalf of the sender, it is usual to write "for" or "pp" in front of the sender's printed name; "pp" is an abbreviation for "per pro (post procurationem)", which simply means "on behalf of".

Example
Yours faithfully
for Ronald Jones
Chairman

Yours faithfully
pp Jillette Ltd
Marketing Manager

Enclosures
There are many different methods of indicating that an enclosure is being sent along with the letter and "Enc" or "Encl" at the foot of the letter is the most common for indicating enclosures.
Example
Yours sincerely
Hugo O'Donnel
Marketing Manager
Enc.

Copies
When a copy of a letter is to be sent to a third party (usually someone in the Sender's organization) this may be indicated by typing c.c. (carbon copy) or "Copy" followed by the name and designation of the copy recipient. If there are two or more copy recipients, it is usual to show these in alphabetical order.

Example
Copy Mr Paul Norman, General Manager
Mrs Susan Wright, Accountant
Ms Judy Slight, Company Secretary

If the writer does not wish the recipient of the letter to know that a third person is receiving a copy of the letter, then "b.c.c." (blind carbon copy) is used. This should not be shown on the top of the letter, only on the file copy and bcc copy/ies.

Example
Bcc Mr James Freeman, Sales Manager

POINTS TO REMEMBER

1. The layout and presentation of your letter are important as they give the reader the first impression of the firm's efficiency.
2. There are two styles of letter: blocked and indented. Both are acceptable, but the blocked style with open punctuation is most common.
3. Write both addresses in as much detail as possible in the correct order.
4. Make sure you use the recipient's correct title in the address and salutation. If in doubt as to whether a woman is single or married, use Ms.
5. Do not abbreviate dates. The use of figures instead of words for dates creates problems.
6. Choose the correct salutation and complimentary close. When you begin with Dear Sir or Dear Sirs or Dear Madam or Dear Sir or Madam, end with Yours faithfully. But if you use a personal name in the salutation, then close with Yours sincerely.
7. Make sure your references are correct.
8. Make sure your signature tells the reader what he/she needs to know about you.
QUESTIONS

1. What styles can be used when writing business letters?
2. What information does the printed letterhead give about the company?
3. Where do you write the date? Should you abbreviate dates?
4. What details do you have to know when writing the inside (receiver's) address?
5. In what order should you write the inside address?
6. What is open punctuation?
7. Why do you have to be careful when choosing the correct salutation and complimentary close?
8. Why is it advisable to type your name after your handwritten signature and include your title?
9. Why are references quoted in the letter?
10. What abbreviation do secretaries use when signing letters on behalf of their bosses?
11. In what way do you indicate that you are sending with the letter leaflets, etc.?
12. What will you write if the letter is intended only for the eyes of the named recipient?
13. What does "c.c." stand for? When do you write "b.c.c"?
PART III
CONTENTS AND STYLE

Read the text of the Unit and answer the questions below. Make use of the vocabulary notes.

This unit gives you some general hints on how to write business letters; how much information to give, how to plan your letter, what sort of style to use, how to make your letters as clear, informative and accurate as possible.

1. **Length**
   The length will depend on the subject of the letter, it is also a question of how much information you put in the letter, but getting your letter the right length is generally a question of including just the right amount of information. But a word of warning: it is better to include too much information than too little.

2. **Order and Sequence**
   As well as containing the right amount of information, your letter should also make all the necessary points in a logical sequence, with each idea or piece of information linking up with the previous one in a pattern that can be followed.

3. **Planning Your Letter**
   The way to get the right amount of information in your letter, and to get it in the right order, is by planning.

**THREE PARAGRAPH PLAN**

1. **First Paragraph**
   Opening or introduction. It answers the question: “Why do I write a letter?”
   In the first paragraph you will
   - Thank your correspondent for his letter/call etc (if reacting to a previous commutation)
   - State the reason for the communication
   - Introduce yourself and your company (if necessary)

   **Example**
   Thank you for your letter of 2 May 20__....
   Further to our discussion on insurance matter...

   The first sentence or paragraph of a letter is an important one since it sets the tone of the letter and gives your reader his first impression of you and your company.

2. **Second (main) Paragraph**
   **Details**
   This main part of the letter gives all the information which the recipient needs to know. It concerns the points that need to be made, answers you wish to give, or questions you want to ask. It is worth emphasizing that it is in the second paragraph of a letter that planning is most important, to make sure that your points
are made clearly, fully and in a logical sequence. Draw the message to logical conclusion. It may:

- State the action expected from the recipient
- State the action you will take as a result of the details provided
- Encourage further enquiries or correspondence

Attention! All the information should be set into paragraphs and placed in a logical sequence.

**Example**

Please let me have full details of the costs involved together with some sample clothes.

As requested we are enclosing our latest quotation DDP Kiev. Delivery will be made six weeks of order.

Payment should be made by L/C, valid for 3 months.

**3. Third Paragraph**

**Close**

A simple one-line closing sentence is usually all that is necessary to finish a message. This should be relevant to the contents of the message.

**Example**

I look forward to meeting you in our office. I look forward to your early reply.

This three paragraph plan for structuring all written communications is illustrated in Specimen letter No 2.

**Accuracy**

Careless mistakes in a letter can create a bad impression on your reader. Spelling, punctuation and grammar should be checked carefully. Make sure that you use the correct title in the address and salutation, that you spell the correspondent's name correctly.
Specimen Letter No 3

Ruffette Ltd  
Wilton House, Swindon Road, Manchester M22 YTH  

Telephone +44 0161 7781925    Fax +44 0161 778 5378  
E-mail: ruffette@aol.com  
PW/PD

12 May 20_  

Mrs Clemance Stamfi  
Sales Manager  
Via Marghera, 27  
OO 185 Roma  
Italy  

Dear Mrs. Stamfi  

QUOTATION FOR UPHOLSTERY  

Opening (give a brief introduction)  
I am writing to thank you for your letter of 5 May and for the samples of upholstery you kindly sent us.  

Details (separate paragraphs, flowing logically)  
We are impressed by the excellent quality of your fabrics but unfortunately your prices appear to be on the high side even for the fabrics of this quality. If we accept the prices you quoted it would leave us with only a small profit since in this market the demand is for the fabrics in the medium price range.  

Conclusion (action expected from the recipient)  
We would be happy to do business with you if only you could reduce your price by five-seven per cent. This will help us introduce your goods to our customers.  

Close (a simple closing statement)  
I look forward to having your view on the matter.  

Yours sincerely  

Peter Walker  
Marketing Manager

POINTS TO REMEMBER

1. Include just the right amount of information in your letter. (But better to include too much than too little).
2. Plan your letter before you start writing to make sure it says everything you want to say and says it in a logical sequence.
3. Use a simple but polite style of language. Beware of idioms. Your letter should be clear. Be careful with abbreviations and figures.
4. Accuracy is important. Pay special attention to titles, names and addresses, references, prices, specifications and enclosures.
QUESTIONS

1. What would you call a letter of the right length?
2. Should your letter make the necessary points in a logical sequence?
3. What is the recommended plan for a written communication?
4. What points will you cover in the first paragraph of your letter?
5. Why is planning of the second paragraph most important?
6. What should you write when closing the letter?
7. In what way can abbreviations cause confusion?
8. Can an inaccurate letter discourage your prospective supplier?
9. What points should you bear in mind when writing a business letter?

VOCABULARY

to communicate — общаться
accuracy — аккуратность,

to compose — составлять/писать (письмо)
salutation — приветствие

to be recognized — являться
accuracy — аккуратность,

to cause — вызывать путаницу
favourable impression — благоприятное впечатление

Contents — содержание
inside/recipient's address — адрес получателя

letterhead/heading — шапка письма
courtesy title — вежливое обращение

on the heading / in the letterhead — в шапке письма
(letterhead)

Ltd (limited liability) — компания с ограниченной ответственностью
(to insert) — вставлять, вкладывать, вводить (данные)

Inc — акционерная компания
underline — подчеркивающая линия

Plc — открытое акционерное общество (компания)
designation — указание должности

blocked style — расположение строчек на листе без красной строки

to sign on behalf of — подписывать от имени
<table>
<thead>
<tr>
<th><strong>indented style</strong></th>
<th>расположение строк на листе, начиная каждый раз с красной строки</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>enclosure</strong></td>
<td>приложение</td>
</tr>
<tr>
<td><strong>in a logical sequence</strong></td>
<td>в логической последовательности</td>
</tr>
<tr>
<td><strong>to be</strong></td>
<td>(не)относящийся к делу</td>
</tr>
<tr>
<td><strong>(ir)relevant</strong></td>
<td></td>
</tr>
</tbody>
</table>
PART IV
CONSOLIDATION

Attention! The information about blocked / indented styles is given for general awareness as the use of the styles varies in different companies and both of them are correct. However nowadays the tendency to the use of blocked style can easily be traced and therefore it is highly advisable for all students to stick to this vary style.

EXERCISES

Exercise 1
Together with your partner decide if the sentences are True/False. Correct the False ones.

1. We write letters, because they help us formulate ideas and are more convenient than face-to-face conversation.
2. We write a Personal Letter to someone we know.
3. We can write Personal Letters in 2 types of situations: formal and informal.
4. The purposes of Personal Letters are to thank, send greetings, ask about product’s price, request news and etc.
5. The Heading is placed in the upper left corner.
6. The Heading includes: writer’s address and date.
7. In Personal Letters we use only salutation Dear.
8. In the closing you write your name and put a signature.

Exercise 2
Fill in the gaps in the sentences with the correct word from the box

<table>
<thead>
<tr>
<th>In the letterhead</th>
<th>Compose</th>
<th>Communicate</th>
<th>Accuracy</th>
</tr>
</thead>
<tbody>
<tr>
<td>In a logical sequence</td>
<td>Recipient</td>
<td>Irrelevant</td>
<td>Designation</td>
</tr>
</tbody>
</table>

1. The company’s address is located ____________.
2. Our partner didn’t write his ____________ in a letter, now we don’t know what position he occupies.
3. That’s absolutely ____________. I don’t even want to listen to this information.
4. The teacher told us to ____________ a letter.
5. A person who gets a letter is called a ____________.
6. I ____________ with a lot with advertising and media agencies.
7. The ____________ of the letter should be perfect if you want to create a good impression on this buyer.
8. If all information is located ____________, it means the letters has
Exercise 3
Read the following statements and decide which are true and which are false.

1. If a letter begins with the receiver's name, e.g. Dear Mr. Ross, it will close with Yours faithfully.
2. The abbreviation c.c. stands for "correct carbons".
3. If you were writing a letter to Mr. Peter Smith, you would open with Dear Mr. Peter Smith.
4. In the USA, it is correct to open a letter with the salutation Gentlemen.
5. The abbreviation "enc" or "encl" means there are enclosures with the letter.
6. In the UK, the abbreviated date 2.6.20__ on a letter means 6 February 20__.
7. If a secretary signs her name on a letter and her signature is followed by p.p. (per pro) Daniel Harris, it means she is signing on behalf of Daniel Harris.
8. The term PLC after a company's name, e.g. Hathaway PLC stands for "Public Limited Corporation".
9. The abbreviation for the term "limited liability" in the UK, is Ltd.
10. If you do not know whether a female correspondent is married or not, it would be correct to use the term Ms, e.g. Ms Tessa Groves, instead of Miss or Mrs.
11. The following is an example of a blocked style.
    Peter Voss
    Oberiweinfeldweg 33
    5207 Therwil
    Switzerland
12. The above address is an example of "open punctuation".
13. Rather than use the UK close of Yours sincerely / faithfully Americans often choose Yours truly.
14. The abbreviation for "company" is Co.

Exercise 4
Look at the table below. Choose one line and write a letter using the knowledge you received in this unit.
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>United Kingdom</td>
<td>London SE23SF</td>
<td>Dear Sir</td>
<td>Yours faithfully</td>
<td>X</td>
<td>J.Kersen</td>
</tr>
<tr>
<td>Manchester Broadway 41-43</td>
<td>United Kingdom Warwick House</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Soundsonic Ltd. Warwick Street</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Leeds</td>
<td>Planter House United Kingdom</td>
<td>Dear Mrs Lowe</td>
<td>Yours sincerely</td>
<td>X</td>
<td>P.Gwent</td>
</tr>
<tr>
<td>LS162BM</td>
<td>Mrs L.Lowe London C17DA</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mr P.Gwent 41 Ring Road</td>
<td>Sander's &amp; Lowe Ltd Princes Street</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>P.Gwent &amp; Co. United Kingdom</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TWG 2 Q</td>
<td>Mr B.Haas Netherlands</td>
<td>Dear Mr Haas</td>
<td>Yours sincerely</td>
<td>X</td>
<td>D.Pantom</td>
</tr>
<tr>
<td>Middlesex</td>
<td>Heldrigstraat 150-2 Amsterdam</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hounslow High Street 75</td>
<td>United Kingdom</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>United Kingdom</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ontario</td>
<td>United Kingdom Bamley BB101R</td>
<td>Dear Mr Merton</td>
<td>Yours sincerely</td>
<td>X</td>
<td>M.Pierson</td>
</tr>
<tr>
<td>Canada</td>
<td>Clay Field Mr J.Merton Glaston Potter Ltd.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dansow Lois Drive</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mr M.Pierson</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nottingham NG13AA Glough&amp; Book Motorcycles Ltd England 31-37 Trade Street</td>
<td>618 West Street Hartley Mason Inc. USA Illinois Chicago</td>
<td>Dear Sir</td>
<td>Yours faithfully</td>
<td>X</td>
<td>B.Glough</td>
</tr>
<tr>
<td>Plymouth FL14BG Royal Parade Street United Kingdom L.Dobson &amp; Co. Ltd</td>
<td>Lagos Nigeria H &amp; D Stores Ltd. 131-5 Denton Street</td>
<td>Dear Sir</td>
<td>Yours faithfully</td>
<td>X</td>
<td>L.Dobson</td>
</tr>
<tr>
<td>London WE 12LD Borough Road South Bank House Mr J.Lee United Kingdom</td>
<td>Hong Kong Mr M. Whang Far Eastern Shipping Lines 31-4 Park Road</td>
<td>Dear Mr Whang</td>
<td>Yours sincerely</td>
<td>X</td>
<td>J.Lee</td>
</tr>
<tr>
<td>--------------</td>
<td>--------------------------------------------------</td>
<td>-------------------------</td>
<td>------------------------------------</td>
<td>----------------</td>
<td>---------------------------</td>
</tr>
<tr>
<td>20_ May 6</td>
<td>enc. order forms 4 copies</td>
<td>Manager</td>
<td>Northern Importer Ltd.</td>
<td>112/JK</td>
<td>EN1671</td>
</tr>
<tr>
<td>15 April 20_</td>
<td>Cheque No 427322 for £300.00</td>
<td>Chief Accountant</td>
<td></td>
<td>Your ref. L2/47Q Our ref. Ng/143</td>
<td>Order No 891/6</td>
</tr>
<tr>
<td>20_2 March</td>
<td>Order 8816 2 copies</td>
<td>Sales Manager</td>
<td>Panton Works</td>
<td>Our ref. DP/4-7</td>
<td>Order 8815</td>
</tr>
<tr>
<td>20_27 June</td>
<td>Order form BE7714</td>
<td>Sales Manager</td>
<td></td>
<td>Your ref. 14478 Our ref. D/1162</td>
<td>Order No BE/714</td>
</tr>
<tr>
<td>August 1 20_</td>
<td></td>
<td>Sales Manager</td>
<td></td>
<td></td>
<td>C-11/P</td>
</tr>
<tr>
<td>July 14 20_</td>
<td>Draft Contract 1 copy</td>
<td>J. Mane</td>
<td>Managing Director</td>
<td>Our ref. LD/JM</td>
<td>Order No 55-7/8</td>
</tr>
<tr>
<td>5 March 20_</td>
<td>Claims form 4 copies</td>
<td>Claim Manager</td>
<td></td>
<td>Our ref. 67-1 5 JJL</td>
<td>Policy No 1846531</td>
</tr>
</tbody>
</table>
UNIT II. ENQUIRIES AND REPLIES
PART I
1. INTRODUCTION TO SUBJECT

Enquiries for information about goods or services are sent and received in business all the time.

When a company or a firm needs information about a product or service they will make an enquiry in order to find the right supplier or provider.

An enquiry can be made by telephone, fax or e-mail. But if you need to give more information about yourself or ask the supplier for more information, you will have to write a letter. When writing a letter of enquiry it is advisable to observe the following recommendations (rules):

• Tell your supplier what sort of firm you are.
  
  * Our company is a subsidiary of American Power Equipment and we specialise in...
  
  * We are one of the main suppliers of this equipment in Ireland and we are interested in...

• How did you hear about the firm you are writing to? It might be useful to point out that you know the firm's associates or that they were recommended to you by a Consulate or Trade Association.
  
  * The British Embassy in Copenhagen has advised us to get in touch with you concerning...

• It is possible to give other references.
  
  * We were impressed by the range of your tableware displayed on your stand at this year's Home Exhibition held in Berlin.

• Asking for catalogues, price-lists, prospectuses it would be helpful if you could briefly point out any particular items you are interested in.
  
  * I would be grateful if you sent me an up-to-date price for your wall papers.

• When asking for goods or services you must be specific and state exactly what you want. If replying to an advertisement you should mention the journal or newspaper, the date.
  
  * I am replying to your advertisement in the June edition of "Sports and Leisure"

• You might want to see what a material or item looks like before placing an order. Most suppliers are willing to provide samples or patterns so that you can
make a selection. But if you need a complex piece of machinery you will be invited to visit a **showroom** or the supplier would offer to send a **representative**.

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

- Firms sometimes **state prices and conditions** in their advertisements or literature. However, even if the **conditions are quoted**, it is possible to mention that you usually expect certain **concessions** and by suggesting your terms you indicate that certain conditions may **persuade** you to place an order.

  We usually **deal on a 30% trade discount basis** with an additional **quantity discount** for orders over 1000 items.

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

  We would like you to supply us with the goods on a consignment basis to see what the demand is.

- And the last: usually a simple 'thank you' is sufficient to close an enquiry. However you could mention that a **prompt reply** would be appreciated, or as the examples show that certain terms or guarantees would be necessary.

  **Finally we would like to point out that delivery before the New Year is essential and hope that you can offer us that guarantee.**

**POINTS TO REMEMBER**

1. Give details of your own firm as well as ask for information from your prospective supplier. It would be helpful if you could briefly point out any particular item you are interested in.
2. Be specific and state exactly what you want. If possible quote box numbers, catalogue references, etc. to help your supplier identify the product.
3. Ask for samples if you are uncertain about a product.
4. Suggest terms and discounts but be prepared for the supplier to make a counter-offer.
5. Close with an expression such as "I look forward to hearing from you" or indicate the possibility of substantial orders or further business.

**QUESTIONS**

1. What do you usually begin your letter of enquiry with?
2. Why might it be useful to point out that you know the firm's associates?
3. Do you think other references could be helpful?
4. Why is it advisable to point out any particular items you are interested in?
5. Why must you be specific and exact when asking for goods?
6. Why do the Buyers want to see the goods before placing an order?
7. Who is a prospective customer?
8. Can a prospective customer make additional demands as regards prices and conditions stated in advertisements?
9. Explain the meaning of the words: a line, a wholesaler, a retailer.
10. What does a buyer do if he wants to see how his goods will sell before placing a firm order?
11. Why does the supplier have to know the customer well?
12. How will you close a letter of enquiry?

2. REPLYING TO LETTERS OF ENQUIRY

• Always start with mentioning your prospective customer's name.
• Thank the writer for his enquiry.
• Mention the date of his letter and quote any other references that appear.
• Let the writer know as soon as possible if you have the product or can provide the service he is enquiring about.
• Encourage or persuade your prospective customer to do business with you.
• Mention one or two selling points of your product, including perhaps any guarantees you offer.
• If you do not have what the enquirer has asked for but have an alternative offer it to him.

It is possible, of course, that you may not be able to handle the order. If this is so, tell the customer about it and if possible refer him elsewhere.

Make sure that you enclose current catalogues and price-lists if you are sending them. And if the prices are subject to change then let your customer know. If you are sending samples let your customer know that they will follow the letter immediately by separate post. Certain products, e.g. heavy equipment machinery, installations may need demonstrating. In these cases the company might send a representative or adviser if the equipment is to be installed.

• A reply to an initial enquiry is the impression your customer will have of you.

So a direct approach telling the customer what the product is, why he should buy it, how much it will cost and what concessions you are offering, will create an impression of an efficient company that can handle his order smoothly.

• Always thank the customer for writing to you.

If you have not done so at the beginning of the letter you can do so at the end. You should also encourage further enquiries. If for some reason or other you cannot write a letter at once just acknowledge receipt of the enquiry and promise to get to the enquirer as soon as you can.
POINTS TO REMEMBER

1. In salutations, use the customer’s name rather than Dear Sir/ Madam.
2. Let the customer know early in the letter whether or not you can help them.
3. Make sure that you have supplied all the information you think will help your customer including, if relevant, catalogues and price lists.
4. Thank the customer for contacting you, and encourage further enquiries.

QUESTIONS

1. How do you open a reply to an enquiry?
2. What does a prospective seller have to confirm in his reply?
3. Why is it advisable to mention one or two selling points of your product?
4. What will a prospective seller do if he doesn't have the product the enquirer wants?
5. Why does a seller have to send current catalogues and mention that the prices are subject to change?
6. When does a prospective seller send a representative to the enquirer?
7. Why is a reply to an initial enquiry important to a prospective seller?
8. How do you close a reply to an enquiry?

NOTES

1 Subject to(после to be или как определение после существительного):
   1. подлежащий, могущий подлежать, зависящий от ч-л; подпадающий под действие ч-л.
   2. действительный, имеющий силу лишь в случае/при условии

   to be subject to a discount = подлежать скидке
   the offer is subject to your confirmation = предложение действительно лишь в случае Вашего подтверждения
   to buy subject to a 5% discount = купить при условии предоставления 5%-ной скидки
   to be subject to the goods being unsold = to be subject to prior sale = быть действительным, при условии, что товар не будет продан
to be subject to  licence / market fluctuation зависит от лицензии/ колебания цен на рынке

the figures are subject to error цифры могут содержать в себе ошибку

prices are subject to change цены могут быть изменены

2to acknowledge receipt (of your letter) - подтвердить получение (только факт получения письма);
to confirm smth (telephone conversation, letter) - подтвердить (информацию, содержащуюся в телефонном разговоре, письме).

**VOCABULARY**

<table>
<thead>
<tr>
<th>English</th>
<th>Translation</th>
</tr>
</thead>
<tbody>
<tr>
<td>enquiry (initial/first) for</td>
<td>запрос (первоначальный) на что-л.</td>
</tr>
<tr>
<td>to make an enquiry for subsidiary</td>
<td>запрашивать о чем-л. дочерняя фирма</td>
</tr>
<tr>
<td>Branch</td>
<td>филиал</td>
</tr>
<tr>
<td>to be interested in doing sth</td>
<td>интересоваться чем-л. (с герундием)</td>
</tr>
<tr>
<td>to be interested to know / hear / see</td>
<td>интересоваться чем-л. (с инфинитивом указанных глаголов)</td>
</tr>
<tr>
<td>to recommend sth to sb</td>
<td>рекомендовать что-л. кому-л.</td>
</tr>
<tr>
<td>concession</td>
<td>уступка</td>
</tr>
<tr>
<td>to persuade to do sth</td>
<td>убедить сделать что-л.</td>
</tr>
<tr>
<td>to deal on a discount basis</td>
<td>работать на основе скидок</td>
</tr>
<tr>
<td>discount on/off (the price)</td>
<td>скидка с (цены)</td>
</tr>
<tr>
<td>trade discount</td>
<td>торговая скидка</td>
</tr>
<tr>
<td>quantity discount</td>
<td>скидка за количество</td>
</tr>
<tr>
<td>cash discount</td>
<td>скидка за срочную оплату / оплату наличными (в течение 7-10 дней)</td>
</tr>
<tr>
<td>English Term</td>
<td>Russian Term</td>
</tr>
<tr>
<td>---------------------------------------</td>
<td>---------------------------------------------</td>
</tr>
<tr>
<td>the Chamber of Commerce (and Industry)</td>
<td>Торговая палата (Торгово-промышленная палата - ТПП)</td>
</tr>
<tr>
<td>to impress sb</td>
<td>произвести впечатление на кого-л.</td>
</tr>
<tr>
<td>references (trade/bank)</td>
<td>рекомендации (торговые/банковские)</td>
</tr>
<tr>
<td>(wide) range/assortment/representative selection</td>
<td>(широкий) ассортимент</td>
</tr>
<tr>
<td>to display on the stand</td>
<td>выставлять на стенде</td>
</tr>
<tr>
<td>at the exhibition/fair catalogue</td>
<td>на выставке/ярмарке</td>
</tr>
<tr>
<td>(current, latest)</td>
<td>каталог (текущий, последний)</td>
</tr>
<tr>
<td>price list (up-to-date)</td>
<td>прейскурант (самый последний)</td>
</tr>
<tr>
<td>list price</td>
<td>прейскурантная цена</td>
</tr>
<tr>
<td>advertisement</td>
<td>рекламное объявление</td>
</tr>
<tr>
<td>to advertise, to promote Sample</td>
<td>рекламировать</td>
</tr>
<tr>
<td>pattern</td>
<td>образец</td>
</tr>
<tr>
<td>specimen</td>
<td>документа, подписи</td>
</tr>
<tr>
<td>showroom</td>
<td>демонстрационный зал</td>
</tr>
<tr>
<td>representative</td>
<td>представитель</td>
</tr>
</tbody>
</table>
to represent sb  представлять кого-л.
to create an impression of an efficient company  создать впечатление преуспевающей (эффективно работающей) компании
to state prices and conditions  указать цены и условия
to quote prices/conditions  назначить цены и условия
to look forward to sth / to doing sth  ждать чего-л.

EXERCISES

Exercise 1
Give English equivalents

1. запрос, дочерняя фирма, специализироваться на чем-л., быть заинтересованным в чем-л., быть рекомендованным кем-л., ссылка, ассортимент, выставляться на стенде, каталог, прейскурант, рекламное объявление, разместить заказ, предоставить образцы, демонстрационный зал, указать цены и условия, уступки, торговые скидки, дополнительные скидки за количество, розничный торговец, оптовый торговец, твердый заказ, на условиях консигнации, торговые рекомендации, быстрый ответ.

2. поощрять спрос, убедить будущего покупателя вести дела с вами, сильные стороны/преимущества товара, текущий каталог и прейскурант; цены могут быть изменены; послать образцы отдельной почтой; тяжелое оборудование; послать представителя; установить оборудование; первоначальный запрос; создать впечатление преуспевающей (эффективно работающей) фирмы; выполнить заказ.

Exercise 2
Fill in the blanks with one of the following words, use the correct verb-form

1. to recommend 2. selling points 3. a prospective customer (2) 4. the catalogue 5. to be interested in 6. samples 7. a 30% trade discount 8. wholesalers 9. firm order 10. on a consignment basis 11. a quantity discount 12. up-to-date price lists 13. concession 14. substantial reference 15. to encourage 16. trade references 17. to be impressed by

1. Our firm's associates informed us that you ____ by the French Trade Association.
2. I would be grateful if you would point out in ____ what items you ____.
3. We liked the range of your goods but to make a selection we need ____.
4. We usually allow ____to all ____. 
5. Before placing a ____ we would like to know whether the goods will sell well, therefore we would prefer to deal ____.
6. As our company has never done any business with you before we would like to have ____ from your business associates.
7. We allow our clients ____ if they order over 150 units.
8. In the enquiry ____ asked for a catalogue and ____.
9. We ____ the range of your garden tools displayed on your stand.
10. From your letter we understand that you expect a certain ____ if you place a ____ order.
11. If you want to do business with the buyer you should ____ your ____ by offering them discounts.
12. When a supplier replies to an enquiry he should mention the ____ of his product.

**Exercise 3**
**Complete the following sentences in English**

1. Your (ассортимент) displayed on your stand at the Fair (нам очень понравился).
2. When you place (рекламное объявление) in the trade press you have to mention (привлекательные стороны) of your product.
3. We would be grateful to you if you would give us information about your (условиях, ценах и скидках).
4. A buyer is ready to place (значительный заказ) provided the supplier allows (торговые скидки и скидки за количество).
5. We have seen your equipment (на вашем стенде) and would like you to send your (текущий каталог и новый прейскурант).
6. If you want (создать впечатление эффективно работающей фирмы) you should always give (быстрый ответ) to the enquiry.
7. We have seen your advertisement and would like to know if you (работаете на условиях консигнации).
8. As we have never dealt with you before we would like to have (торговые рекомендации) from your business associates.
9. (Оптовый торговец) usually allows a (30% торговую скидку).
10. Your company (была рекомендована) by the Russian Chamber of Commerce and Industry.
11. We would be pleased (направить нашего представителя) to help you (установить оборудование).
12. We were impressed by the efficient way you (выполнили заказ без задержки).

**Exercise 4**
**Fill in the blanks with preposition**

1. The subsidiary __ BBS Ltd. __ Germany specialises __ producing washing powder.
2. You were recommended __ us __ the Russian Chamber __ Commerce and Industry. We are interested __ buying a new range __ products __ your company.

3. Our associates __ Warsaw were impressed __ the selection __ your pot plants that was displayed __ this year's Gardening Exhibition held __ Moscow.

4. We usually deal __ a 20% trade discount basis __ an additional discount __ orders __ 200 units.

5. The buyer would like to deal __ a consignment basis __ a period __ six months.

6. If you are not certain __ the product ask __ a sample.

7. You can encourage the demand __ a new range __ calculators if you allow a discount __ the first order.

8. We enclose __ the letter our current catalogue and price-list. We have pointed __ your representative that the prices are subject __ change.

9. In reply __ an initial enquiry the supplier should create an impression __ an efficient company.

10. The latest catalogues and price-lists have been sent __ you __ separate post.

11. We learn __ your advertisement that you are interested __ antique furniture.

12. If you place a substantial order __ ceiling lights we are ready to give you a trade discount __ 25%.

**Exercise 5**

**Translate the following sentences into English**

1. Наша фирма является филиалом фирмы DIY и специализируется на продаже стиральных машин.

2. Ваши деловые партнеры рекомендовали Вашу фирму.

3. Наш директор посетил выставку «Идеальный дом», и ему понравился ассортимент Ваших электробытовых приборов (electrical household appliances).

4. Наша компания готова разместить значительный заказ, но мы хотели бы, чтобы Вы прислали нам образцы и текущий каталог.

5. Для того чтобы убедить будущего покупателя вести дела с Вашей фирмой, Вы должны отметить привлекательные стороны Вашего товара.

6. Фирма направила своего представителя, чтобы установить новое оборудование.

7. В ответ на Ваш первоначальный запрос высылаем образцы отдельной почтой.

8. Мы ознакомились с Вашим рекламным объявлением и хотели бы получить каталоги с указанием цен, условий, а также скидок для розничных и оптовых торговцев.

9. В письме была ссылка на уступки, которые предоставляются оптовым покупателям.
10. Если вы разместите заказ на 150 штук или более, мы готовы дать дополнительные скидки за количество.

11. Если цены, указанные в Вашем каталоге, подлежат изменению, Вы должны сообщить об этом своим клиентам.

12. Мы заинтересованы в том, чтобы стимулировать спрос на наши товары в Вашей стране, поэтому готовы послать товары на консигнацию.
PART II
CORRESPONDENCE RELATING TO ENQUIRIES
Section 1

Read, translate and discuss the letters

LETTER 1. "First" Enquiry

BARKERS plc
4-6 Kensington Road London SW3 7PM
tel: 020 73375474; fax: 020 73372101

WM/OP
30 January 20__
RUSSIAN FABRICS OAO
78 Leningradsky prospect
Moscow 120437 Russia

Dear Sirs

We learn\(^1\) from the Russian Trade Delegation in London that you \textbf{produce for} export cotton and other natural fabrics. There \textbf{is a steady demand} here for \textbf{good and medium quality goods of} this type, especially in pale colours.

Will you please send us your catalogues and full details of your \textbf{export prices} and \textbf{terms of payment} together with any \textbf{samples} you can let us have.

We \textbf{look forward to hearing} from you.

Yours faithfully

William Mackenzie
Purchase Department Manager

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LETTER 2. Reply to the first enquiry

RUSSIAN FABRICS OAO
78 Leningradsky prospect Moscow 120437
Russia
tel 095 454 7698; fax 095 454 9008

PZ/UP
5 February 20__
Mr William Mackenzie
Purchase Department Manager
Barkers
4-6 Kensington Road
London SW3 7PW
UK

Dear Mr Mackenzie

We thank you for your enquiry of 30 January for our cotton and other natural fabrics, and enclose our \textbf{detailed quotation}.

\textbf{A full range of priced patterns} has been sent to you by post today. You will see that our fabrics \textbf{are really of fine quality and attractive designs}. All these fabrics \textbf{can be supplied from stock}.

In case of an order for more than 500 metres we would \textbf{allow a special discount of 5 per cent}.

As you may know \textbf{costs have been rising steadily} since last March, but we have not raised our prices, but may have to do so when \textbf{present stocks run out}. We therefore advise you to place your order with us at once.

Yours sincerely

Peter Zernov
Sales Manager

\(^1\) We learn from the Russian Trade Delegation in London that you produce for export cotton and other natural fabrics. There is a steady demand here for good and medium quality goods of this type, especially in pale colours.
Questions:
1. Where did the prospective Buyer learn the address of the manufacturer?
2. What goods are the Buyers interested in?
3. What kind of information do they need?

LETTER 3. "First" Enquiry

PANN & EVOR
120-126 Granville Street, Vancouver,
Canada V6C 1W6
tel: 604-577-3007, fax: 604-571-7701

EH/NM

10 June 20__
Sales Department
HM BERLIN
Kolonnenstrasse 97
D-10829 Berlin

Dear Sir

For a number of years we have imported electric shavers from the United States, but now we learn that these shavers can be obtained from German manufacturers. We wish to extend the present range of models and would be glad if you could supply us with a list of German manufacturers likely to be able to help us.

If you cannot supply any information from your records, could you please refer our enquiry to the appropriate quarter in London.

Yours faithfully

Eric Hunnam
Sales Manager

Questions:
1. What sort of goods have the Buyers imported for a number of years?
2. What prospective supplier do they bear in mind?
3. Do they intend to extend their

LETTER 4. Reply to the first enquiry

HM BERLIN
Kolonnenstrasse 97, D-10829 Berlin
tel: 40 30 7875411; fax: 49 30 7870089

RB/GD

24 June 20__
Mr Eric Hunnam
Sales Manager
PANN & EVOR
120-126 Granville Street
Vancouver Canada V6C 1W6

Dear Mr Hunnam

We learn through the Embassy in Berlin that you are interested in electric shavers of German manufacture and enclose our illustrated catalogue and price list. All shavers of the present range are mains rechargeable type and can be supplied with or without a presentation case. They are a product of the finest materials and workmanship and we offer worldwide after sales service.

We hope you will send us a trial order so that you can test our claims against the facts.

Yours sincerely

Richard Burr
Manager

Questions:
1. Would you say that the German manufacturer encouraged his prospective customer to do business with him?
2. What selling points of his product did
business?
4. What information do they want?
3. Does the reply cover all the points brought up in the customer's enquiry?

- Sum up the exchange of letters.
- Act the situation: Phone the prospective Buyer and discuss your offer.

NOTE

1 Глаголы to learn узнавать, to note отмечать, принимать к сведению, to hear слышать, to find обнаруживать, находить и некоторые другие часто употребляются в Present Indefinite со значением Present Perfect; Present Indefinite в этом случае переводится на русский язык глаголом в прошедшем времени.

VOCABULARY

to produce for export (cotton and other natural fabrics) — производить на экспорт (хлопок и другие натуральные ткани)
steady demand — устойчивый спрос
good and medium quality goods — товары хорошего и среднего качества
Export price — экспортная цена
terms of payment — условия платежа
detailed quotation — подробное предложение
full range of priced patterns — полный ассортимент образцов с ценами

costs have been rising steadily — издержки постоянно (неуклонно) растут
(present) stocks — товар, имеющийся в наличии на складе
to obtain from — получить у кого-л.
to extend — продлить, расширить
the present range / the guarantee period — существующий ассортимент / гарантийный период
to supply information from the records — предоставить информацию из базы данных
to refer an enquiry to the appropriate quarter — направить запрос в соответствующую организацию
the fabrics are of ткани имеют fine quality and прекрасное attractive качество и designs интересный рисунок
to supply from поставить со stock склада
to have in stock иметь на складе
to allow/give/grant предоставить a discount скидку
discount on/off скидка с цены the price

to enclose sth прилагать к with / to attach (письму) sth to
enclosure приложение
workmanship качество изготовления
to offer предлагать worldwide after послепродажное sales service обслуживание по всему миру
to test claims проверить against the facts утверждения на фактах

discount on/off скидка с цены

to have in stock иметь на складе
to supply from поставить со stock склада
to allow/give/grant предоставить a discount скидку
discount on/off скидка с цены the price

to enclose sth прилагать к with / to attach (письму) sth to
enclosure приложение
workmanship качество изготовления
to offer предлагать worldwide after послепродажное sales service обслуживание по всему миру
to test claims проверить against the facts утверждения на фактах

discount on/off скидка с цены

EXERCISES

Exercise 1
Give the English equivalents

Letters 1-2: производить на экспорт шелк и другие натуральные ткани; постоянный спрос; (ткани) хорошего и среднего качества; экспортная цена; условия платежа; образец; ожидать ответа; приложить подробное предложение; полный ассортимент образцов с ценами; ткани имеют прекрасное качество и интересный рисунок; поставить со склада; предоставить специальную скидку в 5%; издержки постоянно (неуклонно) растут; когда имеющийся в наличии товар будет распродан.

Letters 3-4: расширить существующий ассортимент; отослать запрос в соответствующую организацию; прилагать к письму прейскурант; электробритвы могут быть поставлены в подарочном футляре; качество изготовления; предлагать послепродажное обслуживание по всему миру; пробный заказ; проверить утверждения на фактах.

Exercise 2
Fill in the blanks with one of the following words, use the correct verb-form

1. advertisement
2. a steady demand for
3. export prices
4. terms of payment
5. produce for export
6. quality
7. to be impressed by
8. detailed quotation and samples
9. to extend the present range
10. from your records
11. the appropriate quarter
12. a full range of the priced patterns
13. subject to (2)
14. to run out
15. can test our claims
16. stock

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1. We learn from your ____ in the trade press that you __ silk fabrics.
2. There is ____ goods of good and medium ____.
3. We would like to have full details of your ____ and ____.
4. We look forward to receiving your ____ and ____.
5. We ____ the fine quality and attractive design of your fabrics.
6. We have sent you by post ____.
7. We wish ____ of fabrics and would be glad if you could supply them from ____.
8. If you send us a trial order you ____ against the facts.
9. If you cannot supply any information ____ could you please refer our enquiry to ____.
10. We will place a trial order ____ a special discount being allowed.
11. We have not raised our prices but we may have to do so when the present stocks ____.
12. All the goods can be obtained from stock ____ your confirmation within 3 days.

**Exercise 3**

**Complete the following sentences in English**

1. We wish (расширить существующий ассортимент) and would like to know if these shavers (могут быть получены) from German manufacturers.
2. There is (устойчивый спрос) here (на товары среднего и хорошего качества).
3. We (подтверждаем получение вашего письма) and are pleased (подтвердить) that we have accepted your offer.
4. Since last November (издержки постоянно растут) but we are doing our best to keep the prices at the same level.
5. We look forward to receiving (подробное предложение и полный ассортимент образцов с ценами).
6. We understand that you cannot give the required information and would like to ask you (отослать запрос в соответствующую организацию).
7. From the (прилагаемого каталога) you can see that we (не поднимали цены) since last summer.
8. We assure you that we will not raise the price (при условии) the present stock being available.
9. Our company intends to place a substantial order provided you guarantee (после продажное обслуживание).
10. The quality of our fabrics is well known and if you place (пробный заказ) you can (проверить наши утверждения на фактах).
11. We can give (снижение в 15%) if your order (превысит) 300 pieces.
12. Our prices (подлежат изменению) unless you (разместите заказ) before the end of the month.
Exercise 4
Fill in the blanks with prepositions

1. We learn ___ your advertisement ___ the trade press that you specialize ___ producing cotton ___ export.
2. We would appreciate it if you could send us full details ___ export prices and terms ___ payment together ___ samples.
3. There is a steady demand ___ goods ___ this type ___ reasonable prices.
4. A full range ___ the priced patterns has been sent ___ you ___ post.
5. All fabrics are ___ fine quality and can be supplied ___ stock.
6. ___ case ___ an order ___ more than 1500 metres we will allow a discount ___ 5%.
7. We have not raised our prices ______ March but we may have to do so when the present stocks run ____.
8. If you cannot supply any information _____ your records would you please refer our enquiry ___ the appropriate quarter ___ Moscow.
9. We learn ____ the Embassy ___ Warsaw that you are interested ___ quartz watches ___ German manufacture.
10. We wish to extend the present range of watches and would like you to supply them ___ a consignment basis.

Exercise 5
Translate the following sentences into English

1. Мы будем признательны, если Вы вышлите нам полный ассортимент образцов с указанием цен, а также Ваши условия платежа.
2. В нашей стране существует устойчивый спрос на товары хорошего и среднего качества.
3. Мы надеемся, что Вы сможете предоставить эту информацию из своей базы данных, в противном случае, пожалуйста, направьте наш запрос в соответствующую организацию.
4. Наше оборудование пользуется спросом, т.k. мы предлагаем послепродажное обслуживание во всех странах, где мы его продаем.
5. От Торговой Палаты мы узнали, что вы производите на экспорт натуральные ткани, и хотели бы знать, на каких условиях Вы работаете.
6. Мы признательны за Ваш быстрый ответ и за образцы, которые Вы послали отдельной почтой.
7. Хотя цены на этот вид товара постоянно растут в течение последнего года, мы не будем повышать цены, пока имеющийся в наличии товар не будет распродан.
8. Наша фирма может гарантировать Вам поставку товара при условии Вашего подтверждения в течение 3 дней.
9. Если Вы разместите пробный заказ, Вы можете проверить наши утверждения на фактах.
10. Мы готовы купить у Вас 500 метров ткани при условии, что Вы дадите 15% скидку.
Section 2

Read, translate and discuss the letters

LETTER 5. Enquiry

EFHU Ltd.
7 Victoria Street
Oxford 0X1 2BJ UK

MM/OP
15 May 20__
Mr. Peter O'Dennel
Head of Sales Department
UPS Electronics
15 Kildare Street
Dublin 2
Ireland

Dear Mr. O'Dennel

Some time ago we purchased from you JF 72 battery powered pocket calculators.

As this model was so popular with our customers, we would like to know if it is still available. If so, would you kindly advise us of your terms of payment and any quantity discounts available. Could you also include details of any new models in the same price range.

Sincerely yours

Maria Mann (Mrs.)
Sales Assistant

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LETTER 6. Reply

UPS Electronics
15 Kildare Street
Dublin Ireland

JD/HW
17 May 20__
Mrs Maria Mann
Sales Assistant
EFHU Ltd.
7 Victoria Street
Oxford OX1 2BJ UK

Dear Mrs. Mann

Thank you for your letter of 15 May, enquiring about the JF 72 pocket calculator. This model is no longer in production as it has been superseded by the JF 73 battery powered pocket calculator. As you will see from the enclosed leaflet, the new model has several additional features at an extremely competitive price. We have also enclosed our latest catalogue giving details of the vast range of electronic goods we supply.

We allow a discount of 20% on purchases of not less than 50 of the same model, and 25% on quantities of not less than 100. In addition, we give a discount of 3% for payment within fourteen days from date of invoice. We look forward to doing business with you in the near future.

Yours sincerely

James O'Dennel
Head of Sales Department

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Questions:
1. Is it the first enquiry?
2. Why does the Buyer want to know if the model is still available?
3. What information would the Buyer like to have?

Questions:
1. Why did the Seller fail to supply the required model?
2. Do you think the Buyer would like to purchase the new model?
3. What discounts are offered to the Buyer?
### LETTER 7. Request

**B& H Plc**

12 Chipstead way Behstead SM7 3JS Surrey England

JH/CK

12 March 20_

Mr. W. King
Sales Department
Jozzy Modern Wear
20-22 Bennett Hill
Brighton BN1 3XB
England

Dear Mr. King

Several of my customers have expressed recently interest in your waterproof garments and have enquired about their quality. Provided the quality and prices are satisfactory there are prospects of good sales here, but before placing a firm order I would be glad if you would send me on fourteen days' approval a selection of men's and children's waterproof raincoats. Any of the items unsold at the end of the period, and which I decide not to keep as stock, will be returned at my expense.

Yours sincerely

James Howard
Purchase Department

### LETTER 8. Reply

**Modern Wear**

20-22 Bennett Hill
Brighton BN1 3XB
England

tel: +441273 540522; fax: +441273 543677
e-mail: modernwear@com.uk

WK/AP

15 March 20___

Mr. James Howard
Purchase Department
B& H Plc
12 Chipstead Way
Behstead SM7 3JS
Surrey England

Dear Mr Howard

I wish to say at once how pleased we are to receive your request of 12 March for waterproof garments on approval. As we have not previously done business together, perhaps you will kindly supply either usual trade references, or the name of a bank to which we may refer. Then as soon as these enquiries are settled satisfactorily, we will be happy to send you a selection of the items you mention in your letter. We sincerely hope this, our first transaction together, will be the beginning of a long and pleasant business association. We shall certainly do our best to make it so.

Yours sincerely

William King
Sales Department

### Questions:
1. Who is writing the letter?
2. What are the prospects of sales there?
3. Why did the Buyer ask for the goods on approval (on a sale or return basis)?
4. What is the period of approval?
5. What will happen to the items unsold at the end of the period?

### Questions:
1. Why did the Manufacturer ask for trade references?
2. Do you think the request for references may offend the prospective Buyer?
3. Does the Manufacturer encourage the prospective Buyer to do business with him?

- Sum up the exchange of letters.
- Act the situation: Phone the importer and discuss the enquiry on behalf of the manufacturer.
NOTES

1. When answering a letter it is better to use the ing-form after:

Thank you for the letter of (date)
We have received your letter of (date)

2. We are pleased to do sth
We have pleasure in doing sth
We have the pleasure of doing sth

мы рады/ готовы сделать что-л.

VOCABULARY

to purchase  покупать
purchase  покупка
battery powered  калькулятор, работающий на батарейках
pocket calculator  м. калькулятор

to be popular  пользоваться
with customers  спросом у покупателей

to be available  иметь в наличии

to advise/inform/notify of sth  сообщать (о) чем-л.

to purchase  покупать
in the near future  в ближайшем будущем
prospects of good sales  хорошие перспективы для продаж

there are  существуют

purchase  покупка
purchase  покупка

to express interest in  проявить интерес к чему-л.

there are  существуют
prospects of good sales  хорошие перспективы для продаж

to be popular  пользоваться
with customers  спросом у покупателей

to be available  иметь в наличии

price range  диапазон цен

transl.  заменять что-л.
(другой моделью)

to supersede  заменять что-л.
the beginning of a business association stocks  начало делового сотрудничества

to supply usual trade or bank references  представить обычные торговые или банковские рекомендации

additional features  дополнительные характеристики/черты

stocks  запас товара на складе
EXERCISES

Exercise 1
Give the English equivalents

Letters 5-6: покупать; калькулятор, работающий на батарейках; пользоваться спросом у покупателей; модели нет в наличии; сообщить условия платежа; диапазон цен; быть замененным (другой моделью); дополнительные характеристики; скидки с покупки не менее чем 50 штук; платеж в течение двух недель от даты счета-фактуры; в ближайшем будущем.

Letters 7-8: проявить интерес к чему-л.; хорошие перспективы для продаж; разместить твердый заказ; прислать на консигнацию сроком 2 месяца; изделия из непромокаемой ткани; запас товара на складе; любое из изделий, не проданное к концу периода; вернуть за чей-л. счет; представить обычные торговые или банковские рекомендации; хороший ассортимент; первая сделка; начало делового сотрудничества.

Exercise 2
Fill in the blanks with one of the following words, use the correct verb-form

1. to purchase 5. on a 2 month 9. to advise 13. the vast range
2. to be very popular with 6. a firm order 10. price 14. a discount of 15% on purchases
3. transaction 7. any of the items unsold 11. to be superseded
4. usual trade or bank references 8. at your expense 12. additional features

1. Two years ago we ____ from you a range of steam irons which proved ____ our clients.
2. A quantity discount is given on purchases ____.
3. We would be grateful if you ____ us of the terms of payment and delivery dates.
4. The present models have several ____ and are in the same ____.
5. We regret to inform you that Model HR 20 ____ by quite a new model HR 30, and our latest catalogue will give you the details of ____ of Black & Decker circular saws.
6. Our usual practice is to allow ____ of not less than 50 of the same model.
7. We can allow a special discount ____.
8. As we have not done any business with you before and it is our first ____ we would like to have ____.
9. We do not know the demand for your range of tableware therefore we are not ready to place ____ and would like to have goods ____.
10. We agree to send you the goods on a consignment basis but ____ will be returned to us ____.
**Exercise 3**
Complete the following sentences in English

1. Our customers (проявили интерес к) your new range of Steam Irons and would be grateful if you (сообщите нам) your terms of payment and discounts.
2. On top of your usual trade discounts we allow a special discount (с покупки не менее чем 50 штук).
3. We regret to inform you that (этой модели нет в наличии) as it (была заменена) Model HR 30.
4. We can offer you Model GR 5 which (имеет дополнительные характеристики и пользуется спросом у покупателей).
5. We cannot (разместить твердый заказ) as we do not know if (имеются ли хорошие перспективы для продаж Ваших товаров).
6. We allow a discount (за платеж в течение 7 дней от даты счета-фактуры).
7. Our company can offer you (широкий ассортимент) and all our new models are in the same (диапазон цен).
8. We have considered your offer and decided (прислать товар на консигнацию сроком 2 месяца).
9. As it is our (первая сделка) we would like you (предоставить торговые и банковские рекомендации).
10. As agreed we receive goods on a 2 month consignment and (любое из изделий, непроданное к концу периода) should be returned (за наш счет).

**Exercise 4**
Fill in the blanks with prepositions

1. Several __ our customers have recently expressed interest __ your garments and have enquired ______ their quality.
2. We can give a discount __3% __ payment _____14 days ____the date __ invoice.
3. We look forward __ doing business ____ you __ the near future.
4. We would be grateful if you advise us __ the terms __ payment.
5. A year ago we purchased ____you a consignment __ Steam Irons. We would like to know if you can offer your new model __ the same price range.
6. There are prospects __ good sales ____ your Black & Decker Chain Saws.
7. ______ placing a firm order I would appreciate it if you send me a selection __ raincoats __ a 60 days' consignment.
8. Any __ the items unsold ___ the end __ the period will be returned __ our expense.
9. As we have not done any business together will you please give me the name __ a bank __ which we may refer.
10. As soon as we receive your references we will be happy to send you a good selection __ the items you are interested __.
Exercise 5
Translate the following sentences into English

1. Two months ago we bought a batch of drills from Black and Decker. It turned out that they are popular among our customers, and we would like to place a repeat order.

2. Unfortunately, model KR-20 is no longer produced; it has been replaced by model KR 25. The new model has additional features, and the price is quite acceptable.

3. In the near future we will not be able to place a firm order for coats, as we do not know if there will be a demand on our market.

4. Since we have not done business with your company, please provide trade recommendations or the name of a bank we could approach for a recommendation.

5. Our regular customers are offered trade discounts, as well as discounts for the purchase of at least 50 units.

6. Your goods are unknown on our market, therefore we would prefer to receive a batch of goods on consignment terms for six months.

7. Our latest catalogue provides detailed information about our range of products, which we supply to European countries.

8. The seller must return at their expense any product that is not sold by the end of the consignment period.

9. We are ready to provide 12% discounts if payment is made within two weeks of the invoice date.

10. Models Kenwood DS 15 are currently out of stock, but we can offer similar models from Moulinex, which have the same characteristics, and they are in the same price range.
Section 3

Read, translate and discuss the letters

<table>
<thead>
<tr>
<th>LETTER 9. Enquiry e-mail</th>
<th>LETTER 10. Reply e-mail</th>
</tr>
</thead>
<tbody>
<tr>
<td>From: Peter Atkins</td>
<td>From: Beatrice Brezini <a href="mailto:acad.brezini@it.com">acad.brezini@it.com</a></td>
</tr>
<tr>
<td>To: <a href="mailto:leatherworld@aol.com">leatherworld@aol.com</a></td>
<td>To: Peter Atkins <a href="mailto:leatherworld@aol.com">leatherworld@aol.com</a></td>
</tr>
<tr>
<td>Sent: Beatrice Brezini <a href="mailto:acad.brezini@it.com">acad.brezini@it.com</a></td>
<td>Date: 26 March 20__ 10.33</td>
</tr>
<tr>
<td>Subject: 23 March 20__ 13.54</td>
<td>Subje ct: reply to enquiry</td>
</tr>
</tbody>
</table>

Dear Ms. Brezini

We learn from Farmex SpA of Rome that you are producing for export hand-made gloves in a variety of natural leathers. There is a steady demand here for gloves of high quality and although sales are not particularly high, good prices are obtained.

Would you please send me a copy of your glove catalogue, with details of your prices and terms of payment. I would find it most helpful if you could also supply samples of the various skins in which the gloves are supplied.

With the best wishes

Peter Atkins
Sales Manager

Dear Mr Atkins

We welcome your enquiry of 23 March and thank you for your interest in our products. A copy of our illustrated catalogue is being sent to you today with samples of some of the skins we regularly use in our manufacture. Unfortunately, we cannot send you immediately a full range of samples, but you may take it that such leathers as chamois and doeskin, not represented in the parcel, are of the same high quality.

Mr. Vittereli, our overseas director, will be in London early next month and will be pleased to call on you. He will have with him a wide range of our manufactures and when you see them we think you will agree that the quality of the material used and the high standard of craftsmanship will appeal to the most selective buyer.

We look forward very much with pleasure to receiving an order from you.

Kind regards

Beatrice Brezini
Sales Director

Questions:
1. Where did the foreign importer learn the address of the firm?
2. Do you think the Manufacturer would be interested in doing business with the firm? Why?
3. What information does the writer of the enquiry want?
4. Why does the prospective customer ask for samples?

Questions:
1. Would you say that the following reply sent by the Manufacturer is both helpful and friendly?
2. Why did the Manufacturer promise to arrange a visit by one of his directors?
3. Why did the Manufacturer draw attention to the high quality of his goods?
Dear Mr. Lawrence

We thank you for your enquiry of 5 April and enclose our quotation for plastic curtain material.

We have made a good selection of patterns and sent them to you today by parcel post. Their fine quality, attractive designs and the reasonable prices at which we offer them, we hope, will convince you that these materials are really good value. There is a heavy demand for them from the house furnishers in other parts of the country, which we find it difficult to meet, but provided we receive your order within the next ten days, we will make you a firm offer for delivery by the middle of May at the prices quoted.

On orders for one hundred pieces or more we allow a special discount of 5% for payment within seven days from date of invoice.

We can also offer you Albany polyester shower curtains, which is a brand name you will certainly recognize. The prices are very competitive as the curtains are part of a bankrupt stock that was offered to us. Unfortunately we cannot offer you any discount on this consignment because of their low price and the small profit margin we are working on.

We look forward to receiving your order.

Yours sincerely

Questions:
1. What goods did the Supplier quote the price for?
2. How soon can the goods be delivered?
3. Why did the writer of the letter draw the Buyer's attention to the quality of the goods?
4. What special offer was made to the buyer? Why was the price so low?

- Sum up the exchange of letters
- Act the situation: Meet the manufacturer and discuss your enquiry.

VOCABULARY

demand for sth - спрос на что-л.
to call on sb - приходить к кому-л./нанести визит кому-л.
heavy / huge / great demand - большой спрос to appeal to the most selective buyer - понравиться самому разборчивому покупателю to be in great demand - пользоваться ассортиментом
patterns - большим спросом
to meet/satisfy the demand — удовлетворить спрос
by parcel post — отправлять посылкой
sales are not particularly high — объем продаж невысокий
attractive design — интересный рисунок
to obtain good prices / license — получить хорошие цены / лицензию
reasonable price — приемлемая цена
to supply sb with sth — поставить кому-л. что-л.
brand name — торговая марка
to supply sth to sb — поставить что-л. кому-л.
competitive — конкурирующий
to compete — конкурировать
chamois — замша
competition — конкуренция
doeskin — лайка
competitor — конкурент
parcel / consignment / lot — партия
to compete — конкурировать
overseas director / export manager — руководитель экспортного отдела
bankrupt stock — товар обанкротившейся фирмы
the high standard of craftsmanship — высокий уровень мастерства
to work on a small profit margin — работать с небольшой прибылью

EXERCISES

Exercise 1
Give the English equivalents

Letters 9-10: перчатки ручной работы; устойчивый спрос; объем продаж невысокий; получить хорошие цены; каталог с подробными сведениями о ценах и условиях платежа; послать образцы; иллюстрированный каталог; качество материала; высокий уровень мастерства; понравиться самому разборчивому покупателю.

Letter 11: ассортимент образцов, отправлять почтовой посылкой, отличное качество, интересный рисунок, приемлемая цена, большой спрос на ч-л, удовлетворить спрос, твердое предложение с поставкой в мае; торговая марка, товар обанкротившейся фирмы; работать с небольшой прибылью.

Exercise 2
Fill in the blanks with one of the following words, use the correct verb-form

1. hand-made gloves
4. the small profit margin
7. brand name
10. by parcel post
2. of high quality  
3. to appeal to the most selective buyers  
5. heavy demand  
6. fine quality and attractive designs  
9. for delivery by the middle of January  
11. full range of samples  
12. to meet the demand

1. Our company is producing for export ____ and lady's hand bags ____ in a variety of natural leather.
2. We believe that the high quality of the goods ____.
3. There is a ____ for the drape fabrics of ____.
4. We confirm that we are ready to make a firm offer ____ at the price quoted.
5. We have sent you ____ our illustrated catalogue and a ____ so that you can make a selection.
6. Our latest collection of polyester shower curtains is so popular that we can hardly ____.
7. We can offer you shower curtains of a well known ____ which were offered to us as part of a ____.
8. We cannot offer you any trade discount because of the very low prices and ____ we are working on.

Exercise 3
Complete the following sentences in English

1. The high standard of craftsmanship of our leather goods (понравятся самому разборчивому покупателю).
2. Although (объем продаж невысокий) you can always (получить хорошие цены) for hand-made goods of high quality.
3. If you are interested in our goods we would be pleased to send you (иллюстрированный каталог с подробными сведениями о ценах и условиях платежа).
4. We have recently bought a consignment at a very competitive price as it was part of (товара обанкротившейся фирмы).
5. There is a (большой спрос) for fabrics of this quality and design.
6. Further to our letter of 15 March we are making you (твердое предложение с поставкой в мае).
7. Our spring collection of lady's leather hand bags with matching gloves is so popular that we can hardly (удовлетворить спрос).
8. I do not think that we can make any discounts on this consignment because of (низкой цене) and (небольшой прибыли) we are working on.

Exercise 4
Fill in the blanks with prepositions

1. We have made a good selection __ patterns and sent them today __ parcel post.
2. Yesterday we received ____ Ashley &Co a firm offer ___delivery __ the middle __ June __ the prices quoted.

3. Also ___ separate post we are sending you a full range ___ samples. We feel confident that you will agree that the goods are both excellent ___ quality and very reasonable ___ price.

4. If you place your order not later than the end ___ this month we would guarantee delivery ______ fourteen days ___ receipt.

5. We are large dealers ___ textiles and believe there is a promising market ___ our area ___ moderately priced goods ___ the kind mentioned.

6. In some cases we offer a special discount ___ 5% ___ the net price ___ payment ______ ten days ______ receipt ____ invoice.

7. We invite your attention ___ our other products, details ___ which you will find ___ the catalogue, and look forward ___ receiving your first order.

8. __ regular orders __ quantities __ not less than five hundred items we allow a trade discount ___ 33%.

**Exercise 5**

*Translate the following sentences into English*

1. Я хотел бы обратить Ваше внимание на устойчивый спрос на перчатки ручной работы, и хотя объем продаж невысокий, можно получить хорошие цены.

2. В ответ на Ваш запрос мы направляем Вам наше предложение с указанием условий платежа и скидок, которые мы предоставляем.

3. Предлагаем Вам товар известной торговой марки Албани по очень низкой цене, т.к. это товар обанкротившейся фирмы.

4. Если Вы разместите заказ в течение недели, мы сделаем Вам твердое предложение с поставкой в середине мая.

5. Наша фирма также производит широкий ассортимент дамских сумок ручной работы, они такого же качества, как и перчатки.

6. Отличное качество материала и высокий уровень мастерства понравятся самому разборчивому покупателю.

7. На заказы свыше 50 штук мы предоставляем специальную скидку при оплате в течение 7 дней от даты размещения заказа.

8. К сожалению, мы не можем дать каких-либо скидок на эту партию товара, т.к. мы продаем его по очень низким ценам и получаем небольшую прибыль.
**Section 4**

**Read, translate and discuss the letters**

**LETTER 12. Enquiry**

<table>
<thead>
<tr>
<th>To:</th>
<th>Elivar &amp; Beaman</th>
</tr>
</thead>
<tbody>
<tr>
<td>From:</td>
<td><a href="mailto:elivar.beaman@aol.com">elivar.beaman@aol.com</a></td>
</tr>
<tr>
<td>Date:</td>
<td>3 April 20___, 11.27</td>
</tr>
<tr>
<td>Subject:</td>
<td>consignment of dictionaries to St. Petersburg</td>
</tr>
</tbody>
</table>

**LETTER 13. Agent’s reply**

<table>
<thead>
<tr>
<th>To:</th>
<th>Paul Fox <a href="mailto:s&amp;t.p.h.@com.uk">s&amp;t.p.h.@com.uk</a></th>
</tr>
</thead>
<tbody>
<tr>
<td>From:</td>
<td>Sam Gartland</td>
</tr>
<tr>
<td>Date:</td>
<td>4 April 20_, 17.55</td>
</tr>
<tr>
<td>Subject:</td>
<td>consignment of dictionaries to St. Petersburg</td>
</tr>
</tbody>
</table>

---

**Dear Sir**

We have on our books an order from Linguistics University in St. Petersburg for five hundred copies of the publication "Advanced Modern English Dictionary". When packed ready for shipment these books, valued at £4400 will weigh about 325 kg.

We should be glad if you would let us know the cost, including the charges for sending this consignment c.i.f. St. Petersburg and whether you would be willing to handle it for us.

We should also like to know what formalities are involved and the time taken for delivery. We should appreciate your prompt reply because the books are needed well in advance of the new school session.

Yours faithfully

Paul Fox
Sales Department

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**Questions:**

1. What order do the Suppliers have on their books?
2. What is the value of the shipment?
3. What particulars do the Suppliers want to know?
4. Why is this enquiry urgent?

---

**Dear Mr. Fox**

Thank you for your enquiry of 3 April. We shall of course be pleased to handle the consignment of books to St. Petersburg. The freight charge for a case weighing 65 kg would be $90, to which must be added $80 for insurance and our own handling charges of $25 making the total of $195. Our charges cover all the formalities connected with the consignment, including preparation and signing of a consular invoice and preparation and completion of bills of lading.

It would be necessary to ask the buyer to obtain an import license and a foreign exchange permit. Without these it would not be possible to get the goods through customs or for you to get paid. The delivery normally takes about fourteen days from the date of shipment.

We look forward to receiving your instructions.

With best wishes

Sam Gartland
Shipping Department

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**Questions:**

1. Is the Agent willing to handle the consignment?
2. What is the freight charge?
3. Is insurance included in the charge?
4. How much do they charge for handling the shipment?
5. What formalities do their charges cover?
6. What should the buyers obtain? Why?
7. How soon can the Agent effect shipment?
LETTER 14. Enquiry
e-mail

To: Food Preparing Machines
    <f.p.machines@aol.com>
From: Russian Bistro
    Group<russian.bistro@umail.ru>
Date: 9 October 20__, 16.43
Subject: enquiry

Dear Sirs

The Trade Delegation of Russia in the UK have informed us that you are the oldest manufacturers of a wide and varied range of food preparing machines, including Meat Slicing Machines, Potato Packers, Potato Chippers, etc. Please send your illustrated catalogue giving all technical details of your machines.

As the goods are required for export we ask you to quote your best prices, as well as quantity discounts on orders over 100 units.

Yours faithfully

Igor Belov
Purchase Manager
Russian Bistro Group

Questions:
1. Who gave Russian Bistro Group the name of the Manufacturer?
2. What machines is the Buyer interested in?
3. What information did the Buyer expect to get from the Manufacturer?

LETTER 15. Reply
e-mail

To: <russian.bistro@umail.ru>
From: Bradley Cox
Date: 10 October 20__, 9.32
Subject: reply to your enquiry

Dear Mr Belov

Thank you for your e-mail of 9 October 20__ and for your interest in our food preparing machines, and as requested we now have pleasure in sending you our leaflets which illustrate and describe our products and we do hope that these will be helpful to you. We also enclose our February Newsletter from which you will note that we are manufacturing new series of Slicing Machines which we are confident are the finest and safest machines on the market today. A current price list is enclosed and we would advise you that a discount would be available to you off the prices as listed, but of course this would greatly depend upon the number of machines purchased. We could guarantee delivery within 4 weeks of receipt of order.

We are a leading manufacturer and distributor of a wide range of machines and we market worldwide under a variety of trade names.

Our machines are manufactured in a modern factory in which the most up-to-date automated machines are installed to carry out all the work involved in producing high quality products.

We pride ourselves on our quality, reliable and modern products, all of which incorporate important features to save time and enhance profitability as well as safety. If you need any further information you can visit our website: www.food.preparing.machines.ac.uk

We certainly wish to be of further service to you and assure you of our most prompt attention.

With best wishes

Bradley Cox
Promotion manager

Questions:
1. What information did the Exporter get from the Newsletter?
2. What does a discount depend on?
3. In what way does the Manufacturer encourage the Importer to buy his products?
• Sum up the exchange of letters.
• Act the situation: Phone the manufacturer and ask for further information concerning the terms of delivery.

**VOCABULARY**

<table>
<thead>
<tr>
<th>English</th>
<th>Russian</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>to pack</td>
<td>упаковывать</td>
<td>to pack up the goods</td>
</tr>
<tr>
<td>packing</td>
<td>упаковка</td>
<td>to pack the goods up</td>
</tr>
<tr>
<td>to be ready for shipment</td>
<td>быть готовым к отгрузке</td>
<td>to be ready for the shipment</td>
</tr>
<tr>
<td>value</td>
<td>стоимость</td>
<td>value of the goods</td>
</tr>
<tr>
<td>valued at ($200)</td>
<td>стоимостью в ($200)</td>
<td>valued at ($200)</td>
</tr>
<tr>
<td>charges for sending the consignment cif Riga</td>
<td>расходы по отгрузке партии на условиях сиф Рига</td>
<td>charges for sending the consignment cif Riga</td>
</tr>
<tr>
<td>freight charges</td>
<td>стоимость переводки</td>
<td>freight charges</td>
</tr>
<tr>
<td>insurance</td>
<td>страхование</td>
<td>insurance</td>
</tr>
<tr>
<td>handling charges</td>
<td>плата за транспортную обработку груза</td>
<td>handling charges</td>
</tr>
<tr>
<td>consular invoice</td>
<td>консульский счет-фактура</td>
<td>consular invoice</td>
</tr>
<tr>
<td>bill of lading</td>
<td>коносамент</td>
<td>bill of lading</td>
</tr>
<tr>
<td>to obtain an import license</td>
<td>получить импортную лицензию</td>
<td>to obtain an import license</td>
</tr>
<tr>
<td>foreign exchange permit</td>
<td>валютное разрешение</td>
<td>foreign exchange permit</td>
</tr>
<tr>
<td>to get/to clear the goods through (the) customs</td>
<td>произвести таможенную очистку товара</td>
<td>to get/to clear the goods through (the) customs</td>
</tr>
<tr>
<td>technical details of sth</td>
<td>сведения о чем-л.</td>
<td>technical details of sth</td>
</tr>
<tr>
<td>to require for export newsletter</td>
<td>требоваться на экспорт</td>
<td>to require for export newsletter</td>
</tr>
<tr>
<td>current price list</td>
<td>текущий прейскурант</td>
<td>current price list</td>
</tr>
<tr>
<td>list prices</td>
<td>прейскурантные цены</td>
<td>list prices</td>
</tr>
<tr>
<td>to market worldwide under a variety of trade names</td>
<td>продавать товар по всему миру под различными торговыми марками</td>
<td>to market worldwide under a variety of trade names</td>
</tr>
<tr>
<td>to incorporate important / the best features to enhance profitability</td>
<td>включить / объединить самые лучшие характеристики / черты увеличить прибыльность / доходность</td>
<td>to incorporate important / the best features to enhance profitability</td>
</tr>
</tbody>
</table>
EXERCISES

Exercise 1
Give the English equivalents

Letters 12-13: быть готовым к отгрузке; стоимостью в ...; расходы по отправке партии на условиях сиф Рига; быстрый ответ; стоимость перевозки; страхование; плата за транспортную обработку груза; консультский счет-фактура; коносамент; получить импортную лицензию; валютное разрешение; производить таможенную очистку товара.

Letters 14-15: подробные технические сведения о машинах; товар требуется на экспорт; информационный бюллетень; мы уверены, что это самые надежные и безопасные машины на рынке; текущий прейскурант; скидка в большой степени зависит от количества купленных машин; поставка в течение 4 недель от даты получения заказа; ведущая фирма по производству и продаже широкого ассортимента оборудования; продавать товар в различных странах под различными торговыми марками; включать лучшие характеристики; увеличить доходность.

Exercise 2
Fill in the blanks with one of the following words, use the correct verb-form

1. charges
2. a consular invoice
3. valued at $ 2500
4. to get the goods through customs
5. the formalities connected with the cost
6. an import license and a foreign exchange permit

1. The consignment of books ____ will be ready for shipment in two weeks.
2. We would ask you to inform us of ____ the consignment and the time you require for delivery.
3. Before placing an order we would like to know the cost of insurance and ____ for sending the consignment CIF St. Petersburg.
4. Our charges cover preparation and signing of ____.
5. Before the consignment is dispatched the Buyer should obtain ____.
6. Without a consular invoice it would be impossible to ____ _____.

Exercise 3
Complete the following sentences in English

1. The consignment of "Macmillan English Dictionary" (стоимостью в $2500) is ready for shipment and (всит) about 80 kg.
2. Thank you for your (быстрый ответ) and letting us know (какие формальности связаны с доставкой партии).
3. The cost of the goods covers freight, (страхование и стоимость транспортной обработки груза).
4. The Buyer has to obtain (импортную лицензию и валютное разрешение). Without these it would be impossible (произвести таможенную очистку товара).

5. Our charges cover all (формальности, связанные с партией груза) including preparation and signing of (счета-фактуры).

6. Thank you for (информационный бюллетень) giving all (подробные технические сведения о машинах).

7. We are confident that our new Slicing Machines (являются самыми безопасными и надежными машинами на рынке).

8. (Текущие цены) are stated in the price list, and the quantity discount (зависит от количества купленных машин).

9. (Самые современные) automated machines (установлены) to carry out all the work involved in producing high quality products.

10. The new range of food preparing machines you are interested in (отличного качества и надежные) and we (продаём их по всему миру).

Exercise 4
Fill in the blanks with prepositions

1. As the goods are required ___ export we ask you to quote your best prices, as well as quantity discounts ___ orders _____100 units.

2. Thank you ___ your letter ___ 8 March and ___ your interest ___ our food preparing machines.

3. We are dealers ___ textiles and believe there is a promising market ___ our area ___ moderately priced goods ___ this kind.

4. We pride ourselves ___ our reliable, modern products, all ___ which we market worldwide ______ a variety ___ trade names.

5. Because ___ their low price and the small profit margin we are working ___ we will not be offering any discount ___ the consignments.

6. The discount you offer is very important ___ us, ___ return we would be prepared to place an order ___ a guaranteed number ___ bicycles.

7. If you place your order not later than the end ___ this month, we would guarantee delivery _____ fourteen days ___ receipt.

8. ___regular purchases ___ quantities ___ not less than five hundred items we would allow you a trade discount ___ 30%.

9. As requested our catalogue and price list are being sent _____ separate cover, they will give you the details ___ our conditions ___ sale and terms ___ payment.

Exercise 5
Translate the following sentences into English.

1. Партия груза была куплена на условиях сиф Рига, и продавец должен заниматься транспортной обработкой груза.
2. Для того чтобы произвести таможенную очистку, покупатель должен получить импортную лицензию и валютное разрешение.

3. Мы будем признательны Вам за быстрый ответ, т.к. эта партия нужна нам срочно.

4. Партия книг стоимостью в $1250 упакована в 3 ящика, каждый ящик весит 65 килограммов.

5. Наша фирма производит разнообразный ассортимент электро-бытовых приборов. К письму прилагаем иллюстрированный каталог с подробными техническими сведениями о приборах.

6. Из Вашего информационного бюллетеня мы узнали, что Вы продаете свои машины по всему миру.

7. Мы уверены, что наше оборудование самое надежное и безопасное на рынке.

8. Современные автоматизированные станки включают в себя все лучшие характеристики предыдущих моделей.

9. В каталоге указаны текущие цены, и мы готовы дать Вам скидку, размер которой зависит от количества купленных машин.

10. Для того чтобы производить высококачественную продукцию, на фабрике было установлено новейшее оборудование.
PART III
CONSOLIDATION

Compose letters in English using the useful expressions given below.

1. Write a letter of enquiry on behalf of your firm to Yorkshire Woolen Company, England, asking for patterns of woolen cloth for men's suits.

2. Your firm is a well-known Russian manufacturing company and is in urgent need of certain metal fittings which cannot be obtained quickly enough from your normal suppliers. Write a letter to a British maker of these fittings.

3. You have seen an advertisement in the "Overseas Electrical Review" for an English small motor. Your firm is an importer of electrical equipment. Write a letter enquiring for full details.

4. Write a reply to a foreign letter of enquiry which your firm has received following an exhibition of sewing machines at a trade fair in Brussels.

5. Compose a letter for 'Prodintorg Ltd', who are producers of tinned food products, to an import buyer in England. Offer your standard lines and one new product.

6. Your firm is a textile importer. Write a letter to your trade customer offering them your old season's stock at a bargain price.

7. You have received an enquiry from a foreign buyer for your catalogue of mechanical toys. He saw them exhibited at a trade fair in Berlin and wants details of prices and terms. Write a reply recommending your products.

8. Write to Jackson & Sons for their current catalogue and price list of electric clocks. You are particularly interested in wall clocks for which you would probably have good sale if the prices are right. Ask for the terms and delivery dates.

USEFUL EXPRESSIONS

Requests

Openings
1. We are interested in ... as advertised recently in...
2. We have received an enquiry for your...
3. I was interested to see your advertisement for...
4. I understand you are manufacturers of (dealers in) ... and should like to receive your current catalogue.

Closes
1. When replying please also include delivery details.
2. Please also state whether you can supply the goods from stock as we need them urgently.
3. If you can supply suitable goods, we may place regular orders for large quantities.
Replies to requests

Openings
1. Thank you for your letter of.... As requested we enclose...
2. In reply to your enquiry of... we are sending by separate post...
3. I was pleased to learn ... that you are interested in our...
4. Thank you for your enquiry dated ... regarding...

Closes
1. We look forward to receiving a trial order from you soon.
2. We shall be pleased to send you any further information you may need.
3. Any orders you place with us will have our prompt attention.
4. Please let me know if you need any further details.
UNIT III. QUOTATIONS AND OFFERS
PART I
INTRODUCTION TO SUBJECT

In reply to an enquiry you may want to go as far as giving your prospective customer a quotation.

A quotation is a description of the terms on which the goods can be bought. It is also a promise to supply the goods on the terms stated. The prospective buyer who requested a quotation is under no obligation to buy the goods.

A standard quotation will cover the following points:

• An expression of thanks for the enquiry
• Details of prices, discounts and terms of payment
• Clear indication of what the prices cover (packing, insurance, carriage)
• Standard delivery time (dates)
• The period of validity of this quotation
• Encouragement of the prospective buyer to accept your quotation

We will look into each of the above points in detail.

• Price

When a manufacturer, wholesaler or retailer quotes the price, he may or may not include other costs or charges such as transport and taxes. Prices which include these extra costs are known as gross prices, those which exclude them are known as net prices. When prices tend to fluctuate the supplier will state in their quotation that their prices are subject to change. It is advisable that the prices should be quoted in the customer's currency allowing for exchange fluctuations.

• Discount

Manufacturers and wholesalers sometimes allow discounts to be deducted from the net or gross price. They may allow a trade discount (discounts to Sellers in similar trades), or quantity discounts (for orders over a certain amount) or cash discounts (if payment is made within a certain time, e.g. 7 days).

• Methods of payment

When quoting terms of payment several methods of payment may be suggested (Letter of Credit, Bill of Exchange, bank draft, bank transfer).

• Carriage and insurance

For the prospective buyer it is extremely important to establish clearly whether the prices are to include additional charges such as carriage or freight, insurance, import duties, etc. If these details are not specified in the supplier's quotation it may lead to serious disagreement especially in foreign dealing where such charges are heavy.

Abbreviations used to indicate to what extent charges for freight, insurance, etc. are included in the price quoted
• **EXW** (ex-works, ex-factory, ex-mill, ex-warehouse): the buyer pays for the goods (packed) when he collects them from the seller's factory. He is responsible for all other costs (insurance, transportation, etc.) once the goods have left the factory, mill or warehouse.

• **f.o.r.** (free on rail) (франко-рельсы, франко-вагон), **f.o.t.** (free on truck) (франко-вагон (ам.), франко-грузовик): price includes de-livery to the railway and loading on a truck

• **f.a.s. (port named)**: price includes delivery to loading point ‘alongside’ ship (франко вдоль борта судна)

• **f.o.b. (export port named)**: price includes delivery to docks and loading onto a ship (франко-борт, фоб)

• **f.o.b. (import port named)** (particularly used in U.S.A. trade): price includes all costs up to arrival in the importing country, but not insurance or unloading (франко-борт судна)

• **c.& f. (destination named)**: price includes all costs up to the named destination but not insurance (стоимость и фрахт)

• **c.i.f. (destination named)**: price includes all costs including insurance, up to named destination (стоимость, страхование, фрахт - СИФ)

• **ex-ship (import port named)**: price includes delivery to the named port of destination; the seller is responsible for the goods until the ship arrives (франко-строп судно; с судна)

• **DDP (Delivered Duty Paid)**: the seller is responsible for all costs (including import duty) of delivering goods to a named destination in the buyer's country.

• **DDU (Delivered Duty Unpaid)**: the same as DDP, except that the seller does not pay import duties.

• **franco quay; ex-dock (import port named)**: price includes all costs, unloading, customs duties, etc. (франко-причал, с причала)

• **franco domicilium; free delivered**: price includes delivery to the premises of the buyer or consignee, customs duties paid by seller or consignor (доставка франко)

**Quoting delivery**

If the enquiry specifies a delivery date the supplier should confirm that it can be met, if not suggest an alternative date but should not make a promise that he cannot keep. It will give him a bad reputation, and if a delivery time is a condition of ordering, the customer could sue the supplier, if he breaks the contract, or the buyer could reject the goods.

**Fixed terms and negotiable terms**

It is possible to quote terms in two ways: by stating your price and discounts without leaving room for negotiation, or by implying that the customer could write again and discuss them.
OFFERS

Sometimes a supplier is interested in selling the goods to the customers he has been dealing with on a regular basis. In this case without waiting for an enquiry from his customer he sends him an offer describing the goods offered, the price, terms of payment, delivery time. In this offer there must be something that will certainly appeal to the customer, such as: discounts, unexpectedly low prices, favourable terms of payment, in one word something which makes this offer different from a standard quotation.

Offers can be firm (binding) or without obligation (subject unsold). A firm offer is made by the seller to only one prospective buyer and indicates the time it remains open for acceptance. If the buyer accepts the offer the goods are considered to have been sold at the price and on the terms stated in the offer.

If an offer without obligation (subject unsold) the seller can make such an offer to several prospective buyers. If the buyer accepts such an offer, the goods are considered to have been sold to him only when the seller upon receipt of the buyer's acceptance, confirms having sold the goods to the buyer at the price and on the terms stated in the offer.

TENDER

A tender is usually made in response to a published advertisement. It is an offer for the supply of specified goods or performance of specified work at prices and under conditions set out in the tender. A tender becomes legally binding only when it is accepted; up to that time it may be withdrawn. It is usual for tenders to be made on the advertisers' own forms which include a specification where necessary and set out terms in full details.

POINTS TO REMEMBER

1. Thank the customer for contacting you, and encourage further enquiries.
2. When giving a customer a quotation, in addition to the price quote transport and insurance costs, any discounts, method of payment, and delivery date.
3. Do not promise a delivery date that you cannot keep.

QUESTIONS

1. What costs and charges can be included in the quoted price?
2. How do you read "gross prices" and 'net prices"?
3. When should a prospective Seller inform the Buyer that their prices are subject to change?
4. Why is it advisable to quote prices in the customer's currency?
5. Give the definitions of a) ex-work prices; b) fob prices; c) c&f prices; d) cif prices; e) DDP price
6. What discounts do you know?
7. What methods of payment are practised in foreign trade?
8. Why is it not advisable when specifying a delivery date to make a promise you cannot keep?
9. In what way can the delivery terms be quoted?
10. Is there a difference between a quotation and an offer?
11. Can a firm offer be made to several potential clients?
12. When are the goods considered to have been sold if it is an offer "subject unsold"?
13. What is the difference between "a tender" and "an offer"?

VOCABULARY

<table>
<thead>
<tr>
<th>English</th>
<th>Russian</th>
<th>English</th>
<th>Russian</th>
</tr>
</thead>
<tbody>
<tr>
<td>quotation</td>
<td>предложение</td>
<td>carriage</td>
<td>транспорт, перевозка</td>
</tr>
<tr>
<td>prospective/potential buyer</td>
<td>будуcщий/потенциалльный покупатель</td>
<td>freight</td>
<td>перевозка морем, фрахт</td>
</tr>
<tr>
<td>validity</td>
<td>срок действия (документа)</td>
<td>insurance</td>
<td>страхование</td>
</tr>
<tr>
<td>wholesaler</td>
<td>оптовый продавец</td>
<td>import duty</td>
<td>импортная пошлина</td>
</tr>
<tr>
<td>retailer</td>
<td>розничный продавец</td>
<td>to specify</td>
<td>обусловливать (в документе), уточнять</td>
</tr>
<tr>
<td>extra costs</td>
<td>дополнительные расходы</td>
<td>to clear the goods for import</td>
<td>оплатить таможенную пошлину, нарушить/разорвать контракт</td>
</tr>
<tr>
<td>gross/net price</td>
<td>цена брутто/нетто</td>
<td>to break the contract</td>
<td>отказаться от товара</td>
</tr>
<tr>
<td>to tend to fluctuate</td>
<td>иметь тенденцию к колебанию</td>
<td>to reject the goods</td>
<td>оставлять место/возможность для переговоров</td>
</tr>
<tr>
<td>to be subject to change</td>
<td>подлежать изменению</td>
<td>to leave room for negotiation</td>
<td>подразумевать</td>
</tr>
<tr>
<td>exchange fluctuations</td>
<td>колебания валютного курса</td>
<td>to imply</td>
<td>оставаться открытым</td>
</tr>
<tr>
<td>trade discount on sth</td>
<td>торговая скидка (на товар)</td>
<td>to remain open</td>
<td>твердое предложение</td>
</tr>
<tr>
<td>quantity discount</td>
<td>скидка за количество</td>
<td>firm offer</td>
<td></td>
</tr>
</tbody>
</table>

64
cash discount  скидка за оплату наличными  offer without obligation/subject unsold  предложение без обязательств
Letter of Credit  аккредитив  tender  предложение (на торгах)
Bill of Exchange  вексель  to sue sb.  предъявить иск кому-л.
draft  тратта

EXERCISES

Exercise 1
Give the English equivalents

Предложение (3), срок действия (документа), оптовый/розничный продавец, назначать цену, цена брутто/нетто, иметь тенденцию к колебанию, колебание валютного курса, торговые скидки, скидки за количество, скидки за оплату наличными в течение 7 дней после получения заказа, аккредитив, вексель, банковская тратта, транспорт (перевозка), транспортировка морем, импортная пошлина, нарушать контракт, оставлять место (возможность) для переговоров, отказать от товара, твердое предложение, предложение без обязательств, проданный по цене и на условиях.

Exercise 2
Fill in the blanks with one of the following words, use the correct verb-form

1. to be subject 6. a prospective buyer 11. quantity discount 16. an offer without obligation to change
2. net prices 7. a quotation 12. cash discount 17. upon receipt
3. to tend to 8. exchange reject the goods 13. to sue the Seller or
4. fluctuate 9. import duty 14. an alternative date 18. a firm offer
5. the validity 10. insurance 15. to leave room for negotiation
16. an offer without obligation to buy the goods.
2. ___ of the quotation is for 2 weeks.
3. ___ include extra costs, those prices which exclude them are known as ___.
4. When prices ___ the supplier will state in his quotation that the prices ___.
5. It is advisable to quote prices in the customer's currency to allow for ___.
6. It is regular practice that Sellers offer a number of discounts: ____, trade discount, ___.
7. In the international business the quoted prices often include freight, ___ and ___.
8. If a supplier cannot meet the delivery date he should suggest ___.
9. If the Supplier does not meet the delivery date the customer could ___.
10. When stating the price the Supplier always ___
11. If the Buyer accepts ___ the goods are considered to have been sold when the Seller ___ of the Buyer's acceptance confirms having sold the goods to the Buyer.
12. ___ is made by the Seller to only one ___.

Exercise 3
Complete the following sentences in English

1. (Твердое предложение) is made by the Seller to only one (будущему покупателю) and indicates that it remains (открытым) for acceptance for 10 days.
2. (Оптовый продавец) offers (скидки за количество) on orders over a certain amount only.
3. In order to avoid (колебаний валютного курса) prices should be quoted in the customer's currency.
4. (Цена брутто) includes (дополнительные расходы) and wholesalers allow (скидки) on these prices.
5. In the international trade the prices usually include (транспорт, страховку и импортную пошлину).
6. The Buyer agreed to («цена с завода») as his company can provide their own transport facilities.
7. If the Supplier failed to meet the delivery dates the Buyer can (разорвать контракт) and (отказаться от товара).
8. Stating the prices and the terms in the quotation the Seller (должен оставлять место / возможность для переговоров) or (подразумевать) that the customer could discuss them.
9. In most cases the Buyer prefers (условия «товар поставлен, пошлина заплачена»), as it is the Seller's responsibility to deliver the goods to the Buyer's warehouse.
10. If the Supplier fails to meet the delivery dates the Customer can (предъявить иск) the Supplier or (отказаться от товара).
11. If the Buyer accepts the offer the goods are considered to have been sold (по цене и на условиях) stated in the offer.
12. An offer (без обязательств) can be made by the seller to several potential buyers.

Exercise 4
Fill in the blanks with prepositions

1. The prospective buyer who requested the quotation is _____ no obligation to buy any ____ the goods offered.
2. The period ___ validity ___ the quotation should be stated ___ the Supplier.
3. It is advisable to quote the prices in the customer's currency to allow for exchange fluctuations.

4. A seller can give a trade discount to a seller in similar trade, or quantity discount on orders of a certain amount.

5. If the quotation does not give the details of the terms it may lead to serious disagreement especially in foreign trade.

6. If a buyer agrees on ex-works terms, he will pay the cost of the goods only. All other costs will be on his account.

7. A FAS price covers all delivery costs to the port. The buyer pays for loading the goods on the ship and all other costs.

8. A seller can quote the terms: stating his price and discounts leaving room for negotiation.

9. Sometimes a supplier is interested in selling their goods to a regular customer and waiting for an enquiry from his customer sends him an offer.

10. If an offer is sent to a regular customer there must be something in it that will appeal to the client.

11. The firm offer is made by the seller to only one prospective buyer and stipulates the time it remains open for acceptance.

12. The goods are considered to have been sold at the price and under the terms stated in the offer.

Exercise 5
Translate the following sentences into English

1. Оптовый продавец может предоставить торговые скидки, а также скидки за количество (на заказы свыше определенного количества).

2. Для будущего покупателя очень важно знать, включают ли назначенные цены дополнительные расходы по транспортировке товара, страхованию и уплате импортной пошлины.

3. Если цены имеют тенденцию к колебанию, то продавец должен указать в предложении, что цены подлежат изменению.

4. Цена на условиях «покупки с завода» включает стоимость товара и упаковку. Все остальные расходы, в том числе по транспортировке товара, оплачивает покупатель.

5. Если продавец не соблюдает даты поставки, покупатель может отказаться от товара, разорвать контракт или даже подать в суд на поставщика.

6. Условия поставки «товар поставлен, таможенные пошлины уплачены» означает, что в цену товара включены все расходы по поставке товара, в том числе оплата таможенной пошлины.

7. Твердое предложение делается только одному потенциальному покупателю.
8. Цена на условиях ФАС включает стоимость доставки в порт, покупатель оплачивает погрузку товара на борт судна и все остальные расходы.

9. Когда продавец назначает условия, он должен показать, что у покупателя есть возможность договориться о ценах и скидках.

10. Предложение «без обязательства» делается продавцом сразу нескольким потенциальным покупателям.

11. Если покупатель принимает предложение, товар считается проданным по цене и на условиях, указанных в предложении.

12. Цена CFR включает все расходы по доставке товара в порт назначения, кроме страхования.
PART II
CORRESPONDENCE RELATING TO QUOTATIONS AND OFFERS
Section 1

Read, translate and discuss the letters

LETTER 1. REQUEST

MELLETS LTD
129 High St. Dorking Surrey KT119 AF
tel. 01306 343187; fax. 01306 343576
e-mail: mellets@aol.com

AD/BS
18 August 20___
Mr. Amatore Corrudi
Sales Manager
Slumberland
Via Amatore Sciesa 9
201187 Milano Italia

Dear Mr. Corrudi
You have previously supplied us with different types of Duvets and we should be glad if you would now quote for the items named below. The types of Duvets we require "Super Dreamer" and "All Seasons" are listed in your latest catalogue of March 20___, page 198

<table>
<thead>
<tr>
<th>&quot;Super Dreamer&quot;</th>
<th>&quot;All Seasons&quot;</th>
</tr>
</thead>
<tbody>
<tr>
<td>30 single</td>
<td>50 single</td>
</tr>
<tr>
<td>30 double</td>
<td>50 double</td>
</tr>
<tr>
<td>20 king size</td>
<td>20 king size</td>
</tr>
</tbody>
</table>

The prices quoted should include packing and delivery to the above address.
When replying, please state (I) discounts allowable, (II) terms of payment, (III) earliest possible date of delivery.

Yours sincerely
Amelia Dove
Market Manager

Questions:
1. Is the request from a prospective or regular customer?
2. What important points does the request cover?

LETTER 2. QUOTATION

SLUMBERLAND Ltd.
201187 Milano Italia via Amatore Sciesa 9
tel: +39 025418976; fax: +39 0254 188856
e-mail: slumberland@ied.it

AC/LM
21st August 20___
Ms Amelia Dove
Market Manager
129 High St. Dorking
Surrey KT119AF
UK

Dear Ms Dove
Replying to your enquiry of 18 April for a further supply of our Duvets, we are pleased to send you our quotation. These prices include packing suitable for all types of transportation.

We can deliver from stock and will allow you a discount of 5% but only on items ordered in quantities of 100 or more. In addition, there could be a cash discount of 2.5% on total cost if payment is made within one month from date of invoice.

We hope you will find these terms satisfactory and look forward to the pleasure of your order.

Sincerely yours
Amatore Corrudi
Sales Manager

Questions:
1. What do the prices include?
2. How soon can the duvets be delivered?
3. What discounts do the Suppliers offer?
LETTER 3. REQUEST  
"GOSTINNY DVOR" OAO  
St. Petersburg, Nevski prospect 45/24 Russia  
tel: +812 325767; fax: +812 325984  
e-mail: gostdvor@umail.ru  

ON/PD  
15 June 20__  
Ms Emma Scoll  
Sales Manager  
"The Down Wear"  
Svardriljeigatan 17  
Vasteras 72227  
Sweden  

Dear Ms Scoll  
We have recently received a number of requests for your Down Jackets and we are confident that we could place regular orders with you provided your prices are competitive.  

From the description in your catalogue we feel that your "Joy" range is one of the most suitable for these parts and should be glad if you would send us your quotation for men's and women's jackets, in both large and medium sizes, delivered CIF St. Petersburg.  

Provided the prices are right we would place a first order of 400 jackets, namely 100 of each of the four sizes. Shipment would be required within four weeks of order.  

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

Yours sincerely  
Oleg Nerov  
Sales Manager  

LETTER 4. QUOTATION  

THE DOWN WEAR  
Svardriljeigatan 17 Vasteras 72227 Sweden  
tel: 46 2334880; fax: 46 2336890  
e-mail: dwear@aol.sv  

ES/OM  
22 June 20___  
Mr Oleg Nerov  
Sales Manager  
Gostinny Dvor OAO  
Nevsky prospect 45/24  
St. Petersburg Russia  

Dear Mr Nerov  
Thank you for your enquiry of 15 June. We were glad to receive it and learn of the enquiries you have had for our Down Jackets. Our "Joy" range is particularly suitable for cold climates and during the past year we have supplied this range to dealers in several East European countries. From many of them we have already had repeat orders, in some cases more than one. This range is popular for its exquisite workmanship, up-to-date-styling, superior quality and comfortable wearing.  

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

<table>
<thead>
<tr>
<th>Description</th>
<th>Quantity</th>
<th>Size</th>
<th>Price @ Euro</th>
<th>Total @ Euro</th>
</tr>
</thead>
<tbody>
<tr>
<td>100 &quot;Joy&quot; Jackets, men's</td>
<td>100</td>
<td>large</td>
<td>9000</td>
<td>9000</td>
</tr>
<tr>
<td>100 &quot;Joy&quot; Jackets men's</td>
<td>100</td>
<td>medium</td>
<td>8500</td>
<td>8500</td>
</tr>
<tr>
<td>100 &quot;Joy&quot; Jackets women's</td>
<td>100</td>
<td>large</td>
<td>9500</td>
<td>9500</td>
</tr>
<tr>
<td>100 &quot;Joy&quot; Jackets women's</td>
<td>100</td>
<td>medium</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td>Less 33% trade discount</td>
<td></td>
<td></td>
<td></td>
<td>37000.00</td>
</tr>
<tr>
<td>Net price, CIF St. Petersburg</td>
<td></td>
<td></td>
<td></td>
<td>12210.00</td>
</tr>
<tr>
<td>Insurance</td>
<td></td>
<td></td>
<td></td>
<td>247.90</td>
</tr>
</tbody>
</table>

25037.90  
Terms: 2.5% one month from date of invoice  
Shipment: Within 3-4 weeks of receiving order  

We feel you may be interested in some of our other products and enclose descriptive booklets and a supply of sales literature for use with your customers.  
We look forward very much to receiving your order.  

Sincerely yours  
Emma Scoll  
Sales Manager
Questions:
1. Why did a foreign Buyer get interested in the Manufacturer's products?
2. What did the prospective Buyer learn from the description in their catalogue?
3. What quotation did he ask for?
4. How large will the order be?
5. How soon does the prospective Buyer require shipment?
6. What point is of particular importance to the prospective Buyer?

Questions:
1. Why is the "Joy" range particularly suitable for the prospective Buyer?
2. Is this range popular in the market? Why?
3. What discount was offered?
4. How was the price quoted?
5. What are the terms of payment?
6. How soon will shipment be effected?
7. Would you say that the Manufacturer encouraged further enquiries?

- Sum up the exchange of letters.
- Write a letter to the Supplier requesting a quantity discount as you are placing a very substantial order.
- Act the situation: Send your representative to the Manufacturer to discuss the terms of payment and especially discounts.

**VOCABULARY**

<table>
<thead>
<tr>
<th>item</th>
<th>range most suitable for these parts</th>
</tr>
</thead>
<tbody>
<tr>
<td>price includes packing and delivery</td>
<td>to deliver CIF St. Petersburg</td>
</tr>
<tr>
<td>to state discounts allowable</td>
<td>shipment is required within four weeks of order</td>
</tr>
<tr>
<td>terms of payment</td>
<td>to stress particularly the importance of price</td>
</tr>
<tr>
<td>earliest possible date of delivery</td>
<td>the principal market is for mass-produced goods</td>
</tr>
</tbody>
</table>

- наименование товара (товарная позиция / вид товара)
- ассортимент, наиболее подходящий для этих мест
- поставить на условиях сиф Санкт-Петербург
- требуется в течение 4 недель от даты заказа
- особенно подчеркнуть важность цены
- основной рынок рассчитан на товары массового производства
to deliver from stock  
поставить со склада  
at popular prices  
по общедоступным ценам  
to allow / give a discount of 5%  
предоставить скидку (в размере)  
to supply the range  
поставлять ассортимент  
total cost  
полная стоимость  
to be popular (with sb for sth)  
пользоваться спросом  
within a month from the date of invoice  
в течение месяца от даты счета-фактуры  
the terms are satisfactory  
приемлемые условия  
regular orders  
постоянные заказы  
to workmanship  
отделка, качество изготовления  
competitive prices  
конкурентные цены  
to up-to-date-styling  
модный, современный покой (изделие) удобное в носке  
description in the catalogue  
описание в каталоге  
comfortable wearing  
удобное в носке  
descriptive booklets  
брошюра с описанием товара  
EXERCISES

Exercise 1
Give the English equivalents

Letters 1-2: ранее поставлять; наименование товара (товарная позиция / вид товара); цена включает упаковку и доставку; указать возможные скидки; поставить со склада, условия платежа; самая ранняя дата поставки; скидка за оплату наличными; оплата производится в течение месяца от даты счета-фактуры; приемлемые условия; предоставить скидку в 5%.

Letters 3-4: конкурентные цены; описание в каталоге; ассортимент, наиболее подходящий для этих мест; поставить на условиях сиф Санкт-Петербург; отгрузка требуется в течение 4 недель от даты заказа; подчеркнуть важность цены; основной рынок рассчитан на товары массового производства по общедоступным ценам; поставлять ассортимент; изящная отделка, превосходное качество, (изделие) удобное в носке; торговая скидка; брошюра с описанием товара.

Exercise 2
Fill in the blanks with one of the following words, use the correct verb-form
1. the description in our catalogue  
2. items (2)  
3. to be listed  
4. to be popular  
5. competitive prices  
6. within a week of order  
7. range  
8. to stress the importance  
9. describe the booklets  
10. regular orders  
11. mass-produced goods  
12. a cash discount of 5% on the total cost  
13. the most suitable for
4. for all types of trans- 9. repeat orders 14. principal  
portation 10. trade and quantity 15. a substantial quantity  
5. from stock (2) discounts discount  

1. From _____ you can see that our prices are competitive.  
2. All the ______ you are interested in _____ in our latest catalogue.  
3. The customer requires packing suitable ______.  
4. We usually deliver ______ and allow ______ but only on ______ ordered  
in quantities of 100 and more.  
5. A supplier allows ______ if payment is made within a week.  
6. We believe your ______ is one of ______ this climate.  
7. The ______ market is for ______ at popular prices.  
8. If a buyer places ______ he expects to get ______.  
9. We particularly ______ of superior quality of the equipment.  
10. The goods can be delivered ______ if they are available ______.  

**Exercise 3**  
Complete the following sentences in English  

1. We (раньше поставляли со склада) within a week of order but due to the  
   production problem (самая ранняя дата поставки) at the moment is 4 weeks from  
   the date of receipt.  
2. All (товарные позиции) you requested (перечислены) in the latest  
   catalogue and are sold (по доступным ценам).  
3. (Из описания в каталоге) we feel that the latest range is (наиболее  
   подходящий) for the local climate.  
4. (Основной рынок) in our area is for (товаров массового производства).  
5. When you place large regular orders you may stress (важность цены) and  
   ask the Seller (предоставить особую скидку).  
6. In the enquiry (будущий покупатель) asks (назначить конкурентные  
   цены).  
7. The goods (могут быть поставлены со склада) if the buyer agrees  
   (оплатить наличными).  
8. The goods were (отличного качества), the price and (условия платежа  
   были приемлемыми).  
9. The goods (могут быть поставлены на условиях сиф Санкт-  
   Петербург) within a month (от даты счета фактуры).  
10. The seller sent (брошюру с описанием товара) and was ready  
    (отгрузить весь ассортимент) within 10 days of order.  

**Exercise 4**  
Fill in the blanks with prepositions  

1. The types ____ Duvets you require are listed ____ our latest catalogue  
   ____ September 20th.
2. Replying to the enquiry April 18 we are pleased to send you our quotation.
3. The packing should be suitable for all types of transportation.
4. In addition, there would be a cash discount of 3% on the total cost.
5. We can deliver stock and we will allow a discount of 5% but only on items ordered in quantities of 100 units or more.
6. If payment is made within one month of the date of invoice the buyer should get a cash discount of 4%.
7. Prices and terms quoted in the catalogue should include packing and delivery to the above address.
8. We received a number of enquiries for your Down Jackets and are ready to place regular orders with you.
9. From the description in your catalogue we think that your range is one of the most suitable for our climate.
10. Please send us a quotation for men's and women's jackets for both small and medium sizes delivered c.i.f. St. Petersburg.

Exercise 5
Translate the following sentences into English

1. Все товарные позиции, поставляемые нами ранее, перечислены в каталоге.
2. Назначенная цена должна включать упаковку и доставку по вышеуказанному адресу.
3. Фирма не предоставляет специальных скидок, если оплата производится через 6 недель от даты счета фактуры.
4. В предложении были указаны возможные скидки, условия платежа и самые ранние даты поставки.
5. Фирма согласилась поставить товар со склада в течение недели, а также предоставить покупателю скидку в размере 5%, если заказанное количество превысит 100 единиц.
6. Покупатель готов размещать постоянные заказы, если продавец назначит конкурентные цены.
7. Если покупатель производит оплату в течение недели от даты счета-фактуры, поставщик дает скидку в размере 6% с полной стоимости.
8. Основной рынок рассчитан на товары массового производства по доступным ценам.
9. По описанию товара в Вашем каталоге мы полагаем, что этот ассортимент будет наиболее подходящим для нашего климата.
10. Отличное качество, изящная отделка, модный покрой делают эту коллекцию очень популярной у покупателей.
Section 2

Read, translate and discuss the letters

**LETTER 5.**

HDM Group  
Freidenstrasse 12-14 81671 Munich, Germany  
tel: + 49 89 34556776; fax: + 49 89 34559189  
e-mail: hdm@fti.de

PH/DM  
12 November 20__  
Mr. Michael Ternov  
Product Manager  
ODZR OAO  
Smolnaya 21  
St Petersburg  
Russia

Dear Mr. Ternov  

Thank you for your enquiry of 9 November concerning our equipment which you saw at the International Machinery Fair in Leipzig. In answer to the specific questions in your letter, first let me say we are willing to consider **substantial discounts on orders over 200,000 Euros.**  
All our machinery **is guaranteed for three years against normal use**, and we have several agencies in your country with home-trained mechanics **to service all our products.**  
With regard to the terms of payment mentioned, we would consider **payment by 30-day bill of exchange, documents against acceptance, provided you could offer two referees.**  
We can **fulfil orders within** three months, unless there are **special specifications,** which may take a little longer, and you can buy equipment from us or through our agents in your country. We are enclosing our current catalogue and price-list quoting **ex-works prices,** which you requested and we think you will find the earth-moving equipment on p.p. 101-110 particularly interesting for the work you have in mind. If you require any further information please contact us, and we will be happy to supply it.

Sincerely yours  
Peter Haag  
Sales Manager

**LETTER 6.**

BACKLANDS FURNITURE LTD  
5-11 GROVEHILL ROAD REDHILL  
SURREY RH1 6PS UK  
tel/fax: 01773 788897; e-mail: backl@co.uk

MT/KG  
30 November 20__  
Mr. Windfields  
Sales Executive  
Ashley Centre  
3-5 High street  
Epsom CR3 5PE  
Surrey UK

Dear Mr. Windfields  

We were very pleased to receive your enquiry of 2 July for leather furniture and **now confirm our faxed offer** of this morning, **as follows:**

<table>
<thead>
<tr>
<th>Item</th>
<th>Quantity</th>
<th>Price per unit</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 seater sofa</td>
<td>7</td>
<td>£449</td>
</tr>
<tr>
<td>3 seater sofa</td>
<td>5</td>
<td>£549</td>
</tr>
<tr>
<td>chair</td>
<td>24</td>
<td>£380</td>
</tr>
</tbody>
</table>

Delivery: ex-works Redding within 4 weeks of order

We must stress that this **offer is firm** for three days only because of the **heavy demand for the limited supplies in stock** of the "Turin" furniture you are interested in. The furniture is of excellent quality and we can assure you that you will not find similar quality of other manufacturers either in this country or abroad. We feel sure you will realize that our quoted price is very reasonable, but we are anxious to do what we can to help you establish your new business and are prepared to allow you a **special first-order discount of 3% if payment of the account is made within one month.**

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

Sincerely yours  
J. White  
Sales Manager
Questions:
1. How did the prospective buyers learn about the machinery produced by the firm?
2. Do the manufacturers offer any trade discount?
3. How long is the guarantee period?
4. Does the firm offer any after-sales service?
5. What are the forms of payment suggested by the manufacturer?
6. How soon can the orders be fulfilled?
7. Is there any enclosure with the letter?

Questions:
1. How long are the Suppliers ready to keep the firm offer open?
2. In what way can the Supplier help the customer establish his new business?

LETTER 7. REPLY TO THE OFFER

RETRA LTD
9-11 Kings Road London C1 TR12
tel: 0207 587 5645; fax: 0207 587 5789
e-mail: retra@aol.co

SW/LM
23 August 20__
Ms Ursula Besse
Sales Manager
Rufflette
Via Taletti 22 Roma
Italia

Dear Ms Besse
I am writing to thank you for your letter of 18 August and for the patterns of drape fabrics for curtains and bedspreads you very kindly sent me. I appreciate the good quality of these fabrics, but unfortunately your prices appear to be on the high side even for fabrics of this quality. To accept the prices you quote would leave me with only a small profit on my sales since this is an area in which the principal demand is for articles in the medium price range.

I like the quality of your goods and also the way in which you have handled my enquiry and would welcome the opportunity to do business with you. But we are working to a number of long-term contracts under which it is impossible to revise our prices. May I suggest that you could perhaps make some allowance on your quoted prices that would help introduce your goods to my customers? If you cannot do so, then I must regretfully decline your offer as it stands.

Sincerely yours
Steve Wilkinson
Sales Executive

LETTER 8. REPLY

Rufflette
Via Taletti 22 00185 Roma Italia
tel: +39 06 4465890; fax: +39 06 4465783
e-mail: raff@dilit.it

UB/IN
27 August 20__
Mr. Steven Wilkinson
Sales Executive
RETRA LTD
9-11 Kings Road
London C1 TR12
UK

Dear Mr. Wilkinson
I am sorry to learn from your letter of 23 August that you find our prices too high. We are doing our best to keep the prices as low as possible without sacrificing quality and to this end are constantly enquiring into new methods of manufacture. Considering the quality of the goods offered we do not feel that the prices we quoted are at all excessive, but bearing in mind the special character of your trade, we have decided to offer you a special discount of 4% on the first order for £2500. We make this allowance because we should like to do business with you if possible, but I must stress that it is the furthest we can go to help you. I am sure you know, we operate in a highly competitive market in which we have been forced to cut our prices to a minimum. We appreciate how you yourself are placed by your long-term contracts and wish we could help, but unfortunately we cannot lower our prices any further. At least I hope this revised offer will now enable you to place an order.

Sincerely yours
Ursula Besse
Sales Manager
Questions:
1. What did the importer think of the quality of the goods?
2. Why can't the importer accept the price?
3. Does the importer see the way the price problem could be settled?

Questions:
1. What do the Manufacturers do to keep their prices as low as possible?
2. Why don't they think the prices quoted are at all excessive?
3. Why did the Manufacturers decide to offer a special discount?

- Sum up the exchange of the letters.
- Act the situations:
  1. Send your representative to the Manufacturer to discuss the terms of payment and especially the discount.
  2. Phone the Supplier and tell him that you will not place an order at these prices. Their competitors quote lower prices and taking into account the quantity you are going to order you believe you may have a quantity discount as well.

VOCABULARY

<table>
<thead>
<tr>
<th>English</th>
<th>Russian</th>
</tr>
</thead>
<tbody>
<tr>
<td>substantial discounts on orders over for 3 years against normal use payment by 30-day B/E documents against acceptance</td>
<td>значительные скидки на заказы свыше иметь гарантию 3 года при условии нормальной эксплуатации оплата векселем со сроком погашения через 30 дней документы против акцепта</td>
</tr>
<tr>
<td>principal demand for articles in the medium price range the way you handled the enquiry to work to long-term contracts</td>
<td>основной спрос на товары по средним ценам, в среднем диапазоне цен то, как Вы ответили на наш запрос работать на условиях долгосрочных контрактов</td>
</tr>
<tr>
<td>referee special specifications</td>
<td>поручитель (фирма, банк) особые спецификации</td>
</tr>
<tr>
<td>to revise the price to make an allowance on the quoted prices</td>
<td>пересмотреть цену сделать скидку с назначенных цен</td>
</tr>
</tbody>
</table>
to confirm a faxed offer as follows

heavy demand for the limited supplies in stock

to keep prices as low as possible without sacrificing quality

to operate in a highly competitive market

to cut the prices to a minimum

to lower the price

EXERCISES

Exercise 1
Give the English equivalents

Letter 5: значительные скидки на заказы свыше; иметь гарантию 3 года при условии нормальной эксплуатации; оплата векселем со сроком погашения через 30 дней; документы против акцепта; поручитель; выполнить заказ в течение месяца; особые спецификации; поставка с завода.

Letter 6: подтвердить предложение, посланное по факсу, следующего содержания; большой спрос; ограниченные запасы товара; специальная скидка на первый заказ; оплата счета производится в течение одного месяца.

Letter 7: хорошее качество; цена кажется высокой даже для изделий такого качества; согласиться на цены; небольшая прибыль от продажи; основной спрос на товары по средним ценам; работать на условиях долгосрочных контрактов; пересмотреть цены; дать скидку с назначенной цены.

Letter 8: сохранять минимальные цены, не ухудшая качества; чрезмерная цена; скидка за первый заказ на сумму; выступать на рынке с высокой конкуренцией; заставить снизить цены до минимума.
**Exercise 2**

*Fill in the blanks with one of the following words, use the correct verb-form*

1. the medium price range
2. an order over
3. referees
4. special specifications
5. a substantial discount
6. the principal demand
7. an order within a month
8. to revise
9. guarantee for 3 years against normal use
10. by 60 day Bill of Exchange, D/A
11. documents against acceptance
12. to long-term contracts
13. to be firm
14. excessive order discount
15. without sacrificing quality
16. a heavy demand for the limited supplies in stock
17. the quoted prices
18. a special first order discount
19. to be on the high side
20. a small profit on all sales

1. If the importer places _____ 10,000 Euros, the exporter will consider ______.
2. If there are no _____ we can fulfil ______.
3. All our machinery is subject to ______.
4. Unless you give us the names of your ______ we will not be able to agree to payment ______, ______.
5. Our offer ______ for 3 days only because there is ______.
6. We accept ______ provided you allow ______.
7. Your prices appear ______ even for the material of such quality.
8. If we accept your prices it would leave us with ______.
9. Though we do not feel that the prices quoted are ______ we are ready ______ the prices to encourage you to do business with us.
10. We have already cut the prices to a minimum ______.
11. Our problem is that we are working ______ with our clients, that is why we cannot cut the price.
12. In our market ______ is for articles in ______.

**Exercise 3**

*Complete the following sentences in English*

1. All our machinery (имеет гарантию 3 года при условии соблюдения правил эксплуатации).
2. If we can obtain the names of your (поручителей) we will agree to payment (векселем со сроком погашения через 30 дней, документы против акцепта).
3. We can (выполнить заказ в течение) three months (если не требуются особые спецификации).
4. We must stress that (это твердое предложение действительно) for three days only because of (большого спроса на ограниченные запасы товара на складе).
5. The supplier is ready to give the Buyer (специальную скидку) if (платеж производится в течение месяца от даты счета-фактуры).
6. We are enclosing our (текущий) catalogues and (прейскуранты с указанием цен "поставка с завода").
7. We agree that these fabrics are (высокого качества) however (цена кажется высокой) even for the goods of this quality.
8. (Основной спрос) is for articles (по средним ценам).
9. We are working (на условиях долгосрочных контрактов) under which it is impossible (пересмотреть) our prices.
10. The prices at which we sell our goods (дают нам небольшую прибыль от продаж).
11. Our company (выступает на рынке с высокой конкуренцией) and we have been forced (снизить цены до минимального уровня).
12. We do not feel that we quoted (чрезмерно высокие цены) but having in mind the special character of your trade, we however agree to offer you (специальную скидку за первый заказ).

**Exercise 4**

**Fill in the blanks with prepositions**

1. __ reply __ the specific questions __ your letter we are considering substantial discounts __ orders ___ 20,000 Euros.
2. Our equipment is guaranteed ___ three years _____ normal use.
3. __ regard __ the terms __ payment we agreed __ payment __ Bill __ Exchange.
4. We can fulfil your order ______ three months if you confirm the terms __ the contract __ the end __ the week.
5. We must stress that the offer is firm ___ five days only because __ the heavy demand ___ the limited supplies ___ stock.
6. The goods are ___ excellent quality and you will not find similar quality ___ other manufacturers.
7. We are prepared to allow you a special discount ___ 3% if payment __ the account is made _____ one month.
8. Your prices appear to be ___ the high side even ___ fabrics ___ this quality.
9. This is an area ___ which the principal demand is ___ articles ___ the medium price range.
10. We are working __ a number __ long-term contracts _____ which it is impossible to revise our prices.
11. The prices we quoted are not ___ all excessive nevertheless we allow you a special discount ___ 4% ___ the first order ___ 30,000 Euros.
12. The company operates __ a highly competitive market and we have been forced to cut our prices __ a minimum.

**Exercise 5**

**Translate the following sentences into English**

1. Для постоянных покупателей мы предоставляем значительные скидки на заказы свыше 1500 евро.
2. Если Ваша фирма предоставит нам имена двух поручителей (от фирмы или банка), мы согласимся на оплату векселем со сроком погашения через 60 дней, документы против акцепта.

3. На все оборудование наша фирма дает гарантию три года при условии нормальной эксплуатации.

4. Наша компания может выполнить заказ на условиях поставки с завода в течение трех недель при условии, что покупатель не требует особых спецификаций.

5. В этом письме я подтверждаю предложение, сделанное нами по телефону сегодня утром.

6. Мы предоставляем специальные скидки на первый заказ, если оплата счета производится в течение месяца.

7. Ваши изделия отличного качества, но цена кажется высокой даже для изделий такого качества.

8. Мы не можем согласиться на Ваши цены, ибо в таком случае нам остается небольшая прибыль от продаж.

9. Предложение делается без обязательств, т.к. в настоящий момент у нас ограниченный запас товара.

10. Мы работаем с нашими клиентами на условиях долгосрочных соглашений и поэтому не можем пересмотреть цены.

11. В нашей стране основной спрос существует на товары по средним ценам.

12. Наша компания выступает на рынке с высокой конкуренцией, и мы были вынуждены снизить цены до минимума.
Section 3

Read, translate and discuss the letters

**LETTER 9 (e-mail)**

<table>
<thead>
<tr>
<th>To:</th>
<th>Euronics Co. Ltd</th>
</tr>
</thead>
<tbody>
<tr>
<td>Subject:</td>
<td>enquiry for dishwashing machines</td>
</tr>
</tbody>
</table>

Dearest Sirs,

We have seen an advertisement for your dishwashing machines "Zanussi" in the trade paper. Please send us your illustrated catalogue giving all technical details of your machine. We own a number of chain stores in this country and may place substantial orders for these dishwashers provided the quality and prices are right.

Yours faithfully,
Nicholas Ferguson
Purchase manager

**LETTER 10 (e-mail)**

<table>
<thead>
<tr>
<th>To:</th>
<th>Nicholas Ferguson</th>
</tr>
</thead>
<tbody>
<tr>
<td>Subject:</td>
<td>dishwashing machines</td>
</tr>
</tbody>
</table>

Dearest Mr. Ferguson,

We thank you for your letter of 26 July and enclose an illustrated prospectus of our dishwashing machine "Zanussi" ZR 7. This model is reliable and very easy to handle. Most of the good points of the earlier types have been incorporated in the model. We are proud to say that this machine in many respects is superior to other models in the market and, as you will see from our price list the prices compare favourably with those of other makes.

We are looking forward to hearing from you.

Yours sincerely,
Joseph Steiner
Sales Executive

**Questions:**

1. What did you learn about the prospective Customer?
2. What information did the prospective Customer ask for in his enquiry?
3. Is the Customer ready to place substantial orders?

**Questions:**

1. What are the advantages of the new model?
2. Is "Zanussi" ZR 7 entirely a new model?
3. Do you think this model will be in great demand on the world market? Why?
<table>
<thead>
<tr>
<th>LETTER 11 (e-mail)</th>
<th>LETTER 12 (e-mail)</th>
</tr>
</thead>
</table>
| **To:** Joseph Steiner  
**Subject:** dishwashing machines | **To:** Nicholas Ferguson  
**Subject:** dishwashing machines |
| **Dear Mr. Steiner**  
We have studied your prospectus and are asking you to send us 20 "Zanussi" ZR 7 dishwashing machines. Our order is given on condition that your machines carry a 12 month guarantee. If you have some display material please pack it with the machines. We are grateful for prompt delivery because we already have interested one of our customers in your model.  
Yours sincerely  
Nicholas Ferguson | **Dear Mr. Ferguson**  
We are pleased to receive your Letter of 4 July ordering 20 of our "Zanussi" ZR 7 dishwashing machines. Because of the very heavy orders we have booked in the last few weeks we can execute your order only at the end of August but we will do our utmost to speed up the delivery. We hope that this slight delay will not cause you any inconvenience.  
All our machines are guaranteed unconditionally for 18 months for any mechanical and material faults against normal wear and tear. As this is the first time we have been privileged to serve you, we should be grateful if you give us the names of two firms to whom we can make the usual reference.  
We are sending you some very effective display material now so that you can interest your customers in this outstanding machine.  
Yours sincerely  
Joseph Steiner |

**Questions:**
1. How big is this order?  
2. On what condition is the order placed?  
3. What material did the Buyer ask to pack with the machines?  
4. Why is the Buyer interested in prompt delivery?  

**Questions:**
1. Why can the Manufacturer execute the order only at the end of August?  
2. In what way will the Supplier make up for this slight delay?  
3. What is the guarantee for these machines?  
4. Why did the Manufacturer ask for references?  

- Sum up the exchange of the letters.  
- Act the situation:
1. Get in touch with the Supplier and discuss the delivery dates. Ask him to revise the prices quoted, as you think they are somewhat high.

2. Get in touch with the Manufacturer and discuss the guarantee period and especially the delivery dates as you are interested in prompt delivery.

**VOCABULARY**

<table>
<thead>
<tr>
<th>English</th>
<th>Russian</th>
</tr>
</thead>
<tbody>
<tr>
<td>advertisement in the trade press</td>
<td>рекламное объявление в торгово-экономической прессе</td>
</tr>
<tr>
<td>technical details</td>
<td>подробная техническая информация</td>
</tr>
<tr>
<td>to place a substantial order</td>
<td>разместить значительный заказ</td>
</tr>
<tr>
<td>provided the prices are right</td>
<td>при условии, что цены приемлемы</td>
</tr>
<tr>
<td>to own a number of chain stores (hotels, restaurants)</td>
<td>являться владельцами сети магазинов (гостиниц, ресторанов)</td>
</tr>
<tr>
<td>the model is reliable and easy to handle</td>
<td>модель надежна и легка в управлении</td>
</tr>
<tr>
<td>most of the good points of earlier types are incorporated in this model</td>
<td>лучшие характеристики ранних моделей включены в эту модель</td>
</tr>
<tr>
<td>the prices compare favourably with</td>
<td>цены выгодно отличаются от</td>
</tr>
<tr>
<td>for immediate delivery</td>
<td>с немедленной поставкой (7 дней)</td>
</tr>
<tr>
<td>for prompt delivery</td>
<td>со срочной поставкой (3—4 недели)</td>
</tr>
<tr>
<td>to book orders</td>
<td>принять/внести в книгу (портфель) заказов</td>
</tr>
<tr>
<td>to do one's utmost to speed up the delivery</td>
<td>сделать все возможное, чтобы ускорить поставку</td>
</tr>
<tr>
<td>slight delay</td>
<td>незначительная задержка</td>
</tr>
<tr>
<td>to cause inconvenience</td>
<td>вызвать неудобство</td>
</tr>
<tr>
<td>to be guaranteed for any mechanical and material faults</td>
<td>иметь гарантию от всех механических неполадок и некачественного материала</td>
</tr>
</tbody>
</table>
the order is given on condition the machine carries a 12 month guarantee against normal wear and tear

display material to interest a customer in sth

to pack sth with упаковать вместе с

**EXERCISES**

**Exercise 1**
Give English equivalents for

Letters 9-10: рекламное объявление в торговой прессе; подробная техническая информация; размещать значительный заказ; мы являемся владельцами сети магазинов; при условии, что цены приемлемы; модель надежна и легка в управлении; лучшие характеристики ранних моделей включены в ...; цены выгодно отличаются от.

Letters 11-12: заказ размещается при условии; машина имеет 12-месячную гарантию; рекламный материал; упаковать вместе с ...; срочная поставка; большое количество заказов, которое мы приняли; сделать все возможное, чтобы ускорить поставку; незначительная задержка; вызвать неудобство; иметь гарантию от всех механических неполадок и некачественного материала; заинтересовать покупателя в чем-л.

**Exercise 2**
Fill in the blanks with one of the following words, use the correct verb-form

1. to do one's utmost 6. to compare favourably 11. to own a number of chain stores
2. a slight delay 7. advertisement in the trade press 12. to carry a 12 month guarantee
3. substantial orders 8. technical details 13. for/against any mechanical faults
4. provided the quality and prices are right 9. to interest sb 10. to be incorporated in this model
5. to be reliable and easy to handle

1. Our company is ready to place _______ for these dishwashers ______.
2. We have seen your _______ for Lawn Trimmers ______ and would like to have ______ about model RZ 20.
3. The latest model RK 30 ______ and ______ with those of other manufacturers.
4. One of our buyers who is interested in your model of Lawn Trimmers _____ in this country.
   5. I suggest you visit our showroom and see the model in operation. Most of the good points of the previous models ______.
   6. We have seen your machine in operation and are ready to place an order provided the machine ______.
   7. We _____ one of our clients in your model but he requires the Trimmers ______.
   8. All our machines are guaranteed for 12 months ______.
   9. We hope you will meet the delivery date because even ______ may cause inconvenience to our clients.
  10. We ______ to speed up the delivery.

**Exercise 3**
**Complete the following sentences in English**

1. Our customers are interested in your model, they (являются владельцами сети магазинов) and they place (значительные) orders (при условии, что цены приемлемые).
2. The buyer was impressed by Lawn Mower RZ 3 which (включает все лучшие характеристики ранних моделей).
3. I am sure that our clients will place big orders as your list prices (выгодно отличаются от цен Ваших конкурентов).
4. We have received your illustrated catalogue giving (подробную техническую информацию).
5. Model RZ 3 compares favourably with other models as it is (надежна и легка в управлении).
6. We have seen your (рекламное объявление в торгово-экономической прессе) and would like to have your detailed catalogue and price list.
7. The buyer places the order (при условии) the machines (имеют 12-месячную гарантию).
8. The Lawn Mowers and Trimmers under your Order 576 are ready for dispatch and (рекламный материал будет упакован) with the machines.
9. All machines carry a standard guarantee of 12 months (при условии нормальной эксплуатации).
10. We (делаем все возможное) to speed up the delivery as we realise that even (небольшая задержка может причинить неудобства Вашим клиентам).

**Exercise 4**
**Fill in the blanks with prepositions**

1. This machine ____ many respects is superior ____ other models ____ the market.
2. We have seen an advertisement ____ your Lawn Trimmers ____ the trade press.
3. The client owns a number ____ chain stores ____ rural areas and ____ big cities.

4. You will see ______ the price list that the quoted prices compare favourably ____ those ___ other makers.

5. We are doing our utmost to speed ____ the delivery but I am afraid we can execute the order only ___ the end ___ April.

6. All machines are guaranteed ____12 months _____ any mechanical faults.

7. We would be grateful if you give us the names ____ two firms ____ whom we can refer for your financial standing.

8. The order is placed ____ condition that the goods are delivered ______ 4 weeks ____ order.

9. Most ____ the good points ____ the earlier types are incorporated ____ this model.

10. This model is very popular ____ the market, and I hope you can interest your customers ____ this outstanding machine.

Exercise 5
Translate the following sentences into English

1. Из рекламного объявления в торгово-экономической прессе мы узнали о Вашей новой модели Триммер KZ-3. Прежде чем мы примем решение о размещении заказа, мы хотели бы получить подробную техническую информацию.

2. Модель KZ-3 пользуется спросом на рынке, т.к. она надежна и легка в управлении.

3. Мы готовы размещать у Вас значительное количество заказов, если цена и условия будут приемлемыми.

4. Как видно из прейскуранта, наши цены выгодно отличаются от цен наших конкурентов.

5. Заказ размещается при условии, что все машины имеют гарантию от всех механических неполадок и некачественного материала в течение 12 месяцев.

6. Наши клиенты являются владельцами сети магазинов и готовы разместить заказ при условии срочной поставки.

7. Мы можем с гордостью сказать, что эта модель во многих отношениях лучше других моделей на рынке.

8. Из-за большого количества заказов, которые мы приняли, мы не можем гарантировать выполнение Вашего заказа в указанные Вами сроки.

9. Мы надеемся, что незначительная задержка не причинит неудобства Вашим клиентам.

10. Лучшие характеристики ранних моделей включены в последнюю модель Триммер KZ-3, поэтому она пользуется большим спросом.
Section 4

Read, translate and discuss the letters

**LETTER 13. (e-mail)**

To: P&H garden equipment enquiry

Subject: 

Dear Sirs

We have a substantial enquiry for electric Lawn Mowers. Please send us by return your illustrated prospectus showing your various models. As the goods are required for export we must ask you to quote your best terms.

Delivery is required within 10 weeks of order.

Yours faithfully

David Eckenfield

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**LETTER 14. (e-mail)**

To: David Eckenfield

Subject: lawn mowers

Dear Mr Eckenfield

In immediate reply to your e-mail we are pleased to send you our latest catalogue of Lawn Mowers. We want to draw your special attention to our Mower Model KZ-7 which is modern and of high efficiency.

You will find all further information in our catalogue and we have quoted our best prices in the enclosed price list. If we receive your order by return we will make every effort to dispatch the goods within 8 to 10 weeks of order.

We shall be pleased to hear from you as soon as possible; you can be sure that your order will have our most careful attention.

Sincerely yours

Timothy Merton
Sales Department

---

**Questions:**
1. Why did the Buyer ask to quote the best terms?
2. How soon is delivery required?

**Questions:**
1. What model did the Supplier draw the Buyer's special attention to?
2. What did the Supplier send with his letter?
3. How soon can the goods be dispatched?
LETTER 15. (e-mail)

To: Timothy Merton  
Subject: lawn mowers

Dear Mr Merton

On the basis of your quotation of 19 August we have succeeded in obtaining an order from our export customer. We now enclose our order form No. 1460/BC from which you will see that the goods must arrive at Helsinki docks no later than 25 September. Please make absolutely sure that this delivery date is strictly observed.

Detailed packing and shipping instructions will follow in due course.

For our credit status we refer you to Midland Bank, London, Church Street, who will supply any information you may require.

Sincerely yours
David Eckenfield

LETTER 16. (e-mail)

To: David Eckenfield  
Subject: lawn mowers

Dear Mr Eckenfield

Your order No.1460/BC

We were very glad to hear from you that you have secured a substantial export order for our Mower Model KZ-7. Enclosed please find our confirmation. Though the time you have allowed for delivery is very short indeed we shall spare no effort to deliver the consignment to Helsinki docks by 25th September.

Please send us your packing and shipping instructions well in time so that we can make the necessary arrangements.

We hope that this first order will lead to pleasant and lasting cooperation between our firms.

Yours sincerely
Timothy Merton

Questions:
1. What instructions are given to the Supplier in the order form?
2. Why was the Supplier referred to Midland Bank?

Questions:
1. Does the Supplier have to speed up the fulfillment of the order?
2. Why does the Supplier need packing and shipping instructions?
3. Do you think the Supplier did his best to draw the Buyer's attention to his goods? What would you do to encourage a prospective customer to buy your Mowers?

- Sum up the exchange of the letters.
- Act the situation: Meet a prospective customer and persuade him to place a substantial order.
**VOCABULARY**

<table>
<thead>
<tr>
<th>English Expression</th>
<th>Russian Translation</th>
</tr>
</thead>
<tbody>
<tr>
<td>to send by return</td>
<td>отправить обратной почтой</td>
</tr>
<tr>
<td>to draw attention to sth</td>
<td>обратить внимание на что-л.</td>
</tr>
<tr>
<td>the model is of high efficiency</td>
<td>модель отличается высокой производительностью / имеет высокий КПД</td>
</tr>
<tr>
<td>further information</td>
<td>дополнительные сведения</td>
</tr>
<tr>
<td>to make every effort (to spare no effort) to do sth</td>
<td>приложить все усилия / не жалеть сил</td>
</tr>
<tr>
<td>to dispatch the goods</td>
<td>отправить товар</td>
</tr>
<tr>
<td>we succeeded in obtaining an order</td>
<td>нам удалось получить заказ</td>
</tr>
<tr>
<td>order form</td>
<td>бланк заказ</td>
</tr>
<tr>
<td>to (strictly) observe</td>
<td>соблюдать</td>
</tr>
<tr>
<td>dates of delivery</td>
<td>даты поставки</td>
</tr>
<tr>
<td>detailed packing and shipping instructions</td>
<td>подробные инструкции по упаковке и отправке</td>
</tr>
<tr>
<td>for the credit status you may refer to</td>
<td>относительно финансового положения обращаться в</td>
</tr>
<tr>
<td>to supply any information you require well in time</td>
<td>предоставить любую информацию, которая требуется, заблаговременно сделать необходимые приготовления прочное сотрудничество между фирмами</td>
</tr>
<tr>
<td>to make necessary arrangements</td>
<td>сделать</td>
</tr>
<tr>
<td>lasting cooperation between the firms</td>
<td>прочное</td>
</tr>
</tbody>
</table>

**EXERCISES**

**Exercise 1**
Give the English equivalents

**Letters 13-14:** запрос на значительное кол-во товара; отправить обратной почтой; иллюстрированные проспекты; различные модели; товар требуется на экспорт; назначать самые низкие цены и самые благоприятные условия платежа; обратить внимание на что-л.; модель отличается высокой производительностью; дополнительные сведения; прилагаемый прейскурант; приложить все усилия.

**Letters 15-16:** чтобы отправить товар; нам удалось получить заказ; строго соблюдать даты поставки; подробные инструкции по упаковке и отправке; относительно финансового положения обращаться к...; предоставить любую информацию, которая требуется; поставить партию;
сделать необходимые приготовления; прочное сотрудничество между фирмами.

**Exercise 2**

*Fill in the blanks with one of the following words, use the correct verb-form:*

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1. to be of high efficiency</td>
<td>6. to strictly observe</td>
<td>11. to make the necessary arrangements</td>
</tr>
<tr>
<td>2. a substantial enquiry</td>
<td>7. best prices and terms</td>
<td>12. best prices</td>
</tr>
<tr>
<td>3. to draw your attention</td>
<td>8. to succeed in obtaining an order</td>
<td>13. to deliver the consignment</td>
</tr>
<tr>
<td>4. to require … for export</td>
<td>9. for our credit status</td>
<td>14. further information</td>
</tr>
<tr>
<td>5. by return</td>
<td>10. detailed packing and shipping instructions</td>
<td>15. to make every effort to dispatch</td>
</tr>
</tbody>
</table>

1. As we have received _____ for your Mowers please send us _____ your latest illustrated prospectus.
2. We would like _____ to our Mowers Models JH5 and KH7 which _____ and very popular in the market.
3. As we _____ the Mowers _____ we would like you to quote the _____.
4. We assure you that we _____ the goods within 6-7 weeks of order.
5. We _____ from our export customers and are enclosing our order form No 16 for Model JH5.
6. If you need any ______ we will be happy to send you our price list in which we quoted our ______.
7. We are pleased to inform you that the order is ready for dispatch and we are awaiting your _____.
8. As we have never dealt before _____ you may refer to Middland Bank who will supply you with any information you require.
9. We place the order on condition that you _____ the delivery date.
10. We _____ and we assure you that _____ well in time.

**Exercise 3**

*Complete the following sentences in English*

1. We are a new DIY store in the area and recently (получили запрос на значительное количество) Mowers from our regular buyer and would be pleased if you send us (обратной почтой Ваши иллюстрированные проспекты) giving the detailed description of your latest models.
2. We have already mentioned that (нам нужны товары на экспорт) that is why we expect you (назначить самые благоприятные условия платежа).
3. Replying to your request for (дополнительная информация) please find enclosed our catalogue and current price list (в котором назначены наши самые низкие цены).
4. We would like (обратить Ваше внимание на) the Mower Model GH5 (которая имеет высокую производительность).

5. In reply to your request about the delivery date we assure you (что мы приложим все усилия, чтобы отправить товар заблаговременно).

6. (Нам удалось получить заказ на) your Mower Model KH7 and we are enclosing (подробные инструкции по упаковке и отправке).

7. As you have never dealt with our company before (Вы можете получить информацию относительно нашего финансового положения в) Midland Bank.

8. Our firm (получила значительный заказ) and it is important that the Supplier (строго соблюдать даты поставки).

9. I would like (обратить Ваше внимание на) our various models of Mowers which are very popular in the market, and as we are interested in doing business with you we are ready (назначить низкие цены).

10. (Из прилагаемого каталога) you can get (подробную информацию) about the prices and the terms we operate on. If you (разместите значительный заказ) we are ready to give you a discount.

**Exercise 4**

**Fill in the blanks with the prepositions**

1. ___ the basis ___ your quotation ___ 15 May we have succeeded ___ obtaining an order ______ our export clients.

2. ___ order form No 156/BC you will see that the goods must arrive ___ Helsinki docks ___ the end ___ the month ___ the latest.

3. ___ the credit status ___ the company you may refer ___ Barclays Bank, Church street.

4. Please confirm ___ e-mail that the dates ___ delivery have remained unchanged.

5. Though the time you allowed ___ delivery is very short the consignment will be delivered ___ Helsinki ___ 14 May.

6. Our standard delivery time is 8 weeks ___ order.

7. I would like to draw your attention ___ our latest Model GH5 which is very popular ___ the market.

8. All models ___ our latest catalogue are modern and ___ high efficiency.

9. You will find all further information ___ our catalogue, and we have quoted our best prices ___ the enclosed price list.

10. As this offer is ______ obligation we would like to hear ______ you as soon as possible.

11. If you confirm the offer ___ return we will be able to deliver the equipment ______ 4 weeks.

12. ___ immediate reply ___ your fax of 16 March we acknowledge receipt ___ your offer ________ obligation.
Exercise 5
Translate the following sentences into English

1. Мы получили запрос на значительное количество газонокосилок и хотели бы знать Ваши самые низкие цены, по которым Вы можете их поставить.

2. Нам требуется товар на экспорт, и все наименования должны быть поставлены в течение 3-4 недель после размещения заказа.

3. Обращаем Ваше внимание на то, что оборудование, указанное в нашем каталоге, имеет высокую производительность.

4. Если мы получим Ваш заказ обратной почтой, мы сделаем все от себя зависящее, чтобы поставить товар в течение 10 дней.

5. Поскольку наша фирма ранее не торговала с Вами, мы были бы Вам признательны, если бы Вы предоставили информацию относительного Вашего финансового положения.

6. Партия готова к отправке, и нам срочно требуются инструкции по упаковке и отгрузке.

7. В контракте указывается, что поставщик обязан соблюдать даты поставки.

8. В нашем последнем каталоге Вы найдете дополнительные сведения о новых моделях, а также цены и условия поставки.

9. Мы готовы подтвердить наши самые низкие цены, но это предложение действительно только в течение 5 дней.

10. Мы прилагаем к письму бланк заказа, из которого видно, что товар должен прибыть в Санкт-Петербург не позднее 15 июня.
PART III
CONSOLIDATION

Compose letters in English using the useful expressions given below

1. A firm of wholesale jewellers have received an enquiry for watches from a retailer. Reply to the enquiry sending an illustrated catalogue and a price list and quoting discounts and terms of payment. There are prospects of regular orders from the retailer and you are anxious to get the business.

2. Cross & Sons have written to you for a quotation for your electric lamp bulbs. Send them your latest price list and tell them you are prepared to allow a special discount of 15 per cent on orders over 500.

3. Write a letter on behalf of a wholesaler to a retailer offering certain goods at unusually low prices. Take care to point out that the low prices do not imply low quality products and explain the reasons that make such a favourable offer possible.

4. Your firm is a textile importer. Write a letter to your trade customers offering them a bankrupt stock at bargain prices.

5. A firm who has for many years placed orders for stationery has suddenly ceased to place orders. Write a letter asking why this is so and make them a special offer calculated to regain these customers.

6. As a manufacturer of electrical household equipment write to a retailer offering a new model of carpet cleaner. Explain special advantages and stress that prices are lower than those of competing cleaners.

7. Your firm are manufacturers of a wide range of modern office equipment, write a letter to your important retailers, drawing their attention to some of your latest products and offering a special discount on orders placed within the next month.

USEFUL EXPRESSIONS

Requests for quotations, estimates, etc.

Openings
1. Please quote for the supply of…
2. Please send me a quotation for the supply of…
3. We wish to have the following work carried out and should be glad if you would submit an estimate.

Closes
1. As the matter is urgent we should like this information by the end of this week.
2. If you can give us a competitive quotation, we expect to place a large order.
3. If your prices compare favourably with those of other suppliers, we shall send you an early order.

**Replies to requests for quotations, etc.**

**Openings**
1. Thank you for your letter of...
2. We thank you for your enquiry of… and are pleased to quote as follows:
3. With reference to your enquiry of…, we shall be glad to supply … at the price of…
4. We are sorry to learn that you find our quotation of ... too high.

**Closes**
1. We trust you will find our quotation satisfactory and look forward to receiving your order.
2. We shall be pleased to receive your order, which will have our prompt and careful attention.
3. As the prices quoted are exceptionally low and likely to rise, we would advise you to place your order without delay.
4. As our stocks of these goods are limited, we suggest you place an order immediately.
Orders are usually written on a company's official order form, which has a date, and a reference number that should be quoted in any correspondence which refers to the order.

The advantages of order forms are:

• such forms are pre-numbered and therefore reference is easy;
• printed headings ensure that no information will be omitted.

Printed on the back of some forms are general conditions under which orders are placed. Reference to these conditions must be made on the front, otherwise the supplier is not legally bound by them.

Smaller companies may not have printed forms but instead place orders in the form of a letter. When sending an order by letter, accuracy and clarity must be ensured by including:

• an accurate and full description of the goods required
• catalogue numbers
• quantities
• prices
• delivery requirements (place, date, mode of transport, whether the order will be carriage paid or carriage forward, etc.)
• terms of payment agreed in preliminary negotiations.

Even if the order is telephoned, it must be confirmed in writing, and an order form should always be accompanied by either a compliments slip or a covering letter. A covering letter is preferable as it allows you the opportunity to make any necessary points and confirm the terms that have been agreed.

In the covering letter you may not want to make all the points listed but it is better if you mention the method of delivery and payment, insurance and packing, special documents (such as Certificate of Origin, Invoice).

After the order has been received, and its receipt acknowledged it is first checked to see whether it is correct and whether it agrees with the original quotation. If the order is for future delivery it is entered into order books of the firm; orders which can be executed from stock are passed to the warehouse.

In many cases, however some difficulty or other may arise: goods may be out of stock, a customer may ask for special terms or for extension of credit, delivery dates may have to be adjusted or references to be taken up in case of a new customer. In all these cases special correspondence is necessary and the execution of the order may be held up until these points have been cleared.

The arrangement between the Supplier and the Buyer is not legally binding until the Supplier has accepted the order. After that both parties are legally bound to honour their agreement.
The buyer's obligations
When a binding agreement comes into force, the Buyer is required by law to:
• Accept the goods supplied as long as they comply with the terms of the order.
• Pay for the goods at the time of delivery or within the period specified by the supplier.
• Check the goods as soon as possible (failure to give prompt notice of faults to the Supplier will be taken as acceptance of the goods).

The supplier's obligations
The Supplier is required by law to:
• Deliver the goods exactly as ordered at the agreed time.
• Guarantee the goods to be free from faults of which the Buyer could not be aware at the time of purchase.

If faulty goods are delivered, the buyer can demand either a reduction in price, a replacement of the goods or cancellation of the order. Damages may possibly be claimed.

SUBSTITUTES AND COUNTER OFFERS

Of course, it is not always necessary to refuse an order. A sensible firm will only do so in cases where either they simply cannot supply anything like the required goods or, for their own good reasons, they do not want the business.

If they receive an order for something they cannot supply, there are two courses open to them:
(a) Send a substitute.
(b) Make a counter-offer.

Sending a substitute carries the risk that the buyer may be annoyed or even refuse it (in international trade it is also a violation of commercial practice). The whole thing is a matter of judgment. With a regular customer one may be reasonably safe in sending the nearest one has to what he wants (i.e. a substitute).

In other cases the question of the urgency of the customer’s need may help the seller to decide whether to send a substitute, make a counter-offer or regretfully decline the order. A counter-offer is an offer of other goods or services which are not precisely what the customer asks for. The seller may make a counter-offer rather than risk sending a substitute.

Of course, there are limits to how far one can go in making counteroffers, and the desire to satisfy a customer must be as much in the seller’s mind as the desire to get the sale. If the customer shows clearly that he knows what he wants, it may not be so easy to convince him.
POINTS TO REMEMBER

1. Even if you use an official order form when placing an order, it is a good idea to send a covering letter confirming terms of payment, discounts, delivery, and packing.
2. Orders should be acknowledged as soon as they are received. Email is a convenient way of acknowledging them quickly.
3. When sending an advice of dispatch, remember that, if collection requires original documents, you cannot fax these or attach them to an email message.
4. If there are problems with delivery, tell your customer immediately what you intend to do to correct them. Apologize for the inconvenience.
5. If you turn an order down, be polite, and generalize the terms you use so that the customer does not think this refusal only applies to them.

QUESTIONS

1. Where is an order usually written?
2. Can an order be telephoned? Should it be confirmed in any way then?
3. What points should you mention in the covering letter?
4. What is the procedure after the order has been received?
5. What are the Buyers' and the Suppliers' obligations?

VOCABULARY

<table>
<thead>
<tr>
<th>English</th>
<th>Russian</th>
</tr>
</thead>
<tbody>
<tr>
<td>order</td>
<td>заказ, заказывать</td>
</tr>
<tr>
<td>initial / trial / first order</td>
<td>пробный заказ</td>
</tr>
<tr>
<td>outstanding orders/ backlog of</td>
<td>невыполненные заказы</td>
</tr>
<tr>
<td>orders</td>
<td>повторный заказ</td>
</tr>
<tr>
<td>repeat order</td>
<td>книга/портфель заказов</td>
</tr>
<tr>
<td>order book</td>
<td>бланк заказа</td>
</tr>
<tr>
<td>order form</td>
<td>заказ с поставкой в мае</td>
</tr>
<tr>
<td>order for delivery in May</td>
<td>заказ с немедленной поставкой</td>
</tr>
<tr>
<td>order for prompt delivery</td>
<td></td>
</tr>
<tr>
<td>to carry out</td>
<td></td>
</tr>
<tr>
<td>execute</td>
<td></td>
</tr>
<tr>
<td>fulfill an order</td>
<td>выполнить заказ</td>
</tr>
<tr>
<td>handle</td>
<td></td>
</tr>
<tr>
<td>meet</td>
<td></td>
</tr>
<tr>
<td>make up</td>
<td>(со склада готовой продукции)</td>
</tr>
<tr>
<td>to cancel an order</td>
<td>отменить, аннулировать заказ</td>
</tr>
<tr>
<td>to place an order with sb for sth</td>
<td>разместить заказ у кого-л. на что-л.</td>
</tr>
<tr>
<td>to acknowledge receipt of an order</td>
<td>подтвердить получение заказа</td>
</tr>
<tr>
<td>to confirm an order</td>
<td>подтвердить заказ (что он остается в силе)</td>
</tr>
<tr>
<td>English</td>
<td>Russian</td>
</tr>
<tr>
<td>---------------------------------------</td>
<td>----------------------------------------</td>
</tr>
<tr>
<td>to hold up an order</td>
<td>задержать заказ</td>
</tr>
<tr>
<td>hold-up</td>
<td>задержка</td>
</tr>
<tr>
<td>to be legally bound (to do sth)</td>
<td>по закону быть обязанным (сделать что-л.)</td>
</tr>
<tr>
<td>binding to agree</td>
<td>обязывающий, обязательный</td>
</tr>
<tr>
<td>to agree</td>
<td>соглашаться</td>
</tr>
<tr>
<td></td>
<td>договариваться</td>
</tr>
<tr>
<td></td>
<td>быть в соответствии</td>
</tr>
<tr>
<td>to agree on (the price)</td>
<td>согласовать (цену), договориться о цене</td>
</tr>
<tr>
<td>to agree to sth</td>
<td>соглашаться на что-л.</td>
</tr>
<tr>
<td>to agree with sb</td>
<td>соглашаться с кем-л.</td>
</tr>
<tr>
<td>agreed and liquidated damages</td>
<td>заранее согласованные и оцененные убытки</td>
</tr>
<tr>
<td>agreed price</td>
<td>согласованная (договорная) цена</td>
</tr>
<tr>
<td>as agreed upon in the contract</td>
<td>как обусловлено в контракте</td>
</tr>
<tr>
<td>warehouse</td>
<td>склад (складское помещение)</td>
</tr>
<tr>
<td>stock</td>
<td>склад (запас товара на складе)</td>
</tr>
<tr>
<td>to have (sth) in stock</td>
<td>иметь на складе</td>
</tr>
<tr>
<td>to supply from stock</td>
<td>поставлять со склада</td>
</tr>
<tr>
<td>extension</td>
<td>продление</td>
</tr>
<tr>
<td>to extend</td>
<td>продлевать, пролонгировать</td>
</tr>
<tr>
<td>to extend (L/C)</td>
<td>продлить срок действия (аккредитива)</td>
</tr>
<tr>
<td>to adjust (delivery dates, prices)</td>
<td>скорректировать (даты поставки, цены)</td>
</tr>
<tr>
<td>to come into force/to become effective</td>
<td>вступать в силу</td>
</tr>
<tr>
<td>to comply with/ to conform to/ to</td>
<td>соответствовать</td>
</tr>
<tr>
<td>abide by/ to be in accordance with</td>
<td>недостаток, дефект, неисправность вина, ошибка</td>
</tr>
<tr>
<td>fault</td>
<td>по чьей-л. вине (ошибке)</td>
</tr>
<tr>
<td></td>
<td>не по чьей-л. вине</td>
</tr>
<tr>
<td>through sb’s fault</td>
<td>дефектный, некондиционный товар</td>
</tr>
<tr>
<td>through no fault of sb’s</td>
<td>убытки, компенсация за убытки</td>
</tr>
<tr>
<td>faulty/substandard goods</td>
<td>требовать компенсации за убытки</td>
</tr>
<tr>
<td>damages</td>
<td>возмещать убытки</td>
</tr>
<tr>
<td>to claim damages</td>
<td>проводка по дебету</td>
</tr>
<tr>
<td>to pay/ repair the damages</td>
<td>проводка по кредиту</td>
</tr>
<tr>
<td>debit entry</td>
<td>остаток</td>
</tr>
<tr>
<td>credit entry</td>
<td>оставить у себя (товары, документы)</td>
</tr>
<tr>
<td>balance</td>
<td>коносамент</td>
</tr>
<tr>
<td>to retain</td>
<td>оборотный коносамент</td>
</tr>
<tr>
<td>Bill of Lading (B/L)</td>
<td>бортовой коносамент</td>
</tr>
<tr>
<td>negotiable B/L</td>
<td>чистый коносамент</td>
</tr>
</tbody>
</table>
dirty/clauded/foul B/L  грязный коносамент
document of title  товарораспорядительный документ
endorsement  индоссамент
blank endorsement  бланковый индоссамент
"freight prepaid"  фрахт уплачен в порту погрузки
damage to the goods  повреждение товара
claim  претензия, reklamация
consignor  грузоотправитель
goingee  грузополучатель
gross/net weight  вес брутто/нетто

EXERCISES

Exercise 1
Give the English equivalents

1: бланк заказа; указать номер для ссылок; общие условия (продажи), на которых размещаются заказы; на лицевой стороне; требования к поставке; предварительные переговоры (испытания); подтвердить в письменной форме; сопроводительная записка; сопроводительное письмо; сертификат о происхождении товара; подтвердить получение заказа; заказ с будущей поставкой / поставкой в декабре; внести в портфель / книгу заказов; передать заказ на склад; продление кредита / аккредитива; скорректировать даты поставки; задержать заказ; соглашение обязательно к выполнению с юридической точки зрения; выполнять / соблюдать соглашение; вступить в силу; соответствовать условиям заказа; товар свободный от дефектов; знать (быть осведомленным) о дефектах; снижение цен; замена товара; требовать возмещения ущерба.

2: выписка из счета-фактуры; цена за единицу продукции; общая стоимость контракта; стоимость фрахта и страхования; производить таможенную очистку товара; длительный осмотр; большая задержка; выписать счет-фактуру; отдел отправки/упаковки; бухгалтерия; оставить у себя документы/товар; заполнить графу («цена» / «остаток»); представить отгруженные документы в банк для платежа.

3: товарораспорядительный документ; давать право собственности на товар; лицо, указанное в коносаменте; бланковый индоссамент; ограничения на право собственности; выписать бортовой коносамент; погрузить товар на судно; сделка на условиях с.и.ф.; фрахт уплачен в порту погрузки; чистый/грязный коносамент; партия товара повреждена; судоходная компания; претензия; отвечать за повреждение партии товара; грузоотправитель; грузополучатель; вес брутто/нетто.
Exercise 2
Fill in the blanks with one of the following words, use the correct verb form

1. document of title 10. provide for
2. adjust 11. clauses
3. litigation 12. sections
4. agreement 13. clean shipped B/L
5. out of court 14. comply with/abide by
6. arbitration 15. term
7. parties 16. compromise
8. at the consignee's request 17. terminate
9. breach/ infringement 18. conditions

1. A contract is an _______drawn up between two_____. It is divided into______, ______ and______.
2. The contract _______any problems between 'the two parties. If one party does not _____the clauses this is called a _______of contract.
3. In the case of a dispute, many contracts provide for _______but in some cases the dispute results in ______. Most parties reach a _______ without going into court and the dispute is settled ______.
4. Some contracts are for a fixed period, or_____; also, there are ways in which the parties can end, or ______the contract.
5. The prices are seasonally________.
6. A _______gives ownership of the goods to the person named on it.
7. Our correspondent bank will hand over the documents, viz a________(No 1221), Invoice (No. 4850) and Insurance Certificate (PP1912) once you have accepted the bill.
8. The goods were sent by road______.

Exercise 3
Complete the following sentences in English

1. A fortnight ago we moved to our new offices. You will find our new address, telephone and fax numbers (в шапке письма).
2. (Бланк заказа) was accompanied by a (сопроводительным письмом).
3. The consignment is still (на складе) and will be sent to the docks the day after tomorrow.
4. The goods can be delivered (со склада) as soon as we get shipping space.
5. The quality of the goods (не соответствует образцам) on the basis of which the order was placed.
6. (Как обусловлено в контракте) the goods will be delivered in 3 lots of 5 machines each.
7. The dispute might result in litigation if you (не будете соблюдать пункты контракта).
8. (Задержка в поставке) is a gross infringement of the contract.
9. (Сертификат о происхождении товара) will accompany each shipment.
10. (Предварительные испытания) showed that the capacity was somewhat lower than that stated in the specification.
11. (Товар был погружен на борт в хорошем состоянии, поэтому) the captain issued a "clean" B/L.
12. The Carrier is responsible for (повреждение товара) as it occurred in transit.
13. In what case (нет ограничений на право собственности?)
14. (Грузополучатель не может претендовать на партию), as they have not submitted all the necessary documents.

Exercise 4
Fill in the blanks with prepositions

1. We cannot agree ___ your terms, they are unacceptable _____us
2. As agreed ___ ___ the contract payment is to be made _____irrevocable, confirmed, indivisible and transferable L/C which you are to apply _____the bank___.
3. We believe we can agree ____the percentage ____ the commission.
4. ___the packer's fault the containers ____which the machines were loaded were marked ____the wrong way.
5. When the Supplier made ____the order and arranged shipment the Customer was informed ___this ____e-mail.
6. If the goods are held ______either ______or _____they are sent _____the customer, the supplier must keep the former informed there______.
7. One ____the reasons ____refusing an order may be the fact that the Supplier is ____ stock ____the product ordered.
8. Invoices are not only requests____ payment but also records ____transactions.
9. You should strictly comply ____the clauses ____the contract.
10. The customer can insist ______a reduction ____the price if faulty goods are delivered.
11. The Buyer is required _____ law to pay ____ the goods ____the time _____delivery or ____the period specified _____the Supplier.
12. When a covering letter is sent ____an order form, all essential details will be shown ____the form and the additional explanations ____the covering letter.
13. There are no restrictions ____ ownership if the endorsement ____the back ____the B/L is blank.
14. The gross weight _____the cargo loaded _____the vessel is ...
15. As the damage ____the goods was found ____inspection the B/L was claus.
16. Two copies ____the B/L were made ____and sent ____the buyers
Exercise 5
Translate the following sentences into English

1. Предлагаю скорректировать даты поставки, т.к. возможна задержка из-за забастовки транспортных работников.
2. Просим уточнить, когда соглашение вступает в силу.
3. Наши запасы сырья очень небольшие. Если мы не найдем другого поставщика, то придется приостановить (suspend) производство.
4. Задержка в поставке произошла по вине поставщика, что является грубым нарушением контракта.
5. Мы настаиваем на снижении цены на 10%, т.к. товар некондиционный.
6. Стороны разработали соглашение.
7. Контракт предусматривает поставку в октябре.
8. Спор будет решаться в арбитраже.
9. Мы имеем право прекратить действие контракта.
10. Когда мы размещали заказ у Вас, мы не знали о проблемах, которые могут возникнуть с введением новых таможенных правил.
11. Заказчик попросил продлить срок действия аккредитива.
12. Вам следует написать остаток в этой колонке.
13. Администрация таможни сообщит вам, какие таможенные пошлины необходимо заплатить.
14. Проследите, пожалуйста, за тем, чтобы таможенные пошлины были уплачены в срок. Это поможет избежать длительной проверки и провести таможенную очистку товара без задержки.
Read, translate and discuss the letters

Letter 1 (e-mail)
Order from a new customer

To: Chic Murray
Subject: order for cotton prints

Dear Mr Murray

Thank you for your letter of 26 June sending us samples (patterns) of cotton prints. We find both the quality and prices satisfactory and are pleased to give you an order for the following items on the understanding that they are supplied from stock at the prices named:

<table>
<thead>
<tr>
<th>Quantity (metres)</th>
<th>Pattern No.</th>
<th>Prices (net)</th>
</tr>
</thead>
<tbody>
<tr>
<td>150</td>
<td>72</td>
<td>£6.00 per metre</td>
</tr>
<tr>
<td>300</td>
<td>82</td>
<td>£5.10 per metre</td>
</tr>
<tr>
<td>250</td>
<td>64</td>
<td>£4.50 per metre</td>
</tr>
</tbody>
</table>

We expect to find a good market for these cottons and hope to place further and larger orders with you in the near future.

Our usual terms of payment are one month from date of invoice and we hope they will be satisfactory to you. Meanwhile, should you wish to make enquiries concerning our financial standing, you may refer to the manufacturers, with whom we have had dealings for many years (a list is enclosed).

Yours sincerely
Jerry Joyce
Purchase Manager
Encl.

Questions:
1. What do the buyers think of the samples of cotton prints?
2. On what condition are they going to place their order?
3. What terms of payment are they accustomed to?
4. Are they going to continue their trade contacts with the firm?
5. What is enclosed with the letter?
Letter 2 (e-mail)
Acknowledgement of a "First" Order

To: Jerry Joyce
Subject: order for cotton prints

Dear Mr Joyce

We want to say how pleased we were to receive your order of 2 July for cotton prints and welcome you as one of our customers.

We confirm supply of the prints at the prices stated in your letter and are arranging for dispatch next week by air. When the goods reach you we feel confident you will be completely satisfied with them - at the prices offered they represent exceptional value.

As you may not be aware of the wide range of goods we deal in, we are sending a copy of our catalogue under separate cover and hope that our handling of your first order with us will lead to further business between us and mark the beginning of a happy working relationship.

Yours sincerely
Chic Murray
Sales Manager

Questions:
1. How soon are the cotton prints to be delivered?
2. Are the suppliers sure of the superior quality of their goods?
3. Where can the buyers acquaint themselves with the range of the goods?
Letter 3 (e-mail)

To: Tom Shielder  
Subject: order for sweaters

Dear Mr Shielder
Please find enclosed, our Order No DR 4316, for men's and boys' sweaters in assorted sizes, colours and designs.
We have decided to accept the 15% trade discount you offered and terms of payment viz. Documents against payment but would like these terms reviewed in the near future.
Would you please send the shipping documents and your sight draft to Northminster Bank, 10 Spring Gardens, London SW1A 28N, UK.
If you do not have any of the listed items in stock, please do not send substitutes in their place.
We would appreciate delivery within the next six weeks, and look forward to your acknowledgement.

Yours sincerely
Daniel Simens
Chief Buyer

Enc. Order form No DR 4316
Questions:
1. When should the order be delivered?
2. How will Beauman & Co Ltd pay?
3. Who is D. Simens?
4. What sort of discounts have been agreed upon?
5. If the order was faxed to DTC Luzern, which number would be used?
6. Which reference identifies the sweaters?
7. Besides the price, what other costs are covered to London?

Letter 4 (e-mail)
Placing an Order

To: Michael Goodman
Subject: order for Staffordshire tableware

Dear Mr. Goodman
Please find enclosed our order R 1432 for 60 sets of tableware. The goods should be packed in six crates, ten sets per crate, with each piece individually wrapped, and the crates marked clearly with our name, the word “fragile”, and numbered 1-6.
We agree to pay by letter of credit which we discussed on the phone before the end of this month last week, and we would like delivery before the end of this month, which should be easily effected as there are regular sailings from London. If the colours we have chosen are not in stock, we will accept an alternative provided the designs are those stipulated in order.

Yours sincerely
M. White
Purchase Director

Questions:
1. What advice has been given on packing?
2. What method of payment has been arranged?
3. Will substitutes be acceptable if the supplier is out of stock of any items?
Letter 5 (e-mail)
Advice of Despatch

To: Matthew White
Subject: order for Staffordshire tableware

Dear Mr. White
Order R 1432
The above order has now been completed and sent to London Docks where it is **awaiting loading** onto the s.s. “Mediterranean” which **sails for** Barcelona on 16 July and arrives on 30 July.
Once we have the necessary documents we will **forward** them to the bank.
We have taken special care to see that the goods have been **packed as per your instructions**, the six crates being marked with your name, and numbered 1-6. Each crate measures 6ft x 4ft x 3ft and weighs 5cwt.
We managed to get all items from stock with the exception of Cat.No.C16 which we only had in red. But we included it in the consignment as it had the Periwinkle pattern you asked for.
If there is any further information you require, please contact us. Thank you very much for your order, and we look forward to hearing from you again soon.

Yours sincerely
M. Goodman
Order Processing Department

Questions:
1. How will the consignment be sent?
2. How were the goods packed and the crates marked?
3. What did the Sellers do about the item they could not supply?
4. When will the consignment arrive in Barcelona?

- Sum up the exchange of the letters.
- Act the situations:
  1. Phone the Buyers and tell them that you have received their order and welcome the prospect of their custom. Enquire if it would suit them to have the goods delivered by air.
  2. Phone the Sellers and enquire about the position of your order R1432 for 60 sets of Staffordshire tableware.
VOCABULARY

financial standing/position/status

to welcome sb as one of the customers/to welcome sb's custom ant.
to lose sb's custom
to reach sth
The goods will reach you at the end of the week
to deal in sth
deal with sb
viz (Latin abbreviation of videlicet), pronounced "namely"
documents against payment (D/P)
sight draft

to review/revise/reconsider [prices, etc.]
substitute
to substitute (a draft for cash payment)
crate
Compare:
  box
case
container
barrel
per crate
per ton/unit
to mark
marking
to do marking in indelible ink

fragile
"Fragile"
to stipulate
to await sth
to load (onto the ship)
loading
unloading/discharge
to sail for...
to forward
forwarding agent

финансовое положение
с радостью принимать в число клиентов
достигать (места назначения)
Товары прибудут к Вам в конце недели.
торговать чем-л.
торговать, вести дела с кем-л.
а именно
dокументы против платежа
травта с немедленной оплатой, оплатой по предъявлении
пересмотреть (цены и т.п.)
замена, заменитель, заместитель
заменить наличный платеж траттой
клеть (упаковочная)
коробка
ящик
контейнер
бочка
в одной клети
за тонну/штуку
маркировать, ставить клеймо
маркировка
сделать маркировку несмываемыми чернилами
хрупкий
«Осторожно, стекло» (Марк.)
оговаривать, обусловливать
ожидать чего-л.
pогрузить (на судно)
pогрузка
разгрузка
отправлять, посылать, экспедировать,
пересылать (документы,письмо)
экспедитор, экспедиторская компания
EXERCISES

Exercise 1
Give the English equivalents

Letters 1-2: разместить заказ у кого-л. на следующие товарные позиции; при условии; по указанным ценам; ожидать, что товар будет пользоваться спросом; наводить справки относительно финансового положения компании; мы рады видеть Вас среди наших заказчиков; организовать отправку самолетом; торговать чём-л.; ознаменовать начало.

Letter 3: заказ на свитера разных размеров и разного цвета; а именно; тратта с оплатой по предъявлении; замена.

Letters 4-5: по 10 сервисов в каждой упаковочной клети; четко маркировать; регулярное пароходное сообщение из Лондона; оговаривать в заказе; завершить заказ; ожидать погрузки на судно; переслать документы в банк; согласно Вашим указаниям; клеть (ящик) имеет размеры; центнер; за исключением.

Exercise 2
Fill in the blanks with one of the following words, use the correct verb-form

1. await 6. mark
2. forward 7. reach
3. forwarding agent 8. substitute
4. load 9. viz
5. make enquiries 10. wooden crates

1. The consignee's initials ______ in black within a diamond.
2. The container can then ______ onto trucks and taken to the customer.
3. The ______ informed Peach Computers of chartering a vessel and the ship's sailing date.
4. The consignment of motorcycles ______ shipment to the docks.
5. I am surprised to hear that the shipment ______ you yet. I ______ at my end and advise you of the results.
6. We would appreciate your ______ B/E at 30 d/s for sight draft.
7. The consignment consists of 5______ each containing 4 machines and measuring 100 x 140 x 80.
8. Please ______ the shipping documents, ______B/L, commercial invoice and certificate of insurance to our correspondent Bank.

Exercise 3
Complete the following sentences in English

1. We hope this discount (может быть пересмотрена в ближайшем будущем).
2. Please confirm that you can (завершить работу до конца апреля) as the opening of the restaurant is planned for the beginning of May.
3. We hope this will be the first of many orders (которые мы будем размещать у Вас).
4. Your order (был погружен на борт п/х «Глазго», отплывающего в) London on 8 December.
5. The marking reads (Осторожно, стекло).
6. We would request you to (заменить 2 кресла офисными стульями ОС-12) if the consignment is still (на складе).
7. Most ports in the world have facilities for (погрузки и разгрузки контейнеров).
8. The documents (будут вручены экспедитору) who will then be able to collect the consignment on the Buyers' behalf.
9. Do you accept orders(с поставкой в декабре)?
10. The Supplier failed to deliver the goods within the time (оговоренного в контракте).

**Exercise 4**
**Fill in the blanks with prepositions**

1. We are pleased to say that we have already made ____your Order No 10/10 AK ___industrial chemicals and we are now making arrangements ____shipment _____St. Petersburg.
2. We will certainly take advantage ____the cash discounts you offered ____prompt settlement.
3. Each piece ____china is to be individually wrapped ____thick paper, packed ____straw and shipped ____wooden crates.
4. We will submit further orders if this one is completed ____our satisfaction.
5. Your order has now been placed ____board the s.s. «Neva» sailing ____St. Petersburg_____London____29 March.
6. ___ ____ your instructions the relevant documents were forwarded ____the consignee.
7. The consignment has been transferred ____the docks and is awaiting ____loading ____the s.s. «Cairo».
8. Each container should be clearly marked ____our name.
9. We refer you ___Phantom Enterprises ____our financial standing.
10. We are sorry we have to turn ____your order as we have full order books ____present and cannot give a definite date ____delivery.

**Exercise 5**
**Translate the following sentences into English**

1. Мы ожидаем, что Вы обеспечите спрос на рынке на нашу обувь и будете размещать у нас значительные заказы.
2. Мы наводим справки о финансовом положении фирмы.
3. Нам объяснили, что товары прибудут к нам на следующей неделе.
4. Возможно, Вы не осведомлены о широком ассортименте товаров, которыми мы торгujemy.
5. Нам требуются покрывала разных расцветок и размеров.
6. Интересно, есть ли регулярное пароходное сообщение между Лондоном и Антверпеном.
7. В контракте оговаривается платеж векселем? (Bill of Exchange)
8. Поскольку мы никогда не торговали с Вашей компанией, мы хотели бы, чтобы Вы платили аккредитивом (Letter of Credit).
9. Нам продиктовали по телефону, что партия упакована в 3 клети, по 6 коробок в каждой клети.
10. Согласно Вашим указаниям все товаросопроводительные документы направлены в банк.
11. Товар дожидается погрузки на пароход, который отплывает на Мальту 26 июня.
12. Надеемся, что Вы останетесь довольны тем, как мы выполнили Ваш первый заказ, и полагаем, что это приведет к дальнейшим сделкам между нашими компаниями.
Section 2

Read, translate and discuss the letters

Letter 6 (e-mail)  
Delay in delivery

To: Arthur Martin  
Subject: order No KA 1948

Dear Mr Martin

I am writing to you concerning your order No. KA 1948 which you placed a month ago. At that time we had expected to be able to complete the order well within the delivery date we gave you which was 13 June, but since then we have heard that our main supplier of plastic has gone bankrupt. This means that we have to find another supplier who could fulfil all the outstanding orders we have to complete. As you will appreciate this will take some time, but we are confident that we would be able to arrange to get our materials and deliver consignments to our customers by the middle of next month. We regret this unfortunate situation over which we had no control and apologize for the inconvenience caused. If you wish to cancel the order it would be quite understandable, but we stress that we will be able to complete delivery by the middle of next month and would appreciate it if you could bear with us till then. Please let us know your decision as soon as possible.

Thank you for your consideration.

Yours sincerely
Charles Dorward
Head of Order Processing Department

Questions:
1. Why didn't the exporters complete the order?
2. How do they intend to overcome the problem?
3. When do they expect the order to be completed?
4. Can the importers cancel the order if they want to?
5. What is the "decision" referred to in the last paragraph?
Letter 7 (e-mail)

To: Roland Delauney  
Subject: order No J 154

Dear Mr. Delauney,

Further to our Contract No J 154, there seems to be some confusion and our legal advisers request that certain changes should be made in the wording of the contract. First of all, the Contract refers to the specifications attached and we would insist that such specifications actually should be part of the Contract. Secondly, our bank requests that the term of 10 days referred to in Clause 6 should be extended to at least 21, to settle official formalities concerning the L/C. Thirdly, it is unfortunately necessary that all shipments should be made in containers because of the difficult situation in our port resulting in missing goods. Also we require insurance policies for each shipment separately. We hope you will be able to meet our request and our business contracts will continue to our mutual benefit.

Yours sincerely,
Paul Griffin
Purchase Executive

Questions:
1. What is the purpose of writing this letter?
2. What changes does the customer propose?
3. Do you think the second party will agree to these alterations? Give your reasons.

Letter 8 (e-mail)

To: Ruppert Hodder  
Subject: order No 10/716

Dear Mr. Hodder,

Further to my letter of 27 September, regarding your Order No.10/716 I am pleased to inform you that the unit is now ready for dispatch. I would confirm that it complies exactly with your specifications I would be grateful if you could arrange for a release note as soon as possible, to enable us to dispatch the unit to your shippers. Wishing you the compliments of the seasons, and assuring you of our best attention at all times.

Yours sincerely,
L.C. Blake
Questions:
1. What is the position of Order No 10/716?
2. When can the unit be dispatched to the Shippers?
3. Do you think the Buyers will be pleased with the unit? Give your reasons.

Letter 9 (e-mail)

To: Nicholas Snow
Subject: your counter-offer

Dear Mr Snow
We have carefully considered your counter-proposal of 15 August to our offer of woollen sweaters, but regret that we cannot accept it. The prices quoted in our letter of 13 August leave us with only the smallest of margins. They are in fact lower than those of our competitors for goods of similar quality. The wool used in the manufacture of this range undergoes a special patented process which prevents shrinkage and increases durability. The fact that we are the largest suppliers of woollen garments in this country is in itself evidence of the good value of our products. We hope you will give further thought to this matter, but if you then still feel you cannot accept our offer we hope it will not prevent you from contacting us on some future occasion. We will always be happy to consider carefully any proposals likely to lead to business between us.
Yours sincerely
James W. Smith

Questions:
1. What was the Buyers' counter-offer?
2. Why can't the Seller meet it?

Letter 9a
Counter-offer of silk at a higher price

Dear Sirs

Very many thanks for your letter of yesterday, enclosing your order for 1,000 metres of ‘Willow’ pattern silk cloth.

In turning to us for a supply of this famous line, you evidently realise that if such an article is to be had at all, we are the people to supply it. We appreciate your
interest, and would have liked to be able to supply your order from stock as we did years ago.

However, times and tastes change. The ‘Willow’ pattern is now out of fashion, and in common with other manufacturers we have so little demand for it that we have ceased to produce it. We think, however, that your customers would like our new material ‘Rayon Porcellan’, a sample of which we have pleasure in sending you with this letter. This material has all the good qualities of the old ‘Willow’ pattern and is very much smarter in appearance, without being as vivid in colour as many modern silks and rayons.

The price is 83p per metre or £41 per 50-metre piece, f.o.b. Liverpool. Prices for all silk fabrics have increased considerably in the past year and it is no longer possible to supply a really good material at the figure you name. As you know, we supply only first-class and guaranteed fabrics.

A full selection of our silk patterns is also being sent you by parcel post. All of these are selling well in your country and we can safely recommend them to you.

We can ship your order within a week of hearing from you.

Yours faithfully

Questions:
1. What was the Buyers' counter-offer?
2. Why can't the Seller meet it?

Letter 10 (e-mail)

To: Gerry Smith
Subject: food processors

Dear Mr Smith
Your order No R 345

We were pleased to receive your order of 2 November for 50 Food Processors, Model B7. However since you state the firm condition of delivery before Christmas, we deeply regret that we cannot meet the delivery time. The manufacturers of these goods are finding it impossible to meet the current demand for this popular model. We placed an order for 200 units one month ago but were informed that all orders were being met in strict rotation. Our own order will not be met before the end of January.

I understand from our telephone conversation this morning that your customers are unwilling to consider other models. In the circumstances I hope you will be able to
meet your requirements from some other source. May I suggest that you try XYZ of Manchester. They usually carry large stocks and may be able to help you.

Yours sincerely
Michael Bruce
Sales Director

Questions:
1. Why can't the Sellers meet the order for food processors?
2. Would the customers agree to alternative models?
3. What is the Sellers' suggestion?

- Sum up the exchange of the letters.
- Act the situation: Phone the prospective customers and explain to them why you cannot handle their order for Food Processors.

**VOCABULARY**

- to go bankrupt: разориться
- outstanding order: невыполненный заказ
- to appreciate: 1) понимать, 2) быть призательным
- We would appreciate your doing sth: юрисконсульт, консультант по правовым вопросам
- We would appreciate it if you...: формулировка (контракта)
- legal adviser: срок
- wording (of the contract): пункт(контракта)
- term: формальность
- clause: урегулировать формальности
- formality: привести к чему-л.
- to settle formalities: быть результатом чего-л.
- to result in: уведомление о готовности товара
- to result from: к отгрузке
- benefit: давать возможность, право (сделать что-л.)
- mutual benefit: давать кому-л. небольшую прибыль
- mutually beneficial: встречное предложение
- release note: размер прибыли
- Compare: notification of readiness: разрешение на отгрузку
- of the goods for shipment: уведомление о готовности товара
- to enable: к отгрузке
- counter-proposal: размер прибыли
- margin/profit margin: встречное предложение
- to leave sb with a small margin: давать кому-л. небольшую прибыль
EXERCISES

Exercise 1
Give the English equivalents

**Letter 6:** завершить заказ; задолго до даты поставки; основной поставщик; разориться; выполнить незавершенные заказы; как Вы, конечно, понимаете; поставить партию (товара) заказчику; ситуация, которая была нам неподконтрольна; привносить изменения за причиненное неудобство; аннулировать заказ; мы были бы Вам признательны за Ваше терпение; сообщите нам о Вашем решении как можно скорее.

**Letter 7:** внести изменения в формулировку пункта о поставке; продлить гарантийный период по крайней мере до 18 месяцев; отгружать партии в контейнерах; это может привести к пропаже товаров; удовлетворить просьбу; надеемся, что наши деловые контакты будут взаимовыгодны.

**Letter 8:** в дополнение к нашему письму относительно Вашего заказа; точно соответствовать спецификации; это даст нам возможность отправить товар без задержки; поздравляем Вас с праздником. **Letter 9:** принять встречное предложение; назначенные цены оставляют нам небольшую прибыль; шерсть подвергается специальной запатентованной обработке; повысить износостойкость; связаться с кем-л. в будущем.

**Letter 10:** уложиться в срок поставки; удовлетворить текущий спрос; заказы выполняются в порядке поступления; удовлетворять потребности; иметь большой товарный запас.

Exercise 2
Fill in the blanks with one of the following words, use the correct verb-form

1. cancel the order
2. changes in the wording
3. comply with
4. extend
5. further to
6. legal advisers
7. not to meet our requirements
8. mutually beneficial
9. outstanding orders
10. place an order
11. release note
1. We hope that our handling of your first order will lead to further business between us and mark the beginning of _______relationship.
2. If you decide to_______ we can meet it within one week.
3. Unfortunately we cannot accept the units as they do not_______ the specification.
4. We await your________ to dispatch the goods.
5. We still have three________ on our books.
6. ________our telephone conversation we are pleased to advise you that we have given instructions to our bank to________ the L/C.
7. Our _____recommend certain ________ of the penalty clause.
8. We will have to_______ as the capacity of the modified unit_______ .

Exercise 3
Complete the following sentences in English:

1. Shipment in bulk can (привести к продаже товара).
2. Due to a strike of transport workers, (т.е. ситуации, вне нашего контроля) there might be a hold-up in delivery.
3. The Principal did not think the Agent should (иметь большой товарный запас).
4. We are working day and night (чтобы уложиться в сроки поставки).
5. We haven't received (разрешение на отгрузку) yet.
6. We assure you that (качество наших кухонных комбайнов) will appeal to the most selective customers.
7. If we agree to your price it will leave us with (очень небольшой размер прибыли).
8. You'd better do something (относительно этих невыполненных заказов) or our customers may take legal action.
9. The dockers' strike (может привести к задержке в отгрузке) of the last consignment.
10. We'd rather not switch on to these suppliers. I hear they have cash flow problems and (могут разориться).

Exercise 4
Fill in the blanks with prepositions

1. The production will be resumed 3 days ahead _______schedule and we will appreciate it if you could bear ______us ______the end _____the month.
2. To ensure the goods reach you _______time we will send them _______Southampton _______rail.
3. The goods _____your order_____10 October are _____those held ________.
4. Please accept our apologies_____the delay. We hope you will understand that it is due entirely ____the situation ______which we had no control.
5. All the items ordered are _____stock ____ ____10 brackets (кронштейн) ______white.
6. Our legal advisers insist ______making changes ______the wording
Clause 5

7. The machines will be shipped in containers of 2 units each.
8. Requests will be met in strict rotation.
9. The delay in discharge was due to circumstances beyond our control.
10. We will have to reject the goods as they do not comply with the sample on the basis of which the contract was signed.

Exercise 5
Translate the following sentences into English

1. Мы были бы Вам признательны, если бы Вы согласились на наше встречное предложение.
2. Это даст нам возможность завершить заказ задолго до даты поставки.
3. Мы осведомлены о том, что все заказы выполняются в порядке поступления, но не могли бы Вы сделать исключение?
4. Возможна задержка в поставке на две недели из-за забастовки транспортников. Мы были бы Вам признательны, если бы Вы согласились подождать (за Ваше терпение). Приносим извинения за неудобства, которые эта задержка может Вам причинить.
5. Эти новые материалы позволят нам повысить износостойкость наших изделий.
6. Заказчик предлагает внести изменения в формулировку этого пункта контракта.
7. Разрешение на отгрузку сделает возможным отправить товар экспедитору (forwarding agents) заблаговременно.
8. Качество запчастей соответствует технической спецификации?
9. Мы бы предпочли, чтобы Вы увеличили срок гарантии.
10. Наши ткани подвергаются специальной обработке, что увеличивает их прочность.
PART III
CONSOLIDATION

Compose letters in English using the useful expressions given below

1. Write a reply to Letter 7 (R p. 186) saying that you can guarantee delivery to Odessa well within the stated time and the goods will be dispatched as soon as you have received instructions from the bank.

2. Write a letter on behalf of the Sellers acknowledging an order for 500 electric drills. Enclose a price list and advise of delivery terms: c.i.f. Archangel, shipment within a fortnight on confirmation of opening an irrevocable L/C.

3. Write a letter on behalf of the Buyers saying that you are ready to place a substantial order on condition the Sellers reconsider their terms of payment and time of delivery.

4. Write a letter to your Buyers explaining that they placed their order on an out-of-date price list. The prices have since been raised by 15%.

5. Write a letter to a foreign manufacturer enclosing an order for electrical fans. State your requirements regarding quantity, quality, appearance and delivery.

6. Write a reply to your regular customer who sent you a substantial order for vacuum cleaners Model GL 20. You have recently sold out the last one in stock and will not be able to supply this model for about three months, however you can offer another model of better characteristics but at a higher price.

USEFUL EXPRESSIONS

Placing orders

Openings
1. Thank you for your quotation of...
2. We have received your quotation of... and enclose our official order form.
3. Please supply the following items as quickly as possible and charge to our account:

Closes
1. Prompt delivery would be appreciated as the goods are needed urgently.
2. Please acknowledge receipt of this order and confirm that you will be able to deliver by...
3. We hope to receive your advice of delivery by return.

Acknowledging orders

Openings
1. Thank you for your order dated ...
2. We thank you for your Order No ... and will despatch the goods by ...
3. We are sorry to inform you that the goods ordered on ... cannot be
supplied

Closes

1. We hope the goods will reach you safely and in good time and that you will be pleased with them

2. We hope you will find the goods satisfactory and look forward to receiving your further orders.

3. We are pleased to say that these goods have been dispatched today / will be dispatched in ../are now awaiting collection at....
UNIT V. PAYMENT IN FOREIGN TRADE
PART I
INTRODUCTION TO SUBJECT
Section 1

After placing an order the Buyer should pay and the Seller should get payment for the goods supplied. It is here that banks play a vital part, because all payments are effected through banks.

The main functions of banks are to accept and hold deposits, to honour cheques and bills of exchange (drafts) drawn on them, and to grant advances in the form of loans and overdrafts.

Banks also provide services such as keeping customers' accounts, obtaining and giving information, transferring funds for payments and investments, handling foreign currency transactions, collecting payments, discounting bills of exchange; issuing letters of credit, financing imports and exports; acting as trustees, executors and guarantors, looking after securities and other valuables.

By means of these services banks not only see to it that justice is done to both buyer and seller, but that the timelag between order and delivery is overcome without loss to either party. These services have to be paid for, but are not expensive and are almost indispensable - the bank comes into every transaction at some stage or another.

A SHORT EXPLANATION OF SOME BANKING TERMS

Current account: The account into which a client pays his trading receipts and on which he draws his cheques. As a rule no interest is paid on a current account and banks make charges for handling these accounts unless an agreed minimum balance is kept in over an agreed period of time. However there are special current accounts which have certain requirements, e.g. a minimum balance, and minimum amount for cheques being passed, which offer interest.

Many firms have more than one current account, e.g. a No.1 account for paying wages and overheads and a No.2 account for paying suppliers.

Deposit account: Surplus funds from the current account are held in this and receive interest.

Interest: The charge or profit due for lending money.

Loan: Money banks lend to their customers. A loan will usually be covered by negotiable securities, e.g. shares, with repayment specified on the agreement.

Overdraft: A debit balance up to a certain limit on a bank current account of a customer. This may be authorized by the bank.

Cheque: An order in writing from a person to his bank to pay on demand a certain sum to a named person.

Security: A document of value given as cover for a loan (Collateral security = additional or supporting cover).
METHODS OF PAYMENT IN FOREIGN TRANSACTIONS

There are different methods of payment accepted in foreign trade:
1. In cash
2. In advance
3. By Banker's transfer
4. On an open account
5. By Bill of Exchange
6. By Letter of Credit.

Let's look into each method one by one starting with less frequently practiced methods.

Payment in cash is practiced in small transactions only and usually upon receipt of the goods, in this case it is called COD or cash on delivery/spot cash (payment is made within three - five working days after the delivery) and is used in the home trade.

Payment in advance might be helpful to a buyer in urgent need or where the buyer is unknown to the seller, or in case of a single isolated transaction. The actual method of payment in such cases would probably be by banker's draft or banker's transfer.

Banker's transfer: transfer of money from the bank account of a debtor to the bank account of his creditor by order of the debtor. The transfer is carried out at the current rate of exchange. Such transfers are, of course, subject to any exchange control regulations of the countries concerned.

BILLS OF EXCHANGE

A Bill of Exchange (also called a "draft") is used when the seller (or exporter) needs to allow some time for the buyer (or importer) to arrange payment. This is a form of payment and credit (in case of fixed term of B/E).

The most common method of arranging payment by Bill of Exchange is to attach the shipping documents (i.e., the Bill of Lading, the Commercial Invoice, and the Certificate of Insurance) to the Bill of Exchange and present them to the Bank for payment. This is called a "Documentary Bill of Exchange".

A "sight" Bill of Exchange is a bill which must be paid when it is presented to the company or Bank which accepts it.

A Bill may be presented for payment 30 d/s ("days after sight") that is 30 days after the company or Bank receives the Bill.

Arrangements can be made between the buyer and the seller about the transfer of shipping documents.

1. Documents against acceptance (D/A). This means that the buyer or his bank will accept responsibility for payment of the sum on the Bill of Exchange when the documents are surrendered.

2. Documents against payment (D/P). This means that payment must be
made by the buyer or the buyer's bank when the documents are surrendered.

**The standard set of documents includes:**
Invoice (commercial or consular)
Bill of Lading (Air Waybill, Rail Consignment Note)
Certificate of Origin
Insurance Policy

Here is a typical example of a Bill of Exchange:

![Bill of Exchange Image]

The "drawer" of this bill is Rosimpex, the "drawee" is A.D. Jones Ltd. Therefore Rosimpex is the creditor, and is owed money. A.D. Jones Ltd. is the debtor and owes money.

There are often three copies of the Bill of Exchange, in case one or two are lost. The example printed above is the first copy (the First Exchange). If this Bill is accepted then the other copies, the second and third of the same tenor are invalid.

The buyer or his bank accepts the Bill by writing the word "accepted" and putting a signature across it, and then returns it to the drawer (or seller) or his bank. The drawer can then hold it until it matures, that is the seller gets paid at maturity, or he can have it discounted by his bank before it falls due (That is if he wants the money sooner, the bank will pay the amount on the Bill, less a discount. The bank will then at the end of the period collect the full amount from the buyer). The drawer can have the Bill discounted at the current rate of discount. The discount depends on the rate of discount and the amount of time the Bill of Exchange has to go before maturity.

The Bill of Exchange is a "negotiable" document, that is ownership to the amount printed on it can be transferred to another person or company by endorsement (writing the signature and the date across the back of the document).

**POINTS TO REMEMBER**

1. Invoices are records of transactions as well as requests for payment. An invoice may be accompanied by a short covering letter or email.
2. Pro forma invoices are used in the case of pre-payment, when they are needed for documentation, or to inform the customer of the price.
3. Statements of account are sent monthly or quarterly, and include details of all transactions within the period.
4. There are various methods of payment available through banks and the Post Office.
5. Letters advising and acknowledging payment tend to be short and routine, but they may be used to propose new terms of payment or to make complaints.
6. If you are asking for more time to pay, you should apologize for not having cleared the account on the due date, explain why you have not paid, and when and how you intend to clear the balance. Remember, your creditors are more interested in when they will get their money than in good excuses.
7. Three steps are usually taken by a supplier to recover a debt. The first is to write a polite letter which accepts that there may be a good reason why the account has not yet been cleared. The second is a more insistent request which refers to the letter you have already sent, and encloses copies of invoices and statements. You can, in the second request, state that you expect payment or a reply within a reasonable time. A final demand must be handled with restraint. Review what has happened, explain the balance has been outstanding for a long period, and if necessary threaten legal action if the account is not paid within a specified period.

**QUESTIONS**

1. What are the main functions of banks?
2. What services do banks provide?
3. What methods of payment are accepted in foreign trade?
4. Is payment on an open account frequently practised in foreign trade? Why?
5. What is the most generally practised method of payment? Why?
6. What is a current account? Deposit account? Do customers get any interest on them?
7. On what condition can you count on getting a loan, an overdraft from a bank?
8. What is a banker's draft?
9. Who is the Bill of Exchange a form of credit for?
10. What is a "sight" draft?
11. What do the abbreviations D/A and D/P stand for? What is meant?
12. Who is a "drawer", a "drawee"?
13. How many copies of the Bill of Exchange are sent to the importer?
14. What does the expression 'to discount a bill' mean? What does the discount depend on? Who pays the discount?
15. Why is the Bill of Exchange called a "negotiable" document? What should be done to make the Bill of Exchange a negotiable document?
VOCABULARY

**deposit**
вклад, депозит, взнос, задаток

deposit account
депозитный счет

to accept deposits
принимать вклады

to keep an account with the bank
иметь счет в банке

draft
тратта

sight draft
тратта с оплатой по предъявлении

to honour a draft
акцептовать, оплатить тратту

to honour a cheque
оплатить чек

to draw (a draft/Bill of Exchange) on sb
выставить (тратту/вексель) на кого-л.

to accept a draft
акцептовать тратту

**an acceptance**
акцептованная тратта

**bill of exchange (B/E)**
вексель

**documentary bill of exchange**
документарный вексель

**to discount a bill of exchange**
производить учет векселя

**to grant advances**
давать ссуду

**loan**
ссуда

**interest rate for loans / deposits**
процентная ставка по ссудам, депозитам

**overdraft**
овердрафт, превышение кредита сверх остатка на текущем счете в банке

**to handle foreign currency transactions**
проводить операции (сделки) с иностранной валютой

**irrevocable, (in)divisible, confirmed, transferable, revolving L/C**
безотзывный, (не)делимый, подтвержденный, переводной, револьверный (пополняемый) аккредитив

**to issue / establish / open a letter of credit (L/C)**
открыть аккредитив

**indispensable**
необходимый (о вещах), незаменимый (о людях)

**agreed minimum balance**
оговоренный минимальный остаток

**overheads**
накладные расходы

**surplus funds**
избыточные средства, свободная наличность

**to pay interest on an account with interest at 5% p.a. (per annum)**
платить проценты по счету с начислением 5% годовых

**charge**
плата, начисление, расход

**to charge expenses to sb's account**
отнести расходы на чей-л. счет

**the charge or profit due for sth**
плата или прибыль, причитающаяся за что-л.

**the sum due to us**
сумма, причитающаяся нам

**debtor**
дебитор, должник
creditor
to authorize
authorized

authorization
negotiable securities
collateral security/ supporting cover/ collateral
to serve as collateral
method/manner / mode of payment
to practise a method of payment
payment in cash
payment by banker's transfer
payment on an open account
payment for collection
payment by/in installments
firm of unquestioned standing
to have complete / every confidence in the firm
to enjoy confidence, rights
to make / effect payment/ delivery
to make/effect payment against (presentation of) documents
documentary collection
bill for collection
drawer
drawee
collector
collection order

remitting bank
collecting/presenting bank
promissory note
title document = document of title
to release
creditworthy
creditworthiness
bill of exchange at 30 d/s (days after sight)
documents against acceptance (D/A)
documents against payment (D/P)
to surrender/submit/present documents
first exchange = first of exchange
tenor
(in)valid
validity
to mature
the bill matures on (1 June)
maturity
at maturity
before maturity
at the current rate of discount
negotiable document
to endorse
endorsement

EXERCISES

Exercise 1
Give the English equivalents

1: производить расчеты через банк; принимать и хранить вклады; оплатить чек; выставить тратту/вексель на кого-л.; проводить сделки с валютой; производить учет векселя; открыть аккредитив.

2: поступления (выручка) от продажи; платить проценты по текущему счету; оговоренный (согласованный) минимальный остаток; оплачивать накладные расходы; свободные средства (наличность); прибыль/проценты, причитающиеся за предоставление ссуды; передаваемые ценные бумаги; оплатить по требованию определенную сумму указанному лицу; финансовое обеспечение кредита.

3: использовать способ платежа; платеж: а) авансом; б) с открытого счета; в) инкассо; г) наличными; производить перевод денег по текущему валютному курсу; заполнить бланк; получить деньги по чеку; производить
платеж в рассрочку; покупатель с безупречной репутацией; полностью доверять заказчику.

4: поручить банку получить указанную сумму от покупателя при передаче товаросопроводительных документов; передать документы в банк в соответствии с указаниями банка ремитента; поручить банку передать документы в соответствии с указаниями продавца; выдать документы против платежа; проверить кредитоспособность покупателя.

5: представить комплект товаросопроводительных документов в банк; трассант; трассат акцептует вексель; должник; держать вексель до наступления срока платежа; срок платежа по тратте наступает сегодня; произвести учет векселя; оборотный документ; поставить передаточную надпись по диагонали на обороте (документа).

**Exercise 2**
Fill in the blanks with one of the following words, use the correct verb-form

1. to accept 8. to handle this transaction
2. beneficiary 9. to honour your draft at maturity
3. creditworthiness 10. invalid
4. debtor 11. interest
5. deposit accounts 12. open account terms
6. to discount 13. overdraft
7. endorsement 14. the sum due to you

1. _____ will be debited to our account.
2. The drawer will draw on the ____ and send the B/E to the latter through his bank.
3. The First Exchange_______ and the other two copies are ____ .
4. The drawer can have the B/E _______at the current discount rate.
5. ______do pay_______ to a maximum established by the bank.
6. With an_______ the customer is given permission to overdraw an account up to a certain limit.
7. Unfortunately we cannot offer_______ at present owing to rising inflation.
8. We shall collect the consignment as soon as it arrives and____ .
9. There will be additional charges for_________ .
10. A Bill of Exchange can be transferred to another company by putting ____ across its back.
11. The Seller should always check on the Buyer's___________.
12. The balance is to be transferred to the account of the _____.

**Exercise 3**
Complete the following sentences in English

1. What are the interest rates (по ссудам)?
2. Storage expenses (будут отнесены на Ваш счет)
3. In accordance with the terms of payment we (выставили на Вас тратту со сроком погашения через 30 дней) for the amount of the invoice.

4. Usually we draw on the Buyers at 3 months (с начислением 7% годовых).

5. (Трассат) is to meet the B/E on the due date, i.e. (по наступлении срока платежа).

6. (Процентная ставка по вкладам) is 10% p.a.

7. We practice (платеж с открытого счета только с постоянными заказчиками), i.e. customers we have complete confidence in.

8. (Причитающаяся нам сумма) should be credited to our account (в течение недели).

9. We can give you negotiable securities (в качестве обеспечения).

10. (Срок платежа по векселю наступает) in 7 days.

11. Could you let us pay (в рассрочку).

12. We undertake to pay by banker's transfer (по получении счета).

13. (Передаточная надпись ставится) on the back of the B/E.

14. The firm has an impeccable reputation and you can(разрешить им платить векселем со сроком погашения 30 дней).

15. (Инкассирующий банк) must send without delay advice of payment to the bank from which (был получен приказ инкассации).

**Exercise 4**

**Fill in the blanks with prepositions**

1. Please provide us____ the beneficiary's full address as well as the name____ the bank____ whom he keeps an account.

2. "Collection" means the handling____ banks,____ instructions received,____ documents____ order to obtain acceptance and / or payment.

3. If the draft has not been honored, please inform us ___ fax/e-mail ___ the reasons____ non-acceptance or non-payment.

4. ______ maturity we shall present the bills____ payment _____ accordance____ your instructions.

5. ____ the importer's request the exporters agreed___ payment ___ bill__60 days _____ sight.

6. We have enough confidence _____ the firm and we can let them pay___ an open account____ quarterly statement.

7. You should attach shipping documents____ the B/E and surrender them___ the bank ___ payment.

8. You should put the endorsement ____the back_____ the draft.

9. ____ accordance ___ the terms ___ payment we have drawn___ you ___30 d/s_____ the amount____ the invoice enclosed___ the letter.

10. ____ view ____ the above we'd prefer payment____ collection.

11. Will payment____ collection be acceptable____ you?

12. Could you supply us _____the goods____ open account terms?

13. Freight costs are____ your account as this is an f.o.b. contract.
14. The documents were submitted______collection______Midland Bank.
15. Payment ___ L/C will be effected ___ presentation___ the following
documents.
16. Banks assume no liability or responsibility__ consequences arising ___ the interruption ___ their business ___ Acts ____ God, riots, civil commotions, insurrections, wars, or any other causes____ their control or ___ strikes.

**Exercise 5**

Translate the following sentences into English.

1. Мы ожидаем, что Вы выставите на нас тратты, и мы сделаем все возможное, чтобы оплатить их в срок.
2. Они предлагают, чтобы мы перевели средства дочерней фирме.
3. Покупатель настаивает на платеже в рассрочку.
4. Через год, если мы будем удовлетворены нашим бизнесом, мы разрешим Вам платить с открытого счета.
5. Просим уточнить, хотите (ожидаете) ли Вы платеж авансом.
6. Как правило, платеж наличными используется редко.
7. Как только банк-корреспондент представит товаросопроводительные документы, мы отгрузим товар.
8. После того, как вексель акцептуется, две другие копии становятся недействительными.
9. В течение какого срока действует экспортная лицензия?
10. Дисконт векселя зависит от учетной ставки и времени, оставшегося до наступления срока платежа.
11. Почему вексель считается оборотным документом? - Потому что его можно передать другому лицу или компании, поставив передаточную надпись на обороте.
12. Поскольку мы являемся Вашими постоянными заказчиками, мы хотели бы получить возможность платить с открытого счета.
13. Я предлагаю проверить кредитоспособность фирмы, прежде чем соглашаться на оплату Д/А.
14. Мы достаточно доверяем Вашей фирме, чтобы предложить платеж векселем со сроком погашения 60 дней.
15. Неужели Вы рассчитываете, что должники оплатят безнадежные долги (bad debts)?
16. Банки ведь не платят проценты по текущему счету?
Section 2  
LETTER OF CREDIT

A Letter of Credit is a very important document in international trade. It is safe and convenient for the seller, who is sure to receive payment. It is also helpful for the buyer, because the seller must carry out his instructions.

The buyer asks his bank to issue a Letter of Credit. The bank writes to his agent, or correspondent bank in the seller's country. The Letter of Credit will ask the seller to hand the Bills of Lading, copies of the Commercial Invoice, the Insurance Certificate and other documents to the agent bank. A Letter of Credit which demands this is called a documentary Letter of Credit.

In addition the seller will ask for an irrevocable Letter of Credit, which means that the buyer cannot change his mind and cancel or revoke the credit without the seller's consent.

When the agent bank accepts responsibility for the credit, the Letter of Credit is confirmed. The bank will usually accept a Bill of Exchange or draft from the seller. This document will allow the buyer 30, 60 or 90 days before he must pay the seller. The usual abbreviation for the period (the number of days) is d/s.

In this way the Letter of Credit can be a form of credit for the buyer, and a safe method of obtaining payment for the seller, who can draw on the credit in the agent bank. The seller should always present the draft while the credit is valid however if he doesn't do this, the credit may be unavailable, or out of date.

For these and many other reasons the Letter of Credit is an essential document in international finance.

QUESTIONS

1. Why is an L/C convenient for the Seller?
2. What is meant by an irrevocable L/C?
3. What is the procedure of payment by an L/C?

The Documentary Letter of Credit is a form of payment widely used in foreign trade. Most credits are similar in appearance and contain the following details:

- The terms of contract and shipment (i.e. whether EXW, FOB, CIF, etc.).
- The name and address of the importer.
- Whether the credit is available for one or several partshipments.
- The amount of the credit, in sterling or a foreign currency.
- The expiry date.
- A brief description of the goods covered by the credit.
- The name and address of the exporter.
- Precise instructions as to the documents against which payment is to be made.

The type of credit (revocable or irrevocable).
Shipping details, including whether part shipments and/or transhipments are allowed.

Also recorded should be the latest date for shipment and the names of the ports of shipment and discharge. (It may be in the best interest of the exporter for shipment to be allowed 'from any UK port' so that a choice is available if, for example, some ports are affected by strikes. The same applies for the port of discharge).

The name of the party on whom the bills of exchange are to be drawn, and whether they are to be at sight or of a particular tenor.

**VOCABULARY**

<table>
<thead>
<tr>
<th>English</th>
<th>Russian</th>
</tr>
</thead>
<tbody>
<tr>
<td>documentary L/C</td>
<td>документарный аккредитив (оплачивается при предъявлении отгрузочных документов)</td>
</tr>
<tr>
<td>to cancel an L/C</td>
<td>аннулировать аккредитив</td>
</tr>
<tr>
<td>to revoke/withdraw an L/C</td>
<td>отозвать аккредитив</td>
</tr>
<tr>
<td>the L/C is out of date</td>
<td>аккредитив просрочен</td>
</tr>
<tr>
<td>expiry date</td>
<td>дата истечения срока</td>
</tr>
<tr>
<td>to expire</td>
<td>истекать (о сроке)</td>
</tr>
<tr>
<td>port of discharge (shipment, loading, call, distress)</td>
<td>порт разгрузки (отгрузки, погрузки, захода, вынужденного захода)</td>
</tr>
<tr>
<td>beneficiary</td>
<td>bénéfiциар</td>
</tr>
<tr>
<td>applicant</td>
<td>заявитель</td>
</tr>
<tr>
<td>application form</td>
<td>бланк заявления</td>
</tr>
<tr>
<td>to apply</td>
<td>подать заявление</td>
</tr>
<tr>
<td>payment against (presentation of) documents</td>
<td>платеж против (представления) документов</td>
</tr>
<tr>
<td>in duplicate (triplicate, quadruplicate)</td>
<td>в двух (трех, четырех) экземплярах</td>
</tr>
<tr>
<td>to issue/make out a clean shipped on board bill of lading (B/L)</td>
<td>выписать чистый бортовой коносамент</td>
</tr>
<tr>
<td>dirty/claused/foul B/L</td>
<td>грязный коносамент</td>
</tr>
<tr>
<td>transhipment is allowed</td>
<td>допускается перегрузка, перевалка (с одного судна на др.)</td>
</tr>
<tr>
<td>to reserve the right</td>
<td>оставлять за собой право</td>
</tr>
<tr>
<td>specimen</td>
<td>образец (документа, подписи)</td>
</tr>
</tbody>
</table>
EXERCISES

Exercise 1
Give the English equivalents

1: выполнять инструкции; открыть безотзывный подтвержденный аккредитив в банке-корреспонденте; вручить коносамент (страховой сертификат, счет) заказчику; аннулировать отзывной аккредитив; принять ответственность; обычное сокращение (аббревиатура); аккредитив недействителен; аккредитив просрочен; необходимый (важный) документ в международном финансовом деле.

2: дата истечения срока; краткое описание товара; точные указания относительно документов; самая поздняя дата отгрузки; отрицательно сказать (повлиять) на что-л.; бенефициар; заявитель; платеж против представления документов; выставить тратту с оплатой по предъявлении на Барклай Банк; счет-фактура в двух/четырех экземплярах; чистый/грязный бортовой коносамент; допускается перевалка (с судна на судно); в течение срока действия аккредитива; подготовить поправки без задержки; оставить за собой право; образец (подписи, документа).

Exercise 2
Fill in the blanks with one of the following words, use the correct verb-form

1. to draw a sight draft 7. to pay documents against acceptance (D/A)
2. to expire 8. precise instructions
3. in the beneficiary's favour 9. to reserve the right
4. in triplicate 10. responsibility for the damage to the goods
5. to open an irrevocable confirmed L/C 11. specimen application form
6. overdraft 12. to submit a draft

1. They refused to take_______.
2. You may ____on our bank for the amount of the invoice.
3. We cannot let them ____as we haven't checked their creditworthiness.
4. You are ____for £7500______, valid until June 1.
5. The exporter should ship the goods before the L/C_______.
6. When ____would you please enclose the following documents: Invoice______, Bill of Lading (6 copies), Insurance Policy.
7. You will find a ____for documentary credit enclosed with the letter.
8. What are your ____as to the documents of title.
9. With an _______the customer is given permission to overdraw an account up to the certain limit.
10. We _________to reconsider the currency of payment.
Exercise 3
Complete the following sentences in English

1. The Buyer asks his bank (открыть аккредитив на имя продавца на определенную сумму), which is debited to his account.
2. The L/C will request the Seller (вручить банку-корреспонденту товаросопроводительные документы, такие как коносамент, сертификат о страховании, коммерческий счет и др.).
3. The exporter ships the goods (до истечения срока аккредитива).
4. The Buyer's bank will ask the Seller's bank (выставить на первого третту и произведете учет) if the latter needs the money immediately.
5. The contract provides for no (перевалку груза).
6. To open an L/C you should (заполнить бланк заявления).
7. You failed (открыть безотзывный, неделимый аккредитив) on the due date therefore you will have to take the consequences.
8. The principal is the party (которая поручает банку) the handling of a collection.
9. Would you agree to (поставка по частям)?
10. What is the estimated time of arrival (в порт разгрузки)?
11. (Каковы Васи точные указания) concerning payment?
12. (Мы оставляем за собой право) to make additional charges.
13. (Образцы товаросопроводительных документов) will be sent to you by return.
14. (В чью пользу) should we open a Letter of Credit?
15. (Кредитоспособность фирмы) is above board.

Exercise 4
Fill in the blanks with prepositions

1. You should carry _____operation and maintenance instructions ___ the letter.
2. We will issue an L/C__ the bank and you can draw ____this credit.
3. Could you give reasons _____changing the manner _____payment?
4. Do you insist _____ paying _____euros _____ ___US dollars?
5. Please specify the instructions _____ ____the documents ______which payment is to be made.
6. All the documents ____triplicate were forwarded _____the other day _____the correspondent bank.
7. Who are the bills _____exchange to be drawn____?
8. The shipping documents should be presented ____the L/C validity.
9. Who is responsible _____the documents being____ date?
10. The name _____the beneficiary is _____the top left-hand corner.
11. There are no restrictions ______ ownership if the endorsement ___the back___ the B/L is blank.
12. The gross weight ____the cargo loaded ____the vessel is ...
13. As the damage ____the goods was found ____the inspection the B/L
was clausured.
14. Four copies ______ the B/L were made _____ and sent ____ the buyers _____ air and sea ____ security.
15. The most generally practised manner _____ payment is___ L/C which may also be effected _____instalments _____case _____ partial deliveries.
16. As a rule no interest is paid____ a current account and very often banks make charges _____handling these accounts.
17. You can get a loan _____ 7%_____ year.
18. You are to open an irrevocable, indivisible, transferable L/C ______our name ___ the full value ___ the goods intended _____ shipment _____Vnesheconombank _____ two weeks _____ receipt _____ the notification ______readiness.
19. ___ ___the contract all the expenses connected ______the extension _____ the L/C will be charged ______your account.
20. As _____ the overheads they will be ____ your expense.
21. What's the balance ______our current account?
22. Would you object ____ our paying ______installments?

Exercise 5
Translate the following sentences into English

1. Вы не можете заявлять свои права (претендовать) на товар, т.к. Вы не выполнили наши указания относительно аккредитива.
2. Вы можете получить деньги, как только представите товаросопроводительные документы в банк.
3. Поскольку это безотзывный аккредитив, Вы не можете ни аннулировать, ни отозвать его.
4. Случайно не знаете сокращение asap?
5. Каковы Ваши точные указания относительно платежа?
6. - В какой иностранной валюте должен производиться платеж?
   - В фунтах стерлингов.
7. - Не могли бы вы согласиться на поставку по частям? - Боюсь, что нет. Это идет вразрез с нашей практикой.
8. Какой ожидаемый срок прибытия в порт разгрузки?
9. Выясните, пожалуйста, разрешается ли перевалка (с судна на судно)?
10. Мы выпишем полный комплект чистых бортовых бланковых коносаментов.
11. Все поправки относительно аккредитива должны быть внесены без задержки.
12. Отгрузочные документы должны быть направлены в банк в трех экземплярах в течение срока действия аккредитива.
13. Образцы тратт с оплатой по предъявлении будут высланы Вам обратной почтой.
14. Импортная лицензия и валютное разрешение недействительны,
поскольку они просрочены.

15. На кого выставлена тратта?
16. Заявитель оставляет за собой право внести изменения в срок действия аккредитива.
17. Безотзывный аккредитив не может быть аннулирован.
18. Документарный аккредитив должен сопровождаться товаросопроводительными документами.
19. Банк-корреспондент уведомит поставщика об открытии аккредитива.
20. Если аккредитив подтвержденный, заказчик должен заплатить дополнительную сумму.
PART II
CORRESPONDENCE RELATING TO PAYMENT
Section 1

Read, translate and discuss the letters

Letter 1
Dear Mr. Green
We have enclosed order No. P2110 for 100 more food processors which have proved to be a popular line here, and will pay for them as usual on invoice. However, we wondered if in future you would allow us to settle our accounts by quarterly statement which would be a more convenient method of payment for us. As we have been dealing with one another for some time, we think you have enough confidence in our firm to allow open account facilities, but of course we can supply the necessary references.

Yours sincerely
S. Melik
Encl. Order No P2110

Questions:
1. Is this an offer?
2. What is Mr. Melik's request as regards payment?
3. When do Suppliers usually agree to open account facilities?
4. Why do you think this method of payment would be more convenient for Mr. Melik's firm?

Letter 2
Dear Mr. Meiik
Thank you for your order No P2110, which will be sent to you at the end of the month. I have taken the opportunity to enclose the invoice with the letter.
With regard to your request for open account facilities, settlement against quarterly statement, we feel there would be more advantage for you in claiming 3% cash discounts offered for payment within seven days of receipt of invoice. Nevertheless we are quite prepared to allow quarterly settlements, and there will be no need to supply references as you are a long-standing customer. The enclosed invoice will be included in your next statement.

Yours sincerely
N. Green
Encl. Invoice
Questions:
1. Why does Mr. Green think it would be better for the buyers to settle invoices within seven days?
2. Why are no references needed from Mr. Melik?
3. When should the enclosed invoice be paid?

Letter 3

Dear Mr. Fox
You were recommended to me by a client of yours, Peach Computers Ltd.
I would like information about Falcon Retailers Ltd. who have asked us to allow them open account facilities with quarterly settlements and credit of up to £10,000. Would you please tell us if this firm has had any bad debts in the past; if any court action has been taken against them to recover overdue accounts; what sort of reputation they have among suppliers in the trade; whether they have ever traded under another name and if they have, whether that business has been subject to bankruptcy proceedings?
Please would you make the necessary enquiries and let us know your fee, so that we can send you a cheque?
You may have no doubt that any information you give us will be treated as strictly confidential.

Yours sincerely

Questions:
1. Why did the firm turn to Mr. Fox?
2. What information about Falcon Retailers do they require?
3. How are they going to treat this information?

Act the situation: Phone Mr. Green and ask him for open account terms (give your reasons).

VOCABULARY

<table>
<thead>
<tr>
<th>English</th>
<th>Russian</th>
</tr>
</thead>
<tbody>
<tr>
<td>to pay on/against invoice</td>
<td>платить по предъявлении счета (фактуры)</td>
</tr>
<tr>
<td>to settle / clear accounts</td>
<td>производить расчеты, оплачивать счета</td>
</tr>
<tr>
<td>quarterly statement</td>
<td>выписка из счета за квартал</td>
</tr>
<tr>
<td>to allow open account facilities</td>
<td>разрешать платеж по открытому счету</td>
</tr>
<tr>
<td>reference</td>
<td>рекомендация, ссылка</td>
</tr>
<tr>
<td>bank/trade references</td>
<td>банковские/торговые рекомендации</td>
</tr>
<tr>
<td>for further reference</td>
<td>для дальнейших ссылок</td>
</tr>
</tbody>
</table>
referee
long-standing (customer, friendship)
Compare: long-term (credit, bill, planning, memory)
bad debt
to take court/legal action against sb. / to sue sb
outstanding account
overdue account
to be subject to bankruptcy proceedings
to treat information as strictly confidential
1. Please find out if any court action has been taken against them to recover ______.
2. Could you find out at what interest rate they grant_____.
3. Our _____ do not have to present_____.
4. We have been trading with you for three years already and now we can______.
5. If you supply _____before placing your next order we will put the transaction on a______.
6. In spite of numerous reminders the account has been _____for three months. Unless you clear it till the end of the quarter we will be forced ____.  
7. I am writing ______to our telephone conversation three days ago when we discussed my opening a _______with your bank.
8. As far as I know neither the company nor its directors ever ______but the firm was involved in a court case ______on 30 April 20_______.
9. While we have little doubt about their ability ____we would like confirmation that their credit rating warrants quarterly settlements of up to £10000.
10. We can assure you the information will be treated______.

**Exercise 3**

**Complete the following sentences in English**

1. We are reluctant (возбуждать иску) to recover the amount. But you leave us no alternative.
2. Did they explain why (остаток не был оплачен)?
3. As you are (давний клиент) we are willing to allow you to clear half the balance by sending us (тратту со платой по предъявлении) and clear the outstanding amount (путем акцепта прилагаемой тратты со сроком погашения 60 дней).
4. Thank you for your letter concerning the (неоплаченного остатка) on your account.
5. We have received your letter of 6 August reminding us that payment of the account on your (выписке из счета за июнь просрочен).
6. As soon as the insurance company sends us compensation we (оплатим счет).
7. We would like to change to payment by 40 day B/E, (документы против акцепта). If necessary we (можем предоставить Вам имена наших поручителей).
8. As your account (просрочен более двух месяцев) we find your present cheque quite insufficient.
9. It is (в долгосрочных интересах наших заказчиков) to settle their accounts promptly so as to qualify for discounts and at the same time build a reputation for financial reliability.
10. We will include this amount in your next payment and (соответственным образом подготовим нашу выписку за июль)
Exercise 4
Fill in the blanks with prepositions

1. As the order____ delivery____ April has never reached us, (and today is August 8) we are taking legal action ____ you.
2. Unless you settle your account____ the next 10 days my solicitors will be instructed to start proceedings to recover the debt.
3. First let me apologize ____ not having cleared your October statement or replying ____ your letter ____ 11 December.
4. Please check____ the bank if they have been subject ____ bankruptcy proceedings.
5. Since we began trading____ you you have always cleared your accounts____ the due dates.
6. Please confirm your acceptance ____ signing the enclosed bill and sending it____ me ____return.
7. Could you allow me a further 60 days to clear my account and draw a new bill____ me____ interest____, say, 6% added____ the extension____ time.
8. We look ____ your remittance and confirmation that the outstanding balance will be cleared ____ July.
9. When we allowed open account facilities we emphasized this was only ____ condition that balances were cleared promptly____ due dates. Therefore we cannot extend the credit____ another two months.

Exercise 5
Translate the following sentences into English

1. Поскольку мы полностью доверяем Вашей фирме, мы можем разрешить Вам платить по открытому счету.
2. Вы включили счет-фактуру № 1930 в выписку из счета?
3. Пользуясь случаем напомнить Вам, что Ваш счет №... все еще не оплачен.
4. Нет никакой необходимости предоставлять банковские или торговые рекомендации, поскольку Вы являетесь нашим давним заказчиком.
5. У нас три просроченных /неоплаченных/ счета этой фирмы. Если они не произведут расчеты до 20 марта, мы будем вынуждены обратиться в суд.
6. На днях против них был возбужден иск, чтобы получить оплату по просроченным счетам. Вряд ли Вам удастся получить деньги.
7. Если бы не наши деловые партнеры, мы бы никогда не узнали, что фирма торговала под другим именем и подвергалась процедуре банкротства.
8. Мы были бы Вам признательны, если бы Вы предоставили нам информацию о финансовом положении фирмы и оплачивали ли они счета в срок. Любая информация, которую Вы нам предоставите, будет рассматриваться, как строго конфиденциальная.
10. Товар был поврежден в пути (in transit), поэтому Вам следует предъявить иск перевозчику.
Section 2

Read, translate and discuss the letters

Letter 4

Dear Sirs,
I am sorry that we were not able to clear your November statement for £6100.00 and December invoice No. 7713 for £15000.00. We had intended to pay the statement as usual, but a large cash shipment to one of our customers in Australia was part of the cargo destroyed in the fire on the s.s. "Orion" when she docked in Bombay in late November.
Our insurance company has promised us compensation within the next few weeks, and once we have received it this account will be paid in full.
We know you will appreciate the situation and hope you can bear with us until the matter is settled.

Yours faithfully,
R. Wheeler and Co.

Questions:
1. What is the purpose of writing the letter?
2. What method of payment do you think is practised between these two firms?
3. Why were the Buyers unable to clear the November statement?
4. On what terms were the goods sold to the Australian customer?
5. How soon will the statement be paid?

Letter 5

Dear Mr. Green,
We were surprised to receive your letter of 20 November in which you said you had not received payment for invoice No 11931.
We instructed our bank to credit your account in Bamley's Bank, Cardiff, with £6400.00 some time ago.
As our bank statement showed the money had been debited to our account, we assumed that it had been credited to your account as well. It is possible that your bank had not advised you yet. Could you please check this with Barnley's, and if there are any problems let us know, so that we could make enquiries here.

Yours sincerely,
A. Hubert
Letter 6

Dear Mr. Lindsay

It is very difficult to understand why we have not heard from you in reply to our letter of 10 August about the sum of £3000 due against our June statement. We had hoped that you would at least explain why the account continues to remain unpaid.

I am sure you will agree we have shown you every consideration and now, failing any reply to our earlier request for payments, I am afraid we shall have no choice but to place the matter into the hands of our solicitors to recover the amount due.

We are most anxious to avoid doing anything from which your credit and reputation might suffer and even at this stage are prepared to give you a further opportunity to put matters right. We therefore propose to give you till the end of this month to clear your account.

Yours sincerely
H. Fox.

Questions:
1. Is it the first reminder of non-payment?
2. How is the Supplier going to recover the amount due?
3. Is the Supplier fully determined to take such drastic steps?

Letter 7

Dear Mr. Fox

First let me apologize for not having cleared your June statement or replying to your letter of 10 August. However, I am surprised that you did not receive our circular letter informing all our suppliers that we were moving from London to Hull in Yorkshire. I have checked our post book, and found that a letter was sent to you on June 30.

As you will see from the copy enclosed, we warned our suppliers that during the move there might be some delay in clearing accounts and replying to the correspondence as the move would involve replacing more than half our staff with new people who need time to get used to our accounts and filing systems.

You will be pleased to hear that we have now settled into our new offices and will have a fully trained staff by the end of next month. Meanwhile, I am enclosing a cheque for $3,000.00 and will send a full statement of your June statement within the next few days.

Could you please note our new address, which is on the heading of this letter, for future reference?

Your sincerely
L. Lindsay
Questions:
1. Why didn’t Mr. Lindsay clear the June statement and replay to the Seller’s letter?
2. Did he warn his suppliers about the move?
3. What did he do about the outstanding account?
4. What does he ask the Seller to do to ensure that letter get to him?
5. Why do you think the Seller did not receive Mr. Lindsay’s letter?

• Act the situations:
1. Make up a telephone conversation between Mr. Green and Mr. Hubert based on the above letter. After checking things with Barnley’s banks Mr. Green calls back to Mr. Hubert and offers his apologies, saying that through a clerical error they did not get the Bank’s notification of payment in time and the bank manager will be writing to Mr. Hubert personally.
2. Phone Mr. Lindsay and find out about your June statement for $3,000,00

VOCABULARY

cash shipment
in late/early November
to appreciate the situation
to bear with sb
to credit /debit an account with $ 1000=
1000 to credit /debit $ 1000 to an account
to place the matter in(to) the hands of solicitors
to recover the amount due
to put matters right
circular letter
Compare: newsletter
at the heading of the letter = in the letterhead

EXERCISES

Exercise 1
Give the English equivalents

Letter 4: партия, проданная за наличный расчет; часть груза была уничтожена во время пожара; оплатить счет полностью; мы понимаем ситуацию, в которой Вы оказались; пожалуйста, подождите, пока вопрос не будет решен.
Letter 5: дать указания банку; мы предположили, что сумма была записана на дебет нашего счета; просим проверить эту информацию в бухгалтерии; мы навели справки в банке.

Letter 6: просим объяснить почему счет все еще не оплачен; передать дело юристам; вернуть причитающуюся сумму; ваша репутация может пострадать; сделаем все возможное, чтобы уладить проблемы; даем Вам срок до конца месяца, чтобы оплатить счет.

Letter 7: приносим извинения, что не оплатили счет в срок; письмо-циркуляр; отвечать на корреспонденцию; задержка в оплате счетов; заменить половину штата (служащих); мы не привыкли к такой системе подшивки и хранения документации; обученный персонал; к концу следующего квартала; просим отметить наш новый адрес; в шапке письма; для дальнейших ссылок.

Exercise 2
Fill in the blanks with one of the following words, use the correct verb-form

1. balance sheet 5. to fulfill
2. demand for 6. part security for the loan
3. to expand 7. raw materials
4. financial standing 8. to repay
9. to test the market

We would like to make an appointment to see you to discuss either a loan overdraft to enable us ____ our business.

Over the past year we _____ with a new line - furniture assembly kits -and have found that the_____ these kits, both here and overseas, has exceeded our expectations. In the past six months alone we have had over £ 100,000 worth of orders, half of which we could not_____ because of our limited resources.

We will need a loan for about £ 25,000 to buy additional equipment and ____. We can offer £5,000 in IBM shares and £ 7,000 in local government bonds as ____ , which we will take us about nine months .

We enclose an audited copy or the company's current____ , which we imagine you will wish to inspect. Should you wish to check our ____ you can refer to ABC Bank, Watford.

Exercise 3
Complete the following sentences in English

1. Our bank advised us today that your (перевод на сумму £19210 зачислен на наш счет).
2. Our trade associates, whose names you will find enclosed (могут предоставить информацию о нашем финансовом положении).
3. (Поскольку мы никогда не торговали с Вами) we would like to get references on you.
4. Please remind them that (информация строго конфиденциальная).
5. You can have every confidence in the firm: (она всегда производила платеж в срок).
All the details (можно найти в информационном бюллетене за февраль).

1. All the bank charges (будут отнесены на Ваш счет).
2. (Мы проверили их рекомендации) and they appear to have an excellent record.
3. When (эта сумма была переведена на Ваш текущий счет)?
4. I'll check their Fax number. It must be (в шапке письма).
5. (Сумма, причитающаяся Вам), will be debited to our account.
6. We assumed that you (получили причитающуюся Вам сумму).

Exercise 4
Fill In the blanks with prepositions

1. Could you bear_____ us _____we get compensation______ the damage _____the goods ___ the insurance company.
2. Unless you pay the overdue statement____ the end of the month we will place the matter_____ the hands of our solicitors to recover the amount due_____ us.
3. Our bank informed us that your transfer____ Invoice No. MU 2105 had been credited_____ our account _____ 5 May. Thank you _____ your custom.
4. We have debited your account______ the amount plus our charges ___ £560.
5. We have to inform you that there will be a delay_______ shipping the last consignment as______ early October the vessel was damaged ______her way___ the port_______ loading.
6. Our new fax number is _____ the heading______ the letter.
7. _____ arrival _____the port _____discharge part______ the cargo was destroyed_____the fire _____the docks.
8. Has the account been paid________ full?

Exercise 5
Translate the following sentences into English

1. Секретарю продиктовали по телефону, что большая партия товара с оплатой за наличный расчет была уничтожена во время шторма в конце марта.
2. Мы ожидаем, что Вы заплатите нам компенсацию за поврежденный товар.
3. Мы были бы Вам признательны, если бы Вы подождали, пока спор не будет урегулирован.
4. - Наведите справки, были ли £10 ООО перечислены на их счет. - Да, я обязательно завтра утром проверю это в банке.
5. Мы дали поручение банку кредитовать Ваш счет в Мидланд Банке на эту сумму.
6. Настоящим подтверждаем, что сумма перечислена на наш счет.
7. Вы всегда оплачивали свои счета в срок, и это первый раз, когда Ваш счет оказался просроченным на 2 недели.
8. Вы прекрасно осведомлены о том, что, если мы немедленно не исправим положение вещей, наша репутация может пострадать.
9. По крайней мере, Вы могли бы объяснить, почему Ваша задолженность до сих пор не погашена.
10. Мы разослали письма-циркуляры всем нашим клиентам с информацией об изменении адреса.
11. Кем Вы собираетесь заменить главбуха?
12. Вы можете найти номер нашего факса в шапке письма.
13. Они до сих пор не произвели платеж по выписке из счета за июнь.
14. К письму прилагаем выписку из счета за сентябрь и надеемся, что Вы произведете оплату в течение двух недель.
15. Выясните причину задержки оплаты счетов
PART III
CONSOLIDATION

Compose letters in English using the useful expressions given below

1. Write a letter to the Suppliers and explain why your account No 1215 has been outstanding for two months: a fire at the Head Office has destroyed most of your computer data and has disrupted all correspondence with suppliers and customers. You need some time to get back to your normal routine. Request a further thirty days to settle.

2. Write a letter to the Buyers and express your surprise and disappointment at your B/E drawn on them being dishonored. Make a formal request for payment of the amount due. Tell them that they leave you no choice but to start proceedings unless the bill is paid within a fortnight.

3. An overseas firm has asked you to supply them with goods to the value of £450. They suggest that you draw on them at 60 d/s for the amount of your invoice. Write a tactful letter explaining that you can only do this against an irrevocable letter of credit confirmed by your bank.

4. A foreign customer has been buying from your firm for a year and has honored your sight drafts on presentation. He now asks for open account terms with quarterly settlement by B/E. Write two letters, one agreeing to his request and one asking for an irrevocable letter of credit covering the amount of his quarterly requirements.

5. A foreign supplier has drawn a 60 days’ bill on you through your bank, and has failed to notify you of the draft, although you had warned him that you would not accept drafts without advice. Write giving your bank suitable instructions, and also send a letter to the drawer of the bill.

6. Your firm's representative in an English-speaking country has sent you an order and advises you that payment will be by irrevocable L/C. Reply to the customer. Write also the customer’s letter confirming the order and making payment arrangements.

USEFUL EXPRESSIONS

Buyer to exporter

Openings
1. We have received your invoice No. ... and agree to accept your draft at 60 d/s for the amount due.

2. Thank you for your letter of... . We should be glad if you would agree to draw on us at 30 d/s, documents against acceptance.

3. As requested in your letter of ... we have instructed the ... Bank to open a credit for £ ... in your favour.

4. We are sorry to have to ask for the term of your bill dated ... to be extended for one month.
5. I regret that at the moment I cannot meet in full my acceptance, which is due for payment on ....

**Endings**

1. Please let us know whether you are prepared to give us open-account terms.
2. Please draw on us for the amount due and attach the shipping documents to your draft.
3. We should like to pay by bill of exchange at 60 d/s and should be glad if you would agree to this.
4. As requested, we will arrange to open an irrevocable credit in your favour.
5. Our acceptance will be honoured upon presentation of the bill at the ... branch of the... Bank.

**Exporter to buyer**

**Openings**

1. We have considered your letter of ... and are pleased to grant the open account terms asked for.
2. As requested in your letter of... we have drawn on you for the sum of $ ... at 60 d/s for the amount of our April account at three months from...
3. As agreed in our earlier correspondence we have drawn on you for the amount of the invoice enclosed.
4. We enclose your invoice No. .....and, as requested, have drawn on you at 60 d/s for the amount due.

**Endings**

1. Kindly accept the draft and return it as soon as you can.
2. Kindly honour our draft when it is presented.
3. We are quite willing to put your account on a documents-against--acceptance basis.
4. We have instructed our bank to hand over the shipping documents against acceptance (payment) of our draft.
5. Shipping documents, and our draft for acceptance, have been passed to the... Bank.
6. As arranged, we have instructed our bank to surrender (hand over) the documents against payment (acceptance) of our draft.
7. As soon as the credit is confirmed, we will ship the goods.

**Buyer to bank**

**Openings**

1. I enclose the accepted bill, drawn on me by... and should now be glad
to receive the shipping documents.

2. Please accept the following drafts for me, pay them at maturity, and debit them to my account.

3. Please arrange with your correspondent in ... to open a credit in favour of...

Endings

1. Please accept the above draft for me and debit your charges to my account.

2. Will you please state the amount of your charges for arranging the necessary credits.

Exporter to bank

Openings

1. We enclose our sight draft on Messrs.... of... and also the shipping documents.

2. Please surrender the enclosed documents to Messrs. ... of... when they accept our draft, also enclosed.

3. Kindly instruct your correspondents in ... to release the documents only on payment of our sight draft for £....

Endings

1. We ask you to obtain acceptance of this draft before surrendering (handing over) the shipping documents.

2. Please present the bill for acceptance and then discount it for the credit of our account.

3. Please present this acceptance for payment at maturity and credit us with the proceeds.
UNIT VI. AGENTS AND AGENCIES
PART I
INTRODUCTION TO SUBJECT
Section 1

Finding/Offering an agency

Usually many companies with a large volume of foreign trade do their own buying and selling. A large organization may establish a manufacturing subsidiary or sales company in the foreign country it sells to, but this calls for enormous capital outlay and is beyond the means of most exporters. Even for those who can afford to establish branches abroad such branches may prove non-economical to run. It is therefore, not surprising that agencies continue to handle a very large volume of business.

The range of an agent's activities is extremely varied. If an agent acts for a Seller then he promotes and distributes a seller's product as agents know the commercial conditions and changes in the market of their country. They have their own storehouses, showrooms, service stations, etc., for providing after-sales service.

Acting for a Buyer an agent will handle an order, sometimes pay on his behalf, arrange shipment, customs clearing, etc.

An agent's remuneration for his activities also varies: it could be (usually) a commission, a retainer and other forms which are agreed on and set out in the agreement.

Here is a brief outline of the procedure how to find an agency, what a company looking for an agent abroad should do in order to find the right agent, and what steps an agent should take to find the right supplier. Any company considering appointing an agent should make a thorough investigation into such prospective agent's qualifications, experience and personal qualities beforehand, for example:

• Their reliability and financial soundness.
• Their technical ability to handle the goods to be marketed.
• Their market connections and the effectiveness of their sales organization.
• The nature and extent of other agencies they hold and in particular whether these are connected with the sale of competing products.

These matters are especially important when foreign agents are appointed, since they will be working without local supervision or control. It is advisable to make a formal appointment of an agent in writing, setting out in detail the terms of the agency.
How to find an agent

There are useful sources of information for those who need help in finding suitable agents. A supplier, for example, who wishes to develop trade in a foreign country, could contact any of the following organizations:
• The Export Services Division or the appropriate Regional Office of the Department of Trade.
• The Consular Section of the appropriate Embassy.
• Trade Mission in the country concerned.
• The Chamber of Commerce in the country concerned.
• Banks.

Or he can make use of:
• An advertisement in Trade journals in the country concerned.
• "A word of mouth" from an associate in the same business.

Looking for an agent

Sometimes a company seeking an agent will take the first step and make an offer to some agency already known or recommended. In this case reference will be made to the market waiting to be developed but concentration will rest on the special merits of the product in the efforts to persuade a correspondent to handle it. It is important to convince the prospective agent that the product is bound to sell well because of its exceptional quality, its particular uses, its novelty, its moderate price, etc., and because of the publicity with which it will be supported. When offering an agency it is not possible to include all the details but enough information must be given to enable the correspondent to assess the worth of the offer.

Looking for a foreign supplier

When an agent would like to act as an agent for a foreign supplier he will have to stress two things:
• The opportunity in the market waiting to be developed.
• The particular advantages that may be offered.

The agent should mention such selling points as knowledge of the market, numerous connections, long-established position and wide experience, the efficiency of their sales organization, the facilities for display offered by their showrooms where the goods can be shown to the best advantage and so on.

The agent may also give names of the persons or firms who may be referred to and mention the rate of commission expected.

QUESTIONS

1. What companies prefer to buy and sell through agents? Why?
2. What steps should a company considering appointing an agent take?
3. What qualities of an agent are particularly important to a prospective principal?
4. What can a principal do to protect his interests when appointing a foreign agent?
5. What sources of information are available to companies looking for an agent? Which do you think are the most effective?
6. What selling points of his agency should an agent stress when offering his service as an agent?
7. What qualities of your product will you emphasize if you want an agent to act for you?
Section 2

Here is a brief description of some of the various types of agencies.

Confirming Houses
These agents often receive orders from abroad, place them, arrange for packing, shipment, insurance and sometimes finance and purchase the goods themselves, then resell them to the client. They may act on a commission, but if buying on their own account will make a profit on the difference between the ex-works price and the resale price they quote to the importer.

Export Managers
If a firm does not have a branch in the country it is exporting to, they can appoint an Export Manager. He will deal under his own name, but use the address of the company he represents. His job is primary to develop the market for the exporter and for his services he may charge a fee or arrange for a profit-sharing scheme between himself and the exporter.

Buying Agents
Buying Agents, or Buying Houses buy products on behalf of a principal and receive a commission. The agency is employed to get the best possible terms for their principal, and will try to find most competitive rates in shipping and insurance for them. Buying Houses often act on behalf of large stores.

Manufacturing Agents/manufacturer's export agent
This agent represents a manufacturer and obtains goods, then resells them. The agent may work on commission, i.e. buying the goods on consignment, or if described as a merchant, he will buy the goods from the manufacturer on his own account, that is to sell them for his own profit. If he is a sole or exclusive agent, he agrees to sell only his principal's products, and not those of a competitor.

Forwarding Agents
Forwarding agents are used by exporters to arrange both import and export shipments. In the case of the former, their services include collecting the consignment, arranging shipment, and if required, packing and handling all documentation, including making out the bill of lading, obtaining insurance, sending commercial invoices and paying the shipping company for their clients. They also inform the importer's forwarding agent that the shipment is on its way by sending an advice note, and he, in turn, will inform his client, send the goods on to him, or arrange for them to be stored or collected. Many forwarding agents in importing countries also act as clearing agents, ensuring that the goods are cleared through the customs and are sent to the importer.

As forwarding agents handle many shipments they can collect consignments for the same destination and get competitive "groupage rates" for sending a lot of consignments in one shipment. However, many exporters find it
more convenient to deal direct with the forwarding agents in the importer's country and some importers prefer to deal with their supplier's forwarding agents.

A "del credere" agent
In some cases agents are prepared to act as a "del credere" agent and hold themselves liable/responsible for their customers' debts. These agents receive a "del credere commission", which is a special commission to compensate them for the risk they take.

POINTS TO REMEMBER
1. If you are offering an agency, convince the agent that your products are worth selling and will find a market in their area.
2. Be clear about the type of agency you are offering, for example exclusive or non-exclusive, on a consignment basis on the agent’s account.
3. Offer terms and suggest ways of setting accounts. Be positive about the support that you, the principal, can provide for your agent.
4. If you are asking for an agency, convince the manufacturer that their products will be well represented.

QUESTIONS
1. What types of agencies are used in foreign trade? Characterize them. Which of them are more typical for our market?
2. What is a sole agent? Why does an exporter prefer a sole agency agreement?
3. What are the duties of a "del credere" agent?

VOCABULARY

<table>
<thead>
<tr>
<th>English</th>
<th>Russian</th>
</tr>
</thead>
<tbody>
<tr>
<td>to establish a branch</td>
<td>открыть филиал</td>
</tr>
<tr>
<td>agent/agency</td>
<td>агент, представитель, посредник/агентство, представительство</td>
</tr>
<tr>
<td>sole/exclusive agent/agency</td>
<td>монопольный/эксклюзивный агент/агентство</td>
</tr>
<tr>
<td>prospective agent</td>
<td>будущий агент</td>
</tr>
<tr>
<td>to appoint an agent</td>
<td>назначить агента</td>
</tr>
<tr>
<td>to open/establish an agency</td>
<td>открыть агентство</td>
</tr>
<tr>
<td>agency agreement</td>
<td>агентское соглашение</td>
</tr>
<tr>
<td>reliability</td>
<td>надежность</td>
</tr>
<tr>
<td>financial soundness</td>
<td>финансовая устойчивость / надежность</td>
</tr>
<tr>
<td>to handle the goods</td>
<td>торговать чём-л., иметь дело (с каким-л. товаром)</td>
</tr>
<tr>
<td>to handle an agency</td>
<td>выступать агентом</td>
</tr>
<tr>
<td>market</td>
<td>рынок</td>
</tr>
<tr>
<td>to market</td>
<td>торговать</td>
</tr>
</tbody>
</table>
to be in the market for
market connections
competing product/line
to handle a competing line
competitive price
formal appointment
set out in detail the terms
appropriate
selling points or (the goods of
company)
knowledge of the market
wide experience
showrooms where the goods
can be shown to the best
advantage
the firm is long-established /
well-established (in the
market)
on behalf
to act/work on commission
commission
rate of commission
commission at the rate of 5%
to offer/allow a commission
to receive a commission
to take a commission on
(sales)
to buy on one's own account
to make a profit on the
difference
between the ex-works and
the resale price
ex-works price
to develop the market
to buy on (a) consignment
(basis)
forwarding agent
make/write out/issue a bill of
lading
advice note
to act as a clearing agent
to clear the goods through
the customs
to handle shipments
покупать за свой счет; открывать филиал; назначать агента; открывать агентство; финансовая устойчивость/надежность фирмы; торговаться за сч.

get/receive competitive "groupage rates"
конкурирующий товар; официальное назначение; подробно изложить условия; у соответствующих властей; преимущества/сильные стороны (товара); знание рынка, большой опыт; демзал, где товар может быть представлен с выгодной стороны; фирма занимает прочные позиции на рынке.

del credere commission
работат за комиссионные, брать комиссионные, получать прибыль от разницы цен (заводской цены и цены реализации); развивать рынок; монопольный/эксклюзивный агент; экспедитор; выписать коносамент, уведомление; выступать агентом по таможенной очистке; заниматься отгрузками; работать напрямую; комиссия на условиях «делькредере»; нести ответственность за долги клиентов.

EXERCISES

Exercise 1
Give the English equivalents

1. покупить за свой счет; открыть филиал; будущий агент; назначать агента; открыть агентство; финансовая устойчивость/надежность фирмы; торговаться за сч.; связи на рынке; конкурирующий товар; официальное назначение; подробно изложить условия; у соответствующих властей; преимущества/сильные стороны (товара); знание рынка, большой опыт; демзал, где товар может быть представлен с выгодной стороны; фирма занимает прочные позиции на рынке.

2. работать за комиссионные, брать комиссионные, получать прибыль от разницы цен (заводской цены и цены реализации); развивать рынок; монопольный/эксклюзивный агент; экспедитор; выписать коносамент, уведомление; выступать агентом по таможенной очистке; заниматься отгрузками; работать напрямую; комиссия на условиях «делькредере»; нести ответственность за долги клиентов.

Exercise 2
Fill the gaps with one of the following words, use the correct form of the verb-form

1. a rate of commission
2. forwarding agents
3. a formal appointment
4. on their own account
5. to hold themselves liable
6. to clear through (the) customs
7. on commission
8. to make a profit
9. clearing agents
10. to do their own selling and buying
11. to establish
12. prospective
13. appropriate
14. an advice note
15. the ex-works price
16. del credere
17. a sole agent
18. (strong) selling points
19. to set out in detail
1. Companies with a large volume of foreign trade usually_________________.
2. Big companies may ______________branches abroad.
3. Agents may work_______, or buy goods _______that is to sell them for their own profit.
4._________agrees to sell only his principal's products.
5. __________inform the importer that the shipment is on its way by sending _____________.
6. Many forwarding agents act as ________, ensuring the goods ___________and are sent to the importer.
7. In some cases agents are prepared to act as _______agents and _________for their customers' debts.
8. It is advisable to make __________of an agent in writing and _____________the terms of the agency.
9. A company looking for a suitable agent could contact the _____________Regional Office of the Department of Trade.
10. When offering their services to a _____________ principal agents should stress __________of their agencies.
11. An agent usually agrees on __________before they draw up an agreement.
12. If an agent is buying on his own account he _______on the difference between _______and the quoted resale price.

**Exercise 3**

**Complete the following sentences**

1. It is important to convince the prospective agent that his customers should be impressed (исключительное качество) their product.
2. If the agent (несет ответственность за долги своих клиентов) he usually asks for (делькредере комиссионные).
3. Any company considering appointing an agent should make a thorough investigation into such (будущий) agent's (надежность и финансовая устойчивость).
4. (Комиссионные выплачиваются агенту со всех сумм) actually received by the Principal from the customers.
5. When an agent starts selling the untried product he prefers (покупать на условиях консигнации и получать комиссию).
6. The principal prefers to deal with (монопольным агентом) who (не торгует конкурирующим товаром или товаром аналогичного типа).
7. The agent should arrange for (импортная лицензия и валютное разрешение) to be obtained for importing the goods.
8. It is advisable to make a formal appointment of an agent in writing (подробно изложив условия соглашения).
**Exercise 4**

Fill in the gaps with prepositions

1. An agent may act ___ commission or he may buy ___ his own account. ___ this case the agent makes a profit ___ the difference ___ the ex-works price and the resale price.

2. The forwarding agent should ensure that the goods are cleared ___ customs and sent ___ the importer.

3. The Principal appoints an agent ___ the sale ___ the goods manufactured ___ the Principal.

4. If an agent works ___ a del credere commission basis, he holds himself responsible ___ the debts ___ the customers.

5. The Principal shall ___ their own expense supply the Agent ___ advertising material ___ promoting sales ___ the goods ___ the Area.

6. The agent is entitled ___ commission ___ the rate ___ 5% as it is stipulated ___ clause 8 ___ the Agreement.

7. ___ receipt ___ the Agent ___ any order ___ the goods the Agent will immediately transmit such orders ___ the Principal who will supply the goods direct ___ the customers.

8. An agent’s job is to develop the market ___ the exporter and ___ his services he may charge a fee or arrange a profit-sharing scheme ___ himself and the exporter.

9. ___ signing an agreement the parties should discuss the method ___ purchase and sale (e.g. whether the agent is to buy ___ their own account or ___ consignment).

10. The parties should stipulate ___ the agreement the arrangements ___ arbitration ___ the event ___ disputes.

**Exercise 5**

Translate the following sentences into English

1. Крупные компании с большим экспортно-импортным оборотом торговли открывают филиалы за рубежом, и сами занимаются продажей и покупкой товара.

2. Принципал продает товар агенту на условиях консигнации, агент получает комиссионные в размере 12% от всех сумм, полученных за товар.

3. Продавец предпочитает иметь дело с монопольным агентом, т.к. в этом случае агент не имеет права продавать конкурирующий товар.

4. Экспедитор должен выписать коносамент, получить страховку, а также написать уведомление, что товар находится в пути.

5. Если у экспедиторов большой объем грузов (много партий), они могут получить выгодный «групповой» тариф.

6. Экспедиторы часто помогают своим клиентам произвести очистку товаров от пошлин.

7. В некоторых случаях агенты берут на себя ответственность за кредитоспособность своих клиентов и получают комиссионные.
делькредере.

8. Когда фирма рассматривает вопрос о назначении агента, она должна проверить надежность агентства и его финансовую устойчивость.

9. Для Принципала важно, чтобы будущий агент давно работал на рынке, хорошо его знал, имел многочисленные связи.

10. Необходимо, чтобы официальное назначение агента было сделано в письменной форме и все условия подробно изложены.

11. Агент имеет право на комиссионные в размере 12% от суммы всех продаж, которые выплачиваются ему каждые 3 месяца.

12. Информацию о потенциальных агентах можно получить у соответствующих организаций, например у Регионального отдела Министерства торговли.
PART II
CORRESPONDENCE WITH AGENTS
Section 1

Read, translate and discuss the letters

Letter 1 (Circular letter)

Many firms appoint an overseas agent to represent them abroad. The agent and the principal sign a contract, which gives details of the percentage, or rate of commission, which expenses will be paid, and whether the agent will receive a fixed sum /called a retainer/. If there is only one agent covering a single territory, he is said to have a sole agency or the exclusive rights in that area.

The agent is entitled to a commission on all sales in the area for the duration of the contract, which remains valid until the end of the period /usually a year/, or the termination of the agreement by either party. His commission on the various consignments is set out in his commission statement, which may also give details of expenses to be reimbursed.

Questions:
1. What details does the contract give?
2. What is a retainer?
3. What commission is an agent entitled to?
4. How long is a contract usually valid?
5. Can an agency contract be terminated?
6. Should the reimbursement of additional expenses be stipulated in the agency agreement?

Letter 2

Dear Mr. Mindgren

Thank you for your letter of January 10 in which you offered us a sole agency for your products in Holland.

First, let me say that we can handle an agency of the type you described, and that we agree that the demand for this type of goods here is increasing. However, there are some points we would like answered before we make a decision.

Payment of accounts. Would customers pay you direct or will they pay us, and we in turn would settle with you deducting our commission? How would payment be arranged? By Bill of Exchange or Letter of Credit?

Delivery. Would we be expected to hold stocks or will you supply from stock? If you supply the customer direct, how long will it take an order to be made up and shipped once it has been received?

Advertising. You mentioned that you would be willing to help with advertising. We would like more details about the type of assistance you would give us.
Disputes. If a disagreement arises over the terms of the contract, which law would be referred to in arbitration?

Length of contract. Finally how long would the initial contract run? I think a year would allow us to see how your products sell in the market.

If you send us this information, and possibly enclose a draft contract we could give you our answer within the next few weeks.

Yours sincerely
A. Vandervelt
Dutch Importers Ltd.

Questions:
1. What type of agency are Dutch Importers Ltd. offered?
2. Are they ready to handle this type of agency?
3. What points would they like answered before they make a decision?

Letter 3

Dear Mr Vandervelt
Thank you for your letter which we received today. As you requested, we have enclosed a draft contract of the agency agreement.

You will see that we prefer our customers to pay us direct, and usually deal on a Letter of Credit basis, unless we can obtain references or your guarantee if you take a del credere commission.

You would not be required to hold large stocks of our products, but a representative selection of samples, and we can meet orders within four weeks of receipt.

Leaflets and brochures will be sent to you to hand out to your customers as one method of advertising, but we shall also allow $ 5000 in the first year for publicity which can be spent on the type of advertising you think suitable. We find that newspapers, magazines and TV are the best media.

The initial contract will be for one year, subject to renewal by mutual agreement, and disputes will be settled with reference to Swedish law, as our relative legal systems are different.

If you have any further questions with regard to the contract, or anything else, please contact us. We look forward to hearing from you.

Yours sincerely
K. Mindgren
ABB Ltd.
Encl.

Questions:
1. How do ABB Ltd. usually deal with their clients?
2. Will the Agents keep/hold a large stock of products?
3. What are the exporters' suggestions about advertising?
4. What is the validity of the initial contract?
5. Where will disputes be settled?
6. Is there any enclosure with the letter?

- **Sum up the exchange of letters 2 and 3.**
- **Act the situation: Phone the prospective agents and discuss the lines of the agency agreement.**

**VOCABULARY**

- to sign a contract
- rate of commission
- expenses
- charges
- retainer
- on all sales
- valid (to be valid)
- to terminate
- termination
- duration
- to reimburse sb for sth
- to settle with sb
- to supply from stock
- to supply the customers direct
- if a disagreement arises it will be referred to arbitration
- to sell well in the market
- draft contract/agreement
- to take del credere
- to hold large stocks
- representative selection/range/assortment of samples
- newspapers and magazines are the best media
- the contract is subject to renewal by mutual agreement
- the disputes are settled with reference to the UK law

- подписать контракт
- размер комиссионных
- расходы, потраченные лицом или организацией
- расходы (деньги), взимаемые организацией или лицами (за услуги)
- гарантируемая сумма, выплачиваемая агенту (или кому-л. по договору)
- со всех продаж
- действующий, действительный
- прекратить (действие контракта)
- прекращение (действия контракта)
- срок, период
- возмещать (расходы)
- расплачиваться с
- поставлять со склада
- поставлять непосредственно клиентам
- если возникнет спор, он будет передан в арбитраж
- пользоваться спросом на рынке
- проект контракта/соглашения
- принимать на себя делькредере
- держать большие запасы товаров на складе
- широкий ассортимент образцов
- газеты, журналы лучший способ рекламы
- контракт может быть продлен по взаимному согласию (сторон)
- споры решаются в соответствии с законодательством Великобритании
EXERCISES

Exercise 1
Give the English equivalents

Letter 1: назначить иностранного агента; размер комиссионных; гарантироваемая сумма, выплачиваемая агенту; иметь право на комиссионные со всех продаж; срок действия контракта; прекращение действия контракта любой стороной, участвующей в контракте; возмещать расходы.

Letter 2: предложить агентство с исключительными правами; последнее два года спрос на этот товар растет; поставлять товар со склада; спор будет передан в арбитраж; товар хорошо продается на рынке; проект агентского соглашения; платить непосредственно принципалам.

Letter 3: согласиться принять на себя делькредере; держать большой запас товара на складе; широкий ассортимент образцов; выполнить заказ в течение месяца от даты его получения; газеты, журналы, телевидение будут лучшим способом рекламы, контракт может быть продлен по взаимному согласию (сторон).

Exercise 2
Fill in the blanks with one of the following words, use the correct verb-form

1. to appoint an overseas agent 7. a draft agreement 8. the demand
2. the rate of commission 9. a retainer
3. to settle 10. a sole agent
4. to refer to arbitration 11. to be subject to
5. mutual agreement 12. on receipt of order
6. to keep a stock of the goods 13. to take del credere
14. advertising

1. Many firms _______ to represent them abroad.
2. In the agreement the agent usually stipulates _______ he operates on.
3. When an agent has just started selling new products as a rule he asks for _______ to cover his additional expenses.
4. Any Principal would prefer to deal with _______.
5. The agent has informed the Principal that _______ for his goods is increasing.
6. The customers will pay us and we in turn _______ with you deducting our commission.
7. If a disagreement arises over the terms of the contract it _______.
8. In the fax the Principal asked the agent to send him _______.
9. If you _______ we would pay you an additional 3% commission.
10. As it has been agreed earlier you should help us with _______.
11. If an agent _______ he could always meet the order within a week
12. The initial contract ______ renewal by _______.

**Exercise 3**

**Complete the following sentences**

1. The customers will pay us and we in turn (расплатимся с Вами) deducting our commission.
2. Under the Agreement the agent (должен держать большой запас товаров на складе).
3. We would like to know the details how you are going (помочь нам с рекламой).
4. Our usual practice is (выполнить заказы) within a month (от даты его получения).
5. We confirm that (спрос на Ваши товары) is increasing and we are ready (размещать твердые заказы) with you.
6. If a disagreement arises over the terms of payment it (будет решен в арбитраже в соответствии со шведским законодательством).
7. The agent (имеет право на комиссионные со всех продаж) in the area (в течение всего срока контракта).
8. The contract (может быть прерван любой стороной) provided that the notification is given (в письменном виде) 3 months in advance.
9. There should be (широкий ассортимент образцов) displayed in your (демзале).
10. The initial contract would be for a year and (может быть возобновлен по соглашению обеих сторон).
11. We find that newspapers, magazines and TV (являются лучшим способом рекламы).
12. Leaflets and brochures will be sent to you (для того, чтобы Вы передали их своим клиентам) as one of the methods of (рекламирования).

**Exercise 4**

**Fill in the gaps with prepositions**

1. The agent is entitled _______commission _______all sales _______the area _______the duration _______the contract.
2. The contract is valid _______the end _______the period, or the termination _______the agreement _______either party.
3. The agent's commission is set _______his commission statement.
4. Thank you _______the letter _______June 7 _______which you offered us a sole agency _______your products in Poland.
5. We _______turn will settle _______you deducting our commission.
6. All the items you are interested _______can be supplied _______stock.
7. In your fax _______May 1 you offered to help us _______advertising.
8. If an agent buys _______their own account he will make a profit
the difference between the ex-works price and the resale price.

9. The agent may work for a commission, i.e. buying the goods on consignment.

10. Forwarding agents ensure that the goods are cleared through customs and are sent to the importer.

Exercise 5
Translate the sentences into English

1. Стороны договорились, что клиенты будут платить непосредственно Принципалам, которые в свою очередь будут расплачиваться с агентами каждые три месяца.

2. На выставке мы ознакомились с широким ассортиментом Ваших товаров, и они произвели на нас очень хорошее впечатление.

3. Мы считаем, что газеты, журналы и телевидение будут лучшим способом рекламы.

4. Принципал дает агенту 5000 ам. долларов на рекламные цели, а агент сам решает, какая реклама будет наиболее эффективной.

5. Все спорные вопросы будут решаться в соответствии с российским законодательством.

6. Мы прилагаем к письму проект контракта, и, если Вы вернете его подписаным в течение недели, мы сможем разместить пробный заказ.

7. Контракт действителен в течение 2 лет, его действие может быть прекращено по решению одной из сторон, которая должна уведомить другую сторону о своем решении в письменном виде за три месяца.

8. Агент имеет право в течение всего срока соглашения на комиссионе от всех продаж на Территории, а также на возмещение всех дополнительных затрат.

9. В контракте дается полная информация о размере комиссионных агента, расходах, которые оплачивает Принципал; агент также имеет право на фиксированную сумму денег в течение первого года.

10. Мы можем выполнить заказ в течение недели после его получения, т.к. весь товар имеется на складе.

11. Исследования рынка показали, что спрос на товар растет.

12. Если Вы согласны принять на себя делькредере, то мы готовы заплатить дополнительные комиссионные в размере 3%.
Section 2

Read, translate and discuss the letters

Letter 4

Dear Mr Neves

We are writing to you on the recommendation of the Portuguese service. Meanwhile, do not hesitate to contact us for any more information. Please find enclosed our brochure giving you full details of our company.

We look forward to hearing from you in due course.

Yours sincerely Chamber of Commerce who informed us that you were looking for a buying agent for precision tools in this country.

We have been in this trade for over twenty years and have close contacts with major manufacturers both here and overseas.

If we may, we would like to give you a brief outline of the terms we work on. Generally, we place orders for our Principals with our suppliers, and all our customers settle direct with the manufacturer. In addition we arrange all costs, insurance and freight facilities for the client, handling consignments from the factory to the port/airport of the importer's country.

As we have dealt with these agencies for a number of years, we can offer you their most competitive freight rates for shipment. In addition we would take care of all documents including customs formalities.

As a rule we operate on a 10% commission on c.i.f. values, but if credit is involved we could offer del credere services for an additional 2.5 % commission.

If you are interested in this offer we can assure you of first class, efficient

M. Corbett

Questions:
1. Who recommended the prospective agent to the Principal?
2. How long has the agent been in the trade? What contacts does he have?
3. What terms does the agent work on?
4. What service does he provide to their clients?
5. What enables the agent to offer the Principal the most competitive freight rates?
6. What commission does the agent operate on?
Letter 5

Dear Sirs

We are the largest department store in Budapest and have recently received a number of enquiries for your stainless steel cutlery. We think there are good prospects for the sale of this cutlery, but at present it is little known here and as we cannot count on regular sales we do not feel able to make purchases on our own account.

We are therefore writing to suggest that you send us a trial delivery for sale on consignment terms. We make the proposal hoping to place firm orders when the market is established.

If you agree, we would render monthly accounts of sales and send you the payments due after deducting expenses, and commission at the rate to be agreed on. Our bankers are a Hungarian branch of Barclays Bank with whom you may check our standing.

We believe our proposal offers good prospects and hope you will be willing to give it a trial.

Questions:
1. Why is the firm unwilling to make purchases on their own account?
2. On what terms is the firm going to handle the Principal's goods?
3. Does the firm intend to place firm orders? When?
4. How is payment to be effected?
5. Where can the Principal get references as to the firm's financial standing?

• Act the situation: Phone Mr. Corbett and tell him that you are interested in his proposal because there is an increasing demand for precision instruments in your country. Ask Mr. Corbett if he can send references from other companies they are acting for.

VOCABULARY

on the recommendation of по рекомендации
to look for a buying agent искать агента по закупке
for precision tools оборудования
major manufacturers основные производители
to give a brief outline of кратко сообщить об условиях,
the terms we work on, на которых мы
work

to arrange costs и страховки
to handle consignments договориться об оплате всех издержек и
insurance страховки
to arrange freight facilities организовать фрахт/зафрахтовать тоннаж
to handle consignments производить транспортную обработку груза
costs конкурентоспособные фрахтовые ставки
formalities взять на себя таможенные формальности-
to operate on a 10% commission on f.o.b. values
to assure sb of first class efficient service
there are good prospects for the sale of the goods
to count on regular sales a trial delivery
to render monthly accounts of sales
payment due to check sb’s standing with a branch of the Bank
our proposal offers good prospects

EXERCISES

Exercise 1
Give the English equivalents

Letter 4: по рекомендации ТПП; мы работаем в этой отрасли торговли более 20 лет; тесные связи; главные производители; организовать фрахт (зафрахтовать тоннаж); производить транспортную обработку партии груза; конкурентоспособные фрахтовые ставки; таможенные формальности; договориться о страховании; работать на условиях комиссионных в размере 5% от цен сиф, предлагать дополнительную комиссию в 2% за делькредере; заверяем Вас в первоклассном обслуживании.

Letter 5: имеются хорошие перспективы для продажи Ваших товаров в нашей стране; рассчитывать на постоянные поставки; пробная поставка; продавать товар на условиях консигнации; размещать твердые заказы у фирмы; предоставить ежемесячные отчеты о продажах; получить сведения о финансовом положении фирмы в филиале "Natwest Bank".

Exercise 2
Fill in the blanks with one of the following words, use the correct verb-form.

1. on the recommendation of  6. a brief outline of the terms
2. to have close contacts  7. good prospects for
3. competitive freight rates  8. to check one's standing
4. a 5% commission on cif values  9. a number of enquiries
5. to make purchases on our own account  10. count on

1. We contacted you________ the Regional Office of the Department of Trade.
2. We have been in this trade for a long time and _____with major distributors both here and overseas.
3. We would like to give you ______we work on.
4. We can offer you most ______for shipment.
5. At present the product is little known here and we cannot_________ regular sales.
6. Our standard practice is to allow an agent_________.
7. There are ________the sale of your confectionery in our country.
8. We have recently received ________for you stainless steel cutlery.
9. You may ________with our Bank, Sidney branch of Westminster Bank.
10. As the market is not established here we do not feel able to ________.

**Exercise 3**

**Complete the following sentences**

1. In accordance with the terms of the contract the agent (представляет ежемесячные отчеты о продажах).
2. We make this proposal hoping that you (будете размещать твердые заказы) when the market is established.
3. You send us payments due (за вычетом расходов и ваших комиссионных).
4. The agent has been working in this (отрасли) for 10 years and (имеет тесные контакты) in the market.
5. The agent can arrange freight, and also (производить таможенную очистку груза).
6. Major forwarding agents can offer you most (выгодные фрахтовые ставки).
7. If you are interested in this offer we (можем заверить Вас в первоклассном обслуживании).
8. Our usual practice is (работать на условии комиссионных) at the rate of 5 % (от цен сиф).
9. You (можете получить информацию о нашем финансовом положении) with our bankers of the Moscow branch of National Abbey Bank.
10. We (размещаем заказы для наших Принципалов) with our suppliers, and all our customers (расплачиваются напрямую) with the manufacturer.

**Exercise 4**

**Fill in the gaps with the prepositions**

1. As we have dealt _____these forwarding agencies ______a number _______years we can offer you their most competitive rates _____shipment.
2. We arrange freight facilities _____our clients and handle consignments ______the factory _______the port _______the importer’s country.
3. Usually we deal ______a consignment basis, operating ______a 10% commission _____cif values.
4. If you are interested our offer I suggest you send us a trial delivery sale a consignment basis.
5. There is an increasing demand precision instruments your country, so do not hesitate to contact us any more information.
6. As present it is little known here about your product, we cannot count regular sales and therefore we do not feel able to make purchases our own account.
7. Our bankers are the Dublin branch Natwest whom you may check our standing.
8. Generally, we place orders our principals our suppliers, and all our customers settle direct the principals.
9. The agent will be allowed a commission the rate 10% as it was stipulated the contract.
10. We have been this trade ten years and have close contacts major manufacturers here and overseas.

Exercise 5
Translate the following sentences into English

1. По рекомендации Торговой палаты мы связались с агентством в Дублине, которое работает на рынке косметических товаров и имеет тесные контакты с розничными торговцами.
2. Прежде чем направить Вам проект соглашения, мы хотели бы, чтобы Вы кратко сообщили нам об условиях, на которых Вы работаете.
3. Экспедиторская фирма давно работает на рынке, поэтому ей удаётся получать выгодные фрахтовые тарифы.
4. Мы уверены, что существуют хорошие перспективы для продаж Ваших товаров у нас в стране, и рассчитываем на Ваши постоянные заказы.
5. Мы оплачиваем все затраты клиентов, организуем страховку, а также фрахтуем тоннаж.
6. Обязанность агента - производить транспортную обработку груза своих клиентов.
7. Мы готовы только на пробную поставку, т.к. не уверены, что существует сложившийся рынок для наших товаров.
8. Мы подтверждаем получение Вашего пробного заказа и заверяем Вас в первоклассном обслуживании: Ваш заказ будет отгружен через 5 дней.
9. Агент должен предоставлять ежемесячные отчеты о продажах.
10. Наши фирма работает в этой области более 10 лет и имеет тесные контакты с основными производителями.
Section 3

Read, translate and discuss the letters

Letter 6

Dear Sirs

Our bankers inform us that you require an agent to assist in marketing your handmade carpets in our country, and subject to satisfactory arrangements as to terms and conditions, we should be pleased to represent you.

As manufacturers and distributors of over twenty years' standing in the UK we have thorough knowledge of the market, an extensive sales organization and well-established connections with wholesalers and retailers here and in other countries.

It is only right to mention that we are already acting as sole representatives of several East European countries. We have spacious showrooms in major cities and feel that prospects for your carpets, especially for those intended for the up-market are excellent. Adequate publicity would of course be necessary.

Before committing ourselves, however, we shall require details of your proposals for commission and terms of payment, and also some idea of the amount you are prepared to invest in initial publicity. We look forward to receiving this information from you very soon.

Yours faithfully

M. Southern
Manager

Questions:
1. How did a prospective agent learn that the manufacturer was looking for an agent?
2. What are the selling points of the agent? Will they appeal to a prospective principal?
3. What type of agency does he handle? What countries does he represent at present?
4. What information does the agent require before committing himself?

Letter 7

Dear Mr. Southern

We are pleased to learn from your letter of 1 March, 20 that you will consider an appointment as our agent. We are sending you a copy of our complete catalogue of our handmade carpets. The published prices quoted are subject to the usual trade discounts.

The commission at present allowed to our other agents is 10% on the invoice
value of all orders, payable quarterly, and we offer you the same terms. We presume your customers would be able to settle their accounts direct with you on a cash against documents basis.

Regarding publicity, we feel that perhaps an initial expenditure of £ 2500 or thereabouts, to cover the first three months, would be reasonable, but as we are not familiar with conditions in your country, this is a matter on which we would welcome your views.

In anticipation of your accepting our proposals we enclose two copies of our standard agency contract. Please, add your signature to mine on both copies and return one copy to us.

Yours sincerely
P. Ivanov

Questions:
1. What information did the prospective agent receive from the principal? What discounts are the prices subject to?
2. What commission will the agent be entitled to?
3. How does the Prospective Principal think the customers will settle their accounts?
4. What amount will be invested in initial publicity?

- Sum up the exchange of letters 6 and 7.
- Act the situation: Discuss with Mr. Southern the possibility of his acting as a sole agent for the sale of handmade carpets.

**VOCABULARY**

- to assist in marketing products: помочь в продаже товаров
- to be pleased to represent a company subject to satisfactory arrangements: иметь удовольствие / быть готовым представлять фирму, если условия будут приемлемые
- to be distributors of over twenty years' standing: заниматься сбытом свыше 20 лет
- thorough knowledge of the market: глубокое знание рынка
- extensive sales organization: широкая торговая сеть
- well-established connections: хорошие связи
- spacious showrooms in major cities: просторные демзалы в крупнейших городах
- before committing oneself: прежде чем связать себя обязательствами
- to have some idea of the amount: знать (иметь представление) о примерной сумме
- to invest in initial publicity: вложить (деньги) в рекламную кампанию на начальном этапе
- complete catalogue: полный каталог
the price is subject to trade discounts
commission on the invoice value of all orders
to settle/clear accounts on a cash against documents basis
initial expenditure of... or thereabouts

EXERCISES

Exercise 1
Give the English equivalents

Letter 6: мы можем помочь Вам в продаже ваших товаров; заниматься сбытом свыше 20 лет, хорошее знание местного рынка; широкая торговая сеть; хорошие связи с оптовиками и розничными торговцами; просторные демзалы в крупнейших городах; связать себя обязательствами; иметь представление о сумме; вложить (деньги) в рекламную кампанию на начальном этапе.

Letter 7: полный каталог; цены подлежат обычным торговым скидкам, наша комиссия составляет 10% со всех счетов-фактур; расплачиваться напрямую на условиях «наличные против документов», первоначальные затраты составляют £2500 или около того.

Exercise 2
Fill in the blanks with one of the following words, use the correct verb-form

1. thorough knowledge of the market
2. to be subject to
3. on the invoice value
4. to settle their accounts
5. to invest in initial publicity
6. selling points
7. to assist in marketing
8. an extensive sales organization
9. the commission
10. on a cash against documents basis
11. before committing oneselves
12. well-established connections

1. We require an agent ______your publications.
2. We need to know the details of the terms you work on_________.
3. We would like to have some idea of the amount you are prepared___________.
4. One of the strong_______ of an agent are ________with retailers.
5. As distributors of over twenty years' standing in the trade we have ________and_________
6. All prices_______ usual trade discounts.
7. ________at the rate of 10% is allowed ________ ______of all orders.
8. Your customers _______ direct with you_____.

**Exercise 3**

**Complete the sentences**

1. Regarding publicity, we feel that perhaps (первоналаые затраты в размере $6000 или что-то около этого) to cover the first five months would be reasonable.
2. The commission we allow to all our agents is 12% (со всех счетов фактур полученных заказов).
3. We expect our customers (расплачиваться) direct with you (на условиях «налличные против документов»).
4. The prices quoted (подлежат) usual (торговым скидкам).
5. We are acting as a sole agent for a few East European companies, we have (просторные залы) where your products can be displayed (самым выгодным образом).
6. We feel that (перспективы) for your confectionery, especially for that (предназначенных dla) the up-market are excellent.
7. We confirm that we are ready (назначить) you our (монопольными агентами) for the sale of our products in your country.
8. We would be pleased to represent you (если Вы примите наши условия).

**Exercise 4**

**Fill in the gaps with prepositions**

1. We feel that prospects _____your publications, especially _____those intended _____the student market, are excellent.
2. _____committing ourselves, however, we shall require details _____your proposals _____commission and terms _____payment.
3. As distributors _____twenty years' standing _____the trade we have thorough knowledge _____the market and well established connections _____booksellers
4. The commission _____present allowed _____our other agents is 10% _____the invoice value _____all orders.
5. We presume your customers would be able to settle their accounts _____you _____a cash _____documents basis.
6. We would appreciate it if you give us some idea _____the amount you are ready to invest _____initial publicity.
7. We are not familiar _____the market conditions _____your country, this is a matter _____which your views would be welcome.
8. Please find enclosed a copy _____our complete catalogue _____publications.
Exercise 5
Translate the following sentences into English

1. Как дистрибьюторы, много лет работающие в этом бизнесе, мы хорошо знаем рынок, у нас есть хорошие связи с оптовиками и розничными торговцами.

2. Польская Торговая палата сообщила нам, что Вам требуется помощь агента в продаже Ваших товаров.

3. Мы будем рады представлять Вас на нашем рынке при условии, что все пункты соглашения окажутся приемлемыми.

4. Все цены в нашем последнем каталоге подлежат торговой скидке в 20%.

5. Мы хотели бы иметь представление о сумме, которую нужно вложить в первоначальную рекламную кампанию.

6. Прежде чем мы свяжем себя обязательствами, нам нужно иметь подробную информацию об условиях, на которых Вы работаете, а также о размере комиссионных.

7. Комиссия в размере 10 % от всех продаж, так же как и фиксированный (гарантированный) минимум, о котором мы договорились, выплачивается поквартально.

8. Мы полагаем, что первоначальные затраты в размере $3000 приемлемы.
PART III
CONSOLIDATION

Compose letters in English, using the useful expressions given below

1. An import agent thinks his foreign suppliers’ fixed prices are too high for the market, and competitors are winning customers from him. Write to the suppliers making suggestion for reduced prices or freedom from fixed prices.

2. Your firm has been exporting optical instruments, eye glasses and lenses to many countries but never to any East-European countries. You wish to appoint a main agent in Russia. The name of a distributor was given to you by the Russian Chamber of Commerce and Industry, write to him and offer the agency stating your terms you operate on.

3. You are a manufacturer of office furniture and equipment. Your range sells well in your country and you think of entering an overseas market but you need an agent to help you to promote your product. Find an agent and write to him. Make sure that your offer will appeal to the agent. Describe the best selling points of your product, also state the terms you operate on with an agent.

4. Your are an agent. At the International Fair you saw Swedish mechanical garden tools which you believe will be popular in your country. Write a letter to the manufacturer offering your service as their agent in your country. Point out the strong selling points of your agency such as:
   1. ............
   2. ............
   3. ............
   Also give him an idea of the terms you operate on when representing a foreign supplier.

5. You represent a company who are in the process of discussing the terms of your agreement with the agent. Write a letter to your prospective agent stating the usual terms you deal on with agents (a sort of a draft contract).

6. A general import agent dealing with hardware goods wishes to hanging an English firm’s plastic ware. Write a letter for the agent making an offer of services and quoting terms.

7. Send a report on market conditions from an agent to a foreign exporter. Give information on the types of goods in demand, competition and prices.

8. An export manufacturer is dissatisfied with the sales of his sole agent in a foreign country and is receiving insufficient news. Write a letter asking for action.

USEFUL EXPRESSIONS

Agency applications

Openings

1. We should be glad if you would consider our application to act as agents for the sale of your...
2. We are acting as agents for a number of American publishers and are wondering whether your firm is represented in ...
3. We thank you for your letter of... enquiring whether our firm is represented in...
4. We have received your letter of... and shall be glad to offer you a sole agency for the sale of our products in ...

**Endings**
1. We hope our handling of this first order will lead to a permanent agency.
2. I hope to hear favourably from you and feel sure we should have no difficulty in arranging terms.
3. If you give us the agency we should spare no effort to further your interests.
4. If you are interested we can give you first-class references.

**Agency appointments**

**Openings**
1. Thank you for your letter of ... offering us the sole agency in ... for your manufactures.
2. We thank you for your letter of ... and are favourably impressed by your proposal for a sole agency.
3. We thank you for offering us the agency in ... for your products and appreciate the confidence you have placed in us.

**Endings**
1. We already represent several other manufacturers and trust you will allow us to give you similar service.
2. We accept your terms and conditions as set out in the draft agency agreement and look forward to a happy and successful working relationship with you.
UNIT VII. CLAIMS

PART I
INTRODUCTION TO SUBJECT

No matter how good our intentions and efforts might be there are bound to be occasions when it is necessary to deal with a complaint, or even make one.

Complaints are often received by companies who ship consignments abroad. These complaints are sometimes about the quantity of goods received. Perhaps not enough goods were sent, perhaps too many. And sometimes it is a complaint that the wrong goods were sent.

Often there are complaints about inadequate packing, which can cause damage to the goods. Sometimes the complaint is about inferior quality. Buyers in this case often complain that the goods are not up to standard. There may be a discrepancy between the description of the goods in the brochure and the goods, which actually arrived.

A complaint may be about a delay in shipment, although companies often have a penalty clause in their contract to protect them against loss from delay.

Complaints about damage are usually the business of insurance companies, but if the damage is caused by the negligence of the packers, then the insurance companies will not accept responsibility.

When there is a complaint that the wrong goods were sent, or too many, or too few then it is always necessary to check the packing list for the cases, as well as the invoice. Then the agent must investigate what happened. The goods may still be at the port of loading. But the buyer cannot wait for the agent's report. He usually insists on replacements as soon as possible.

Bad, inferior or inadequate packing may cause damage to goods in transit. The buyer may accept damaged goods if the supplier offers a discount, but if the goods are badly damaged they may be unsalable and in this case the buyer will demand replacements.

If the delay is very long the buyer may cancel the order, and there may be great loss to both suppliers and buyers.

Sellers most frequently make claims on Buyers because of default of payment.

It should be a point of honour with a firm never to blame its employees when writing replies to complaints: the firm has undertaken the work and the staff are part of the firm, therefore the firm itself is at fault and must take the consequences.

It would be wrong policy to reject the claim off-hand.

The responsible party must carefully explain why the claim is declined and try to persuade the dissatisfied party to withdraw the claim.

If the contract is infringed and the parties in dispute cannot reach mutual understanding, i.e. cannot settle the matter amicably then commercial disputes are settled by arbitration. When the parties refer their disputes to the
Arbitration Commission each party chooses its arbitrator from among the members of this Commission. If the arbitrators fail to come to terms they appoint an umpire, another member of the same Commission.

Then the case is heard before a tribunal comprising two arbitrators and one umpire. The award is made by a majority vote.

The award of the Arbitration Commission is final and binding upon both parties.

**POINTS TO REMEMBER**

1. Minor complaints can be faxed or emailed, but use letters when dealing with more serious ones.
2. Before writing a letter of complaint, make sure you have got your facts right.
3. Complaints are not accusations, they are requests to correct mistakes or faults. They should be written remembering that the supplier almost certainly wants to put things right.
4. Never make the complaint personal (e.g. your mistake, your fault, you are to blame). Use an impersonal tone (e.g. the mistake, it must have happened because..., the error).
5. When answering a complaint, thank your customer for pointing out the problem. If the complaint is justified, explain how the problem occurred and how you intend to deal with it.
6. If you need more time to investigate the complaint, tell your customer.
7. If the complaint is unjustified, politely explain why, but sympathize about the inconvenience it has caused.

**QUESTIONS**

1. What complaints can the Buyers make against the Suppliers?
2. What may happen if there is a discrepancy between the goods sent and their description on the invoice?
3. Who usually deals with complaints about the damage to the goods?
4. In what case do insurance companies refuse to compensate for the damage?
5. What should the Suppliers do if there is a complaint about delivery of the wrong goods?
6. When can a contract be cancelled? Who is to recompense for the losses?
7. When are cases settled in arbitration?
**VOCABULARY**

claim

to acknowledge, admit a claim

to make a claim on/against sb for sth

to settle a claim

to submit a claim to

to reject a claim

to withdraw a claim

justified, well-grounded claim

unjustified, groundless claim

to claim compensation for the loss/to claim damages

to cause damage to the goods

the goods are up to standard

substandard/faulty goods

*Compare:* damaged, defective goods

discrepancy

penalty clause

negligence

through sb's negligence

to accept/take responsibility

packing list

in transit

default of/in payment

**to undertake**

**to undertake the work**

**to undertake to do sth**

the firm itself is at fault

responsible party/ respondent, defendant

dissatisfied party/plaintiff, claimant

to infringe/break a contract

infringement/breach of a contract

gross infringement

to reach mutual understanding

dispute

претензия, рекламация, иск

признать законность претензии, иска

предъявить претензию кому-л. на что-л.

урегулировать претензию

передать претензию кому-л.

отклонить рекламацию

забрать, отказатьься от своей претензии

справедливая, обоснованная претензия

несправедливая, необоснованная претензия

требовать возмещении убытков

вызвать повреждение товара

товар соответствует, отвечает стандарту

некондиционный товар

поврежденный, дефектный товар

несоответствие

пункт о штрафах

халатность, недосмотр

по чьей-л. халатности

взять на себя ответственность

упаковочный лист

в пути

отказ от уплаты, невыполнение (денежных)

обязательств

предпринимать, брать обязательства

браться за работу/поручение

взять обязательства сделать что-л.

фирма сама виновата

сторона ответчик

неудовлетворенная сторона, истец

нарушить контракт

нарушение контракта

грубое нарушение

прийти к взаимопониманию

спор, конфликт
to settle a dispute by arbitration
решить спор в арбитраже

to settle a dispute amicably (in a friendly/amicable way)
решить спор дружески

to refer a dispute to arbitration/ the arbitration commission
передать спор в арбитраж

arbitration
арбитр

arbitrator
суперарбитр

umpire
судья

to come to terms/to come to an agreement/arrangement/to agree on
договориться, прийти к соглашению

the award of the arbitration commission is final and binding upon both parties
решение арбитражной комиссии окончательно и обязательно для обеих сторон

the award is made by a majority vote
решение принимается большинством голосов

EXERCISES

Exercise 1
Give the English equivalents

Послать не тот товар; плохая упаковка может вызвать повреждение товара в пути; претензия на низкое качество; товар не соответствует стандарту; существует несоответствие между товаром и его описанием; пункт о штрафе (за невыполнение договора); жалоба на задержку в поставке; принять на себя ответственность за недосмотр/ халатность рабочих в порту погрузки; упаковочный лист; предложить скидку; потребовать замену товара; аннулировать заказ; большие убытки для поставщиков; предъявить претензию покупателю за невыполнение финансовых обязательств; взять на себя обязательства ускорить поставку; отвечать/нести ответственность за последствия чего-л.; отклонить претензию тотчас (сходу); неудовлетворенная сторона; отозвать претензию; нарушить контракт; назначить суперарбитра; решение принимается большинством голосов; решение арбитражной комиссии окончательно и обязательно для обеих сторон
Exercise 2
Fill in the blanks with one of the following words, use the correct verb-form

1. to change the wording
2. to take the consequences
3. to refer the matter to arbitration
4. faulty packing
5. complaints
6. the damage to the goods
7. to claim damages
8. to investigate
9. to be at fault
10. negligence or carelessness
11. to support a claim on your suppliers

1. No supplier likes to be accused of _______which is often what a complaint about packaging amounts to.
2. _______must be carefully worded so as not to give offence.
3. The surveyor considers _______is due to______.
4. We will hold the goods in case you need them ___________for compensation.
5. If you __________express regret and admit it.
6. Your complaint ________and a full reply will be sent later.
7. They are sure ___________for loss of revenue.
8. They will have ___________if they do not admit the claim as justified.
9. I suggest we _____________of the penalty clause.
10. The parties settled the dispute amicably without___________.

Exercise 3
Complete the following sentences in English

1. The goods should be replaced, (они не отвечают стандарту).
2. (Они отказались взять на себя ответственность) for the discrepancy between the delivered goods and the samples.
3. The breakdown occurred (из-за халатности рабочих).
4. Do you think they (предъявят претензию судоходной компании)?
5. Try to persuade (истца забрать свою претензию).
6. Does the draft contract provide for (punkt o штрафах)?
7. The Sellers made a claim on the Buyers (за отказ от оплаты).
8. The tribunal comprises (из двух арбитров и одного суперарбитра).
9. We appointed an arbitrator (из числа членов арбитражной комиссии).
10. If (контракт нарушен), a claim is made by the (неудовлетворенной стороной).

Exercise 4
Fill in the blanks with prepositions

1. Make sure that disciplinary action is taken _______those who are responsible _____sending the wrong goods.
2. The goods are not_______ _____standard, they are ____inferior quality.
3. Replacement will be sent ____you ____the first flight available.
4. What reason did they give _______ rejecting the claim ______hand?
5. The arbitrator was chosen _____ _____ the members _____ the arbitration commission.
6. We undertake to enquire _____ the causes _____ the damage.
7. Can the infringement _____ the contract result _____ its cancellation?
8. Have they come _____ terms _____ the umpire?
9. The firm is _____ fault as they failed to make _____ an L/C _____ time.
10. A penalty clause _____ the contract protects the Buyers _____ loss _____ delay.
11. Their default _____ payment resulted _____ litigation.
12. Are we protected _____ loss _____ pilferage _____ the port _____ discharge?

**Exercise 5**
Translate the following sentences into English

1. Товар не пригоден для продажи, Вы должны прислать нам замену.
2. — Решение принимается большинством голосов? — Да, и оно окончательно и обязательно для обеих сторон.
3. Вы нарушали пункт контракта о поставке, поэтому вам придется отвечать за последствия.
4. Поскольку стороны не пришли к взаимопониманию (не смогли урегулировать вопрос дружески), спор был передан в арбитраж.
5. Страховая компания не компенсирует убытки, т.к. повреждение произошло из-за недосмотра (халатности) рабочих.
6. Несоответствие между описанием товара в счете и самим товаром может привести к задержке в поставке, поскольку он (товар) не пройдет таможенную очистку вовремя.
7. Упаковка должна быть соответствующей, чтобы не допустить повреждения товара.
8. Упаковочный лист должен быть вложен в каждый контейнер/ящик.
9. Поскольку повреждение товара произошло в пути, вам следует предъявить претензию перевозчику.
10. Претензию признали справедливой.
11. Нам удалось уговорить истца отозвать свою претензию.
12. Мы настаиваем, чтобы вы заменили некондиционный товар в течение двух недель. Это уже не первое нарушение контракта. В противном случае нам придется подать иск.
13. Товар в последней партии низкого качества. Мы ожидаем, что Вы вышлете замену ближайшим рейсом парохода.
14. Не думаю, что они тотчас (сходу) отклонят нашу претензию,
ссылаясь на то, что она необоснованна.
16. Они обещал (взяли обязательства) разобраться в причинах повреждения партии груза.
PART II
CORRESPONDENCE RELATING TO CLAIMS
Section 1

Read, translate and discuss the letters

Letter 1

Dear Sirs,

After carefully examining the sawn goods supplied under our order of 18 October, we must express surprise and disappointment at their quality. They certainly do not match the samples on the basis of which the contract was signed. Some of the boards are of the wrong sizes and we cannot help feeling there must have been some mistake in making up the order.

The sawn goods are quite unsuited to the needs of our customers and we have no choice but to ask you to take them back and replace them by sawn goods of the quality ordered. If this is not possible, then I am afraid we shall have to ask you to cancel our order.

We have no wish to embarrass you and if you can replace the goods we are prepared to allow the stated time for delivery to run from the date you confirm that you can supply the goods we need.

Yours faithfully
R. Fairfax

Questions:
1. What do the buyers think of the delivery under their order of 16 October?
2. How do the buyers explain the inadequacy of the sawn goods?
3. What is the buyers’ request? What is the alternative?

Letter 2

Dear Fairfax

We very much regret to learn from your letter of 5 May that you are not satisfied with the sawn goods supplied to your order No.32/8.

From what you say it seems possible that some mistake has been made in the selection of the goods meant for you and we are arranging for our Mr. Kulikov to call on you later this week to compare the goods supplied with the samples from which you ordered them.

It is found that our selection was faulty, then you can most certainly rely on us to replace the goods. In any case, we are willing to take the sawn goods back and, if we cannot supply what you want, cancel your order, though we should do this reluctantly since we have no wish to lose your custom.

Yours sincerely

N. Ivanov
Questions:
1. Do the Sellers believe the goods were delivered by mistake?
2. What do they intend to do about the wrong-delivered goods?
3. Do you think the Buyers will cancel their order?

Letter 3
Buyer’s complaint

Dear Sirs

We regret to report that the consignment of cotton shirts dispatched on 26 June to our order No 328 was delivered to us yesterday in a very unsatisfactory state. It was clear that two of the cases (Nos. 4 and 7) had been tampered with and upon checking the contents we found that case No 4 contained only 372 shirts and case No 7 only 375 instead of the four hundred invoiced for each. Before reporting the matter to the railway we would be glad if you would confirm that each of these cases did in fact contain the invoiced quantity when they left your warehouse.

At the same time we should like you to replace the fifty-three missing shirts with others of the same quality.

You will no doubt yourselves be claiming compensation from the railway, in which case we shall be glad to assist you with any information we can give you. Meanwhile we are holding the cases and contents for inspection.

Yours faithfully

Questions:
1. What is wrong with the consignment under Order No 328?
2. What do the Buyers want to make sure of before reporting the matter to the railway?
3. Do the Buyers need any replacements?
4. What are the Buyers going to do with cases Nos. 4 and 7?

Letter 4
Complaint of non-delivery

Dear Sirs

Our Order No. VC 58391

We are writing to you with reference to the above order and our letter of 22 May in which we asked you when we could expect delivery of the 60 engines you were to have supplied on 3 June for an export order.

We have tried to contact you by phone, but could not get anyone at your factory who knew anything about this matter.
It is essential that we deliver this consignment to our Swedish customers on time as this was an initial order from them and it would give an opening in the Scandinavian market. Our deadline is 28 June, and the lorries have been completed except for the engines that need to be fitted. Unless we receive the components within the next five days, the order will be cancelled and placed elsewhere. We should warn you that we are holding you to your delivery contract and if any loss result because of this late delivery we will be taking legal action.

Yours faithfully

Questions:
1. Is this the first reminder of non-delivery?
2. What is the export order for?
3. Why are the Buyers pressing for urgent delivery?
4. What are the Buyers’ intentions if they fail to get the delivery in due time?

Letter 5
Reply to complaint of non-delivery

Dear Sirs

Thank you for your letter of 6 June concerning your order No VC 58391 which should have been supplied to you on 3 June.

First let us apologize for your order not being delivered on the due date and for the problems you have experienced in getting in touch with us about it. But as you may have read in your newspaper we have experienced an industrial dispute which has involved both administrative staff and employees on the shop floor, and as a consequence has held up all production over the past few weeks.

However I can tell you that the dispute has been settled and we are back to normal production. Nevertheless there is a backlog of orders to catch up on, but we are using associated of ours to help us fulfill all outstanding commitments; your order has been given priority, so we should be able to deliver the engines before the end of this week..

May I point out, with respect, that your contract with us did have a standard clause stating that delivery dates would be met unless unforeseen circumstances arose and we think you will agree that a dispute is an exceptional circumstance. However we quite understand your problem and will allow you to cancel your contract if it helps you to meet your own commitments with your Scandinavian customers. But we will not accept any responsibility for any action they may take against you.

Once again let us say how much we regret the inconvenience this delay has caused and emphasize that it was due to factors we could not have known about when we accepted your delivery dates.
Please phone or fax us letting us know if you wish us to complete your order or whether you prefer to make other arrangements.

We look forward to hearing from you within the next day or so.

Yours faithfully

Questions:
1. Why did the Suppliers fail to meet the delivery dates?
2. What actions have the Suppliers taken to meet their commitments?
3. Do the Suppliers hold themselves responsible for the problems their Buyers face in delivering their consignment of lorries to the Scandinavian customers?
4. But why will the Suppliers not accept any responsibility for any action the Scandinavian customers may take?
5. What is the Suppliers’ suggestion about the fulfillment of the order?

- Sum up the exchange of letters.
- Act the situation:
  1. Phone the Suppliers and clear up the position of your order for engines.
  2. Phone Mr. Fairfax, try to settle the matter concerning the delivery of the wrong goods (if necessary offer a discount).

**VOCABULARY**

sawn goods - пиломатериалы
to match the samples/to be up to sample, as per sample - соответствовать образцу
to sell by sample - продавать по образцам
to lose one's custom ant. to welcome one's custom - потерять клиента (в чьем-л. лице)
to compare how do these models compare? - сравнивать чем отличаются эти две модели?
to compare favorably with ... contents (pi.) - выгодно отличаться от ... содержимое, содержание
to tamper with the document has been tampered with - трогать, портить, (тайно) изменять, подделывать, искажать документ подделан
to hold sb to sth components - требовать от кого-л. соблюдения чего-л.
backlog - комплектующие задолженность (по выпуску продукции), резерв, запас, портфель заказов
to give priority to sth
уделять первостепенное внимание чему-л.
to give top priority to sth
выполнить в первую очередь
to meet (one's own) commitments with sb
выполнить свои обязательства перед кем-л.

EXERCISES

Exercise 1
Give the English equivalents

Letter 1: по заказу № A808; выражать удивление и разочарование по поводу качества; не соответствовать образцу, на основании которой был подписан контракт; доски не того размера; выполнить заказ; не соответствовать/не удовлетворять чьим-л. потребностям; подтвердить дату поставки.

Letter 2: произошла ошибка в отборе товаров; сравнить товар с образцом; Вы можете рассчитывать, что мы заменим товар; предоставить скидку с неохотой; мы не хотим лишаться такого клиента, как Вы.

Letter 3: в крайне неудовлетворительном состоянии; ящик вскрыт (без разрешения); количество, указанное в счете (фактуре); недостающий товар; требовать компенсацию у администрации ж/д; помочь кому-л в получении необходимой информации.

Letter 4: со ссылкой на вышеуказанный заказ; связаться с кем-л. по телефону; дать возможность выхода на скандинавский рынок; крайний срок; получить комплектующие в течение 5 дней; требовать от кого-л. соблюдения сроков поставки.

Letter 5: производственный конфликт; рядовые работники; задержать производство; производство нормализовалось; ликвидировать отставание по выполнению заказов; выполнять обязательства; уложиться в даты поставки; возникли непредвиденные обстоятельства.

Exercise 2
Fill in the blanks with one of the following words, use the correct verb-form

1. to assist sb with 7. to meet our own commitments with our Suppliers
2. backlog of orders 8. sawn goods of the wrong size
3. to cause inconvenience 9. to tamper with damages
4. to claim compensation for the 10. the unforeseen circumstances remain in force
5. to compare favourably with reference to your claim
6. invoiced quantity

1. Take security measures so that the files not_________.
2. The ____________were delivered to you by mistake.
3. Please write if we can _______ any information to support your claim.
4. We recommend you _______ from the Carriers as the damage occurred when the goods were at their risk.
5. _______ for non-delivery of the components under order No. VIP 88 we would like to inform you that....
6. We spare neither effort nor time to catch up with the _______.
7. We regret to inform you but we cannot extend your credit as we have ________.
8. The delivery time can be extended for a period equal to that during which ________.
9. We apologize for the ________ to you.
10. From the pricelist enclosed you will see that our prices ________ with those of our competitors.
11. There is a discrepancy between the ________ and the quantity received.

Exercise 3
Complete the following sentences in English

1. We will not charge you extra for the installation as (не хотим терять в Вашем лице заказчика).
2. The balance sheet (подделан).
3. We advised them that we were going to (требовать компенсации убытков).
4. They persist that they (не уложились в даты поставки) due to circumstances beyond their control.
5. (Мы ни в коем случае не несем ответственность за действия) they may take against you.
6. We are doing our utmost (чтобы ликвидировать задолженность по заказам).
7. (Производство нормализуется) as soon as the industrial dispute is settled.
8. We are working day and night (чтобы уложиться в крайний срок).
9. No doubt you appreciate that this will help us (выполнить наши обязательства перед нашими клиентами).
10. (Если комплектующие не будут получены в течение недели) we will take legal action.

Exercise 4
Fill in the blanks with prepositions

1. The goods delivered _______ mistake will no doubt be returned _______ our account.
2. Can we rely _______ your giving us a discount _______ the faulty goods if we decide to retain them?
3. _______ checking the contents we found that the articles were quite unsuited _______ the needs _______ our customers.
4. The signature _________the document has been tampered _________.
5. The goods arrived ______ the Buyer's premises _______a very unsatisfactory state.
6. We are writing ______ you _______reference _____the above order.
7. We have tried to contact_______ you _______phone but nobody ______your factory knew anything _______it.
8. That order _____"Schwartz Gmbh" gave us an opening ______the German market.
9. As this hold ____might result _______suspension _______production we are holding you _______your delivery programme.
10. The industrial dispute was settled _______last week and now we are____ ____normal production.

Exercise 5
Translate the following sentences into English

1. Пожалуйста, проследите за тем, чтобы пиломатериалы соответствовали образцам, на основании которых был подписан контракт.
2. Неужели произошла ошибка в выполнении заказа?
3. Если некондиционный товар не будет заменен, заказ будет аннулирован.
4. Не может быть, чтобы они были не удовлетворены качеством товаров, поставленных по этому контракту.
5. Мы готовим отправку запчастей в начале следующей недели.
6. Наша последняя модель выгодно отличается от предыдущей.
7. Они с неохотой признали, что отбор товаров был неправильным (ошибочным).
8. У нас нет другого выбора, как только аннулировать заказ.
9. - Какое количество было заявлено в счете? - Точно не помню. Лучше проверь по документам.
10. Товар, прибывший на днях, (находится) в крайне неудовлетворительном состоянии и не может быть предложен в розничную продажу даже со скидкой.
11. Хотя у нас и есть задолженность по заказам в связи с недавней забастовкой, которая отрицательно сказалаась на производственной программе. Ваш заказ будет выполнен в первую очередь.
Section 2

Read, translate and discuss the letters

Letter 6

5th December, 20_

Dear Sirs

MV 942/BRITISH SECURITY - B/L dated 24th September, 20____
With reference to your letter dated 28th November, 20... in connection with the demurrage claim on the above vessel, we enclose herewith copies of Letters of Protest from the Master regarding the delay and the restrictions imposed on this vessel in discharge of the cargo due to the failure to provide adequate discharge facilities.
We trust this information will enable you to settle the original claim.

Yours faithfully
NAFTA (G.B.), LTD.

Questions:
1. The letter is a claim on the port authorities, isn't it?
2. What is the nature of the original claim?
3. What is the purpose of writing this letter?

Letter 7

5 September, 20___

Rasnoimport
Smolenskaja - Sennaja 32/34
Moscow
Russia

OFFICIAL CLAIM

Dear Sirs

Contract No: 12.979 lot 1
We hereby claim for a weight difference of 1825 kg Nett value £991.30 (nine hundred and ninety-one pounds and thirty pence), from the following consignment shipped from Ventspils to Antwerp per MV Hella.
   Bill of Lading No. 4 dated 11 August 20...
   Vessel date of arrival at Antwerp 14 August 20...
   Advised 5346 Ingots Gross 195000 kg Nett 195 000 kg
   Received 5346 Ingots Gross 193890 kg. Nett 193 175 kg
   The agent of Antwerp, Messrs C Steinweg BV, Outland 26, B2030 Antwerp, has weighed the consignments at Antwerp docks, and established a total received Gross Weight of 193 660 kg
The consignment was weighed again, on arrival at the consignee's premises, under the supervision of a recognized neutral weigher and sampler, Messrs Nieberding & Fils, where they have established the following received weights/details.

5346 Ingots

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Gross</td>
<td>193,890</td>
</tr>
<tr>
<td>Tare</td>
<td>715</td>
</tr>
<tr>
<td>Nett</td>
<td>193,175</td>
</tr>
<tr>
<td></td>
<td>= 1,825 kg Short weight</td>
</tr>
</tbody>
</table>

Both Messrs Steinweg and Nieberding assert that all 5346 Ingots as advised (except for the weight), were received, in apparent good condition, intact, and with no evidence that the consignment had been tampered with or that any pilferage had taken place.

We enclose in support of this claim:
1) Our Debit Note in respect of weight difference
2) Weigher's report issued by C Steinweg BV
3) Copy of Insurance Surveyor's report issued by Broeck & Co.

You will observe from the enclosed documents that the cause of the short weight can only be attributable to short shipment or misweighing prior to shipment.

We look forward to the early settlement of this claim, either by bank transfer to our Sterling Account at CL Bank or if you prefer, by a deduction from our next payment.

Yours faithfully

Metramet Limited

Questions:
1. What do Metramet Limited make a claim on Raznoimport for?
2. In what way do Metramet Limited bear out their claim?
3. Was the consignment tampered with? What can the short weight be attributed to then?
4. How would they like their claim to be settled?

Letter 8

1st July, 20_

Russian Wood Agency Limited

For the attention of Mr. O.S. Andreev:

Dear Sirs

Kaliningrad/Ellesmere Port

s.s. "KRASNOBORSK"

For your information we attach hereto the correspondence we have made with Buyers concerning a claim for shortage of 1 package against the above shipment.

We shall only revert to you on this matter if we hear further from Buyers.
Yours faithfully  
For Hallam Ramsay & Co.Ltd.  
G.G.J. Snow

Letter 9

28th June, 20_

Hallam Ramsay & Co. Ltd.,  
51 Aldwych,  
London  
Dear Sirs

s.s. "KRASNOBORSK", Kaliningrad/Ellesmere Port  
This is to advise you that we have one package missing from the above vessel and enclose a copy of the claim sent to Herbert Watson and The Black Sea and Baltic General Insurance.

Yours faithfully  
W.F. Hollway &Bro. Ltd.

Letter 10

28th June, 20_

Owners of s.s. "KRASNOBORSK",  
Herbert Watson & Co. (Shipping) Ltd.,  
Furness House,  
Port of Manchester,  
Manchester  
Dear Sirs

Our Claim Ref. No. 3/85  
s.s. "KRASNOBORSK", Kaliningrad/Ellesmere Port  
We refer to B/L No. WH6 shipped per the above vessel which was delivered to our customer A.H. Letheren Ltd., 36 St. Anne St., Liverpool.

They have never received package No 1 50 x 125 U/S Whitewood containing 53.29 m$^3$. They did, however, receive a package of 50 x 125 IV Whitewood ex B/L WH7 which should have gone to our Widnes Yard and would then complete the full volume against WH7.

This pack of IV Whitewood is available for inspection at A.H. Letheren Ltd. and will be transferred to our Widnes Yard to complete their delivery after inspection.
We therefore enclose our claim on shipowners to cover this shortage for the sum of £4,941.26.
We also enclose a copy of B/L as well as the shipper's invoice showing CIF price, and await the favour of your reply.

They have never received package No 1 50 x 125 U/S Whitewood containing 53.29 m$^3$. They did, however, receive a package of 50 x 125 IV Whitewood ex B/L

Yours faithfully
W.F. Hollway & Bra. Ltd.
Owners of s.s. "KRASNOBORSK",
Herbert Watson & Co. (Shipping) Ltd.,
Furness House,
Port of Manchester,
Manchester

Our Claim Ref. No. 3/85
s.s. "KRASNOBORSK" Kaliningrad/Ellesmere Port

B/L WH6 50x125 U/S Whitewood
Package No. 1 containing 53.29 m$^3$ not received.
53.29 m$^3$ @ £102.00 m$^3$ C.I.F. = £5,435.58
Adjustment for exchange rate variation
Less 6.8% £5,065.96
Less 2.5% discount £124.70
£4,941.26

Letter 11
28th June, 20__

The Black Sea & Baltic
General Insurance Co. Ltd.,
65 Fenchurch Street,
London

Dear Sirs

s.s. "KRASNOBORSK" Kaliningrad/Ellesmere Port
We regret to advise you that the shortage has taken place against B/L WH6. We have submitted a claim to Shipowners, but reserve the right to refer the matter to you.

Yours faithfully
W.F. Hollway & Bro. Ltd.
Questions:
1. Why was the claim made by W.F. Hollway & BRO. Ltd? What is the amount of the claim? Who is it made on?
2. What cargo did the Buyers receive instead of package No. 1?
3. Where should the delivered package have gone?
4. At what price were the goods sold?
5. Why do the Buyers claim £4,941.26 while the contractual value is £5,435.58?
6. Who were the copies of the claim sent to?
7. What do you think has happened to package No. 1?

VOCABULARY

demurrage
простой (судна или вагона), плата за простой, демерредж

ant. dispatch
dиспач (премия за более быструю погрузку/выгрузку по сравнению с нормами)

restriction
ограничение

to impose restrictions on sth
вводить ограничения на что-л.

ant. to lift restrictions
снимать ограничения

discharge
разгружать

to discharge
разгружать

discharge facilities
разгрузочные средства (мощности)

ingot
слиток, брусок, чугунная чушка

consignee
грузополучатель

ant. consignor
грузоотправитель

to arrive at the consignee's premises
прибыть к грузополучателю

supervision
надзор, контроль, наблюдение

under the supervision of sb
под чьим-л. контролем

to weigh
взвешивать

weigher
весовщик

(mis)weighing
(неправильное) взвешивание

Short weight
недовес

Compare: short shipment, short delivery

intact
невредимый, целый, нетронутый

pilferage
(мелкое) хищение

to pilfer
расхищать

report
акт (документ)

weigher's report
сертификат веса

surveyor's report
акт осмотра

works' test report
акт заводского испытания
attributable to
приписывать
могущий быть приписанным (чему-л.), отнесенным (чему-л.)
to attribute to
приписывать (чему-л.), объяснять (чём-л.), относить на счет (чего-л.)

EXERCISES

Exercise 1
Give the English equivalents

Letter 6: со ссылкой на претензию относительно простоя судна; прилагать при сем; письма протеста капитана (судна); вводить ограничения на импорт/экспорт; при разгрузке товара/груза; предоставить разгрузочные средства.

Letter 7: настоящим предъявляем претензию относительно (разниц в весе); заявлено 500 ящиков; установить вес брутто; под контролем независимого весовщика; имело место хищение; акт весовщика, выданный 7 апреля; причина недопоставки; отнести на счет что-л., (объяснять чём-л.).

Letters 8-11: для Вашего сведения; претензия относительно недостачи одной коробки; настоящим сообщаем; партия, отгруженная вышеназванным судном; по коносаменту WH7; претензия владельцу судна о покрытии недостачи на сумму £5000; корректировка с учетом колебаний валютного курса; оставляем за собой право передать дело в арбитраж.

Exercise 2
Fill in the blanks with one of the following words, use the correct verb-form

1. the Works' Test Report
2. invoiced quantity
3. to impose restrictions
4. to attribute to
5. under the supervision
6. to establish gross weight
7. this is to make a claim
8. with reference to clause 5
9. to provide discharge facilities
10. demurrage claim

1. The shortweight can____misweighing prior to shipment.
2. There is a discrepancy of 1.5 m³ between the _____and the quantity of the goods received.
3. Sampling will be done ______of a reputable firm.
4. We would like you to act as our arbitrator in a______
5. The _________on the vessel will be lifted as soon as the instructions are given.
6. The ______by a neutral weigher is ...
7. Their failure _____might result in a hold up of at least 7 days.
8. _________we have the right to claim agreed and liquidated damages.
9. _________will be sent to you by separate mail.
10. _________on you for non-delivery of pumps under Order No.AB-26.
**Exercise 3**

**Complete the following sentences in English**

1. Please inform us of the (прибытии партии к грузополучателю).
2. The consignment was weighed (под контролем независимого ве-совщика).
3. (Какой недовес был установлен) upon unpacking the container?
4. There is no evidence that the (контейнер был вскрыт) or any pilferage has taken place.
5. (Настоящим сообщаем), that we are unable to place a vessel under loading before 5 May.
6. (Партия по коносаменту XYZ) is available for inspection at the port of discharge.
7. (Мы оставляем за собой право) to refer the matter to the shipping company.
8. (Контракт предусматривает) adjustment for the exchange rate variation?
9. For your information (при семь прилагаем акт экспертизы) to support your claim on the Carriers.
10. (Это даст нам возможность) to settle the claim amicably.

**Exercise 4**

**Fill in the blanks with prepositions**

1. Misweighing ____shipment resulted ____shortage_____16 kilos.
2. Sampling and analysis were done ___the supervision ______a neutral firm.
3. Make sure that ______next time the goods arrive ______the consignee's premises intact.
4. The restrictions imposed ______exports are said to be lifted very soon.
5. -- What do you think the shortage _____ 2 instruments can be attributed_______?
   -- Pilferage ____shipment as the B/L is clean and the box arrived intact.
6. The delivery _____B/L HW7 has gone ____their Widnes Yard.
7. Do you have any idea ____the cause ____the damage_____ the goods?
8. We enclose here ____the necessary documents to support your claim.
9. The adjustment ____the exchange rate variation is ...
10. We insist ___your covering the shortage ____the sum ____ $8888.

**Exercise 5**

**Translate the following sentences into English**

1. К сему прилагаем переписку с нашими покупателями относительно претензии на низкое качество товара.
2. Настоящим сообщаем, что отсутствует одна коробка с кассетами по коносаменту AP21, вероятно, она была отправлена другим нашим заказчикам.
3. Станок готов к осмотру на заводе-изготовителе.
4. Мы сохраняем за собой право отозвать свое предложение.
5. Мы передали претензию во Внешнеторовую арбитражную ком-миссию.
6. По прибытии к грузополучателю партия была вновь взвешена, под надзором (контролем) нейтрального весовщика.
7. Контейнеры прибыли в целости и сохранности, не было никаких следов, что их кто-то вскрывал и что имело место хищение.
8. Акт осмотра и экспертизы был выдан компанией "Блэк Лтд".
9. Вышеуказанная сумма была перечислена на Ваш счет в Московскому народном банке в Лондоне.
10. Мы готовы пойти Вам на уступки и урегулировать претензию дружески.
11. Мы считаем Вас ответственными за позднюю поставку, т.к. задержка произошла по Вашей вине.
12. Настоящим предъявляем Вам претензию на стоимость повре-женного товара, а именно £21575.
PART III
CONSOLIDATION

Compose letters in English using the useful expressions given below

1. Write a letter to the Buyers on behalf of the Shipping Company. Tell them that the missing container has been overcarried and discharged at Archangel. Let them know when the container will be delivered.

2. Write a letter of complaint to the Sellers. Tell them that the shoes delivered under Order FC 567 are of the wrong size and you cannot keep them as you have an adequate stock already. Ask for immediate replacement and reimbursement for sending back the wrong consignment.

3. Write a reply to the Buyers (see the previous letter). Offer your apologies and explain that it all occurred due to the staff shortage. Write when to expect replacements and promise to credit their account with the cost of return postage.

4. Write a letter to the Suppliers and inform them that several articles in one case have been broken owing to insecure packing; you have the insurance surveyor's report.

5. Write a tactful letter to the Buyers who have complained that the material they have received is not like the samples on the basis of which they placed their order.

USEFUL EXPRESSIONS

Making complaints

Openings
(a) Delay
The goods we ordered from you on … have not yet been delivered.
are now urgently required.
should have reached us a week ago.

Delivery of the goods ordered on … is considerably overdue.

We regret having to report that we have not yet received the goods ordered on....

(b) Damage
We are sorry to report that one of the cases of your consignment was badly damaged when delivered on ....
We are writing to inform you that case No……, dispatched under your advice of..., was badly damaged when delivered.

(c) Quality
When we came to examine the goods dispatched by you on/
received against our order No we found that…
We have received a number of complaints from several of our customers concerning the ... supplied by you on ....

**Endings**
We shall be glad if you will look into the matter at once and let us know the reason for the delay.
We look forward to hearing that the goods will be sent straight away.
We feel there must be some explanation of the delay and await your reply.
We assume you will be taking up the matter with the carrier at your end.
We shall be glad that you are prepared to make some allowance for the quality (damage we have reported, inferior quality of the…)

**Replying to complaints**

**Openings**
(a) Delay
We are very concerned to learn from your letter of... that the goods we sent to your order of... did not reach you until....
We are very sorry that you should have cause to complain about delay in the delivery of....
(b) Quality
We are very disturbed at the complaint contained in your letter of....
We are sorry to learn that you are not satisfied with the quality of the goods supplied to your order of....
(c) Mistakes
Thank you for your letter of ... . It has given us the opportunity to put right a most unfortunate mistake.
We hasten to reply to your letter of... and to apologize for the unfortunate mistake you pointed out.

**Endings**
(a) Delay
We assure you we are doing all we can to speed up delivery and offer our apologies for the inconvenience the delay is causing you.
We hope you will be satisfied with the arrangements we have now made and apologize for the inconvenience you have suffered.
(b) Quality
We hope this will now settle the matter to your complete satisfaction.
We trust you will have no further cause to complain.
We regret the trouble we have caused you.
We trust that the arrangements we have made will satisfy you and look forward to receiving your further orders.
(c) Mistakes
We apologize for any inconvenience (trouble) our mistake may have caused you.
We apologize once more for the unfortunate mistake and have taken steps to prevent a repetition.
We very much regret having given you any cause to complain and assure you that we shall do all we can to put matters right.
GLOSSARY

A

account rendered Unpaid amount recorded in a statement of account, details of which were in a previous statement.

advice note Document or message informing a customer that a consignment is on its way to them.

advising bank Bank in a seller's country that advises the seller that a letter of credit has been issued in their favour, and may also guarantee it.

agency Company that provides a service.

agent Person or company that acts on behalf of a principal, buying or selling goods for them.

agent bank Bank representing seller (exporter) usually in the buyer's (importer's) country. The agent bank will hand the shipping documents over to the buyer either when the buyer pays the bank in a documents against payment transaction (D/P) or when he or she 'accepts', say, a bill of exchange in a documents against acceptance (D/A) transaction. Agent banks are also used in letters of credit transactions in a similar way.

air waybill Document that gives information about goods sent by air, and states whether the buyer or seller is responsible for insurance.

all risks (AR) Type of insurance policy that provides cover against all risks except those listed in the policy.

and (&) Co. Abbreviation for and company, used in company names.

appendix Section of a document, e.g. a report, that contains additional information and is attached to the end.

AR Abbreviation for all risks.

Arbitration Settling a dispute by means of a third party who is independent of the others rather than by a court of law.

as at Up to this date.

as per According to.

assessor Person who estimates the value of damage to property for insurance purposes.

asset Anything of value owned by a company that can be sold off.

attachment Separate document attached to an email message. Icons indicating attachments form part of the header information.

attention line Phrase indicating who a letter is for, e.g For the attention of the Managing Director.

average adjuster Assessor specializing in marine insurance claims.

B

backlog A number of jobs waiting to be done, and which are late, e.g. orders to be filled.

bad debt Debt that is not likely to be paid.
**balance** Difference between the totals of money coming into and going out of a bank account.

**Baltic Exchange** An international exchange for freight and shipping, based in London.

**bank charges** Fees charged by a bank for handling transactions.

**bank draft** Cheque that a bank draws on itself and sells to a customer.

**bank transfer** Movement of money from one bank account to another.

**b.c.c.** Abbreviation for *blind carbon copy*, used at the end of copies of a letter or in the header information of copies of an email message to indicate that they are being sent to other people without the named recipient knowing.

**B/E** Abbreviation for *bill of exchange*.

**beneficiary** Person who receives money from, e.g. an insurance policy or pension scheme.

**benefit payment** Payment made from a pension fund or a life assurance policy.

**bill of exchange (B/E)** Method of payment where the seller prepares a bill in the buyer's name ordering them to either pay the amount when the bill is presented, or a specified number of days, e.g. thirty or sixty days, afterwards.

**bill of lading (B/L)** Shipping document that gives details of a consignment, its destination, and the consignee. It entitles the consignee to collect the goods on arrival.

**blind carbon copy (b.c.c.)** Similar to carbon copy (c.c.), only there is no indication on the copy of the letter or message sent to the named recipient that copies are being sent to other people.

**B/L** Abbreviation for *bill of lading*.

**blocked style** Style of writing, e.g. an address, in which each line starts directly below the one above.

**box number** Number given in a newspaper advertisement as part of the address to which replies should be sent.

**brochure** Similar to a catalogue, but usually shorter.

**broker** Person or organization that buys and sells goods, shares, or insurance, for others.

**budget** Plan of income and expenditure for a particular period of time, e.g. a year.

**building society** Type of organization originally set up in the UK to provide mortgages, but now offering a wide range of services similar to those offered by commercial banks.

**bulk buyer** Business or organization that buys goods in large quantities, e.g. a supermarket chain.

**bulk carrier** Ship that carries very large quantities of freight without packing, e.g. grain, coal.

**bulk consignment** Consignment of goods carried in large amounts and without packing, e.g. grain, coal.

**bullion market** Market dealing in gold or silver in bars.

**buying agent** Agent who buys goods on behalf of a principal and receives a commission. Buying agents can also act as forwarding agents, clearing goods through customs and sending them on to their clients.
buying house Group of buying agents.

C

cabotage laws Laws that allow a means of transportation, e.g. ship, aircraft, to pick up goods from one country and transport them to another for trade.
cAD Abbreviation for cash against documents.
career summary Short profile or description of the subject at the beginning of a cv.
carbon copy (c.c.) Exact copy of a letter or email message sent to people other than the named recipient. They are listed at the end of a letter or in the header information of an email message.
c.c. Abbreviation for carbon copy, used at the end of a letter or in the header information of an email message to indicate that it is being sent to other people.
carriage forward (CF) Condition of sale where the customer pays for the transport of the goods.
carriage paid (CP) Condition of sale where the seller pays for the transport of the goods.
cash against documents (CAD) A transaction when the agent bank (acting for the seller/exporter) in the buyer’s country, presents shipping documents to the buyer and asks him or her to pay for the shipment before the shipping documents are handed over to the buyer.
cash card Card issued by a bank or building society to an account holder that enables him or her to withdraw cash from a cash dispenser.
cash discount Amount taken off the usual selling price of goods when they are paid for by cheque or cash.
cash on delivery (CoD) Condition of sale where the buyer pays immediately the goods are delivered.
catalogue Book or booklet giving details of goods or services offered by a company, usually with a price list.
certificate of origin A document that shows where goods were made.
c/F Abbreviation for carriage forward.
CFS Abbreviation for container freight station.
chamber of commerce Association of business people formed to protect their interests and provide services, e.g. supplying information and setting up recognized standards of trading.
charter To hire a means of transport, e.g. a ship or aircraft.
charter party Contract for chartering a ship.
cheque card Card issued by a bank or building society to an account holder guaranteeing that their cheques will be honoured up to an agreed limit.
CIM Abbreviation for rail consignment note.
circular letter Letter, either advertising or offering a product or service, circulated to a large number of companies or individuals.
claimant Person who makes a claim for compensation from an insurance company.
**clauded** Term used on a bill of lading to indicate that goods were damaged or incomplete when taken on board.

**clean** Term used on a bill of lading to indicate that goods were taken on board in good condition.

**clean bill** Bill of exchange without any accompanying documents.

**clear** (A) To pay an account. (B) To pass goods through customs.

**clearing agent** Person or organization that clears goods through customs.

**clearing bank** Another term for commercial bank.

**closed indent** Order that states the source from which the buying agent must buy.

**CMR** Abbreviation for road consignment note.

**CoD** Abbreviation for cash on delivery.

**combined transport bill of lading** Another term for multimodal bill of lading.

**commercial agent** Person or company that acts on behalf of a manufacturer, selling their goods to retailers.

**commercial bank** Type of bank that deals mainly with private customers and small companies in domestic and international transactions.

**commercial invoice** A document that will include the name and address of the seller and buyer, the terms of delivery and payment and a description of the goods being sold. There is a standard SITPRO document, which exporters can use.

**commission** Charge for handling a transaction.

**commission agent** Another term for commercial agent.

**commodity market** Market in which raw materials and certain manufactured goods (e.g. coffee, copper) are bought and sold in large quantities by brokers and dealers.

**compensation** Money paid by an insurance company for damage, loss, or injury.

**compliments slip** Small piece of paper with a company's details on it, and possibly the name of the person sending the slip. Used as a covering note for a longer document.

**complimentary close** Phrase used at the end of a letter, before the signature, e.g. Yours faithfully, Yours sincerely.

**comprehensive cover** Insurance cover against most risks.

**confirmed letter of credit** The seller's/exporter's bank (acting as an agent bank) in the importer's/buyer's country confirms to the seller that they will guarantee payment for the goods, thus reducing the risk of the buyer/importer not paying the seller/exporter.

**confirming bank** Another term for advising bank.

**confirming house** Agency that receives orders from overseas, places them, and arranges for packing, shipping, and insurance.

**consequential loss insurance** Insurance against loss of money as the result of an accident.

**consignee** Person or organization to which goods are sent by a consignor.

**consignment** Quantity of goods sent to supply an order.

**consignment basis** Basis on which an agent is employed to resell goods for a commission, e.g. as a distributor.
**consignment note** Document sent with goods, giving details of the goods and sender. It is signed by the person who receives the goods to prove they have arrived.

**consignor** Person or organization that sends goods to supply a customer’s order.

**consolidation** When small consignments from different exporters are loaded into a single container.

**consolidation services** When shippers or forwarding agents load small consignments from different exporters into a single container.

**consular invoice** Invoice, or stamp on a commercial invoice, issued by the consulate in the importing country which gives permission for goods to be imported.

**consulate** Branch of an embassy that protects the commercial interests of the country it represents.

**container** Very large metal box in which goods are packed for transportation.

**container freight station (CFS)** Container depot for imports.

**container waybill** Document that gives information about goods sent by container, and states whether the buyer or seller is responsible for insurance.

**contract** Agreement, with legal force, made between two or more people.

**correspondent bank** Bank that acts as an agent for another bank.

**counterfoil** Part of a cheque or paying-in slip which can be detached and kept as a record.

**courtesy title** Title such as *Mr*, *Mrs*, or *Dr* used before a person's name.

**cover** *(n)* Insurance; *(vb)* Provide insurance.

**cover note** Document that provides cover until the insurance certificate is prepared.

**covering letter** Letter accompanying a document or goods, explaining the contents.

**C/P** Abbreviation for *carriage paid*.

**credit** *(n)* Sum of money paid into a bank account; *(vb)* To record in a bank account a sum of money paid in.

**credit card** Card, issued by a bank or finance company, that guarantees payment for the goods or services the cardholder buys. The cardholder pays the card issuer at a later date.

**credit facilities** Means of allowing credit, e.g. payment by bill of exchange, open account facilities.

**credit note** Document informing a customer of money owed by a supplier for faulty or returned goods. It can only be used to buy goods from the supplier.

**credit rating** Evaluation of the creditworthiness of an individual or company.

**credit status** Creditworthiness of an individual or company.

**credit terms** Rules involved in making a payment, e.g. allowing a certain amount of time, signing a contract, paying by bill of exchange.

**credit transfer** Transfer of money from one bank account to another.

**creditworthy** Capable of paying off the credit offered.

**crossed** Term used to describe a cheque or postal order that has two lines drawn across it to show that it must be paid into an account and not cashed.
current account Account into which the customer can pay money, and draw it out, without giving notice.
curriculum vitae (CV) Document describing a person's qualifications, work experience, and interests, usually sent with a job application.
CV Abbreviation for curriculum vitae.

D

D/A Abbreviation for documents against acceptance.
days after sight (D/S) The number of days within which a bill of exchange must be paid after presentation.
DC Abbreviation for documentary credit.
dealer Person who buys and sells shares, goods, or services to make a profit.
debit (n) Sum of money paid out or owed from a bank account; (vb) To record in a bank account a sum of money paid out or owed.
debit card Card issued by a bank that enables payment for goods and services to be taken from the cardholder’s account automatically.
debit note Document informing a customer of money owed for goods or services supplied.
declaration form Form used when an open cover policy is in operation to provide details of individual shipments to the insurer.
default To fail to do something required by law, e.g. repay money owed, keep to the terms of a contract.
del credere agent Agent who guarantees customers' debts.
del credere commission Commission paid to an agent who guarantees customers’ debts.
delivery note Document sent with goods to a customer. It is signed by the person who receives the goods to prove they have arrived.
department of trade Government department that provides services to industrial and commercial organizations.
deposit account Type of savings account that requires notice before money can be taken out.
dispatch note Document sent with a consignment, giving details of what it contains and any missing items that will be sent later.
direct debit Similar to a standing order, except the amount is specified by the payee.
discount (a B/E) To sell a bill of exchange to a bank at a percentage less than its value.
dishonour To refuse to pay (e.g. a cheque or bill of exchange) because there is not enough money in the account.
distributor Person or company that buys goods from a manufacturer and then sells them to retailers.
documentary credit (DC) Letter of credit that requires the seller to supply shipping documents to obtain payment from a bank.
**document of title** Document that allows someone to claim the goods specified on it, e.g. a bill of lading.

**documents against acceptance (D/A)** When a bank will not release shipping documents until a bill of exchange has been signed (accepted) by the person receiving the goods.

**documents against payment (D/P)** When a bank will not release shipping documents until a bill of exchange has been paid by the person receiving the goods.

**D/P** Abbreviation for *documents against payment*.

**draw (on)** (A) To write a cheque that instructs a bank to make a payment to another person or organization (B) To write a bill of exchange demanding payment from a person or organization.

**drawee** Person who must pay a bill of exchange (e.g. the buyer).

**drawer** Writer of a bill of exchange, who draws the bill on the drawee (e.g. the buyer).

**D/S** Abbreviation for *days after sight*.

**Due** Arriving or docking in (a destination port), e.g. *due* Hong Kong.

**due date** Date by which an account should be settled.

**E**

**E and (&) OE** Abbreviation for *errors and omissions excepted*.

**endorse** (vb) To transfer a cheque or bill of exchange to someone else by signing it on the back.

**errors and omissions excepted (E & OE)** Phrase written or printed at the end of an invoice or statement of account to indicate that the seller has the right to correct any mistakes in it.

**estimate** Price given for work to be done or a service to be provided.

**eurobond market** Market dealing in bonds issued by European governments.

**eurocheque** Cheque from a European bank that can be cashed at any bank in the world displaying a eurocheque sign.

**ex-From** (a vessel or port of departure), e.g. *ex-SS Orianna, ex-Hamburg*.

**exclusive agent / agency** Another term for *sole agent / agency*.

**executor** Person or organization appointed by the maker of a will to carry out its terms.

**F**

**factor** Agent who buys and sells for another organization, but in his or her own name.

**factoring** Process whereby a company buys the outstanding invoices of a manufacturer's customers, keeps the accounts, and then obtains payment.

**FCL** Abbreviation for *full container load*.

**fidelity bond** Guarantee against an employee stealing money from a company.
financial year Period used by companies for accounting and tax purposes. In the UK, from 6 April to the following 5 April.
force majeure Term used in insurance policies meaning an outstanding or unusual event, e.g. a violent storm, an earthquake.
foreign bill Term used in the UK for a bill of exchange drawn, or payable, in another country.
foreign exchange Money in a foreign currency.
foreign exchange market Market dealing in foreign currencies.
forwarding agent Person or organization that conveys goods to their destination. Forwarding agents are involved in the logistics of transportation, finding the most effective and economical route.
freight account Invoice sent by a shipping company to an exporter.
full container load (FCL) Consignment from a single exporter that fills a container.

G

general average sacrifice Term used in marine insurance to refer to cargo that has been deliberately thrown overboard, e.g. flammable goods in the case of fire.
giro System for transferring money from one bank to another.
gross price Price of goods including additional costs such as transport, insurance, and purchase tax.
groupage Another term for consolidation.
groupage rates Rate for container shipments when different consignments are put together in a single container.
guarantee (A) A promise that if something goes wrong with a product, the seller will repair it; (B) A promise to repay another's debt.
guarantor Person who undertakes to be responsible for, or to repay, another’s debt.

H

handling charge Freight company's charge to an exporter for dealing with the documentation for a consignment.
house air waybill Air waybill issued to an individual consignee when consignments have been consolidated.

I

IATA Abbreviation for International Air Transport Association.
ICD Abbreviation for inland clearance depot.
IMO Abbreviation for international money order.
Inc. Abbreviation for incorporated, used in company names.
incorporated American term for public limited company.
incoterm Term established by the International Chamber of Commerce (ICC) indicating which price is being quoted to the customer.

indemnify To promise to protect someone against money lost or goods damaged.

indemnity A promise to protect someone against money lost or goods damaged.

indent Order from another country.

inherent vice Term used in insurance policies meaning something in the content or nature of goods which causes deterioration, e.g. fish or fruit can go bad, metal can oxidize.

inland bill Term used in the UK for a bill of exchange payable in the country in which it is drawn up.

inland clearance depot (ICD) Depot where goods are collected and sent on to their final destination.

inside address Address of the person a letter is written to.

instructions for dispatch form Consignors fill out this form for transport companies or forwarding agents so the details of the consignment, e.g. contents, packing, measurements, and its departure and arrival dates and places can be put on the relevant transport documents, e.g. the waybills or consignments notes.

insurance certificate Document that an insurance policy is written on.

insurance of interest Insurance against making a business mistake.

insurance of liability Insurance of responsibility for loss or damage, e.g. a company's responsibility to compensate employees for injury at work.

intermodal Another term for multimodal.

International Air Transport Association (IATA) Association of major airlines that meets regularly to agree on routes and charges for their services.

international bank draft Cheque that a bank draws on itself and sells to a customer, who then sends it to a supplier in another country.

International Chamber of Commerce (ICC) Association of business people that promotes and protects their interests in business affairs.

international money order (IMO) Money order bought from a bank to send to someone in another country.

International Underwriting Association (IUA) Body responsible for Institute Cargo Clauses.

invoice List of goods or services that states how much must be paid for them.

irrevocable letter of credit Letter of credit that can only be cancelled with the agreement of the seller.

issuing bank Bank that issues a letter of credit.

L/C Abbreviation for letter of credit.

LCL Abbreviation for less than full container load.

less than full container load (LCL) Small consignment that does not fill a container and can therefore be shipped in the same container as other consignments.
letter of credit (L/C) Document issued by a bank on a customer's request that orders an amount of money to be paid to a supplier.

letter of indemnity Letter issued by an exporter accepting responsibility for goods lost or damaged during shipping.

letterhead Printed address of the sender, in the UK usually at the top of the page.

life assurance Form of insurance providing for the payment of a specified sum to a named beneficiary if the policyholder dies.

limited liability Company in which the shareholders are only responsible for the capital they have contributed if the company goes bankrupt.

line Particular item made or sold by a company.

Lloyd’s of London An association of underwriters and insurance brokers.

Ltd Abbreviation for limited liability, used in company names.

long-term credit facilities Credit facilities that allow a buyer a long period of time to pay.

loyalty discount Amount taken off the usual selling price of goods when they are sold to a regular customer.

M

make up To put together, e.g. an order.

merchant bank Type of bank that specializes in international trade and finance, and deals mainly with large organizations.

mortgage A loan for which property is the security.

movement certificate Usually called a EUR1. This is a customs certificate completed by the exporter and countersigned by Customs to obtain a preferential duty rate for goods coming into the EU from an outside country. It has preferential duty rates with the EU country, e.g. countries that were part of the Lome Agreement could get a special duty rate.

multimodal Used to describe units for transportation, e.g. containers, that can be transferred between different systems, e.g. truck, train, and ship.

multimodal bill of lading Bill of lading covering more than one means of transport, e.g. road and sea.

mutual Description of a company or institution in which there are no shareholders and in which all profits are distributed to policyholders or members.

N

negotiable document Document, e.g. a bill of lading, that can be bought or sold.

negotiable securities Securities that can be exchanged for goods, money, etc.

net invoice value Value of an invoice without extra charges such as shipping.

net price Price of goods without additional costs such as transport, insurance, and purchase tax.

new issue market Market dealing in new share issues.

non-conference ship Ship that is not a member of the Shipping Conference and does not travel on scheduled routes.
**non-exclusive agent / agency** Person or organization that sells the products of a manufacturer alongside other agents in a particular country or area.

**non-negotiable waybill** Waybill that cannot be bought or sold.

**non-recourse factoring** Buying up an outstanding invoice and claiming the debt from the customer.

**O**

**on approval** Term used for goods sent to possible customers to look at or use before buying them.

**online banking** Using the Internet to transact bank business.

**on their own account** In their own name.

**open account facilities** Account in which a customer is given an agreed period of time, e.g. three months, to pay for goods.

**open cover policy** Type of marine insurance policy that provides cover for all shipments made by the policyholder over an agreed period, e.g. six months.

**open indent** Order that allows the buying agent to buy from any source they choose.

**option** Right to hire a ship.

**out of charge note** Note issued by customs when goods have been cleared.

**outstanding** Unpaid.

**overdraft** Loan made by a bank to an account holder, enabling them to take out more money than is in their account.

**overdraw** To take out more money than there is in a bank account.

**overhead** A regular cost of running a company, e.g. wages, rent.

**P**

**packing list** List of goods being sent. This repeats some of the information on a bill of lading, but is a separate document.

**p and(&) p** Abbreviation for postage and packing.

**paying-in slip** Printed form used by an account holder to record cash or cheques paid into a bank account.

**payload** The part of a cargo that earns money for the shipping company.

**per pro** For and on behalf of.

**PLC** Abbreviation for public limited company, used in company names.

**postage and packing (p&p)** Charge for postage and packing goods to be sent to a customer.

**postal order (UK)** Document bought from a post office that represents a certain amount of money. It is a safe way of sending money by post.

**p.p.** Abbreviation for per pro, used before the sender’s name in a signature block to indicate that a letter is signed on behalf of someone else, e.g. a personal assistant signing on behalf of a manager.

**premium** Payment made to an insurance company in return for cover.
primary source In research, source of first-hand information such as an interview or questionnaire.
principal Person or organization that hires an agent or broker to buy or sell goods for them.
private bank Similar to a commercial bank, but owned by one person or a partnership and therefore a much smaller organization.
pro forma invoice Invoice sent in advance of the goods ordered.
promissory note Document in which a buyer promises to pay a seller a certain amount of money by a certain date.
proposal form Form completed by a person taking out an insurance policy that states what is to be insured, how much it is worth, how long the policy will run, and under what conditions it is to be effected.
prospectus (A) Similar to a catalogue, but issued by a school or college; (B) Document published by a company, giving details of a new share issue.
protest To take legal action to obtain payment, e.g. of an outstanding bill of exchange.
public limited company (PLC) Company whose shares can be bought and sold by the public.

Q
quantity discount Amount taken off the usual selling price of goods because the buyer is purchasing a large quantity.
quarterly report Report published every three months.
quarterly statement Statement of account sent to a regular customer every three months.
quotation Price given for work to be done or a service to be provided.

R
rail consignment note (CIM) Consignment note sent with goods by rail.
receipt A document showing that goods have been paid for.
recourse factoring Similar to non-recourse factoring, but claiming the debt from the manufacturer if the customer cannot pay.
referee Person who writes a reference (sense B).
reference (A) Figures (e.g. date) and / or letters (e.g. initials of sender) written at the top of a letter to identify it, often abbreviated to ref, (B) Written report on a company’s creditworthiness or a job applicant's character and suitability for the job.
remittance Payment.
retailer Person or company that buys goods from wholesalers or manufacturers to sell to the public.
revocable letter of credit Letter of credit that can be cancelled.
road consignment note (CMR) Consignment note sent with goods by road.
SAD Abbreviation for *single administrative document*.

**sale or return** Term used when the supplier agrees to take back any goods that the retailer cannot sell.

**salutation** Opening of a letter, e.g. *Dear Sir / Madam*.

**savings account** Account with a bank or building society for personal savings. Interest rates are higher than on other types of account, and therefore there are usually restrictions on when money can be drawn out.

**SCP** Abbreviation for *simplified clearance procedure*.

**secondary source** In research, source of information such as a book or a report.

**securities** Items or investments, e.g. shares, that can be bought and sold on a stock exchange.

**settle (vb)** To pay an account.

**settlement** Payment of an account.

**ship** To send goods by any method of transport, i.e. by road, rail, or air as well as by sea.

**shipbroker** Agent who arranges the transport of cargo by ship.

**shipment** Consignment.

**shipped bill of lading** Bill of lading signed when goods are already on board a ship.

**shipped clean on board** Phrase indicating that the bill of lading was clean, i.e. the goods were taken on board in good condition.

**Shipping Conference** International organization of shipowners that sets prices for transporting goods or passengers on scheduled routes.

**shipping documents** The documents used for shipping goods, and usually including - depending on the type of transport - *Bill of Lading* (or *Airway Bill*), *commercial invoice*, *insurance certificate* and any other customs documents that may be required in the shipment, e.g. Health Certificate (for food), EUR1 to get preferential tariffs, Certificate of Origin, etc.

**shipping mark** Distinctive mark put on the sides of crates and boxes indicating who they belong to.

**sight bill** Another term for *sight draft*.

**sight draft** Bill of exchange that must be paid immediately it is presented.

**signature block** (A) Name and job title typed below a handwritten signature at the end of a letter; (B) Sender's details that appear below his / her name at the end of an email message.

**simplified clearance procedure (SCP)** Customs clearance procedure used in the European Union to make documentation easier for exporters and agents.

**single administrative document (SAD)** Eight-part set of customs forms for export declarations, used in the European Union.

**sole agent / agency** Person or organization that is the only one allowed to sell the products of a manufacturer in a particular country or area.

**sole trader** Person who owns and runs a business on their own.

**specific indent** Another term for *closed indent*. 
specimen signature  Example of a customer’s signature, used by a bank to identify documents as being valid.

standard shipping note  Document completed by the exporter that gives information about a consignment. It is used as a delivery note or receipt.

standby letter of credit  Bank guarantee to the seller that they will be paid.

standing order  Order to a bank to pay someone a specified amount on a regular date, e.g. on the first of every month.

statement of account  List of amounts paid and owed sent by a supplier to a customer.

stock exchange  Market where stocks and shares are bought and sold.

stop (a cheque)  To instruct a bank not to honour a cheque.

subject title  Phrase indicating what a piece of correspondence is about, e.g. CDs damaged in post. In a letter it is placed directly after the salutation; in a fax or email it forms part of the header information.

subrogation  Insurer’s right to claim damaged goods for which they have paid compensation.

subsidiary  Company of which at least half the share capital is owned by a larger company, but which may trade under its own name.

syndicate  Group of people or companies who work together to make money.

T

take legal action  To hand over a matter, e.g. nonpayment of a bill, to lawyers.

tanker  Ship that carries liquid bulk consignments, usually oil.

tariff  List of prices charged for goods or services.

telegraphic transfer (TT)  Quick method of transferring money to an account abroad. The sender’s bank cables the money to the receiver's bank.

tender  Written estimate, usually for a large job.

term draft  Bill of exchange that must be paid on a particular date after goods have been sent.

terms of payment  Terms the buyer and seller agree regarding discounts, methods of payment, shipment, and documentation.

through bill of lading  Another term for *multimodal bill of lading.*

time charter  Charter that lasts for a period of time, e.g. six months.

title  The legal right of possession.

to account  Term used when part of a payment is made.

to order  Phrase used to indicate a negotiable document.

tonnage value  The cost per ton of cargo for chartering a ship under a *voyage charter.*

trade association  Organization that represents and promotes a particular trade.

trade discount  Amount taken off the usual selling price of goods when they are sold by a manufacturer or wholesaler to a retailer.

trade journal  Publication, usually weekly or monthly, specializing in a particular trade or profession.

trade price  Price paid for goods by a retailer to a wholesaler or manufacturer.
**trade reference** Reference in which a person in one company gives their opinion as to the creditworthiness of another company in the same area of business.

**traveller’s cheque** Cheque for a fixed amount, sold by a bank, that can be cashed by the buyer in other countries.

**trial order** Order, usually for a small quantity of goods, to test the market.

**trustee** A person or organization that manages money for another person or organization.

**TT** Abbreviation for *telegraphic transfer*.

**tue** Unit of container stowage equal to one 20ft (6.1m) container.

**turnover** Total business done by a company in a given period, e.g. a year.

**U**

**under separate cover** In a separate envelope or parcel.

**underwriter** Person or organization that examines a risk and calculates the insurance premium to be charged.

**unsolicited** Not asked for, e.g. an application for a post that has not been advertised.

**unvalued policy** Type of insurance policy in which the value of the goods to be insured is not agreed in advance but assessed if loss should occur.

**usance** Bill of exchange that is paid after a period of time.

**V**

**VAT** Abbreviation for *Value Added Tax*.

**Value Added Tax (VAT)** A UK purchase tax.

**valued policy** Type of insurance policy in which the value of the goods to be insured is agreed in advance.

**voyage charter** Charter for a particular voyage carrying a particular cargo.

**W**

**wear and tear** Normal deterioration of something as it is used.

**wholesaler** Person or company that buys goods from manufacturers and sells them to retailers.
# ACRONYMS AND ABBREVIATIONS

## Aa

<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Full Form</th>
<th>Translation</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. a.</td>
<td>after arrival</td>
<td>после прибытия</td>
</tr>
<tr>
<td>a/c, ace, acct.</td>
<td>account</td>
<td>счет</td>
</tr>
<tr>
<td>ACCA</td>
<td>Association of Certified and Corporate Accountants</td>
<td>Ассоциация квалифицированных бухгалтеров Великобритании</td>
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<tr>
<td>ack.</td>
<td>acknowledgement</td>
<td>подтверждение</td>
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<tr>
<td>ad (vt)</td>
<td>advertisement</td>
<td>объявление, реклама</td>
</tr>
<tr>
<td>add</td>
<td>addendum</td>
<td>приложение</td>
</tr>
<tr>
<td>add(r)</td>
<td>address</td>
<td>адрес</td>
</tr>
<tr>
<td>ADP</td>
<td>automatic data processing</td>
<td>автоматическая обработка данных (АОД)</td>
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<tr>
<td>ad val</td>
<td>ad valorem (according to the value)</td>
<td>с объявленной стоимостью</td>
</tr>
<tr>
<td>AGM</td>
<td>annual general meeting</td>
<td>ежегодное общее собрание</td>
</tr>
<tr>
<td>amt.</td>
<td>amount</td>
<td>сумма, количество, итог</td>
</tr>
<tr>
<td>anon</td>
<td>anonymous</td>
<td>анонимный</td>
</tr>
<tr>
<td>AOB</td>
<td>any other business</td>
<td>и прочие вопросы</td>
</tr>
<tr>
<td>appro</td>
<td>approval</td>
<td>одобрение</td>
</tr>
<tr>
<td>appx</td>
<td>appendix</td>
<td>приложение</td>
</tr>
<tr>
<td>ASA</td>
<td>Advertising Standards Authority</td>
<td>отдел рекламных стандартов</td>
</tr>
<tr>
<td>assoc.</td>
<td>association</td>
<td>ассоциация</td>
</tr>
<tr>
<td>asst</td>
<td>assistant</td>
<td>помощник, ассистент</td>
</tr>
<tr>
<td>av.</td>
<td>average</td>
<td>средний</td>
</tr>
<tr>
<td>awb</td>
<td>air way bill</td>
<td>авианакладная</td>
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## Bb

<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Full Form</th>
<th>Translation</th>
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<tbody>
<tr>
<td>bal</td>
<td>balance</td>
<td>остаток</td>
</tr>
<tr>
<td>Barg</td>
<td>Bargain</td>
<td>биржевая сделка (в т.ч. на Лондонской фондовой бирже)</td>
</tr>
<tr>
<td>bc</td>
<td>blindcopy</td>
<td>пометка в письме, которую ставит автор, если он не желает упоминать имя другого адресата</td>
</tr>
<tr>
<td>b.e.</td>
<td>bill of exchange</td>
<td>переводной вексель, тратта</td>
</tr>
<tr>
<td>BERT</td>
<td>Bank Expert</td>
<td>экспертная компьютерная система, используемая Управлением валютного контролера в процессе банковских проверок</td>
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<tr>
<td>------------</td>
<td>-------------</td>
<td>--------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>BFIs</td>
<td>Bank Financial Intermediaries</td>
<td>банковские финансовые посредники: крупнейшая группа финансовых посредников, включающая такие институты, как строительные общества и страховые компании</td>
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<tr>
<td>BIM</td>
<td>British Institute of Management</td>
<td>Британский институт менеджмента</td>
</tr>
<tr>
<td>bk</td>
<td>bank; book</td>
<td>банк; книга</td>
</tr>
<tr>
<td>bldg(s)</td>
<td>building(s)</td>
<td>здание, строение(я)</td>
</tr>
<tr>
<td>B/L</td>
<td>bill of lading</td>
<td>товаросопроводительный документ, накладная; коносамент</td>
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<tr>
<td>BO</td>
<td>Buyer's Option</td>
<td>опцион покупателя: 1) право покупателя на определение отдельных условий контракта; 2) опцион «колл»: контракт, дающий право купить определенный финансовый инструмент по фиксированной цене в течение оговоренного срока в обмен на уплату определенной суммы (премии)</td>
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<tr>
<td>BOP</td>
<td>Balance of Payments</td>
<td>сальдо расчётов по торговле товарами и услугами; движение капиталов; платежный баланс</td>
</tr>
<tr>
<td>BOT</td>
<td>Balance of Trade</td>
<td>торговый баланс, учет торговых сделок резидентов с нерезидентами, т.е. товарного экспорта и импорта страны за определенный период (часть текущего баланса)</td>
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Cc

<table>
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<tr>
<th>c</th>
<th>cent; currency</th>
<th>цент; валюта</th>
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<tr>
<td>c</td>
<td>circa (roughly this date)</td>
<td>примерно, приблизительно, около</td>
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<tr>
<td>ca</td>
<td>case</td>
<td>ящик</td>
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<tr>
<td>c/a</td>
<td>current account</td>
<td>текущий счет</td>
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<td>CAP</td>
<td>Competitive Advantage Period</td>
<td>период конкурентных преимуществ</td>
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<tr>
<td>C&amp;D</td>
<td>Collection and Delivery</td>
<td>инкассо и доставка</td>
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<td>canc</td>
<td>cancelled</td>
<td>аннулированный</td>
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<td>cat</td>
<td>catalogue</td>
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<tr>
<td>CB</td>
<td>cash book</td>
<td>кассовая книга</td>
</tr>
<tr>
<td>CBD</td>
<td>Cash Before Delivery</td>
<td>оплата наличными до доставки товара; платёж наличными до сдачи товара; уплата при доставке наложенным платежом</td>
</tr>
<tr>
<td>cc</td>
<td>carbon copy</td>
<td>пометка в письме, если автор желает ознакомиться с ним, определенное письмо</td>
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<td>ccy</td>
<td>convertible currency</td>
<td>конвертируемая валюта</td>
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<tr>
<td>CD</td>
<td>Corps Diplomatique</td>
<td>дипломатический корпус фр.</td>
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<tr>
<td></td>
<td>Diplomatic Service</td>
<td></td>
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<tr>
<td>CEO</td>
<td>chief executive officer</td>
<td>исполнительный директор</td>
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<tr>
<td>cert, certif.</td>
<td>certificate</td>
<td>сертификат, удостоверение</td>
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<td>cf.</td>
<td>confer (compare)</td>
<td>сравните</td>
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<td>CGT</td>
<td>capital gains tax</td>
<td>налог на доход от реализации основных средств</td>
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<td>cheque</td>
<td>чек</td>
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<td>c\o</td>
<td>cash order</td>
<td>предъявительская тратта</td>
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<td>cod</td>
<td>cash on delivery</td>
<td>оплата при доставке; оплата наложенным платежом</td>
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<td>CO or COO</td>
<td>Certificate of Origin</td>
<td>сертификат происхождения</td>
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<td>contd</td>
<td>continued</td>
<td>продолжение следует</td>
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<tr>
<td>cont</td>
<td>contents</td>
<td>содержание</td>
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<tr>
<td>c.p.</td>
<td>carriage paid</td>
<td>перевозка оплачена</td>
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<tr>
<td>C.R.</td>
<td>at company's risk</td>
<td>на риск / полную ответственность компании</td>
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<td>валюта</td>
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**Dd**

<table>
<thead>
<tr>
<th>D/A</th>
<th>documents against acceptance</th>
<th>документы против акцепта</th>
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<tr>
<td>dd</td>
<td>dated; deadline date</td>
<td>датированный, предельная дата</td>
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<td>Ded</td>
<td>deductible</td>
<td>вычитаемый</td>
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<td>def. a/c</td>
<td>deferred account</td>
<td>счет платежей в рассрочку</td>
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<td>DFS</td>
<td>Duty Free Shop</td>
<td>магазин, торгующий товарами, не облагаемыми пошлиной; магазин беспошлинной торговли</td>
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<tr>
<td>Abbreviation</td>
<td>Full Form</td>
<td>Translation</td>
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<tr>
<td>--------------</td>
<td>-----------</td>
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<tr>
<td>dely</td>
<td>delivery</td>
<td>доставка, поставка</td>
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<tr>
<td>dep</td>
<td>depart; departure; deputy</td>
<td>отъезд, отъезд, депутат</td>
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<tr>
<td>dept</td>
<td>department</td>
<td>департамент</td>
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<td>dis</td>
<td>discount; at a discount</td>
<td>скидка со скидкой</td>
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<td>DM</td>
<td>Deutschmark</td>
<td>немецкая марка</td>
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<td>d/o</td>
<td>delivery order</td>
<td>заказ на поставку</td>
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<tr>
<td>D/P</td>
<td>documents against payment</td>
<td>документы против платежа</td>
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<td>drawer</td>
<td>трассант</td>
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<td>d/s</td>
<td>days after sight</td>
<td>через столько-то дней после предъявления векселя</td>
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<td>DTT</td>
<td>Double Tax Treaty</td>
<td>договор о ликвидации двойного налогообложения; соглашение о налогообложении (об избежании двойного налогообложения); соглашение / договор об избежании двойного налогообложения</td>
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<tr>
<td>ea</td>
<td>each</td>
<td>каждый</td>
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<tr>
<td>EC</td>
<td>European Community</td>
<td>Европейское сообщество (ЕС)</td>
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<tr>
<td>EC</td>
<td>Euro cheque</td>
<td>еврочек</td>
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<td>ECS</td>
<td>enchantillons commerciaux (commercial samples)</td>
<td>коммерческие образцы фр.</td>
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<td>ECU</td>
<td>European currency unit</td>
<td>Европейская денежная единица (экю)</td>
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<td>EDP</td>
<td>Electronic data processing</td>
<td>электронная обработка данных</td>
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<td>EDT</td>
<td>Estimated Delivery Time</td>
<td>расчётное время доставки</td>
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<td>EEU</td>
<td>European Economic Union</td>
<td>Европейский экономический союз (ЕЭС)</td>
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<td>EFTA</td>
<td>European Free Trade Association</td>
<td>Европейская ассоциация свободной торговли</td>
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<tr>
<td>EIN</td>
<td>Employer Identification Number</td>
<td>регистрационный номер фирмы, выплачивающей налог в фонд социального страхования; федеральный идентификационный номер работодателя</td>
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<td>EIN</td>
<td>Exporter Identification Number</td>
<td>регистрационный номер фирмы-экспортера</td>
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<td>EMU</td>
<td>European Monetary Union</td>
<td>Европейский валютный союз</td>
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<td>E&amp;OE</td>
<td>errors and omissions excepted</td>
<td>исключая ошибки и пропуски</td>
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<tr>
<td>e.o.d.</td>
<td>every other day</td>
<td>раз в два дня, через день</td>
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<tr>
<td>Abbreviation</td>
<td>Full Form</td>
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<tr>
<td>--------------</td>
<td>-----------</td>
<td>-------------</td>
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<tr>
<td>E.O.M.</td>
<td>end of month</td>
<td>(платеж) в конце месяца</td>
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<td>Encl., Enc.</td>
<td>enclosure, enclosed</td>
<td>приложение, приложенный, вложенный</td>
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<td>ETA</td>
<td>estimated time of arrival</td>
<td>расчетное время прибытия</td>
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<tr>
<td>ETD</td>
<td>estimated time of departure</td>
<td>расчетное время отправления</td>
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<td>EO</td>
<td>Executive Order</td>
<td>исполнительное распоряжение; приказ президента; правительственное распоряжение; распоряжение президента; директива исполнительной власти</td>
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<td>EXP</td>
<td>Export</td>
<td>вывоз; экспорт; экспортация; предмет вывоза; общее количество экспоната; общая сумма вывоза; продажа за границу</td>
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<tr>
<td>expn</td>
<td>expiration</td>
<td>истечение (срока)</td>
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<td>expend.</td>
<td>expenditures</td>
<td>расход(ы)</td>
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<td>exps, exs</td>
<td>expenses</td>
<td>расход(ы)</td>
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<tr>
<td>ex.int.</td>
<td>exclusive of interest</td>
<td>без процентного дохода</td>
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<td>EU</td>
<td>Euro Union</td>
<td>Европейский Союз</td>
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**Ff**

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<tr>
<td>fac</td>
<td>facsimile</td>
<td>факсимильный</td>
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<td>Fb., F.B.</td>
<td>freight bill</td>
<td>счет за фрахт</td>
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<tr>
<td>F.C.V.</td>
<td>full contract value</td>
<td>полная стоимость контракта</td>
</tr>
<tr>
<td>FCO</td>
<td>Full Contract Offer, Full Corporate Offer</td>
<td>полное корпоративное предложение (развернутое коммерческое предложение продавца с указанием условий и процедур работы по будущему контракту)</td>
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<td>Federal</td>
<td>федеральный</td>
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<td>следующие страницы</td>
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<td>fig</td>
<td>figure</td>
<td>цифра</td>
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<td>FO</td>
<td>Foreign Office</td>
<td>МИД Великобритании</td>
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<td>FOREX</td>
<td>Foreign Exchange</td>
<td>обмен иностранной валюты; долговые обязательства в иностранной валюте; валютный резерв; иностранная фондовая биржа</td>
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<td>f.o.t.</td>
<td>free of tax</td>
<td>освобожденный от обложения налогом</td>
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<td>Full Form</td>
<td>Russian Translation</td>
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<tr>
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<tr>
<td>FP</td>
<td>fixed price</td>
<td>фиксированная цена</td>
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<tr>
<td>f.p.</td>
<td>fully paid</td>
<td>полностью оплаченный</td>
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<tr>
<td>F.P.A.</td>
<td>free of particular average</td>
<td>&quot;без частной аварии&quot;; без ответственности за повреждения, кроме случаев крушения (cargo insurance); свободный от частной аварии</td>
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<td>fixed-price contract with redeminition</td>
<td>контракт с последующей корректировкой фиксированной цены</td>
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<td>Free Trade Agreements</td>
<td>соглашение о свободной торговле</td>
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<td>forward</td>
<td>отослать</td>
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<td>forward</td>
<td>будущий, срочный</td>
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<tr>
<td>fwdd.</td>
<td>forwarded</td>
<td>отправленный</td>
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<td>foreign exchange</td>
<td>иностранная валюта</td>
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<td>fya</td>
<td>for your attention</td>
<td>вашему вниманию</td>
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<td>fyi</td>
<td>for your information</td>
<td>для вашего сведения</td>
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<td>FZ</td>
<td>Free Zone</td>
<td>порто-франко; зона беспошлинной торговли; вольная гавань; беспошлинная зона</td>
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**Gg**

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<td>Global</td>
<td>мировой; всемирный; общий; всеобщий; глобальный; генеральный; международный</td>
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<td>G/A</td>
<td>General Average</td>
<td>общая авария; (убытки, понесённые при спасении судна, груза и фрахта от общей для них опасности; в страховании)</td>
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<td>GD</td>
<td>Goods Declaration</td>
<td>грузовая декларация</td>
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<td>GDP</td>
<td>Gross Domestic Product</td>
<td>внутренний валовой продукт</td>
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<td>GE</td>
<td>Global Economy</td>
<td>мировая экономика; всемирная экономика; глобальная экономика; экономика мирового хозяйства</td>
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<td>General License</td>
<td>общая лицензия; генеральная лицензия</td>
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<td>GM</td>
<td>Global Market</td>
<td>мировой рынок; всемирный рынок</td>
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<td>GMT</td>
<td>Greenwich Mean Time</td>
<td>среднее время по Гринвичу</td>
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<td>General Order</td>
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<td>Definition</td>
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<td>--------------</td>
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<tr>
<td>GSP</td>
<td>Generalized System of Preferences</td>
<td>Генеральная система преференций</td>
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<td>Goods and Service Tax</td>
<td>налог на товары и услуги</td>
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<td>GT</td>
<td>Global Trading</td>
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**Hh**

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<td>height</td>
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<td>ha</td>
<td>hoc anno</td>
<td>в текущем году лат.</td>
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<td>head office</td>
<td>главная контора фирмы</td>
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<td>HQ</td>
<td>headquarters</td>
<td>штаб</td>
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<td>HQ</td>
<td>High Quality</td>
<td>высококачественный; первоклассный</td>
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<td>HP</td>
<td>hire purchase</td>
<td>покупка в рассрочку</td>
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<td>hr</td>
<td>hour</td>
<td>час</td>
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<td>Harmonized System</td>
<td>таможенная гармонизированная система; гармонизированная система (гармонизированная система описания и кодирования товаров)</td>
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<td>HTS</td>
<td>Harmonised Tariff Schedule</td>
<td>Гармонизированный тариф США; Согласованная Таблица Тарифов</td>
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<tr>
<td>HWA</td>
<td>Hold Without Action</td>
<td>удерживать до уточнения</td>
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**Ii**

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<td>International Bank Account Number</td>
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<td>in charge</td>
<td>руководит</td>
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<td>ICC</td>
<td>International Chamber of Commerce</td>
<td>Международная торговая палата; Международная торгово-промышленная палата</td>
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<td>ICPO</td>
<td>Irrevocable Corporate Purchase Offer</td>
<td>необратимый подтвержденный заказ продукта, используется в международной торговле, форма ICPO</td>
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<td>International Financial Statistics</td>
<td>международная финансовая статистика</td>
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<td>import license</td>
<td>импортная лицензия</td>
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<td>IMF</td>
<td>International Monetary Fund</td>
<td>Международный валютный фонд</td>
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<td>incorporated</td>
<td>акционерный, имеющий статус акционерного общества</td>
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<td>International Commercial</td>
<td>принятые в международной</td>
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<td>Terms</td>
<td>практике определения коммерческих терминов; Международные условия торговли, международные правила по толкованию торговых терминов</td>
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<td>ins, ince</td>
<td>insurance</td>
<td>страхование</td>
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<td>inst.</td>
<td>instalment</td>
<td>частичный или очередной взнос</td>
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<td>INTL</td>
<td>International</td>
<td>международный</td>
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<tr>
<td>inv</td>
<td>invoice</td>
<td>счет-фактура</td>
</tr>
<tr>
<td>invt.</td>
<td>inventory</td>
<td>описание, инвентарная ведомость</td>
</tr>
<tr>
<td>IOY</td>
<td>I owe you</td>
<td>долговая расписка</td>
</tr>
<tr>
<td>irre</td>
<td>irredeemable</td>
<td>не подлежащий выкупу</td>
</tr>
<tr>
<td>ISO</td>
<td>The International Organization for Standardization</td>
<td>Международная организация по стандартизации</td>
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<tr>
<td>IT</td>
<td>Information Technology</td>
<td>Информационная технология</td>
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<tr>
<td>IV</td>
<td>Import Value</td>
<td>стоимость импорта</td>
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<table>
<thead>
<tr>
<th>Jj</th>
</tr>
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<tbody>
<tr>
<td>J/A, j/a</td>
</tr>
<tr>
<td>int</td>
</tr>
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<td>Jntstk</td>
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<tr>
<td>JV</td>
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<table>
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<table>
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<tr>
<td>L/A</td>
</tr>
<tr>
<td>L/C</td>
</tr>
<tr>
<td>LD</td>
</tr>
<tr>
<td>Liab</td>
</tr>
<tr>
<td>lic</td>
</tr>
<tr>
<td>LLC</td>
</tr>
<tr>
<td>Abbreviation</td>
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<tr>
<td>--------------</td>
</tr>
<tr>
<td>LOC</td>
</tr>
<tr>
<td>LOI</td>
</tr>
<tr>
<td>l.s.</td>
</tr>
<tr>
<td>Ltd</td>
</tr>
<tr>
<td>I/u</td>
</tr>
<tr>
<td>lux</td>
</tr>
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</table>

**Mm**

<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Full Form</th>
<th>Transliteration</th>
</tr>
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<tbody>
<tr>
<td>mat.</td>
<td>maturity</td>
<td>срок долгового обязательства</td>
</tr>
<tr>
<td>max</td>
<td>maximum</td>
<td>максимально, максимальный</td>
</tr>
<tr>
<td>m/d, M/D</td>
<td>months after date</td>
<td>через столько-то месяцев от сего числа</td>
</tr>
<tr>
<td>mdse</td>
<td>merchandise</td>
<td>товар</td>
</tr>
<tr>
<td>mem., memo</td>
<td>memorandum</td>
<td>меморандум</td>
</tr>
<tr>
<td>merc.</td>
<td>mercantile, merchant</td>
<td>торговый, коммерческий</td>
</tr>
<tr>
<td>mgr</td>
<td>manager</td>
<td>руководитель</td>
</tr>
<tr>
<td>MIC</td>
<td>Made in China</td>
<td>сделано в; изготовлено в; произведено в Китае</td>
</tr>
<tr>
<td>min</td>
<td>minimum</td>
<td>минимум</td>
</tr>
<tr>
<td>misc</td>
<td>miscellaneous</td>
<td>разное</td>
</tr>
<tr>
<td>mkt</td>
<td>market</td>
<td>рынок</td>
</tr>
<tr>
<td>M.O., mo</td>
<td>money order</td>
<td>денежный перевод</td>
</tr>
<tr>
<td>M/S</td>
<td>months after sight</td>
<td>через ... месяцев после предъявления</td>
</tr>
<tr>
<td>MS</td>
<td>manuscript</td>
<td>рукопись</td>
</tr>
<tr>
<td>MT</td>
<td>a mail transfer</td>
<td>почтовый перевод</td>
</tr>
<tr>
<td>mtg</td>
<td>meeting</td>
<td>собрание</td>
</tr>
<tr>
<td>mut</td>
<td>mutual</td>
<td>взаимный</td>
</tr>
</tbody>
</table>

**Nn**

<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Full Form</th>
<th>Transliteration</th>
</tr>
</thead>
<tbody>
<tr>
<td>N/A</td>
<td>Not Applicable</td>
<td>не подлежит; не применимо к данному случаю</td>
</tr>
<tr>
<td>NAFTA</td>
<td>the North American Free Trade Area</td>
<td>Североамериканская зона свободной торговли</td>
</tr>
<tr>
<td>NB</td>
<td>nota bene (take special note of)</td>
<td>обратите внимание лат.</td>
</tr>
<tr>
<td>N.C.V.</td>
<td>no commercial value</td>
<td>без рыночной стоимости</td>
</tr>
<tr>
<td>N.E.S.</td>
<td>Not Elsewhere Specified</td>
<td>не указанный где-либо в другом месте</td>
</tr>
<tr>
<td>N/f</td>
<td>no funds</td>
<td>без покрытия, нет средств</td>
</tr>
<tr>
<td>Abbreviation</td>
<td>Description</td>
<td>Translation</td>
</tr>
<tr>
<td>--------------</td>
<td>-------------</td>
<td>-------------</td>
</tr>
<tr>
<td>NFT</td>
<td>Not For Trade</td>
<td>не для продажи</td>
</tr>
<tr>
<td>NIS</td>
<td>not in stock</td>
<td>не быть на складе, в ассортименте</td>
</tr>
<tr>
<td>NL</td>
<td>no liability</td>
<td>не нести обязательства</td>
</tr>
<tr>
<td>npo</td>
<td>non-profit making organization</td>
<td>некоммерческая организация</td>
</tr>
<tr>
<td>ns</td>
<td>not specified</td>
<td>не уточнено, подробности отсутствуют</td>
</tr>
<tr>
<td>N.S.F.</td>
<td>not sufficient funds</td>
<td>недостаточные фонды; не обеспечено денежным «покрытием»</td>
</tr>
<tr>
<td>NTR</td>
<td>Normal Trade Relations</td>
<td>стандартные, нормальные торговые связи, отношения</td>
</tr>
<tr>
<td>o/a</td>
<td>on account</td>
<td>в счет причитающейся суммы</td>
</tr>
<tr>
<td>O/A</td>
<td>open account</td>
<td>открытый счет</td>
</tr>
<tr>
<td>OAS</td>
<td>Organization of American States</td>
<td>Организация американских государств</td>
</tr>
<tr>
<td>OBL</td>
<td>Ocean Bill of Lading</td>
<td>океанский коносамент</td>
</tr>
<tr>
<td>OBU</td>
<td>Offshore Banking Unit</td>
<td>офшорное банковское учреждение; выведенное из-под национального регулирования банковское учреждение; офшорное отделение банка-нерезидента (создаётся для целей кредитования; права работать с вкладчиками не имеет)</td>
</tr>
<tr>
<td>O/C</td>
<td>overcharge</td>
<td>назначение завышенной цены</td>
</tr>
<tr>
<td>o/d</td>
<td>over draft</td>
<td>овердрафт</td>
</tr>
<tr>
<td>O/D</td>
<td>on demand</td>
<td>по требованию</td>
</tr>
<tr>
<td>OF</td>
<td>Order Form</td>
<td>бланк требования; бланк заявки; форма-заявка; заказ-наряд</td>
</tr>
<tr>
<td>O/O</td>
<td>order of</td>
<td>по получении, по распоряжению, приказу кого-либо</td>
</tr>
<tr>
<td>OOS</td>
<td>out of stock</td>
<td>не иметь на складе</td>
</tr>
<tr>
<td>O.R.</td>
<td>owner's risk</td>
<td>на риск владельца</td>
</tr>
<tr>
<td>Ord.</td>
<td>ordinary</td>
<td>обычный</td>
</tr>
<tr>
<td>OT, o/t</td>
<td>old terms</td>
<td>прежние условия</td>
</tr>
<tr>
<td>O/F</td>
<td>Only freight</td>
<td>только перевозка грузов</td>
</tr>
<tr>
<td>oz</td>
<td>ounce(s)</td>
<td>унция(и)</td>
</tr>
<tr>
<td>Abbreviation</td>
<td>Full Form</td>
<td>Russian Translation</td>
</tr>
<tr>
<td>--------------</td>
<td>-------------------------------------------------------</td>
<td>-------------------------------------------</td>
</tr>
<tr>
<td>pa</td>
<td>per annum</td>
<td>ежегодно</td>
</tr>
<tr>
<td>PA</td>
<td>personal assistant</td>
<td>личный помощник</td>
</tr>
<tr>
<td>P/A</td>
<td>Power of Attorney</td>
<td>доверенность</td>
</tr>
<tr>
<td>par.</td>
<td>paragraph</td>
<td>параграф, пункт</td>
</tr>
<tr>
<td>P.A.N.</td>
<td>premium advice note</td>
<td>извещение о премии</td>
</tr>
<tr>
<td>PAYE</td>
<td>pay-as-you-earn</td>
<td>платите по мере того, как зарабатываете (уплата налогов при получении заработной платы)</td>
</tr>
<tr>
<td>PD</td>
<td>Project Delivery</td>
<td>осуществление проектов</td>
</tr>
<tr>
<td>pd</td>
<td>paid</td>
<td>уплачено</td>
</tr>
<tr>
<td>p/d</td>
<td>postdate</td>
<td>датировать более поздним числом или более поздняя дата</td>
</tr>
<tr>
<td>pkt</td>
<td>packet</td>
<td>пакет</td>
</tr>
<tr>
<td>P&amp;L</td>
<td>profit and loss</td>
<td>прибыль и убыток</td>
</tr>
<tr>
<td>PM</td>
<td>Project Manager</td>
<td>управляющий проектами; руководитель проекта</td>
</tr>
<tr>
<td>p.m.</td>
<td>per month</td>
<td>ежемесячно</td>
</tr>
<tr>
<td>P/N</td>
<td>promissory note</td>
<td>простой вексель, долговое обязательство</td>
</tr>
<tr>
<td>PO</td>
<td>Post Office</td>
<td>почтовое отделение</td>
</tr>
<tr>
<td>POA</td>
<td>Power of Attorney</td>
<td>доверенность</td>
</tr>
<tr>
<td>POA</td>
<td>Price on Application</td>
<td>предоставление ценовой информации по обращению к фирме</td>
</tr>
<tr>
<td>P.O.D.</td>
<td>pay on delivery</td>
<td>наложенный платеж, наложенным платежом</td>
</tr>
<tr>
<td>PP</td>
<td>Purchase Price</td>
<td>закупочная цена</td>
</tr>
<tr>
<td>PP</td>
<td>Prepaid (freight must be prepaid)</td>
<td>оплаченный предварительно</td>
</tr>
<tr>
<td>pp, p.p.</td>
<td>post procurationem (for and on behalf of)</td>
<td>по доверенности лат.</td>
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<tr>
<td>p&amp;p</td>
<td>postage and packing</td>
<td>пересылка и упаковка</td>
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<tr>
<td>PQY</td>
<td>Production Quality</td>
<td>качество продукции</td>
</tr>
<tr>
<td>PR</td>
<td>public relations</td>
<td>связь с общественностью</td>
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<tr>
<td>pt</td>
<td>payment</td>
<td>платеж</td>
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<tr>
<td>P.T.O.</td>
<td>please turn over</td>
<td>см. на обороте</td>
</tr>
<tr>
<td>pur</td>
<td>purchase</td>
<td>покупка</td>
</tr>
<tr>
<td>PWN</td>
<td>prior written notice</td>
<td>заблаговременное письменное уведомление</td>
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### Qq

<table>
<thead>
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<th>Quality assurance</th>
<th>обеспечение качества (продукции)</th>
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<td>Qlty</td>
<td>quality</td>
<td>качество</td>
</tr>
<tr>
<td>QMS</td>
<td>Quality Management System</td>
<td>система управления качеством</td>
</tr>
<tr>
<td>QA</td>
<td>Quality of</td>
<td>качество, свойства чего-л.</td>
</tr>
<tr>
<td>QPQ</td>
<td>Quid Pro Quo</td>
<td>недоразумение из-за принятия чего-то за другое; путаница; услуга за услугу</td>
</tr>
<tr>
<td>Qty</td>
<td>quantity</td>
<td>количество</td>
</tr>
<tr>
<td>qv</td>
<td>quod vide (which may be referred to)</td>
<td>смотри так-то lat.</td>
</tr>
<tr>
<td>QY</td>
<td>Quarter year</td>
<td>квартал года</td>
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### Rr

<table>
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<tr>
<th>R/D</th>
<th>refer to drawer</th>
<th>обратитесь к выдавшему чек</th>
</tr>
</thead>
<tbody>
<tr>
<td>R&amp;D</td>
<td>Research and Development</td>
<td>научно-исследовательские и опытно-конструкторские работы</td>
</tr>
<tr>
<td>recd, rcd</td>
<td>received</td>
<td>полученный</td>
</tr>
<tr>
<td>rect</td>
<td>receipt</td>
<td>квитанция</td>
</tr>
<tr>
<td>ref</td>
<td>reference</td>
<td>ссылка</td>
</tr>
<tr>
<td>RFP</td>
<td>Request for Proposal</td>
<td>запрос о представлении предложений</td>
</tr>
<tr>
<td>RFQ</td>
<td>Request for Quotation</td>
<td>запрос на предоставление коммерческого предложения; запрос на ценовое предложение; запрос на котировку</td>
</tr>
<tr>
<td>R.P.</td>
<td>reply paid</td>
<td>ответ оплачен</td>
</tr>
<tr>
<td>RR</td>
<td>Rail Road</td>
<td>железнодорожная компания</td>
</tr>
<tr>
<td>retd</td>
<td>returned</td>
<td>возвращенный</td>
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</tbody>
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### Ss

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<thead>
<tr>
<th>sae</th>
<th>stamped envelope address</th>
<th>конверт с обратным адресом</th>
</tr>
</thead>
<tbody>
<tr>
<td>SAYE</td>
<td>save-as-you-earn</td>
<td>сберегайте по мере получения дохода англ.</td>
</tr>
<tr>
<td>sch</td>
<td>schedule</td>
<td>график, расписание</td>
</tr>
<tr>
<td>S.D., S/D</td>
<td>sight draft</td>
<td>вексель на предъявителя</td>
</tr>
<tr>
<td>SDF</td>
<td>Self Declaration Form</td>
<td>бланк таможенной декларации, заполняемый лично</td>
</tr>
<tr>
<td>SEZ</td>
<td>Special Economic Zone</td>
<td>особая экономическая зона</td>
</tr>
<tr>
<td><strong>sgd</strong></td>
<td>signed</td>
<td>подписанный</td>
</tr>
<tr>
<td>SM</td>
<td>Service Mark</td>
<td>знак обслуживания (отличается от товарного знака тем, что относится к области обслуживания, а не к продаваемым товарам)</td>
</tr>
<tr>
<td>S.O.</td>
<td>shipping note</td>
<td>ордер на погрузку, погрузочный ордер</td>
</tr>
<tr>
<td>Soc</td>
<td>society</td>
<td>общество</td>
</tr>
<tr>
<td>SOM</td>
<td>Share of Market</td>
<td>доля рынка</td>
</tr>
<tr>
<td>spec.</td>
<td>specification</td>
<td>спецификация</td>
</tr>
<tr>
<td>STA</td>
<td>Scheduled Time of Arrival</td>
<td>плановое время прибытия</td>
</tr>
<tr>
<td>sub</td>
<td>subscription</td>
<td>подписка</td>
</tr>
<tr>
<td>SWIFT</td>
<td>The Society for World-wide Interbank Financial Telecommunications</td>
<td>Международная межбанковская система передачи информации и совершения платежей</td>
</tr>
</tbody>
</table>

**Tt**

| TB | Trade Balance | торговля; баланс внешней торговли |
| t.b.c. | to be confirmed | будет подтверждено |
| TM | Trade Mark | товарная марка; товарный знак; клеймо фирмы-изготовителя |

**Uu**

| UCC | Uniform Commercial Code | Единообразный торговый кодекс |
| uli. | ultimo (last) | прошлого месяца |
| UN | United Nations Organization | Организация Объединенных Наций, ООН |
| unci | unclassified | неsekретный, без грифа секретности |
| UNESCO | United Nations Educational. Scientific and Cultural Organization | Комитет Организации Объединенных Наций по вопросам образования, науки и культуры, ЮНЕСКО |
| urgt | urgent | срочный |
| u.t. | usual terms | обычные условия |

**Vv**

| v., vs | versus, against | против лат. |
| VAT | value added tax | налог на добавленную стоимость |
| VC | Vice Chairman | заместитель председателя |
| via | by way, through | через, посредством |
| viz. | videlicet (namely) | то есть, а именно |
| vol. | volume | объем |
| VP | vice-president | вице-президент |
| V.S. | vide supra | смотри выше лат. |

**Ww**

<p>| WA | With Average | с ответственностью за полную аварию; включая частную аварию; с ответственностью за частную аварию |
| War. | warrant | ордер, вариант |
| W/B | way bill | накладная, транспортная накладная |
| WCO | World Customs Organization | Всемирная таможенная организация |
| wd | warranted | гарантированный |
| wk | week | неделя |
| W.P.A. | with particular average | включая частную аварию; с ответственностью за частную аварию |
| WNTY | Warranty | гарантийное обязательство |
| w/o | without | без |
| WON | Work Order Number | номер заказа на изготовление / работы |
| w.p.m. | words per minute | слов в минуту |
| wt | weight | вес |
| WTC | World Trade Center | Всемирный торговый центр; центр международной торговли |</p>
<table>
<thead>
<tr>
<th>WTO</th>
<th>World Trade Organization</th>
<th>Всемирная торговая организация</th>
</tr>
</thead>
</table>

**Xx**

<table>
<thead>
<tr>
<th>X</th>
<th>Ex Interest</th>
<th>«без права на получение текущих процентных выплат»</th>
</tr>
</thead>
<tbody>
<tr>
<td>XR</td>
<td>exchange Rate</td>
<td>курсы валют; биржевой курс; обменный / валютный курс; курс обмена валюты</td>
</tr>
<tr>
<td>xs</td>
<td>expenses</td>
<td>расходы, издержки, затраты</td>
</tr>
</tbody>
</table>

**Yy**

<table>
<thead>
<tr>
<th>YER</th>
<th>Yearly Effective Rate</th>
<th>ставка (или тариф), действительная в течение года</th>
</tr>
</thead>
<tbody>
<tr>
<td>yr.</td>
<td>year</td>
<td>год</td>
</tr>
<tr>
<td>YRO</td>
<td>Year-Round Operations</td>
<td>круглогодичная эксплуатация</td>
</tr>
</tbody>
</table>

**Zz**

<table>
<thead>
<tr>
<th>ZBA</th>
<th>Zero-Bracket Amount</th>
<th>минимальная сумма, не облагаемая налогом; зависит от статуса налогоплательщика; сумма валового дохода</th>
</tr>
</thead>
<tbody>
<tr>
<td>ZBB</td>
<td>Zero-Based Budgeting</td>
<td>бюджеты с нулевой базой: бюджетный метод, при котором необходимо обосновывать все расходы, а не только превышение уровня прошлого года (от нуля, а не от достигнутого)</td>
</tr>
<tr>
<td>ZCB</td>
<td>Zero Coupon Bonds</td>
<td>облигации с нулевыми купонами: ценные бумаги без выплаты процентов; выпускаются и обращаются по типу векселей с дисконтом к номиналу (впервые выпущены в США в 1981 г.; могут выпускаться конкретными заемщиками или базироваться на государственных облигациях; = ZR</td>
</tr>
<tr>
<td>ZCS</td>
<td>Zero Coupon Swap</td>
<td>нулевокупонный своп: процентный своп, предусматривающий периодические платежи одной стороны и одноразовый платеж другой (по фиксированной ставке) при завершении срока соглашения</td>
</tr>
<tr>
<td>ZEG</td>
<td>Zero Economic Growth</td>
<td>нулевой экономический рост</td>
</tr>
</tbody>
</table>
REFERENCES


