

**С.В. Негро
М.И. Ветрова**

ДЕЛОВАЯ КОРРЕСПОНДЕНЦИЯ НА АНГЛИЙСКОМ ЯЗЫКЕ



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«Нижегородский государственный архитектурно-строительный университет»

С.В. Негро
М.И. Ветрова

Деловая корреспонденция
на английском языке

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учебного пособия

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Рецензенты:

Балакина Ю.В. – доцент кафедры иностранных языков Национального исследовательского университета «Высшая школа экономики»

Гаврикова Ю.А. – старший преподаватель кафедры теории и практики иностранных языков и лингводидактики Нижегородского педагогического университета им. Козьмы Минина

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Рассмотрены основные правила и примеры оформления и перевода делового письма с английского на русский и с русского на английский.

Учебное пособие предназначено для студентов экономических специальностей.

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UNIT 1

LETTERS

Effective writing in a foreign language plays an important role in business world.

Every time you start to write, you need to ask yourself:

- a. Who am I writing to?
- b. What is the purpose of my writing?

When writing formal letters bare in mind the following:

- The reader
- The purpose
- The structure of the letter
- Clarity, conciseness, consistency
- The level of formality
- Accuracy

Business letters are usually formal in style. It is appropriate to use a number of typical letter phrases, e.g. Dear..., I look forward to..., Yours sincerely, etc.

The letter should be clear, concise and easy to read. Writing often involves going through a number of stages:

- *Brainstorming*: you should start by thinking about the message that you want to communicate;
- *Making notes*;
- *Planning*: organising your ideas will help to make your writing coherent;
- *Writing a draft*;
- *Editing*;
- *Final draft writing*;
- *Proof-reading*

Consider the business style of your letter and its layout.

Layout:

When writing a business letter, you should follow the standard format (see the sample):

- a. letterhead, address of writer
- b. name and address of recipient
- c. references
- d. date
- e. opening
- f. subject heading
- g. body of the letter
- h. closing
- i. signature
- j. name and job title
- k. enclosures

THE BUSINESS CENTRE

123 Western Road

London BN1 4AT

Robert Taylor

Research Centre

Paris

75006 France

March 23, 2013

Dear Robert,

Re: Confirmation

Thank you for your letter dated February 15 and for the materials you enclosed with. On behalf of our team I would be glad to see you in October. I would like to inform you that all expenses will be paid by our company.

Yours sincerely,

Dfred

Fred Davis

Sales Manager

Encl.

Address: Put your own address on the top on the right. Start with house number, then street, then town. Postcode and telephone number come last. Do not put your name with the address. Put the name and address of recipient on the top on the left.

Date: Put the date on the right, one line below the sender's address (in letters with a ready-printed sender's address, the date can also be put in the top left corner). A common way to write the date is to put the number of the day, followed by the month and year:

- 15 May 1998

In Great Britain the date may be written in the following way:

- 15th May, 1998
- May 15th, 1998

Opening (salutation) and closing:

Begin your letter with:

- Dear (name): Dear Fred
- Dear Sir(s), or Dear Madam, or Dear Sir or Madam
- Dear Mr/Ms (surname): Dear Mr Bond
- Dear (name and surname): Dear James Bond
- Gentlemen (AmEng)

NB: NOT ~~Dear Mr James Bond~~

After that put a comma (,) or nothing at all.
In American English a colon (:) is preferred.

Finish your letter:

At the end put a short sentence:

- I look forward to hearing from you
- Please do not hesitate to contact me if you need further information

Below you should put the following:

- Yours sincerely (you know the person's name)
- Yours faithfully (you do not know person's name)

In American English:

- Sincerely, Sincerely yours, Yours truly

After that you should sign your letter and print your full name below your signature.

Common abbreviations:

If you are signing your letter for someone else you should use "PP" or "per pro" (per procura).

"Cc" ("carbon copy") means a copy to some body;

"enc", "encl" – enclosure;

"Re" – regarding.

Useful phrases:

1. We acknowledge the receipt of your letter of ...–
Подтверждаем получение Вашего письма от ...
2. In reply to your letter of ... – В ответ на Ваше письмо от ...
3. We thank you for your letter dated ...– Благодарим Вас за письмо от ...
4. We have received your letter of ... – Мы получили Ваше письмо, датированное ...
5. We refer to your letter of ... – Мы ссылаемся на Ваше письмо от ...
6. We should appreciate a prompt reply. – Мы (с интересом) ожидаем Вашего (быстрого) ответа; благодарим за быстрый ответ на наше письмо.
7. Will you kindly reply to this letter. – Мы ожидаем Вашего ответа; благодарим за быстрый ответ на наше письмо.
8. Thank you for your prompt reply. – Благодарим за быстрый ответ.
9. Thank you for sending me – Благодарим Вас за присланные (материалы)...
10. I am sending you herewith (herein) ...– К письму прилагаем ...
11. I enclose herewith (herein) ... –К письму прилагаем ...
12. Please find enclosed ... – К письму прилагаем ...
13. Attached to this letter you will find ... – К письму прилагаем ...
14. I apologise for the delay in replying to your letter. – Приносим извинения за задержку ответа.
15. Please excuse me for my late reply. – Приносим извинения за поздний ответ.
16. With best wishes. – С наилучшими пожеланиями.
17. We look forward to hearing from you – С нетерпением ожидаем Вашего ответа, (зд.) с уважением.

EXERCISES:

1.1. Study and translate the letter below:

Calle Aduana 137
28070 Madrid
Spain
00 34 20 98 74 63 35

Carlos Ruz, Robert Smiths, Carolina Reyes
Business School
Rochester
RC5 7 JY
United Kingdom

September 15th 2010

Dear Carlos, Robert and Carolina,

Confirmation of award

I am very pleased to announce that the project that your team presented to the annual business award committee has been selected as this year's winner. Congratulations to you all for your excellent project.

I am enclosing three invitations for the press conference and award ceremony, which will be held at the head office on the 7th October. Both the local and national media have been invited to attend.

Once again, congratulations to you all for hard work and for the innovative approach that you took throughout this project.

I look forward to seeing you on the 7th of October and to having the pleasure of presenting you with the award in person.

Yours sincerely,

Dave Kloren

Dave Kloren
Chief Executive

Enc.

1.2. These two letters are all mixed up. Put the sentences in the right order. Each letter has three separate main parts.

Letter 1:

Ms. Weinburger
Business Consultants
1911 Formosa Avenue
Los Angeles
California USA

12 December 2011

Dear Mrs Weinburger

- a) Please give my regards to Steven Hill.
- b) It was interesting to hear your views on our new products.
- c) I would be very grateful, therefore, if you could send me a list of agents – perhaps from the yellow pages.
- d) As you know, our company is planning to open a branch in Los Angeles.
- e) I was wondering if you could help me.
- f) It was a pleasure to meet you at the Trade fair last month.
- j) We are now looking for office space in the town center and we need to know the names and addresses of some property agents.

With best wishes,

Hans Seitz
Divisional Director

Letter 2:

Ms. F Soares
Rua J Falcao 20 □7
4001 Porto, Portugal

15 October 2012

Dear Ms. Soares

- a) I am afraid that I have some bad news.
- b) Thank you very much for your letter.
- c) I hope that this does not inconvenience you in any way.
- d) I hope that you have completely recovered now.
- e) Due to unforeseen problems, we are unable to deliver your order on time.
- f) Please give my regards to Mr. Segall.
- g) We expect to be back to normal by the end of this month, so I am sure that you will receive the goods within three weeks.
- h) I was sorry to hear that you have been ill recently.

Kind regards

Ke Soon Lee
Overseas Sales Departement

1.3. How would you write the receiver's address, the salutation and the closing line in the following situations?

1. You are writing to the Chief Training Officer of a company called Newmark and Grayson Chemicals. They are based at 30, Dunmow Lane, London EC 11.

2. You are writing to Ann Baines, who works in the Accounts Department of a company called Taylor and Johnson. Their offices are at 76 Davies Street, Liverpool.

3. You are writing to Peter Andrews, the Marketing Manager of Drew and Aibel, who have their headquarters in Tonbridge, Kent at 22 Main Street. You have worked closely with Peter Andrews before and know him well.

1.4. Fill in the missing parts of these letters:

a) Dear Mr. Watson

... ..

In our last order from your company, we asked for six water filters. Unfortunately, when we opened the box we found that there were only five. I would be grateful if you could send us the missing filter as soon as possible.

Looking forward to hearing from you.

Yours,

b) Dear Ms. Spencer

... ..

Owing to increased costs, we have been forced to increase our prices to our customers as shown on the enclosed list. We are however still able to offer a 10% discount on any order that you make.

Hoping that we can continue to be of service to you,

Yours,

c) Dear Mrs. Pott

... the invitation to the exhibition last week.

... to see the range of products that you produce.

... ..

a new service that we have just introduced. This is the Golden Maintenance Agreement. For a fixed price we can offer 24 hour emergency repairs for ...

d) Dear Mr. Sanchez

... that I have not written before now to thank you for the invitation to the conference last month.

... to meet your colleagues and to exchange ideas.

... I need a new Marketing Manager for our Middle East office. I know that you ...

1.5. What mistake has been made in the invoice? What does Green Tools plc want Pinelli Ltd to do?

GREEN TOOLS PLC

16 East Street,

Bishops Stortford,

Herts HM 6 2DZ

Tel: (0297) 613726

Pinelli Ltd
Garibaldi Street
Turin
Italy

10 September 2012

Dear Sirs

INVOICE No. YD/633009

With the reference to your invoice No. YD/633009 of 2 September, we must point out that you seem to have made an error in the total. You have entered \$742.20 but we calculate that the correct figure is \$722.20. We enclose our check for \$722.20 and would be obliged if you could either let us have your credit note for \$20 or amend the invoice appropriately.

Yours faithfully,

CLIVE THOMAS

Clive Thomas

Accountant

1.6. You are a finance manager. You have to plan the sum of money to spend on the business trip. Write your decision in a letter to the Accounting Department.

1.7. Make up a text of a letter of invitation.

1.8. Write a letter to a GREEN LEAVES company according to the following:

date: 10/11/2014;

address: Англия, Манчестер, Мейн Роуд 12,

content: сообщите о получении письма от 25 октября и выразите свою благодарность; сообщите, что вы высылаете по просьбе компании свой новый каталог садово-паркового инвентаря с прейскурантом; выразите надежду на получение скорого ответа.

1.9. Write a reply to the letter above.

1.10. Do the quiz below:

Formal Letter Writing

Circle the correct answer:

1. <i>Sincerely yours</i> is more common in American English than in British English	True/False
2. <i>Yours truly</i> is more common in American English than in British English	True/False
3. You put the address of the person you are writing to in the top righthand corner of the letter.	True/False
4. If you don't know the person's name, sign off with <i>Yours faithfully</i> .	True/False
5. It is correct to finish the letter with <i>I look forward to hear from you</i> .	True/False
6. 2/3/06 is a good way to write the date.	True/False
7. Print your name above the signature.	True/False
8. In the first paragraph you should write a few polite lines to express your admiration of the person you are writing to.	True/False
9. The first paragraph should simply contain the reason for your letter.	True/False
10. The last paragraph should state what action you expect the person to take.	True/False
11. You should use <i>per pro</i> or <i>pp</i> if you are signing a letter for someone else.	True/False
12. <i>Dear Mr Michel Brown</i> is a correct way to start a letter.	True/False
13. <i>cc</i> stands for <i>carbon copy</i> .	True/False

UNIT 2

EMAILS

Email is one of the commonly-used forms of communication. It is effective, rapid and cheap. Emails are shorter than other forms of communication and the language is simple and concise. The tone for emails to superiors should be formal. But “in-house” emails between colleagues can be semi-formal.

Layout:

- a. name of the person sending the email (from)
- b. name of the person the email is addressed to (to)
- c. date and time
- d. information about the content of the email (subject)
- e. attachments
- f. opening
- g. body of the email
- h. closing
- i. name and job title

EXERCISES:

2.1. Name the parts of the email:

To: Lara Harley <Lara.Harley@hotmail.com>

From: Kevin Bing <kevinbing@hotmail.com>

Date: 25 July

Re: New York visit

Dear Lara

I want to thank you for your hospitality while I was in New York. It was most kind of you to invite me and Jenny. We enjoyed visiting some your famous department stores, and I will never forget the trips to the Empire State Building and Radio City. If the Annual Sales Convention is ever held in London, I would like to repay you for generosity and kindness to us.

Please give my best wishes to all your colleagues who attended my seminar. I'm glad everything went well. It was a pleasure to meet you all.

Best wishes
Kevin Bing

2.2. You have recently returned from a business trip. Write an email to thank your business partners for:

- **having meal together**
- **arranging your visit to the workshop**

2.3. Compare two emails and try to discover the rules of writing a good email. Draw two columns on a piece of paper and write the headings Dos and Don'ts at the top. Work in pairs.

1.

Dear Mr Jones,

I'm a university student from Finland and I'm writing to get some information about your language courses this summer. I've got a few questions:

1. Do you do a course for university students, which helps them with their essay writing skills?
2. How many hours a week are the courses?
3. What sort of accommodation do you offer?
4. What after-school activities are there here?
5. Do you do any trips to other towns in the UK?

I'm hoping to come over in June, so if you can get back to me as soon as possible, it would be great. Thanks for your help.

Best regards, Jaana Nikkinen

2.

Subject: Hello! Hi Jack!!!

My name's Jaana and I'M FROM FINLAND!!! I bet you haven't had students from here B4 ;-) ;-) That's probably coz we're so amazing at languages, that we don't need any xtra help?except me – I need all the help I can get!! FYI: the problem really started when I was in primary school, and my parents, who had been arguing non-stop since I was a little baby, got divorced and decided that I should be adopted as they couldn't decide who should have custody of me. If I had been in their situation, I think I probably wouldn't have known either!! Anyway, this was all a bit traumatic, so all my school subjects suffered, especially English. HAHAAHAAA ONLY JOKING!!!! :-) (Actually, don't

tell anyone, but I'm actually quite a good student?but if anyone found out, my reputation would be ruined, so shhhhhh!) BTW do u do courses for uni students? How many lessons/week? Is there any extra stuff after school, SO I CAN MEET SOME COOL PEOPLE? How about trips? Give me all the info you can, man.

Jaana (although all my mates call me Jakki!!)

2.4. You are going to write an email (on paper) to the information centre of the city of your choice asking for any information you require. Use the model email (exercise 2.3. email 1) as an example and follow the list of rules you have. Work in pairs.

2.5. Compare two emails. Do some comments.

1. Original email message

To: michael.smith@xyztech.com

Subject: Problem of our server

Hello Michael,

Last week I tell you about the problem with our server that you say you can fix the issue.

I want that you come to our office on Wednesday at 14:00. You need more information about the problem or you can understand when you come here? You can say me if you need to know more what happen when we try connect.

If you agree, email to say that you come here Wednesday.

Regards,

(Name)

2. Email message after proofreading corrections have been applied

To: michael.smith@xyztech.com

Subject: *Server Issues*

Hello Michael,

Last week *I contacted you* about the problem with our server. *When we spoke, you mentioned that you could fix the issue.*

I would like to schedule a time for you to come to our office. Are you available on Wednesday at 14:00? Do you need more information about the problem or will you assess the situation when you arrive? Just let me know if you need more details about what happens when we try to connect.

Please confirm by email if you are able to come to our office on Wednesday. I look forward to receiving your response.

Regards,
(Name)

2.6. Translate from English into Russian

To: Peter Thompson
From: Sarah Wood
CC: Jack Baker, Sales Manager
Sent: 9 September
Subject: Confirmation

Dear Mr Thompson
Thank you for your mail. I have checked with Jack Baker, our Sales Manager, and I confirm that 150 boxes you ordered left our warehouse yesterday and should arrive tomorrow. Please let me know if there is any delay.

Yours sincerely
Sarah Wood

2.7. You are PA Helen. Email to your boss confirming that all the reservations are made for his trip to Spain.

2.8. Invite your colleague to a party in your email.

2.9. React to the email above.

2.10. Your boss asks you to cancel his flight to Miami. Email to Delta Airlines asking to cancel his flight and to Ambassador Hotel to cancel the reservation.

UNIT 3

FAXES

Faxes are sent in numerous situations – to place and confirm orders/bookings, make and answer enquiries, request and confirm payments, give orders etc. **T**he style of the fax can be formal, as in a business letter, or informal. This depends on who you are writing to. *Regards* is often used for the ending. More formal endings *Yours sincerely/ yours faithfully* are also acceptable.

Layout:

- a. letterhead
- b. name of the person who will receive the fax
- c. name of the person sending the fax
- d. sender's fax number
- e. date
- f. total number of pages
- g. opening
- h. body of the fax
- i. closing
- j. signature

EXERCISES:

3.1. Study this fax filling in the gaps:

CREAZIONI Italy
57 Via dei Colombi
09135
Pisa

To: M.Simon
Business Consultancy
From: C.Baldini
Fax: +32 71 42 65 43
Date: 17 September
Pages: 1

Dear Mr Simon,

We would like to confirm what we discussed earlier this morning. Following your successful presentations at previous conferences, we have pleasure in inviting you to our third conference here in Pisa in November.

The central theme will be “The Future of E-Business”, and your talk will focus essentially on ways of developing e-commerce.

As you will probably draw a sizeable audience as in previous years, we have made some special arrangements.

We are going to put you in our main conference hall, which can seat at least 40 participants, and we are going to allocate you a 45 minute slot (inclusive of 15 minutes questions and answers).

We would be very grateful if you could confirm your acceptance in writing, and we course remain at your disposal to discuss further details.

Yours sincerely

Baldini

3.2. Reply to the FAX above using the following information:

- 1. You cannot visit the conference because you are engaged into another very important project**
or
- 2. The theme of your presentation will be “How to Stop Virtual Piracy”**

3.3. Choose the more formal expressions:

FAX

To: Ms Veronika Frost

From: Don Briar

Date: 25 June

Subject: Training session

Number of pages including this one: 1

Dear¹ (Veronika / Ms Driessen)

²(Thanks very much / Thank you very much) for your invitation. I can give the talk³ (on the date you suggest / when you would like). ⁴(I would prefer to speak / Could I give it) in the morning as I have another appointment later in the day.

I think I'll be able to give ⁵(a great talk / an excellent presentation) as I've spoken on the subject many times recently. You ⁶(mentioned / talked about) a fee of \$250 for running the session.

⁷(This seems rather low / This doesn't seem much) for a three-hour session. Could you reconsider this?

Could you ⁸(let me have / provide me with) Powerpoint equipment for the talk?
⁹(One more thing / Finally), ¹⁰ (could you possibly send me / can I have) a few details about the participants?

¹¹(I'm looking forward to seeing / It will be great to see) you all on 6 July.

¹²(All the best / Yours sincerely)

Don Briar
Marketing Director

3.4. Fill in the gaps:

at sight	alternative	cases	settle	shipping documents
warehouse	following	consignment	delivery	

FAX

To: Sales Department
From: William McEvans, Purchasing Department
Date: 16 June
Subject: Our order no. 5
Number of pages 2

Dear Sir / Madam,

On the¹ page please find our order No.5 for various car accessories and motor cycle in different colours and designs.

We agreed that the.....² will be sent by sea. The covers will be individually wrapped and packed in³, when transporter by container ship.

.....⁴ of the goods will be within four weeks, to our⁵ in Manchester. We reserve the right to refuse goods delivered after that time.

The prices quoted in your catalogue are CIF Dover. We will pay by irrevocable letter of credit⁶. Would you please send copies of the⁷ and your invoice direct to me.

When I spoke to you last week, you agreed that for future transactions, you might allow us to⁸ quarterly.

If any of the goods ordered are not available, we are willing to accept.....⁹ colours or designs.

Quantity	Item	Code	Unit price	Total cost
80	Silver car covers	CC18	€ 200	€ 16,000
50	Red motor cycle covers	CM21	€ 200	€ 10,000
20	Roof tracks	RKS10	€ 250	€ 5,000
			Gross Total	€ 31,000
			Diskont @ 5%	€ 1,500
			Net amount due	€ 29,450

3.5. Answer to the fax below:

Great Woods
245 Western Street
New York

FAX

To: Norman Smith, Sales Manager
From: Sally Wood, General Manager
Date: 9 October

Dear Norman,

Thank you for your email.

I've decided to change my agenda for Friday and I'd like you to do the following:

- cancel the meeting with R&D Department
- contact Mr Dereck and ask him if he can join us on Monday
- send our latest catalogue to the editing agency

Regards

Sally Wood

UNIT 4

MEMOS

The memorandum or memo originally meant a reminder or confirmation. It is the most common form of written communication in business and industry. Memo is used to exchange a wide variety of messages between people working in the same organisation: conveying information, requesting information, giving instructions, recommending options.

Layout:

- a. date
- b. name of the person the memo is addressed to
- c. name of the person sending the memo
- d. content of the memo
- e. introduction to the subject matter
- f. main points
- g. conclusion (recommendations)
- h. closing (name, initials)

Memos are less formal than business letters. Sentences are usually short and clear. Memos usually start with the introduction to the main points with no greeting such as *Dear ...*. Memos often conclude with a request for action (*Do ...*, *Write ...*, *Phone ...* etc).

EXERCISES:

4.1. Study the memo below:

Blue Flowers Company

MEMO

DATE 9th March
FROM Tom Davis
SUBJECT New Product launch
TO All Sales Department

I am delighted to inform you that the new product lines have been approved by the Committee. We need to start the marketing campaign.

- Could you send me all the present market research
- I would like to see a selection of proposed brand names by the end of this week
- The marketing team must have a proposal for a print media by the end of this month

Make this project an urgent priority.

T.D.

Find and name all the components from of this MEMO. See the **Layout** at page 24.

4.2. Translate the memo below:

MEMO

DATE 14th May
TO Heads of Departments
FROM PR Director
SUBJECT New company logo

As you know the PR Department has been looking into ways to make our company logo more attractive and easily recognizable by customers. Could you please take the following actions in your departments:

- Encourage staff to share their personal vision of a new logo
- Ask staff to put their drawings in the box placed in the lobby
- Inform staff that the best drafts will get special gifts

Please contact the PR Department if you have any further suggestions.

4.3. Reorder the parts of this Memo:

Memorandum

1. CC: Mr. John Sakazaki
2. My sincere congratulations to all of you!
3. SUBJECT: Customer Presentation
4. TO: GTS Sales Staff
5. The Marketing presentation you prepared last week to showcase our new product line was exceptional! Your enthusiasm, sales strategy, and product knowledge were impressive. Thank you for your outstanding work and dedication. Bonus checks will be distributed next week.
6. FROM: Karen Moore
7. DATE: April 18, 2008

4.4. Translate this Memo into Russian:

To: Joe Campos, VP of Sales

From: Kate Chaplain, Senior Sales Associate

Date: April 5, 2013

Subject: Quarterly Review

Mr. Campos,

I've attached my quarterly review report to this email, but I also wanted to quickly discuss the trends I've noticed in our sales data over the past few months.

We've sold over 10,000 new memberships over the past quarter, which is a 22% increase from Q4 of last year. Our data analysis shows that this upswing corresponds with the creation of company pages on various social media sites, including Facebook and Twitter, which allows more people to connect with us virtually. In fact, over half of our new memberships were purchased from links that were posted on our Facebook and Twitter profiles.

We've also had an 82% renewal rate in memberships that were set to expire in Q1. This is 16% higher than our renewal rate in Q4, which suggests that our new program – having sales associates contact members directly about renewing their memberships – is working even better than we had expected. Unfortunately, we haven't seen the same rapid growth in the purchase of family memberships. While the number of FMs has increased by 2% over last quarter's numbers, I believe we can get that number even higher. I've listed some suggestions in my report, but I would also like to add it to the agenda for our quarterly review meeting later this week.

Please let me know if you have any questions.

Best,

Kate Chaplain

Senior Sales Associate

Body Rock Fitness

4.5. Make up a memo containing the following information:

**Вы – финансовый директор фирмы Editing Brothers.
Сообщите отделу финансов, что цена за упаковку печатного
оборудования изменена и составит 175 евро. Попросите внести
необходимые изменения в контракт.**

UNIT 5

ENQUIRIES

Enquiries – Asking for Information

When a buyer wants to know at what price and on what terms he could buy the goods required by him he usually sends out enquiries to firms, companies or organizations manufacturing such goods or dealing in them.

Most letters of enquiry are short and simple, the writer of an enquiry states briefly and clearly what he is interested in: illustrated catalogues, price lists or other publications, samples or patterns of the goods, prices of goods, terms and discounts, delivery dates, method of transportation etc.

A first enquiry – a letter sent to a supplier with whom you have not previously done business – should include:

- a) A brief mention of how you obtained your potential supplier's name (it could be an advertisement that we have seen in a paper, a magazine, a commercial on television etc.);
- b) Some information about your company;
- c) Details of what you would like your prospective supplier to send you. Normally you will be interested in a catalogue, a price list, discounts, methods of payment, delivery times, and, where appropriate, samples.
- d) A closing sentence to round off the enquiry.

We write an enquiry when we want to ask for more information concerning a product or service. These letters are often written in response to advertisements of a company or a firm.

Useful phrases:

- The Opening: *Dear Sir or Madam* ;
To Whom It May Concern is very formal as you do not know the person to whom you are writing.
- Giving Reference: *With reference to your advertisement (ad) in...*
Regarding your advertisement (ad) in ...
- Requesting a Catalogue, Brochure, Etc. : *Would (Could) you please send me ...*
- Requesting Further Information: *I would also like to know ...*
Could you tell me whether ...
- Closing: *Yours faithfully* is very formal as you do not know the person to whom you are writing.

* * *

An Example Letter: Enquiry

September 12, 2009

To Whom It May Concern:

With the reference to your advertisement in yesterday's New York Times, could you please send me a copy of your latest catalogue. I would also like to know if it is possible to make purchases online.

Yours faithfully

(Signature)

Kenneth Beare
Administrative Director
English Learners & Company

Responding to Enquiries and Requests for Information

It is very important to make a good impression when responding to enquiries from potential customers. Of course, the best impression will be made by providing the materials or information that the perspective client has asked for, this positive impression will be improved by a well written response.

Useful phrases:

- The Opening: *Dear Mr, Ms ... (person's name)*
- Thanking the Potential Customer for His/Her Interest: *Thank you for your letter of ... enquiring (asking for information) about ... We would like to thank you for your letter of ... inquiring (asking for information) about ...*
- Providing Requested Materials: *We are pleased to enclose ... Enclosed you will find ... We enclose ...*
- Providing Additional Information: *We would also like to inform you ... Regarding your question about ... In answer to your question (inquiry) about ...*
- Closing a Letter Hoping for Future Business: *We look forward to ... hearing from you / receiving your order / welcoming you as our client (customer).*
- Closing and Signature: *Yours sincerely (remember use 'Yours faithfully' when you **don't know** the name of the person you are writing and 'Yours sincerely' when you **do**).*

An Example Letter: Answer to Enquiry

Jackson Brothers
3487 23rd Street
New York, NY 12009

Kenneth Beare
Administrative Director
English Learners & Company
2520 Visita Avenue
Olympia, WA 98501

September 20, 2000

Dear Mr Beare

Thank you for your inquiry of 12 September asking for the latest edition of our catalogue.

We are pleased to enclose our latest brochure. We would also like to inform you that it is possible to make purchases online at <http://jacksonbros.com>.

We look forward to welcoming you as our customer.

Yours sincerely

(Signature)

Dennis Jackson
Marketing Director
Jackson Brothers

ACTIVE VOCABULARY

enquiry (inquiry)	запрос
to manufacture	производить
prospective	потенциальный
sample	образец
pattern	образец
quotation, price list	прейскурант
supplier	поставщик
exhibition	выставка
associate	партнер
response	ответ
to concern	касаться
advertisement	реклама
purchase	покупка
demand	спрос
discount	скидка
competitive (attractive) price	низкая, приемлемая цена
a wide range	широкий ассортимент
to place an order	разместить заказ
to meet an order	выполнять заказ
payment for collection	платеж в форме инкассо
competitor	конкурент
reliability	надежность

USEFUL EXPRESSIONS

We read (noticed) your advertisement in...	Мы прочитали вашу рекламу в ...
With regard to your advertisement in ... of ... , we	В связи с публикацией вашей рекламы в ... от ... мы хотели бы

would ask you ...; Regarding your advertisement ...	попросить вас ...
We have heard of your products from ...	Мы узнали о продукции вашей компании из ...
We have seen your current catalogue showing ...	Мы обратили внимание на ваш последний каталог, в котором описаны ...
We are interested in buying (importing, etc.) ...	Мы хотели бы купить (импортировать и т.п.) ...
Please inform us (let us know) as soon as possible ...	Просим сообщить нам как можно скорее ...
Would you please inform us if it is possible to deliver...	Просим сообщить нам, сможете ли вы поставить ...
Please let us know what quantities you are able to deliver till...	Пожалуйста, сообщите нам, какое количество вы сможете поставить до ...
Could you let us have a quotation for ...	Сообщите нам, пожалуйста, расценки на ...
Would you kindly quote your prices and terms of delivery (terms of payment, etc.) for ...	Не могли бы вы установить нам цены и условия поставки (условия оплаты и т.п.) на ...
We would like to have further details about...	Мы бы хотели получить более подробную информацию о ...
We would like to represent your products in the Russian market.	Мы бы хотели представлять вашу продукцию на русском рынке.
Please send us samples of... (your catalogues, leaflets, etc.)	Пожалуйста, вышлите нам образцы ... (свои каталоги,

	брошюры и т.п.)
As distributors we have a large network of...	Как дистрибьюторы мы имеем обширную сеть ...
In connection with this ...	В связи с этим ...
We are distributors (importers, retailers, etc.) of...	Мы являемся дистрибьюторами (импортерами, продавцами и т.п.)...
We would like to get in touch with manufacturers (suppliers, sellers, etc.) of...	Мы бы хотели установить контакт с производителями (поставщиками, продавцами и т. п.)...
There is a large market here for your products.	Ваши изделия найдут у нас своего покупателя.
For over ... years our company has imported from western countries ...	Более ... лет наша компания импортирует из западных стран ...
Our company was founded in...	Наша компания была основана в ... году.
We usually effect payment by letter of credit (cheque, bank transfer etc.).	Мы обычно производим оплату путем открытия аккредитива (чеком, переводом и т. п.)
If your prices are competitive (the samples meet the standards, your equipment complies with our requirements, etc.) we may be able to let you have regular orders.	Если ваши цены устроят нас (образцы будут удовлетворять требованиям стандартов, ваше оборудование будет удовлетворять нашим требованиям и т. п.), мы будем регулярно заказывать вашу

	продукцию.
We look forward to your early reply.	С нетерпением ждем вашего ответа.
Your prompt answer would be appreciated.	Будем признательны за быстрый ответ.

EXERCISES:

5.1. Translate the letter below:

The Western Shoe Co.Ltd.
Yeovil, Somerset S19 3AF
England

12 October 2010

Dear Sirs,

We have heard from the British Embassy in Paris that you are producing for export hand-made shoes and gloves in natural materials.

There is a steady demand in France for high-quality goods of this type.

Sales are not high, but a good price can be obtained for fashionable designs.

Will you please send us your catalogue and full details of your export prices and terms of payment.

We are looking forward to hearing from you.

Yours faithfully,

FOURNIER ET CIE SA

.....

J. du Pont

Managing Director

5.2. Write a reply to the letter below:

- **Inviting for an interview**
- **Refusing the interview**

Dear Mr. Ivanov

Re: Vacancies

I am writing in response to your advertisement in the August edition of Glagol newspaper and would like to be considered for one of the posts mentioned. As you will see from my enclosed CV, I have completed a degree in Interpreter Courses at Southern Ural State University. It gave me the opportunity to practice my English every week for two years. Besides then, I have been working as an English teacher for 14 years. This means I have had direct experience of the day-to-day realities of communicating with the public.

From your advertisement, it appears that working for your organization would offer a stimulating and challenging career within a highly completed field. I am extremely attracted by this opportunity and feel that I have already acquired some of the skills and awareness necessary to make an effective contribution to the company.

I am currently available for interview and would welcome the opportunity to discuss the post more in detail.

I look forward to hearing from you.

Yours sincerely,

.....
Julia Ivanova

5.3. Fill in the gaps:

**STENLEY BROTHERS
6539 71TH STREET
LOS ANGELES, LA 84733**

27th January, 2005

Baisy Clifford

3400 Chelsey Road

Quantico, FU 78451

Dear Sir,

We have seen your _____ in the Business Weekly Journal, and we shall appreciate it if you send us more _____ description of your cameras. We should also like to know the _____ that you provide.

Our company _____ in distributing cameras in Italy. For your information we may add that our company was established five years ago. If your _____ meet our requirements, and we receive a favourable offer, we will be able to _____ your cameras in Eastern Europe.

We are looking forward to your _____.

Yours _____,

R. Stenley
Export-Import Manager

detailed	goods	faithfully	represent
advertisement	discounts	specializes	reply

5.4. Translate the letter below into English:

21 февраля 2011 г.

Университет Брэдфорда
Центр менеджмента

Уважаемые господа!

Я буду благодарен, если вы пришлете мне информацию о правилах допуска к обучению по полной программе по Курсу на степень мастера в управлении бизнесом на период 2011 – 2012 гг. Могли бы вы также сообщить мне, предоставляет ли Центр жилье студентам?

С нетерпением жду ответа от вас.

С уважением,
Бернард Ричардсон

5.5. Translate the letter below into English:

«Компания Пентамекс»
15 Буасри,
92100, Булонь – Бийанкур,
Франция

4 апреля 2011 г.

Уважаемые господа!

Мы получили вашу брошюру, в которой представлены ваши новые продукты, входящие в группу «Chairmex».

Некоторые из ваших товаров могли бы найти применение и в нашем производственном процессе.

Мы были бы вам признательны, если бы вы направили нам более полные данные по всем товарам этой группы вместе с вашим последним каталогом.

5.6. Read and translate the following letter:

Glaston Menswear Ltd.

54 – 59 Riverside

Cardiff CF1 1JV

May 19, 2011

Attention: Sales Manager

Dear Sirs,

We are interested in the sweaters that we have seen here on your stand at the "Menswear Exhibition".

We are big importers of menswear and we are looking for a manufacturer who can supply us with a wide range of sweaters for men.

As we usually place large orders, we expect a quantity discount, and our terms of payment are for collection.

If you agree to these conditions and you can meet orders of over 1,000 sweaters at one time, please send us your current catalogue and price-list.

We hope to hear from you soon.

Yours faithfully,

L. Longfellow

5.7. Translate from Russian into English:

Уважаемые господа!

Мы вновь возвращаемся (refer to) к телефонному разговору с вами, состоявшемуся в середине ноября.

Согласно вашему каталогу цена 1 кг бананов составляет 100 рублей. Мы согласны сейчас сделать закупку 2 тонн бананов. Просим сообщить вам размер скидки и детальные условия поставки.

Надеемся получить ваш ответ в скором времени,

С уважением,

Владимир Федоров,

менеджер по закупкам

5.8. Fill in the missing words:

Dear Sirs:

We are ... in the wooden doors that we have seen in your

We are big of wooden furniture and we shall be obliged if you send us your ... for the Model 1378HF doors.

Please let us know if you can ... us with a big ... of your doors (over 2,000 doors at one time) and quote your best prices.

If you quote really ... prices we shall be able to place an order with your company.

We are looking ... to hearing from you soon.

quotation, parcel, forward, advertisement, competitive, manufactures, interested,
supply

5.9. Make up an enquiry using the sentences below:

- 15th March, 2012
- Richard Richardson
- Our firm specializes in selling foods online. We have a steady demand in our region. More than 45 big companies place their orders with us.
- Food Products Ltd
23 Highway Road
England
- Yours faithfully
- We read your advertisement in “foods online” magazine of 25th December. We are interested in buying your plastic boxes and containers for our products. Would you kindly send us more information about: price; terms of payment and delivery
- Your prompt reply would be appreciated
- Dear sirs
- Sales Manager

5.10. Complete the letter with the proper verbs:

arrange, consider, contact, enclose, forward, require

20 June, 2014

Dear Sir or Madam,

I have pleasure in enclosing five copies of our new brochure, detailing the Strategic Leadership Programme and the Advanced Management Programme available here at the Paris Central Institute for Management Development.

I should be grateful if you could please¹ the brochure as appropriate within your organisation, so that it is available to both the Head of Personnel and employees when² professional development options.

In addition, I³ a poster which includes prepaid response cards and should be most grateful if you could⁴ for this to be displayed.

Should you⁵ further copies of either brochure or poster, please⁶ Laurent Perrot at our Admissions Office by email on laurentperrot@hotmail.com.

I hope you and your staff find the brochure of interest.

Yours faithfully,
Charlene Rollet

UNIT 6

OFFERS

A reply to an enquiry from a regular customer is normally fairly brief, and does not need to be more than polite and direct. In reply the supplier will generally:

- a) thank the writer of the letter of enquiry for the letter in question;
- b) provide all the information requested, and refers both to enclosures and to samples, catalogues and other items being sent by separate post;
- c) provide additional information, not specifically requested by the customer, so long as it is relevant;
- d) conclude with one or two lines encouraging the customer to place orders and assuring him of good service.

The seller can offer goods to regular customers and to others who may be interested, without waiting for an enquiry.

Offers usually state the nature and description of the goods offered, the quantity, the price, the terms of payment and the time and place of delivery. Offers may be firm (or binding) or without engagement.

A firm offer is made by a seller to one potential buyer only and usually indicates the time during which it will remain open for acceptance (deadline). If the buyer accepts the offer in full within the stipulated time, the goods are considered to have been sold to him at the price and on the terms stated in the offer.

* * *

Sample Offer Letter

Mr. Fred North
Purchasing Manager
Broadway Autos

November 11, 1999

Dear Mr. North,

Thank you very much for your enquiry. We are very familiar with your range of vehicles and are pleased to inform you that we have a new line of batteries that fit your specifications exactly.

The most suitable of our products for your requirements is the Artemis 66A Plus. This product combines economy, high power output and quick charging time and is now in stock.

I enclose a detailed quotation, specifications and delivery terms. As you will see from this, our prices are very competitive. I have arranged for our agent Mr. Martin of Fillmore S.A. to deliver five of these batteries to you next week, so that you can carry out the laboratory tests. Our own laboratory reports, enclosed with this letter, show that our new Artemis 66A Plus performs as well as any of our competitor's product and, in some respects, outperforms them.

If you would like further information, please telephone or telex me: my extension number is 776. Or you may prefer to contact Mr. John Martin of Fillmore S.A., his telephone number is 01 77 99 02.

I look forward to hearing from you.

Yours sincerely,

Fred Stock

Useful phrases:

General opening lines

- 1) We have pleasure in offering you the following goods...
- 2) You will be interested to hear that...
- 3) You will find enclosed with this letter a sample of...
- 4) As a result of the favourable supply situation we are able to offer you ...

Expressions used in firm offers

- 1) We have pleasure in offering you, subject to your acceptance by cable...
- 2) This offer is made subject to an immediate reply...
- 3) We offer you the goods subject to receiving your confirmation within ... days of the date of this letter.
- 4) We are holding this offer open for your acceptance until the 15th of May!

Expressions used in offers without engagement

- 1) We have pleasure in offering you, without obligation...
- 2) This offer is made without any engagement on our part.
- 3) This offer is subject to the goods being unsold on receipt of your reply.
- 4) This offer is made subject to prior sale.

Prices and terms

- 1) Our prices are quoted CIF London.
- 2) Our prices include packing and carriage.
- 3) Price includes delivery to nearest railhead.
- 4) Prices are subject to variation without notice, in accordance with market fluctuations.
- 5) Prices for the quality you mention range from 75c to \$ 5.

Supply and demand

- 1) In view of the heavy demand for this line, we advise you to order at once.

- 2) The exceptional demand this season has nearly cleared our stocks of...
- 3) This article is in great demand.
- 4) Owing to the increased demand for this type of car, our stocks have run very low.
- 5) As we have a good supply of these machines we can effect shipment within 5 days.
- 6) The model you ask for is out of production, but we can supply... instead.
- 7) We cannot promise delivery before 1st January unless your order reaches us within 5 days.

Asking for instructions

- 1) Will you kindly let us have an early decision.
- 2) Please send us your instructions by fax.
- 3) Kindly confirm your order at the price quoted.
- 4) We await your instructions by return.
- 5) Please let us know your wishes by Friday without fail.
- 6) Kindly use the enclosed order form when you make out order as this will facilitate prompt and accurate execution.
- 7) If our proposal is acceptable to you, please confirm by return.

Concluding sentences

- 1) Our whole experience is at your service. We hope you will make use of it.
- 2) We should appreciate the opportunity of showing you how efficiently we can serve you.
- 3) Words alone will not prove what we claim for our products: only a trial can do that, and a trial will convince you.
- 4) You may rely on us to give your requirements immediate attention.
- 5) If our offer meets your requirements, please let us have your order at an early date, as suppliers are limited.

ACTIVE VOCABULARY

Offer	коммерческое предложение, оферта
firm (binding) offer	твердая оферта
to stipulate	оговаривать
to revoke	отзывать
carriage	перевозка
stock	резерв, запас
shipment	поставка, отгрузка
to effect shipment	осуществлять отгрузку
to quote	указывать цену
line=goods	продукция, товары
deadline	конечный срок
packing	упаковка
range	ассортимент
sample	образец
discount	скидка
terms of delivery	условия поставки
a bill of lading	коносамент, транспортная накладная

EXERCISES:

6.1. a. Complete this enquiry letter with the following phrases:

could you give, please, place an order, the quality of your products, on behalf of

Dear Mr Cooper

I visited your stand at the London Trade Fair last month¹ our firm and was impressed by².

.....³ send me information about your range of wooden handles. I think that these could do well in our market.

.....⁴ full details of prices, delivery dates, methods of payments and

discounts. Could you send all the details in your letter as we do not have the time to search through large brochures. Also if you have any other products which might appeal to this segment of the market, please let me know.

I look forward to hearing from you. If terms and delivery dates are satisfactory, I hope to

Yours sincerely
James Apple

6.1. b. Reorder the offer letter to the enquiry above:

1. The enclosed leaflet summarises the specifications and prices of our total range. In the most cases we are able to supply goods within fourteen days.
2. We look forward to receiving an order from you.
3. David Cooper
4. Dear Mr Apple,
5. We allow a quantity discount of 7% on purchases of 50 or more of models, rising to 15% on quantities of 100 or more. Furthermore we offer a discount of 3% for payment within 14 days from the date of an invoice. Payment should be made within 30 days.
6. Thank you for your letter enquiring about our range of wooden handles.
7. Should you have any further questions please do not hesitate to contact me personally.
8. Yours sincerely

6.2. Read the letter filling in the gaps:

December 25, 2005

Attention: Mr. Borisov

Dear Sirs:

We thank you for your ... of August 27, 2005 concerning ... and now are pleased to submit our offer.

With this offer we enclose ... and specifications together with our leaflet.

Price: The total price of a pump is \$1,500 which includes packing and delivery to a Russian port.

...: Delivery of the pumps will begin three months after the contract is signed and will be completed within a period of four months.

Validity: This offer is ... 90 days from the date of this letter.

Payment: Payment is to be made in ... within 30 days on receipt of the following shipping documents: an Invoice, ... , an Insurance Policy and a Packing List.

We recommend you therefore to ... as soon possible to obtain the items you require.

Yours faithfully

German Fox,

Overseas Sales Manager

valid, place an order, drawings, a Bill of Lading, enquiry, delivery, cash , the supply of pumps
--

Translate the offer above into Russian.

6.3. Match the expressions on the left with the definitions on the right:

We were pleased to learn your interest in...	С удовольствием посылаем выбранные Вами образцы и предлагаем ...
It is good of you to take so much interest in our work ...	На Ваш запрос от ... мы сообщаем Вам, что ...
We take pleasure in sending you the desired samples and offer...	Мы поставляем на условиях СИФ.
As to your inquiry of... we are informing you that...	Было очень любезно с Вашей стороны проявить такой интерес к нашей работе ...
We enclose our catalogue with the latest price-list.	Цена включает упаковку и транспортные расходы.

Our detailed catalogue will demonstrate the wide range of our products.	Нам было приятно узнать о Вашей заинтересованности в ...
Our proposal is valid till...	Мы можем предоставить Вам 5 % скидку.
We deliver our goods on CIF terms.	Наше предложение действительно до ...
The price covers packing and transportation expenses.	Наш подробный прейскурант убедит Вас в разнообразии нашего ассортимента.
We can give you a 5 per cent discount.	Мы прилагаем наш каталог с новейшим прейскурантом.

6.4. You are producers of dairy products. Compose a letter to a Client offering your standard lines and one new product.

6.5. Translate into Russian:

21 September

Dear Mr Pottery,

Thank you for doing business with us for over three years.

We continue to be one of the world's leading business-to-business suppliers of office products and services.

Now, be prepared to be surprised about our latest additions to our wide range of products:

- Morrison's combined PXL100 Laser Copier / Printer / Scanner – It does what none of the competition is able to do in the same way;
- our new collection of "Wizard" office chairs;
- our recently expanded collection of "Avalon" seminar chairs.

For more information, call: 0800 123 9876 or visit our website: www.morrison.com

We would also like to draw your attention to our special offers for regular customers like you:

- up to 30% discount off the normal purchase price on ALL orders placed in October!!!

We look forward to continuing our business with you.

Best regards,

Frank Kinsey,
General Manager Morrison

6.6. Fill in the gaps and translate the offer into Russian:

stock	deliver	vehicles	enquiry
requirements	tests	suitable	enclose
			terms

Mr. Fred North
Purchasing Manager
Broadway Autos

11 November

Dear Mr. North,

Thank you very much for your_____. We are of course very familiar with your range of _____and are pleased to inform you that we have a new line of batteries that fit your specifications exactly.

The most _____ of our products for your_____ is the Artemis 66A Plus. This product combines economy, high power output and quick charging time and is now in_____.

I _____a detailed quotation, specifications and delivery_____, you will see from this, our prices are very competitive. I have arranged for our agent Mr. Martin to _____five of these batteries to you next week, so that you can carry out the laboratory_____.

I look forward to hearing from you,

Yours sincerely,

Fred Stock

6.7. Translate the offer into Russian:

TM Breweries GmbH
Baubergerstr 17
80991 Munich

Ms Barbara Win
Vending Machines Inc
Box 97
New York

26 February

Dear Ms Win,

I was very pleased to have met you again at the open day we held in our Munich brewery last week. I hope you enjoyed yourself and felt that your visit was useful.

I found our discussion about the activities of your organisation in Korea very interesting. It seems to me that there are a lot of ways in which our organisations could work together to our mutual advantage in South East Asia.

I have enclosed a brochure with further information about our products. I propose that we get together soon to discuss the matter in more detail.

I hope this suggestion is of interest and look forward to hearing from you.

Yours sincerely,

Katherine Stein
Sales Manager

6.8. Here you have an enquiry letter. Read it very carefully and prepare your offer:

W. JONES AND SONS LT.
285 Queen Street
London, E.C. 4

10 th January 2014

ABC
Moscow
Russia

Dear Sirs:

We learn from your representative that you are producing for export woolen hand-made carpets.

There is a steady demand here for high class goods of this type. Will you please send us your catalogue and full details of your export prices and terms of payment.

We look forward to hearing from you.
Yours faithfully,

W. Jones

6.9. Translate the offer into English:

Уважаемый господин Сергеев!

Благодарю за Ваше письмо от 12 ноября.

Мы рады представившейся возможности предложить Вам образцы заинтересовавших Вас тканей. Замечу, что каждый из наших рисунков уникален. В наличии есть следующие цвета:

рис. 41 выполнен в голубых и зеленых тонах,

рис.62 – в красном цвете,

рис. 67 – в бело-голубом и черно-белом вариантах.

К сожалению, тканей на рис.18 в наличии нет.

Цена на все виды тканей одинакова и составляет:

600 руб. за метр при покупке до 50 метров,

550 руб. при покупке от 50 до 100м,

500 руб. – свыше 100 м.

При покупке свыше 200 метров цена договорная. Доставка бесплатная.

Оплата производится в течение 30 дней со дня доставки. Кроме того, хотелось бы обратить Ваше внимание, что, если Вы закажете товары до конца января, Вы получите дополнительную 10% -ю скидку. Для ускорения процедуры заказа заполните бланк, прилагаемый к моему письму.

Если потребуется дополнительная информация, всегда буду рад Вам помочь.

С уважением,

Николай Петров,
менеджер по продажам

Приложение: бланк заказа на 2 стр.

6.10. Translate the offer into English adding the missing information:

_____ (должность адресата – кому предназначена оферта)

_____ (наименование организации)

« » _____ 20__ г.

О поставке продукции

Благодарим за запрос от « » _____ 20__ г. и сообщаем, что можем предложить Вам _____ в количестве _____.

_____ (наименование товара)

Качество –

Упаковка –

Цена –

Срок поставки –

Условия оплаты –

С уважением,

UNIT 7

ORDERS

If the seller's offer is right, an order may be expected to follow. In placing of an order, first of all, accuracy is essential. An error in quoting a catalogue number, or a mistyped figure in the quantity column can cause trouble which it may be impossible to put right later. All this is very elementary, but such errors are known to occur; a double check at all stages is the only prudent course.

Clarity is also essential. The buyer must make clear to the seller exactly what he wants. There are also other things needed besides an accurate description of the goods: for example, a method of transport, packing, delivery and insurance, or possibly a method of payment, if this has not been settled already.

When ordering goods, a customer will generally include the following in his letter:

- a) a reference to a visit by the supplier's representative, or to an advertisement or catalogue, or to a sample, or to previous correspondence.
- b) details of the goods required: quantity, quality, catalogue number, packing, etc.
- c) conditions and qualifications.
- d) alternatives which are acceptable if the goods ordered are not available.
- e) a closing sentence, perhaps encouraging the supplier to execute the order promptly and with care.

ACTIVE VOCABULARY

order	заказ
figure	цифра
to occur	случаться
prudent	предусмотрительный
representative	представитель

to encourage	поощрять
acknowledgement=confirmation	подтверждение
to place an order	разместить=сделать заказ
Seller	Продавец
Buyer	Покупатель
to refuse=reject=decline the order	отказаться от заказа
account	счет
bargain	сделка, покупка
parcel	партия
at disposal	в распоряжении
to quote	указывать
to deliver	поставлять
warehouse	склад
letter of credit	аккредитив
invoice	счет-фактура, накладная
bulk (order)	покупка оптом
consignment	партия
shipping documents	отгрузочные документы
CIF	условие поставки CIF

USEFUL EXPRESSIONS

Opening lines:

- 1) Thank you for your offer of 1 July, which we accept on the terms quoted.
- 2) We enclose our order No. 47791 for ...
- 3) We have pleasure in ordering the following articles from your winter catalogue:
- 4) Thank you for letting us have samples of ...
- 5) Will you please arrange immediate dispatch of ...

Referring to quality:

- 1) The quality must be up to sample...
- 2) Weight and color must be as sample supplied
- 3) A medium quality would be suitable...
- 4) Only fruit packed so as to be in fresh condition on arrival can be accepted.
- 5) There is no market here for the higher-priced cameras. Please send only models in the medium price-range.
- 6) We enclose a trial order. If the quality is up to our expectations, we shall send further orders in the near future.
- 7) The material supplied must be absolutely waterproof and we place our order subject to this guarantee.

Alternative goods:

- 1) If pattern No 63A is not available please send 64, 65 or 66A instead.
- 2) Please supply the nearest you have to the enclosed sample.
- 3) We leave it to your discretion to supply a suitable substitute, but the price must not exceed \$1.75 per kg.
- 4) If you have a similar article but of better quality, please send it instead, provided the price is not more than 10% higher.

Rejecting an offer:

- 1) Many thanks for your offer of 3 March. We are sorry to have to tell you that we cannot make use of it at present.
- 2) We thank you for your offer and will bear it in mind, should we have need of such equipment at any time.
- 3) Thank you for your quotation for the supply of... but we have been obliged to place our order elsewhere in this instance.
- 4) Many thanks for your reply to our enquiry for steel furniture. We will keep your catalogue for further reference, but think your products too highly priced for this market.
- 5) We appreciate your offer of a reduced price, but are of the opinion that the

market would not stand an article of this quality at all.

Cancellation. Warning of Cancellation:

1) Please delete from the order any goods which you cannot supply ex-stock (cannot ship within 14 days).

2) We must insist on the observance of our terms and conditions. If you cannot do this, we regret that we shall have to cancel the order.

3) As you have failed to deliver within the specified time, we have no alternative but to cancel our order.

4)The recent slump in the market here makes it unavoidable for us to cancel the remainder of our order.

5) We regret having to cancel our order for the two further machines, but the worsening of the trading position here gives us no alternative.

Sample Letter of Order

Men's Clothes
145 South Road
Sheffield S20 4HL
England

21 March, 2014

Dear Sirs

Re: Our Order for Silk Shirts

In response to your letter of 17th March, we thank you for sending us your catalogue of men's silk shirts. We are sure there will be a great demand for them in Russia.

We are enclosing our order No.145, and would ask you to return its duplicate to us, duly signed, as an acknowledgement.

Yours faithfully

Michail Volodin, Export-Import Manager

ORDER No.145
(please refer to this number)

Men's Clothes
145 South Road
Sheffield S20 4HL
England

21 March, 2014

Please supply 400 men's silk shirts in the colours and sizes (collar) specified below:

Size	Colour	Quantity
14	white	70
14	blue	30
15	white	70
15	blue	30
16	white	70
16	blue	30
17	white	70
17	blue	30

Price: \$10.53 each (total: \$4,212)

Delivery: air freight, CIF Moscow

Payment: by letter of credit

Packing: Standard

Please send us the copy of this order, duly signed, as an acknowledgement.

EXERCISES:

7.1. Look through the acknowledgement to the order below. Some information is lost. Think over and fill in the gaps.

Dear Mr. Volodin,

Thank you for your letter of We are to acknowledge your order for 400 and enclose the copy of it, duly , as requested.

We hope our shirts will be in great demand in and you will be able to large orders with us in the future.

7.2. Write a letter based on these notes:

Order No.:

Goods:

Quantity:

Quality:

Delivery:

Payment:

Packing:

7.3. Find words to fit the definitions:

- 1) A request by a customer to supply goods.
- 2) The amount of money for which smth. is bought, sold, offered.
- 3) Things that are produced in order to be sold.
- 4) A list of things in a particular order.
- 5) People's need.
- 6) Process of bringing goods.

7.4. Put these words in order to make up sentences:

1. articles / ordering / your / have / in / the / from / We / catalogue / pleasure / following
2. many / your / to / for / thanks / our / reply / for / enquiry / furniture
3. a reduced price / We / your / of / appreciate / offer
4. cancel / regret / order / We / our / having to

5. shirts / We / our / hope / will / in great demand / be

6. quality / you / it / If / have / of better / please / a similar article / send

7. to cancel / but / have / We / no alternative / our order.

7.5. Fill in the form of a PURCHASE ORDER:

Company Name			No. _____
PURCHASE ORDER			Date: _____
Supplier: _____			
Item #	Qty	Description	Price
Total			
Deliver to: _____			Date of Delivery _____
Shipping Instructions:			Terms

7.6. Translate into English:

ЗАКАЗ

№ 289 (ссылайтесь, пожалуйста,
на этот номер при переписке)

Пожалуйста,
поставьте нам 1 200 платьев линии “Тернер”. Цвета и размеры указаны ниже:

Размер	Цвет	Количество
15	синий	200
15	красный	200
16	коричневый	200
16	голубой	200
17	серый	400

Цена: \$56 за ед. (общая \$67,200)

Поставка: Авиа, CIF Лондон

Оплата: аккредитивом

Упаковка: стандартная

Рональд Вуд,
Начальник отдела поставок

7.7. Translate into English:

Ваш заказ от 19.02.03

Сообщение о сроках поставки

Уважаемая госпожа Мюллер!

Мы рады выслать Вам заказанную Вами телевизионную приставку. Просим Вас при доставке товара находиться дома. Если Вы желаете оплатить наличными, пожалуйста, имейте при себе 350 евро плюс расходы по пересылке и упаковке 30 евро.

С уважением,

Марио Эрстедт

7.8. Read the order below. React to this letter in a written form:

Mr. Jack Brown
Books Online
Seattle, WA 98795

Dear Mr. Brown:

Would you please send me the following used books? According to your Web site, orders need to include the title, author, and publisher.

Title	Author	Publisher
1. "Driving Home"	Peter Lawford	Jackson and Co.
2. "Christmas Myth"	Margaret Smith	Smoothers
3. "Landscaping for Fun"	Janet Patterson	Nature Ltd.

Regards

Fred Finkleham

7.9. Read the order below. Give an answer to this letter advising that demanded design is out of stock. Offer a close substitute (замена).

Mr C. Williams
Silk Company
Fortune Garment House
Central Road
Hong Kong

25 October 2014

Dear Mr Ling

Our ref: Order MN142

I would like to confirm our order (No. **MN142**) for the following:
2,000 BeiLing brand silk ties (catalogue number R564) in the following quantities:
500 design JC1
500 design JC2
400 design JC4

300 design JC5
300 design JC7

We would expect our normal 10% discount off list price for this bulk order.

If you do not have the items requested in stock, please advise us immediately. The goods are urgently required for our winter sale.

Payment will be made on receipt of goods. We would appreciate delivery by the end of November and look forward to your acknowledgement.

Yours sincerely,
Bradley Narrow

7.10. Read the order below. Complete this extract from a letter with words from the box

shipping documents	alternative	at sight	delivery	warehouse
cases	consignment			

Dear Sirs,

Please find enclosed our order for various car accessories.

We agreed that the _____ will be sent by sea. The covers will be individually wrapped and packed in _____, then transported by container ship.

_____ of the goods will be within five weeks, to our _____ warehouse. We reserve the right to refuse goods delivered after that time.

The prices quoted in your catalogue are CIF Dover. We will pay by irrevocable letter of credit _____. Would you please send copies of the _____ and your invoice.

If any of the goods are not available, we are willing to accept _____ designs.

UNIT 8

COMPLAINTS

In ideal business conditions everything should be done carefully: details of offers and orders checked, manufacture of the goods carried out properly, packing and marking verified.

However complaints happen to arrive rather frequently because of various infringements.

There are various reasons for complaints. The following kinds of claims are often made by Buyers:

- 1) claims arising from the delivery of wrong goods, damaged goods or substandard goods;
- 2) claims connected with delays of one kind or another;
- 3) claims owing to goods missing from delivery (i.e. short-shipment or short-delivery);
- 4) claims that concern errors in carrying out the order. These may be caused by mis-typing of figures, mis-reading of numbers, mis-direction of goods, wrong goods, wrong packing and so on.

Sellers most frequently make claims on Buyers because of default of payment.

As a rule a customer will not complain unless he has a good reason. If the customer's complaint is well-grounded, the settlement is comparatively easy: the error will be admitted and the responsible party will meet the claim fully or partly.

ACTIVE VOCABULARY

claim	претензия, рекламация
to verify	проверить

complaint	жалоба
to infringe	нарушать
infringement	нарушение
damaged goods	поврежденные товары
substandard goods	недоброкачественные товары
short-shipment	недопоставка
to make a claim on smb.	предъявлять претензию
to reject (to decline) a claim	отклонять претензию
to accept (to acknowledge, to admit, to meet) a claim	принимать претензию
a well-grounded (justified) claim	обоснованная претензия
an unjustified claim	необоснованная претензия
to withdraw a claim	отзывать претензию
default of payment	задержка платежа
responsible party	ответчик
dissatisfied party	неудовлетворенная сторона
to suffer losses	нести убытки
dispute	конфликт, спор
arbitration	арбитраж

* * *

Claim Sample

Drivers Co.
3489 Greene Ave.
Olympia, WA 98502

August 17, 2011

Richard Brown

Document Makers
Salem, MA 34588

Dear Mr. Brown:

As someone who has worked with your company for over 3 years, we were very disappointed to see the documents you produced for our latest Drivers Co. publicity campaign. As our written agreement stipulated, we expected full color leaflets with fancy explanatory texts, but instead, we found that black and white photos had been included in the prepared leaflets. I think you will agree that a communication problem exists.

We would like you to send out a photographer to provide us with the promised color coverage, or provide us with a refund.

Yours truly,

R. Smith

Thomas R. Smith
Director

* * *

Claim Sample

Document Makers
2398 Red Street
Salem, MA 34588

August 27, 2001

Thomas R. Smith
Drivers Co.
3489 Greene Ave.
Olympia, WA 98502

Dear Mr. Smith:

I was very disappointed to read your letter of August 17 dealing with the issue of incorrectly produced publicity leaflets. As someone who values your business, I have already begun to find a solution to resolve this problem.

My top photographer will call you to arrange an appointment at your earliest possible convenience to re-take photos in full color. Also, we will deduct another 15 percent of the bill for the misunderstanding. Thank you for your patience.

Sincerely,

(Signature)

Richard Brown
President

USEFUL EXPRESSIONS

to refer the matter to	передать дело на рассмотрение
to make all possible steps (to make every effort, to do one's utmost)	делать все возможное
The award of the arbitration is final and binding upon both parties.	Решение арбитража окончательно и обязательно для обеих сторон.
We would like (have) to remind you that ...	Мы хотели бы (вынуждены) напомнить вам, что ...
We wish to draw your attention to the fact that...	Мы хотим обратить ваше внимание на тот факт, что ...
We are disappointed to find that the quality of the equipment (goods) you supplied does not meet (comply with, satisfy, match) the requirements of...	К сожалению, мы обнаружили, что оборудование (товары), которое вы поставили нам, не удовлетворяют требованиям ...
To prove our statement we enclose (are enclosing) ...	В подтверждение нашего заявления мы прилагаем ...
The delay in delivery is causing us great inconvenience, as...	Задержка в поставке приводит к большим неудобствам, поскольку ...
We find it necessary to note...	Считаем необходимым отметить ...
We are returning ... and would ask you to replace ...	Возвращаем вам ... и просим заменить ...
So far we have received no reply	До сих пор мы не получили ответа
Four containers in the consignment were found to be damaged.	Четыре контейнера в партии оказались поврежденными.

We duly informed you about the breakdown of the equipment.	Мы должным образом проинформировали вас о выходе из строя оборудования.
At present your failure to deliver the goods greatly worries us.	В настоящее время мы крайне обеспокоены тем, что вы не можете поставить товар.
When we installed the equipment, we found that it was faulty.	Когда мы установили оборудование, то обнаружили, что оно не работает.
When we examined the goods, it turned out that ...	После осмотра товара оказалось, что ...
We have carefully studied your claims ...	Мы внимательно изучили ваши претензии ...
You were right to let us know about ...	Правильно сделали, что сообщили нам о ...
You are perfectly correct in saying that ...	Вы совершенно правы в том, что ...
After investigating your complaint, we have to admit that...	После изучения вашей жалобы мы вынуждены признать, что ...
We can assure you that ...	Можем заверить вас в том, что ...
Steps are being taken immediately to avoid such mistakes in the future.	Мы немедленно примем меры для того, чтобы избежать подобных ошибок в будущем.
Please accept our apologies for ...	Примите наши извинения за ...
We apologize for ...	Просим прощения за ...
A replacement for the substandard	Замена недоброкачественному

goods will be delivered next week.	товару будет поставлена на следующей неделе.
We would ask you to return the faulty equipment at your convenience, carriage forward.	Просим вас вернуть нам бракованное оборудование в удобное для вас время, без оплаты перевозки.
May we remind you, however, that...	В то же время, мы хотели бы напомнить вам, что ...
However we hope you will also try to see our point of view.	Однако нам хотелось бы изложить также свою точку зрения.
We regret that we cannot exchange ... since ...	К сожалению, мы не можем заменить ... , поскольку ...
We regret to inform you that we cannot accept your claim because of...	К сожалению, вынуждены сообщить, что мы не можем принять вашу претензию, поскольку ...
We would like to inform you that the delay in delivery occurred through no fault of ours.	Мы бы хотели сообщить вам, что задержка в поставке произошла не по нашей вине.
It is not our fault that...	Это не наша вина, что ...
Needless to say that both our companies suffered unnecessary losses that hopefully will be avoided in the future.	Нет необходимости говорить о том, что обе наши компании понесли напрасные убытки, которых мы надеемся избежать в будущем.

EXERCISES

8.1. Translate the letter below:

3519 Front Street
Mount Celebres, CA 65286

October 5, 2004

Ms. Betty Johnson
Accounts Payable
The Cooking Store
765 Berliner Plaza
Industrial Point, CA 68534

Dear Ms Johnson:

It has come to my attention that your company, The Cooking Store has been late with paying their invoices for the past three months.

In order to encourage our customers to pay for their invoices before the due date, we have implemented a discount model where we'll give you 2% off your invoice if you pay us within 10 days of receiving the invoice.

I hope that everything is going well for you and your company. You are one of our biggest customers, and we appreciate your business. If you have any questions, you can feel free to contact me at (098) 5755455.

Sincerely,

Bob Powers
Chief Accountant

8.2. Read the claim below. Accept the claim. Write an answer.

Letter of Complaint

Men's Clothes Dealers Ltd.
142 South Road
Sheffield S20 4HL
England

Ref: Our Order No. 145 of 21th March, 1997

April 18, 2007

Dear Sirs,

Thank you for your delivery of men's silk shirts, which we ordered on 21st March, 1997. At the same time we would like to draw your attention to the following.

After examination of the shirts we discovered some manufacturing defects:

- there are oil stains on 12 shirts;
- the colour of buttons on 5 of the shirts does not match the colour of these shirts;
- one shirt is in a different style.

We are returning the defective shirts by separate mail, carriage forward, and would ask you to replace them with shirts in the colours and sizes specified below:

Size	Colour	Quantity
15	white	9
17	white	1
14	blue	6
16	blue	2

We would appreciate a prompt reply.

Yours faithfully,

Michail Volodin

Export-Import Manager

Your answer:

Ref: Order No. 142
of 21th March, 1997

April 30, 2007

Dear Mr. Volodin,

Your letter of 18th April, 2007, was duly noted.

.....
.....
.....
.....

8.3. Make up a rejection of the claim in Exercise 8.2.

8.4. Translate into English:

1. Претензии могут быть вызваны недопоставкой товара.
2. Продавцы могут предъявлять претензии покупателям по поводу задержки платежа.
3. Сторона может отклонить необоснованную претензию.
4. Решение арбитража окончательно и обязательно для обеих сторон.
5. Ответчик должен полностью возместить убытки.
6. Покупатели часто предъявляют претензии по поводу качества товаров.

8.5. Make up a claim in English for the following situation:

Вами была получена партия книг по заказу № 458 с задержкой на 18 дней. Осмотр упаковок показал, что часть товара повреждена морской водой. Вы

требуете предоставления скидки за партию в 40%. Вы предупреждаете, что в случае непредоставления вам скидки вы передадите дело в арбитраж.

8.6. SCENARIO:

The new computer system is still not working. Your company, Data Plus, needs information urgently from the manufacturer. After phoning Seattle himself, Dr. Albert asks you to write a letter of complaint. The letter will serve as a record of your company's request for service if you are forced to return the computer. Review the organization and contents for a letter of complaint outlined in the sentence-combining activity for this chapter.

Then:

- ◆ Write a letter of complaint to the manufacturer, Absolute Computing Corporation.
- ◆ Describe the computer failure.
- ◆ Explain that you have phoned about it daily for two weeks.
- ◆ Request that Mr. Simpson call your office as soon as possible.

8.7. Write a claim according to the information below:

You work in the computer section of StorFin bank, Nygatan 47, Stockholm, Sweden. Recently, you met Gerard van Ek when you were on a training course. He gave a talk about his ideas on computer security. You will see him again at a computer exhibition in London next June.

Some time ago you ordered a large quantity of computer paper from his company. The paper arrived yesterday but it was the wrong color: you ordered white and they sent green.

Write to Gerard van Ek and complain. His address is: Computer Suppliers, 84 Ave Franklin Roosevelt, 1067 Brussels, Belgium.

8.8. Complete this reply to the complaint about delivery :

**Read the following story. You could pretend that it happened to you!
Work in small groups to develop a role play showing what happened.
Then write a letter of complaint to the customer service manager.**

"It was my birthday last Saturday. I received some birthday money from my grandma – fifty pounds – so I went into town to look for a new DVD recorder. I've wanted one for ages and I'd already saved up some money towards one. I went to Currys in the Eagle Centre and bought a brand new Philips DVD2020 for £149.99. In the evening my uncle came round with a surprise present. Would you believe it! He gave me a Sony DVD3020, which is an even better DVD recorder than the one I'd just bought! Of course I was pleased, but I thought, "What can I do with the Philips one?" My dog had already made her home in the box, although the DVD recorder and everything from the box, like the remote control and the cables, were still all as good as new. I still had the receipt and the one year guarantee that came with it, so I decided to take it back to Currys and get my money back. I went in with it on Monday, but they wouldn't give me a refund because it didn't have the original packaging. I even spoke to the manager and pointed out that it was completely unused and that since I had the receipt and the guarantee I had a right to get my money refunded, but he wouldn't listen. He wouldn't have any of it and I had to take the DVD recorder back home with me on the bus. That's when I decided to write to the Currys customer service manager to complain."

8.9. Complete the following reply to Ms Dorris with suitable words or phrases from the box:

concerned compensate in the future
the difficulties

you encountered inconvenience looked into

once again sincere apologies to my attention

to offer you unfortunately

Ms. Barbara Dorris
Av Silla15
08034 Gavana
Cuba

December 15

Dear Ms. Dorris:

Thank you for your letter of December 10. I was extremely concerned¹ to learn about the unpleasant experience you had during your flight to Gavana. I would like to apologize on behalf of Cubana Airlines for the annoyance and² you suffered.

I have³ the matter and talked to the staff concerned. They agreed that the young people were noisy and some of them did drink too much. However, they said that these passengers seemed to be having a good time and the staff didn't want to 'spoil their fun'. I showed them your letter and explained how upset you were. They now regret that they did not take action to control the situation. They wish to offer you their⁴. I should add that the flight attendants in question had only recently finished their training and therefore were rather inexperienced⁵, they were not used to dealing with this kind of situation. I am sure that they will learn from the incident and know how to deal with such a behavior in future.

I hope that 'bad memories' of the flight will soon disappear. To⁶ for the inconvenience caused to you, I would like⁷ a gift from our catalogue. Please choose one of the items displayed in the catalogue on pages 6-10. Let us know your selection and we shall send you the gift without delay.

.....⁸, please accept our apologies for⁹ Thank you very much for bringing this matter¹⁰. I very much hope that you will continue to use our airline when you travel¹¹.

Yours sincerely,
Mark Gallo
Mark Gallo
Customer Relations Manager

Write a Barbara Dorris' complaint about a very unpleasant flight according to the facts given above.

8.10. Translate the complaint into English adding the missing information:

Претензия
(на сумму _____ рублей)

В соответствии с заключенным договором N _____ от
" ____ " _____ 20__ г. Ваше предприятие обязано было поставить до
_____ (месяц) 20__ г.
_____ (наименован
ие продукции)
в количестве _____.

Фактически за указанный период поставлено

(наименование продукции)
в количестве _____ на сумму
_____ рублей.

Таким образом, Вами недопоставлено

(наименование продукции)
в количестве _____ на сумму
_____.

За допущенное нарушение Вы обязаны уплатить
нам неустойку в сумме _____ рублей согласно
прилагаемому расчету.

При неудовлетворении претензии будет предъявлен иск в арбитраж.

Приложение: расчет неустойки.

Руководитель предприятия
или его заместитель,
фамилия, имя, отчество _____
(подпись)

UNIT 9

LETTERS OF APPLICATION/ COVERING

LETTERS AND CVs

The purpose of a job application letter is to get an interview. In a letter of application you should:

- ◆ Address the letter to a specific person.
- ◆ Indicate the specific position for which you are applying.
- ◆ Be specific about your qualifications.
- ◆ Show what separates you from other applicants.
- ◆ Show knowledge of the company and the position.
- ◆ Refer to your CV (which you would enclose with the letter).
- ◆ Ask for an interview.

The following order of points is normal:

Point	Useful expressions
Describing work record	I have 9 years experience of ... After leaving ..., I worked for 8 months in ... as a ... For the last 2 years, I have worked as ... with ...
Describing qualifications	My main qualification for the position is my 8 years sales experience with ... I trained for 3 years in ... as a ...

	<p>and have a Higher Certificate in ...</p> <p>I am quite fluent in English and use the language regularly.</p>
Describing present job	<p>My main duties are to sell to ... and to give demonstrations on ...</p> <p>My present responsibilities consist of ...</p> <p>I am in charge of ...</p>
Describing achievements/ personal qualities	<p>I hope you will see this as evidence of my capacity for hard work.</p> <p>I believe that these qualities have enabled me to ...</p>
Explaining the reasons for applying	<p>Due to ..., my contract expires at the end of ...</p> <p>I would like to apply as I would welcome the challenge / the opportunity to work for a ...</p> <p>I wish to gain experience in ...</p>

Closing the letter	<p>I can arrange for you to receive letters of reference ...</p> <p>Please do not hesitate to tell me if there is anything else you would like to know.</p> <p>I enclose my curriculum vitae and hope to hear from you soon.</p>
--------------------	--

SAMPLE LETTER OF APPLICATION

4930 Sherman Avenue
 Studio City, CA 91478

Mr. Michael Tark
 Vice President, Personnel
 Target Department Stores
 637 South Lucas Avenue
 Los Angeles, CA 90017

October 8, 2006

Dear Mr. Tark:

Since I have focused my education and training on retail management, your advertisement for a management trainee, appearing October 1 in Section F of the Los Angeles Times, captured my attention.

Recent sales and management experience at Rike’s Department Store enabled me to develop the interpersonal and supervisory skills specified in the Target advertisement. I started as a salesperson and was soon promoted to assistant manager, a position demanding initiative and responsibility.

In addition to this experience, I am enrolled at Valley Community College and expect to receive an associate's degree in June. In my marketing major, I successfully completed courses in marketing, management, microcomputing, and communication, earning a 3.5 grade-point average in my major.

Please examine the attached resume for details of my qualifications. At your request, I would be pleased to provide the names of individuals who could verify my education, skills, and performance.

I would appreciate an opportunity to discuss with you how my background and training could contribute to Target Department Stores. Please call me at (818) 359-9920 to arrange an interview at your convenience.

Sincerely,

Enclosure

ACTIVE VOCABULARY

to apply (for)	обращаться с заявлением
applicant	кандидат
application	заявление
to put in an application	подать заявление
application form (blank)	анкета при поступлении на работу
capacity	способность
a mind of great capacity	глубокий ум
curriculum vitae	резюме
supervisory skills	навыки контроля
to be promoted to	быть назначенным
major	профилирующая дисциплина
grade point average	средняя оценка
background	подготовка

USEFUL EXPRESSIONS

I trained for some years in...	Несколько лет я обучался ...
I am in charge of ...	Я отвечаю за ...
I would welcome the challenge to work for a ...	Я бы с радостью стал работать ...
Your advertisement captured my attention	Ваше объявление привлекло моё внимание.

CV OR RESUMÉ

A CV or resumé* may be the one item that gets you an offer for a job interview. It is the first impression the employer will have of you. Your qualifications, your experiences, and the way you organize and present yourself on paper will be determining factors when choosing you over all the other applicants for consideration.

Resumés commonly contain the following information. The categories marked with an asterisk are essential.

- * Name, Address, and Phone Number
- Career Objective
- * Education
- * Experience
- Honors
- Activities or skills
- References

* Resumé (AmE) = CV or Curriculum Vitae (BrE)

RESUMÉ

Shirley Connor

JOB OBJECTIVE:

Professional position as an auditor

EDUCATION:

Bachelor of Science

Paul University's College of Commerce

COURSES IN ACCOUNTING:

Cost Accounting

Auditing Theory and Practice

EXPERIENCE:

Martin and Allen,

certified public Accountants

315 West Wabash Avenue

Chicago, Ill. 60604

Period from October 2001 till June 2003.

Duties: First Year – proof reading. Remaining two years – member of accounting staff – auditing: preparing individual and corporate tax returns, both state and federal.

Kopper Kitchen Restaurant

64 East Lake Street

Chicago, Illinois 60604

Period from September 1998 to June 2001.

Duties: First year – waitress. Remaining two years – assistant manager at night, supervising four persons.

Other **part-time jobs**: Stock person in pet shop;
saxophone player in musical combo.

REFERENCES:

Mr. John L. Foreman, CPA
Audit Manager
Martin and Allen
315 West Wabash Avenue
Chicago, Ill 60604

Professor Edwin T. Sloan
Professor of Accounting
Paul University
Chicago, Ill. 60604

Mr. Harold S. Jackson
Kopper Kitchen Restaurant, Inc.
1900 East Queen Court
Chicago, Ill. 60604

Professor Martin M. Contrant
Department of Finance
Northwestern University
Evanston, Ill 60200

ACTIVE VOCABULARY

resumé ['re(I)zjumeI]	резюме
office	должность
to persuade	уговаривать
option	выбор
career objective	цель деятельности (карьеры)

EXERCISES:

9.1. Look at the job advertisement. What kind of person would be good for this job?

GARRETT'S BOOKS

LOOKING FOR A NEW MANAGER FOR OUR WEEKDAY NIGHT SHIFT 5:00PM-11:00PM

- PAID AN HOURLY RATE
- SOME EXPERIENCE PREFERRED BUT NOT REQUIRED
- LOVE OF READING AND BOOKS PREFERRED

SUCSESSEFUL APPLICANTS WILL BE NOTIFIED FOR SUBSEQUENT INTERVIEW

PLEASE SEND A CV AND COVER LETTER TO THE FOLLOWING ADDRESS:

Garrett's Books
c/o Bill Brown
734 Frost Lane
Skillpill, MO 19789

9.2. You are the area manager for the bookshop (exercise 9.1.). Read the CVs and covering letters you have received. Which one will you interview? Why?

1)

Veronica Smith

65 Briar Rd, Lex, Missouri 12234

Tel: 333-675-2341

Email: vsmith@hotmail.com

EDUCATION

Missouri State University, BA English, BA Art History

WORK EXPERIENCE

2000–2002: Volunteer, Lex University Library

- Helped students to find books they were looking for
- Was in charge of maintaining a clean and quiet environment for studetns

Summers 2002 – 2005: Theatre company member, Lex Summer Theatre

- Lead actress in two plays
- Was in charge of marketing plays

INTERESTS

- Reading fiction
- Acting
- Cooking
- Travelling

.....

Dear Mr Brown

I would like to apply for the position of Manager at your bookshop. I saw the advertisement when I was in your shop the other day. I am the person to fill the position. I have read many different types of books. I am particularly knowledgeable about fiction. Working in a library ensures that I can guide your customers in the right direction. I am used to work in a team atmosphere. Please refer to my CV for my phone number and email address. I am available between 3pm and 7pm on weekdays. I look forward to hearing from you.

Yours sincerely

Veronica Smith

2)

Paul James

456 Ladybird Lane

Pensy, MO 12224

Email: pjames@hotmail.com

EDUCATION

Salito High School, May 2001

University of Missouri, BA Chemistry, May 2004

WORK EXPERIENCE

TUTOR, 2001-present

- Teach reading to teens
- Prepare recent immigrants for TOEFL exam

BLUE BIRD CAFÉ MANAGER, 2000–2003

- Was in charge of a staff of ten people
- Trained new employees
- Was responsible for bookkeeping and maintaining inventory

INTERESTS

Reading, cooking, golf, tennis

References available upon request

.....

.....

Dear Mr Brown

I would like to apply for the position of weekday nightshift Manager. Besides the fact that I have loved to read since I was a little boy, I believe my experience at the BlueBirdCafe will help me to effectively manage your bookshop. You can reach me by phone (764-989-5632) or email. I am available after 5pm on weekdays. I look forward to hearing from you soon.

Yours sincerely

Paul James

9.3. Write your own CV and covering letter to the advertisement in exercise 9.2. You may use some information from exercise 9.4.

9.4. Prepare a resumé (see the form below) for a job you would like to get (advice: surf the Internet for job ads):

YOUR NAME

OBJECTIVE

EDUCATION

200x –200x [School/Organization Name] [City, Province]

[*Diploma/Certificate/Degree/Major*]

▪ [Details of education completed.]

200x – 200x [School/Organization Name] [City, Province]
[*Diploma/Certificate/Degree/Major*]
▪ [Details of education completed.]

WORK EXPERIENCE

200x – 200x [Company/Organization Name]
[City, Province]
[*Job Title*]
▪ [Details of position.]

200x –200x [Company/Organization Name]
[City, Province]
[*Job Title*]
▪ [Details of position.]

200x – 200x [Company/Organization Name]
[City, Province]
[*Job Title*]
▪ [Details of position.]

SKILLS

REFERENCES

References and letters of recommendation available on request.

9.5. Translate the job ad below and make up a CV:

Вакансия: Продавец-консультант в магазин игрушек и товаров для детей

Опыт работы: не имеет значения

Должностные обязанности:

- консультирование покупателей;
- продажа товара;
- поддержание порядка на рабочем месте;

Мы предлагаем:

- График: по сменам
- Оплата 2 раза в месяц
- Зарплата – оклад 20 000 руб. + % от продаж

Адрес: г. Нижний Новгород, ул. Белинского д.61.

9.6. Translate into English the covering letter below and prepare an answer:

Добрый день, уважаемая Лидия!

На сайте <http://job.ru> я узнал, что в Вашей компании открыта вакансия торгового представителя. Ознакомившись с перечнем квалификационных требований, я пришел к выводу, что могу претендовать на данную должность, учитывая тот факт, что уже почти 2 года работаю в сфере продаж, эффективно выполняя поставленные передо мной планы и задачи. Желаемый уровень заработной платы от 1000\$. Более детальную информацию о моих обязанностях и достижениях на должность торгового представителя Вы можете увидеть в приложенном резюме. С удовольствием приму предложение встретиться с Вами и рассказать более подробно о своем профессиональном опыте работы и возможном потенциале. Вы можете связаться со мной по телефону (495) 198-10-81.

Заранее благодарю Вас за внимание к письму и уделенное моей кандидатуре время.

С уважением,
Комаров Юрий Викторович

9.7. The letter below has some mistakes. Find and correct them. Translate the letter.

Васильеву Петру Ивановичу
Генеральному директору ООО «Дом»

Уважаемый Иван Петрович!

На прошлой неделе на заборе было размещено объявление Вашей компании о вакансии на Вашу должность руководителя отдела обучения. Вам нужен человек, который смог бы построить «с нуля» отдел обучения, понизить

уровень продаж. Внимательно изучив открытую информацию о Вашей компании, могу Вас заверить, что не способна построить систему обучения и развития персонала. Я готова только при личной встрече и за отдельную плату обсудить результаты, которые Вы можете получить от моей работы в Вашей компании. Краткая информация о моем опыте, навыках и компетенциях – в прилагаемом резюме. Договориться о дате, месте и времени встречи можно только в удобное для меня время по телефону 910 787 57 87.

Целую,

Агнесса Иванова.

9.8. Translate the CV. Add the missing parts:

FRANCISCO PIRES

PERSONAL DETAILS

Full name: **PIRES, FRANCISCO Manuel Prego de Ochôa e Azevedo**

Nationality: Portuguese (born in Lourenço Marques, Mozambique)

Marital status: Married

Address: **Rua Augusto Gil, 41 – 4460 /211 Senhora da Hora, Porto, Portugal**

Mob.: **(+355) 932 687 548 / (+355) 964 644 718**

Fax. : **(+355) 220 125 439**

E-Mail: **abcd@clix.pt**

PROFILE

My career has led me to specialize increasingly in the management of complex multi-cultural projects and their staffs at international levels. I have experience in: strategic forward-planning; operating within the tight financial disciplines imposed by ambitious budgets which I have helped to plan; methodical administration to deadlines (not to speak of crisis management where necessary); and the application of modern leadership methods (through staff motivation and involvement in both decision-making and target-setting, clarity in communication, and easy personal inter-relations). My own cosmopolitan background and analytical interests in other cultures, together with a command of several European languages, have also left me confident in handling negotiations that require the reconciliation of different national approaches to otherwise common problems.

EDUCATION ...

EXPERIENCE ...

SKILLS

- Languages: Portuguese, English, Spanish, French, and Italian
- IT: Word, Excel, Windows
- Driving license

9.9. What is wrong with the CV? Correct and rewrite the letter (CV) into English.

Желаемая должность: директор ресторана

Стартовый оклад: по договоренности

Тип работы: полный рабочий день

ЛИЧНАЯ ИНФОРМАЦИЯ

Город: Москва

Район проживания: Краснопресненский район

Образование: высшее

Вероисповедание: православие

Дата рождения: 10 июня 1973 г.

Пол: мужской

Семейное положение: женат, есть дети

ОПЫТ РАБОТЫ

Период работы: с октября 2005 по декабрь 2006 года

Должность: исполнительный директор (полная занятость)

В компании: ООО «Золотой кирпич», г. Москва

Должностные обязанности:

- Стратегическое планирование.
- Разработка корпоративного стиля заведения.
- Разработка штатного расписания.
- Разработка меню кухни и бара.
- Закупка инвентаря и оборудования.
- Установка компьютерной сети и программного обеспечения.
- Подбор и обучение персонала.
- Разработка промо-мероприятий.
- Финансовый контроль и бюджетирование.

Период работы: с августа 2004 по сентябрь 2005 года

Должность: генеральный директор (полная занятость)

В компании: ЗАО «Ab zats», г. Москва

Должностные обязанности:

- Ведение переговоров с собственниками и арендодателями.
- Работа с документами.
- Консалтинговые услуги.

Период работы: с августа 2000 по август 2004 года

Должность: заместитель управляющего директора (полная занятость)

В компании: ООО «Одуван», г. Москва

Должностные обязанности:

Участие в открытии трех ресторанов: «Генри Ли Паб», «Ловермен», «Джон Финнс Вайф» и сети ресторанов «Нарды»:

- Проектирование и открытие нового склада (1200 кв. м).
- Разработка технических проектов для новых ресторанов, разработка меню, составление технологических и калькуляционных карт, подбор и обучение персонала, выбор поставщиков, анализ закупочных цен.
- Мониторинг конкурентов.
- Контроль за действующими ресторанами.

ОБРАЗОВАНИЕ

Учебное заведение: Московская академия туристического и гостинично-ресторанного бизнеса, г. Москва

Дата окончания: декабрь 2002 года

Факультет: экономический факультет

Специальность: экономист-менеджер

Учебное заведение: колледж «Царское село», г. Москва

Дата окончания: июль 1994 года

Факультет: технология пищевых производств

Специальность: повар со знанием кухни народов мира и иностранного языка

Учебное заведение: «Трест Полевых кухонь», г. Москва

Дата окончания: июль 1991 года

Факультет: технология пищевых производств

Специальность: повар 3 разряда

КУРСЫ И ТРЕНИНГИ

Название курса: кулинарная практика

Учебное заведение: ресторан «Cave Nick» (Лондон)

Дата окончания: сентябрь 1998 года

Название курса: курсы барменов

Учебное заведение: «Horror» (Москва)

Дата окончания: октябрь 1996 года

ИНОСТРАННЫЕ ЯЗЫКИ И КОМПЬЮТЕРНЫЕ НАВЫКИ

Английский язык: разговорный

Компьютерные навыки: программы Windows

ДОПОЛНИТЕЛЬНАЯ ИНФОРМАЦИЯ

Водительские права: категория В

Занятия в свободное время: свободное время уделяю семье.

Своими сильными сторонами считаю коммуникабельность, системное мышление, ориентированность на результат, позитивное отношение к жизни, хорошие управленческие навыки.

Наиболее важные достижения:

Прошел путь от повара до директора ресторана.

- Знаю основных поставщиков продуктов питания. Знаком с производителями, импортерами и дистрибьюторами алкогольной и безалкогольной продукции, табачных и сигарных изделий. Обладаю базой поставщиков оборудования, посуды и инвентаря.
- Большой опыт открытий ресторанов «с нуля».
- Стратегическое планирование.
- Опыт антикризисного управления.
- Опыт работы в сетевых проектах.
- Подбор и обучение персонала (бармены, официанты, управляющий персонал).
- Разработка меню «с нуля». Ведение документации (технологические карты, акты разработок, калькуляционные карты и др.).
- Логистика.
- Составление технологических проектов оборудования.
- Составление бизнес-плана ресторана.
- Обладаю навыками по поиску помещений для новых ресторанов.
- Разработка концепции ресторана.
- Проведение банкетов и корпоративных вечеринок.
- Разработка промо-мероприятий.
- Ведение переговоров любой сложности.

Являюсь бизнес-консультантом независимого учебно-консалтингового центра «Помоги себе сам».

Участник семинаров для управляющих директоров по темам:

- Командообразование (консультант).
- Мотивация персонала (консультант).
- «Профилактика воровства в ресторанном бизнесе» (собственная тема). Семинар – 2 дня (16 часов).

Автор книги «28 лучших рецептов блюд из сайры и мойвы».

9.10. Translate all the resumes and make up 3 covering letters to each CV:

1.

Авдеев Николай Павлович

Дата рождения: 12.03.1988 г.

Адрес проживания: г. Москва, ул. Комсомольская, 14, кв. 74

моб.: (906) 475-56-87

e-mail: avdeev_n@mail.ru

Цель: получение работы инженера-проектировщика.

Опыт работы: октябрь 2010 г. – наст. время – инженер-проектировщик, ООО «Бриллион».

Сфера деятельности: кондиционирование, вентиляция.

Функциональные обязанности:

составление схем расположения в зданиях систем кондиционирования и вентиляции;

составление технических заданий, разработка технических решений; работа с чертежами, проектной документацией.

Образование: 2005 – 2010 гг., Московская государственная академия коммунального хозяйства и строительства, факультет инженерных систем и экологии, специальность «Теплогазоснабжение и вентиляция», диплом специалиста.

Профессиональные навыки: опытный пользователь ПК: MS Word, MS Excel, знание Autocad, средний уровень знания технического английского языка.

Личные качества: внимательность, ответственность.

Рекомендации будут предоставлены по требованию.

2.

Савельев Юрий Иванович

Дата рождения: 13.12.1985 г.

Адрес проживания: г. Москва, ул. Светлова, 67, кв. 134

Телефон: (903) 124-54-85

e-mail: saveljev_y@gmail.com

Цель: соискание должности юриста.

Опыт работы: ноябрь 2010 г. – наст. время – юрисконсульт, ООО «Атмосфера». Сфера деятельности: производство и оптовая продажа сельскохозяйственной продукции.

Функциональные обязанности:

- разработка договоров;
- подготовка, визирование актов правового характера;
- участие в подготовке юридических заключений;

- консультация персонала по правовым вопросам.
Образование: 2002 – 2007 гг., Институт международной торговли и права (ИМТП), специальность: юриспруденция, диплом специалиста.
Профессиональные навыки: опытный пользователь ПК: MS Word, MS Excel, Internet, «Консультант Плюс», «Гарант», знание законодательства.

3.

Марюхина Марина Васильевна

Дата рождения: 12.10.1988 г.

Адрес проживания: г. Москва, ул. Солнечногорская, 14, кв. 12

Телефон: (901) 402-21-12

e-mail: maruhina_m@mail.ru

Цель: соискание должности менеджера по закупкам / снабжению.

Опыт работы: ноябрь 2010 г. – наст. время – менеджер по закупкам, ООО «Карандаш».

Функциональные обязанности:

- анализ рынка поставщиков продукции;
- поиск новых поставщиков продукции;
- заключение договоров поставки;
- обработка заказов, контроль процесса поставки продукции;

Образование: 2005 – 2010 гг., Государственный университет управления в Москве, Институт управления на транспорте, в индустрии туризма и международного бизнеса, кафедра логистики, диплом специалиста.

Профессиональные навыки: уверенный пользователь ПК: MsOffice, 1С. Навыки проведения переговоров с поставщиками. Средний уровень знания английского языка.

Личные качества: коммуникабельность, настойчивость, стрессоустойчивость, целеустремленность, инициативность.

Рекомендации будут предоставлены по требованию.

UNIT 10

CONTRACT

The first requisite of any contract is an agreement between two or more parties that is intended to be legally binding (consisting of an offer and acceptance). At least two parties are required; one of them makes an offer which the other accepts.

This agreement (between two or more parties) creates for each party a duty to do something (e.g., to provide goods at a certain price according to a specified schedule) or a duty not to do something (e.g., to divulge an employer's trade secrets or financial status to third parties). A party's failure to honour a contract allows the other party or parties to bring an action for damages in a court of law, though arbitration may also be pursued in an effort to keep the matter confidential. In order to be valid, a contract must be entered into both willingly and freely. A contract that violates this principle, may be declared unenforceable. A contract also must have a lawful objective.

CONTRACT EXAMPLE:

Date: 03.01 2003

“Bags & more”, London, hereinafter referred to as the Seller, and “NIKA TRADING”, Omsk, hereinafter referred to as the Buyer, hereby agree as follows:

1. The Seller has sold and the Buyer has bought 500 leather bags in 2 lots within the 1st quarter of 2003 starting in the first half of January.
2. The price is 500\$ per unit and the total amount of the contract is 250,000\$ including packing, marking and loading on board the ship. The price is firm and not subject to any alterations.
3. Payment is to be made in US dollars against the following set of documents in the Buyer's bank:

a) Bill of Lading,

b) the Seller's invoice,

c) the Seller's Certificate of Quality.

4. The bags should be delivered within the 1st quarter of 2003 after the date of signing the Contract.

5. In the event of delay in delivery the Seller is to pay to the Buyer the penalty at the rate 0.5% for every calendar day of the delay.

6. After shipment of the bags the Seller should send by fax the following information to the address of the Buyer:

- number of Bill of Lading
- gross weight
- net weight

7. The quality of the bags must be confirmed by the Seller's letter of Guarantee.

8. The bags are to be considered as delivered by the Seller and accepted by the Buyer according to the Seller's letter of Guarantee.

9. Should the quality of the bags be found not to correspond to the conditions of the Contract the Buyer shall have the right to submit a claim to the Seller within 30 days from the date of receipt .

10. In case of disputes the Parties should settle them in any amicable way. If no settlement is achieved the dispute is subject to consideration and final settlement by the Arbitration Court.

11. Neither of the parties shall have the rights to assign its rights to any third Party.

The present contract has been signed in two copies, one for each Party, in Russian and in English.

12. Legal addresses of the Parties:

Seller: “Bags & more”, 15, Gardens, London, UK

Buyer: “NIKA”, Omsk, Russian Federation, Nachimova str., 25.

[Signatures]

ACTIVE VOCABULARY

hereinafter referred to	в дальнейшем именуемый
hereby agree as follows	заключили настоящий
	контракт о нижеследующем
packing	упаковка
marking	маркировка
loading on board the ship	погрузка на борт корабля
lot	партия
within the 1 st quarter	в течение первого квартала
per unit	за единицу
total amount	общая стоимость
Bill of Lading	бортовой коносамент (транспортная накладная)
Invoice	счет-фактура
Certificate of Quality	сертификат качества
in the event of delay in delivery	в случае задержки поставки
to sign	подписать
to pay penalty	выплатить штраф
to deliver	поставлять
gross weight	вес брутто

net weight	вес нетто
Letter of Guarantee	гарантийное письмо
to submit a claim	направить жалобу (претензию)
receipt	получение
dispute	спор, разногласие
to settle	урегулировать, уладить
Arbitration Court	Арбитражный суд
to assign rights	передавать свои права
term	срок, период, условие
Gross weight	вес брутто – вес вместе с упаковкой
Net weight	вес нетто – вес без упаковки

USEFUL WORDS AND EXPRESSIONS

The price is firm and not subject to any alterations.	Цена остается неизменной на весь период действия контракта.
Payment is to be made in US dollars.	Оплата производится в долларах США.
on FOB terms	на условиях фоб (франко-борт)
at the Seller's opinion	по выбору Продавца
notification	уведомление
Letter of Credit	Аккредитив: банковский счет, предоставляющий контрагенту возможность получить на

	оговоренных условиях платежей за что-либо вслед за исполнением поручения – пространенный вид расчета в торговле
irrevocable	безотзывный
extension (prolongation)	продление
to renegotiate	повторно обсуждать
to effect payment	осуществлять платеж
Insurance Policy	страховой полис
to stipulate	оговаривать
hereby	настоящим
to come into force	вступить в силу
an integral part of the Contract	неотъемлемая часть контракта
as per Appendix	согласно приложению
infringement	нарушение
obligations under the Contract	обязательства по контракту

EXERCISES

10.1. Fill in the gaps with the following words:

contract, quality, conditions, delay, referred, conformity, unit

1. The price is 100\$ per
2. “FAR” ltd. hereinafter to as the Seller.
3. The of the goods is to be in strict with the technical data.
4. The goods should correspond to the technical of the Contract.
5. In the event of the date of delivery is postponed.
6. The present will come into force when all conditions shall be complied.

10.2. Translate into English:

1. Продавец и Покупатель заключили настоящий договор о нижеследующем...
2. Оплата товара производится в долларах США.
3. Платеж осуществляется по предъявлении следующих документов...
4. Продавец извещает Покупателя о произведенной отгрузке телеграммой.
5. Поставка товара осуществляется тремя партиями.
6. Цены остаются неизменными на весь период действия Контракта.
7. В случае задержки товара Продавец выплачивает Покупателю штраф.
8. Качество товара должно отвечать техническим нормам завода-изготовителя.
9. Покупатель имеет право предъявить претензию Продавцу.
10. При возникновении обстоятельств форс-мажор срок исполнения обязательств по договору переносится на соответствующее время.
11. Упаковка должна обеспечивать полную сохранность груза.
12. Продавец осуществляет страхование товара.
13. Настоящий Контракт вступает в силу с момента подписания его сторонами.
14. Языком настоящего Контракта является английский язык.
15. Все претензии по договору подлежат рассмотрению в арбитражном суде.

10.3. Find five groups of synonyms and fill in the table below:

dispute, possessions, amenity, circumstances, wares, agreement, conditions, property, argument, deal, factors, treaty, quarrel, liability, duty.

responsibility	goods	disagreement	situation	contract

10.4. Match English expressions with their Russian equivalents, after that make up sentences using them:

The Seller has sold and the Buyer has bought	Цены остаются неизменными на весь период действия договора
The Specifications form is an integral part of the present Contract	за счет покупателя
to conform to the terms	повторно обсуждать
indicated in the Bill of Lading	в отношении качества
in respect of the quality	Продавец продал и Покупатель купил
Prices to be firm for the whole period of the Contract	Спецификация является неотъемлемой частью настоящего договора
to renegotiate	общая стоимость Контракта
for the Buyer's account	страховой полис
total Amount of the Contract	соответствовать условиям
Insurance Policy	указанный в коносаменте

10.5. Make up a text of a contract in English according to the following information:

Дата: 01.01.2014

Покупатель: фирма «Сирень», Москва

Продавец: «Смит и сыновья», Лондон

Товар: мужские перчатки модели А-500/м

Количество: 5000 пар

Цена: 3000 рублей за пару товара

Срок поставки: первый и второй кварталы 2007года

Условия поставки: поставка осуществляется двумя партиями: первая партия в 3000 пар – в первом квартале 2007 года, вторая в 2000 пар – во втором квартале 2007 года

Платеж: платеж в долларах США, форма платежа – безотзывный подтвержденный аккредитив; платеж производится по предъявлении

Продавцом следующих документов: счет-фактура, коносамент, упаковка, сертификат качества.

10.6. Replace the underlined words in the contract below:

CONTRACT FOR SALE OF GOODS

Agreement made and entered into this date: 25/12/2005, by and between PRIOR, herein referred to as "Seller", and FORTUNE, herein referred to as "Buyer".

Seller hereby agrees deliver to Buyer, before 15/02/2006, the following goods:
1000 sets of paper clips.

Buyer agrees to cancel the goods and pay for them in accordance with the terms of the law.

Buyer agrees to pay for the woods at the time they are disappeared and at the place where he receives said goods.

Until such time as said goods have been received by Buyer, all risk of loss to said goods shall be on Sailor.

Seller doesn't warrant that the goods are now free from any security interest or other lien. Buyer has no right to examine the goods on arrival and has 15 days to notify Seller of any claim for damages on account of the condition, grade or quality of the goods. This agreement has been executed in duplicity, whereby both Buyer and Seller have retained one copy each.

[Signatures]

10.7. Translate into English:

Фирма ..., именуемая в дальнейшем Продавец, с одной стороны, и фирма ..., именуемая в дальнейшем Покупатель, заключили настоящий договор, по которому Продавец продал, а Покупатель купил товар на нижеследующих условиях:

НАИМЕНОВАНИЕ ТОВАРА: рис коричневый

КОЛИЧЕСТВО: тонн

УПАКОВКА: мешки по 25 кг

СРОК ПОСТАВКИ: равномерно в период с января по декабрь

УСЛОВИЯ ПОСТАВКИ: DAF

АДРЕС ПОСТАВКИ: по транспортной накладной

ЦЕНА: за тонну нетто

СТРАНА НАЗНАЧЕНИЯ: Чехия

УСЛОВИЯ ПЛАТЕЖА: 60 дней со дня получения извещения об отгрузке

ЮРИДИЧЕСКИЕ АДРЕСА СТОРОН:

10.8. Make up your own sales contract using information given below:

Товар: автомобиль

Количество: 2000

Цена за штуку: \$150 000

Условия поставки: поставка осуществляется 3 партиями.

- **others terms of the contact may be filled in upon your choice**

10.9. Find the order in exercise 7.6. According to the information in the order prepare a text of a contract.

10.10. Make up and translate a sales contract using the form below:

ДОГОВОР КУПЛИ - ПРОДАЖИ ТОВАРА

" _____ " _____ 200__ г. г. _____
№ _____

(наименование юридического лица, Ф., И., О. предпринимателя)
именуемое в дальнейшем "Продавец", в лице

(должность, Ф., И., О.)
и

(наименование юридического лица, Ф., И., О. предпринимателя)
именуемое в дальнейшем "Покупатель", в лице

(должность, Ф., И., О.)
заключили настоящий договор о нижеследующем:

1. Продавец продал, а Покупатель купил следующий товар:

№ п/п	Наименование	Кол-во	Цена, руб.	Сумма, руб.	Срок передачи покупателю товара
1	2	3	4	5	6

2. В соответствии с настоящим договором Продавец передает в собственность, а Покупатель принимает и оплачивает оговоренное в п. 1 договора имущество.

3. Покупатель оплачивает стоимость приобретенного товара _____ (указать условия и срок оплаты,

указать форму расчетов)
4. Качество товара должно соответствовать

5. Товар доставляется Покупателю _____
(место доставки)

за счет _____
(Покупателя или Продавца)

6. Договор действует с _____ (указать момент начала действия договора) по _____,

7. За невыполнение или ненадлежащее выполнение обязательств по настоящему договору стороны несут ответственность в соответствии с действующим законодательством.

Юридические адреса сторон:

Продавец

Наименование:

Адрес:

Продавец:

Подпись

М.П.

Покупатель

Наименование:

Адрес:

Покупатель:

Подпись

М.П.

APPENDIX 1: JOB TITLES

По-английски	По-русски	Толкование
CEO Chief Executive Officer	Генеральный директор	Высшее должностное лицо компании, главный ее стратег. Лидер команды топ-менеджеров, которых может выбирать сам. В случае если деятельность компании незаконна, ответ держать будет именно CEO.
CFO Chief Financial Officer	Финансовый директор	Отвечает за финансовую деятельность компании. В его ведении - расчет финансовых рисков бизнеса, финансовое планирование, отчетность. Английские синонимы названия должности: Treasurer (казначей), Finance Director.
CIO Chief Information Officer	Директор по информационным технологиям	Отвечает за внутренние информационные системы компании. Решает вопросы выбора, приобретения и внедрения новых инфотехнологий. Держит оборону компании от техногенных монстров. К нашему «IT-директору» отношения не имеет, на Западе более близок к СКО (см. ниже).
CTO Chief Technical/Technology Officer	Технический директор, директор по технологиям	В ведении СТО обычно находится вся технологическая часть производства. Занимается выбором и использованием подходящих технологий, программных и технических средств. В компьютерных компаниях часто совмещен с CIO. Разница между ними в том, что CIO ближе к бизнесу, а СТО - к технике.
COO Chief Operating Officer	Исполнительный директор (главный операционный директор)	Ответственный за ежедневную оперативную деятельность компании. Занимается рутинной, связанной с администрированием.
CCO Chief Compliance Officer	Директор по согласовательным и исполнительным процедурам	Отвечает за выполнение законодательных, нормативных требований. Обеспечивает соблюдение компанией всех международных законов и стандартов, а также правил корпоративного управления и деловой этики.
CSO Chief Security Officer	Директор по обеспечению непрерывности и безопасности бизнеса	CSO разрабатывает общую стратегию обеспечения безопасности компании, программы для снижения любых рисков.
CMO Chief Marketing Office	Директор по маркетингу и рекламе	Управляет всей деятельностью компании в сфере маркетинга.

CDO Chief Data Officer	Директор по управлению данными компании	Отвечает за обработку и накопление данных в масштабах всей компании. Особенно актуальна должность в крупных компаниях, работающих в области электронной коммерции. Первым этот титул получил Усама Файяд из Yahoo.
CAO Chief Analytics Officer	Директор аналитического отдела компании	Занимается анализом общей деятельности фирмы.
CKO Chief Knowledge Officer	Директор по управлению знаниями	Отвечает за максимальное усиление ценности компании, которое достигается через знания. Координирует процесс обмена знаниями между подразделениями. Бережет и приумножает нематериальные активы компании (ноу-хау, патенты).

APPENDIX 2: INCOTERMS 2010

Каждый термин Инкотермс 2010 представляет собой аббревиатуру из трех букв. Термины можно разделить на 4 группы:

1) Группа E – Место отправки:

Продавец не несет никаких расходов и рисков по доставке груза (они ограничиваются территорией склада готовой продукции).

EXW* (ExWorks..) – «Франко завод» с указанием названия места завода: ответственность продавца заканчивается при передаче товара покупателю или нанятому им перевозчику в помещении продавца (например, завод, фабрика, склад, магазин и пр.); продавец не отвечает за погрузку товара на транспорт, ни за уплату таможенных платежей, ни за таможенное оформление экспортируемого товара, если это не оговорено особым образом; покупатель несёт все расходы по вывозу товара со склада, перевозке, таможенному оформлению и т. д.

2) Группа F – Основная перевозка не оплачена:

Продавец оплачивает транспортировку и несет риски до промежуточного (чаще всего внутреннего) пункта отгрузки.

FCA* (FreeCarrier..) – «Франко-перевозчик» с указанием места: продавец выполняет своё обязательство по поставке, когда он поставяет товар, очищенный от пошлин на экспорт, перевозчику, назначенному покупателем, в указанном месте. Указанное место поставки влияет на обязательства по погрузке и разгрузке товара в таком месте. Если поставка происходит в помещениях продавца, то продавец несёт ответственность за отгрузку. Если поставка происходит в любом другом месте, то продавец не несёт ответственности за отгрузку. Условие FCA может использоваться вне зависимости от вида транспорта, включая и смешанный (мультиmodalный) транспорт.

FAS* (FreeAlongsideShip) – «Франко вдоль борта судна»: продавец несёт расходы по доставке в порт отправления. Продавец выполняет свои обязательства по доставке товара в тот момент, когда товар размещен вдоль борта судна на причале или на лихтерах (в согласованном порту отгрузки). Покупатель оплачивает расходы по погрузке, фрахту судна, страхованию, разгрузке и доставке до пункта назначения. Риски переходят в момент доставки на причал порта погрузки.

FOB* (FreeOnBoard) – «Франкоборт»: товар погружается на судно заказчика. Указание на условия FOB в договоре означает, что продавец оплачивает доставку товара до момента погрузки, плюс саму погрузку на борт. Также на него возложены обязанности по очистке

товара от пошлин (при экспортной поставке). Покупатель оплачивает перевозку, страховку, расходы по разгрузке и транспортировку в точку назначения. Передача рисков происходит в момент, когда груз пересекает борт судна. Если стороны не собираются поставить товар через поручни судна, следует применять термин FCA.

3) Группа C — Основная перевозка оплачена:

Расходы продавца продлеваются до места назначения, но риски передаются на промежуточном, внутреннем пункте отгрузки, как при базисах "F".. CFR* (Cost and Freight) – «Стоимость и фрахт»: продавец оплачивает доставку товара в порт, погрузку и фрахт судна, а также обеспечивает прохождение таможенных процедур при экспорте товара (в т.ч. оплачивает пошлины). Покупатель оплачивает страховку товара. Риск потери или повреждения, а также дополнительные расходы после перехода товара через поручни судна переходят на покупателя. Условия поставки CFR используются только в случае перевозки товара морским или речным транспортом.

CIF* (Cost, Insurance and Freight) – «Стоимость, страхование и фрахт»: продавец выполнил поставку, когда товар перешёл через поручни судна в порту ОТГРУЗКИ, а продажная цена включает в себя стоимость товара, фрахт или транспортные расходы, а также стоимость страховки для морских перевозок. Условия поставки CIF в значительной степени идентичны с условиями CFR. Дополнительно к ответственности по условиям поставки CFR, продавец для условий CIF должен получить страховой полис допускающий передачу для покрытия рисков, связанных с доставкой груза, страховыми компаниями. Страховой полис должен покрывать CIF-цену плюс 10 процентов и, по возможности, быть в валюте контракта. Ответственность продавца за товар заканчивается, когда товар был доставлен до порта покупателя и был принят наемным экспедитором покупателя. Этот термин подходит только для обычного морского транспорта, но не для автомобильных/железнодорожных паромов или контейнеровозов.

CPT* (Carriage Paid To...) – «Фрахт/перевозка оплачены до»: продавец несёт расходы по фрахту и перевозке к пункту назначения. Покупатель оплачивает страхование груза. Риски переходят в момент доставки груза первому перевозчику.

CIP* (Carriage and Insurance Paid...) – «Фрахт/перевозка и страхование оплачены до»: продавец доставит товар названному перевозчику. Кроме этого, продавец обязан оплатить расходы, связанные с перевозкой товара до названного пункта назначения. Ответственность продавца заканчивается после доставки им товара перевозчику, который был указан покупателем. Если перевозчиков несколько, то ответственность заканчивается после доставки товара первому перевозчику. Покупатель несёт все риски и любые дополнительные расходы, произошедшие после того, как товар был доставлен. Данный термин схож с термином CPT, за исключением того, что продавец также оплачивает страхование. Таможенные процедуры по экспорту товара лежат на продавце.

4) Группа D – Доставка:

Продавец несёт расходы и риски до места назначения

DAP* (Delivered at Point) – поставка в место назначения.

DAT* (Delivered at Terminal): поставка на терминал. Экспортные платежи лежат на продавце, а импортные на покупателе. Терминал находится на границе, нужно указать название терминала.

DDP* (Delivered, Duty Paid) – «Доставлено, пошлина оплачена» с указанием места прибытия: ответственность продавца заканчивается, после того как товар доставлен в указанное место в стране покупателя; все риски, все расходы по доставке груза (налоги, пошлины и т. д.), ответственность за порчу и потерю товара, включая пошлины и прочие выплаты, выплачиваемые при импорте, до этого момента несёт продавец, также он несёт ответственность за таможенную очистку; могут быть добавлены положения, освобождающие продавца от оплаты отдельных дополнительных формальностей; данный тип распределения ответственности может использоваться независимо от вида поставки)...

APPENDIX 3: COMMON ABBREVIATIONS

PLC

Public Limited Company

Компания открытого типа с ограниченной ответственностью (Англия, Ирландия и некоторые другие страны английской системы права, не США) – похожа на российское открытое акционерное общество: акционерное общество, акционеры которого пользуются правом отчуждать свои акции. Во главе предприятия стоит собрание акционеров.

Ltd

Limited

Традиционная для англоязычных стран аббревиатура для указания на ограниченную ответственность.

Inc.

Incorporated

Практически то же самое, что и Limited. Обозначает регистрацию компании как корпорации. Аббревиатура очень широко используется в Америке и по всему оффшорному миру.

Corp.

Corporation

Корпорация (предприятие, уставный капитал которого разделен на акции, форма акционерного общества, объединение нескольких фирм); то же самое, что Incorporated и Limited.

LLC

Limited Liability Company

Компания, общество или товарищество с ограниченной ответственностью по обязательствам. В США, а также в некоторых оффшорных центрах, живущих по американским законам, означает особый тип предприятия – среднее между товариществом и корпорацией.

LDC

Limited Duration Company

Компания с ограниченным сроком. Компания создается на определенный срок, по истечении которого должна ликвидироваться либо перерегистрироваться.

IBC

International Business Company

Международная коммерческая компания.

IC

International Company

Международная компания (аналог International Business Company в некоторых юрисдикциях, например на островах Кука).

...&Co

andCompany

Если после этих слов не идет указание на ограниченную ответственность (например, аббревиатура Ltd.), то это – полное товарищество.

LP

LimitedPartnership

Коммандитное товарищество (иначе называемое товариществом на вере). Объединение физических и/или юридических лиц с целью создания коммерческого предприятия, включающее по крайней мере одного партнера с полной ответственностью и по крайней мере одного партнера с ограниченной ответственностью.

SA

Sosiedad Anonima по-испански, **Societe Anonyme** по-французски – акционерное общество. Английский эквивалент – **PLC (Public Limited Company)**, немецкий эквивалент □ **AG (Aktiengesellschaft)**.

SARL

SocieteaResponsibiliteLimitee

Во Франции означает общество с ограниченной ответственностью без права на свободную продажу акций. Итальянский эквивалент SARL □ **SRL**.

BV

Vennootschap Met Beperkte Aansparkelij kheid

В Голландии и на Нидерландских Антильских островах – общество с ограниченной ответственностью.

NV

NaamloseVennootschap

В Голландии, Нидерландах, Бельгии, Суринаме, Нидерландских Антильских островах – акционерное общество (в переводе – безымянное партнерство).

GmbH

GesellschaftmitbeschrakterHaftung

В Германии, Австрии, Швейцарии - общество с ограниченной ответственностью. Существуют также варианты **mbH**(используется, когда термин *Gesellschaft* является частью названия компании), и **gGmbH** (*gemeinnützige GmbH*) для некоммерческих компаний.

AG

Aktiengesellschaft

В Германии и Австрии означает акционерное общество.

Приведенные выше аббревиатуры можно найти в различных словарях, однако использовать данные варианты не рекомендуется, так как формы собственности разных стран существенно отличаются. Любая форма собственности определенным образом отражается в законе страны.

Использование английских аббревиатур при переводе форм собственности русских компаний неверно с юридической точки зрения и искажает реальное значение русских аббревиатур.

Форма собственности и организационно-правовая форма приводятся в сокращенном виде после указания наименования заглавными латинскими буквами: ООО, ЗАО, ОАО, АКВ.

Из-за несовпадения законодательств аббревиатура формы собственности сразу же дает возможность определить страну регистрации компании: PLC (ОАО) – Великобритания; GmbH (ООО), AG (АО) – Германия; SpA (АО) – Италия, A/S (АО) – Дания, OY (АО) – Финляндия и т.д. Следовательно, если компания зарегистрирована в России, из-за использования нероссийской аббревиатуры страна регистрации будет не понятна.

Аббревиатуру направления деятельности предприятий также следует транслитерировать, дав в скобках расшифровку (при желании).

Например: НПП «Спецкабель» – NPP Spetskabel (Spetskabel Research and Production Enterprise)

То же самое правило распространяется и на перевод английских форм собственности, с единственной поправкой: формы собственности не транслитерируются, а остаются на языке оригинала.

Например: Honda Motor Co., **Ltd.** – Honda Motor Co., **Ltd.**

Что касается самих названий компаний (предприятий), то они подлежат практической транскрипции. Причем форму собственности (сферу деятельности) нужно транслитерировать.

При переводе иностранного названия компании рекомендуется следующая модель: *иностранное название (иностранное название, транскрибированное на русском языке)*.

Например:

Honda Motor Co., **Ltd.** – Honda Motor Co., **Ltd.** (Хонда Мотор Ко., Лтд.)

Hans Weber Maschinenfabrik **GmbH** (Ханс Вебер Maschinenfabrik ГмбХ)

Ferrolì **S.p.A** (Ферроли СпА)

Российские названия также обычно не переводятся, а транскрибируются (практическая транскрипция). Хотя в отдельных случаях можно указать перевод названия компании в скобках. Кроме того, обратите внимание, что при переводе российских компаний кавычки не ставятся.

Например:

«Вертолеты России» – Vertolety Rossii или Vertolety Rossii (Helicopters of Russia)

ОАО «Топаз» – ОАО Topaz

Исходя из всего выше сказанного, можно выделить следующие основные правила перевода форм собственности, направлений работы предприятий и названий компаний.

ПРАВИЛО 1: Аббревиатуры российских форм собственности следует транслитерировать, неприемлем их непосредственный перевод с использованием иностранных аббревиатур.

ПРАВИЛО 2: Аббревиатуры иностранных форм собственности при переводе на русский язык следует оставлять на языке оригинала.

ПРАВИЛО 3: Названия иностранных компаний при переводе на русский язык следует либо транскрибировать (практическая транскрипция), либо оставлять на языке оригинала, в некоторых случаях с указанием в скобках транскрибированного варианта.

ПРАВИЛО 4: Названия российских компаний следует транскрибировать (практическая транскрипция), в некоторых случаях с указанием в скобках перевода.

Негро Светлана Владимировна
Ветрова Марина Игоревна

ДЕЛОВАЯ КОРРЕСПОНДЕНЦИЯ
НА АНГЛИЙСКОМ ЯЗЫКЕ

Учебное пособие

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высшего профессионального образования
«Нижегородский государственный архитектурно-строительный университет»
603950, Н. Новгород, Ильинская, 65
Полиграфцентр ННГАСУ, 603950, Н. Новгород, Ильинская, 65