



Деловая переписка

Структура делового письма

Оформление конверта

- 1) Адрес отправителя (на лицевой стороне конверта в левом верхнем углу).
- 2) Имя адресата.
- 3) Специальные пометки.
- 4) Адрес получателя (на лицевой стороне конверта в нижнем правом углу).

Образец конверта с адресами

Flanagan's Department Store
12207 Sunset Strip
Los Angeles, California 91417

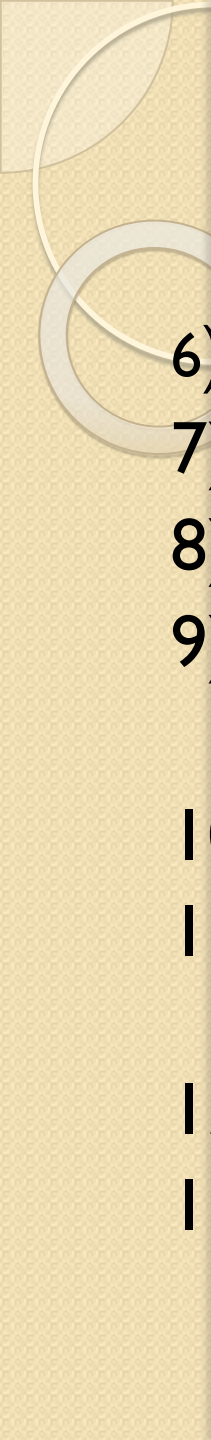
Attention Ms. Kate White Registered Mail

Ketchum Agency
1267 Hollywood Boulevard
Los Angeles, CA 91401

Оформление делового письма

Существует определенный *стандарт вертикального расположения* частей письма:

- 1) заголовок / Heading or Letterhead;
- 2) ссылка / Reference;
- 3) дата / Date;
- 4) внутренний адрес / Inside Address;
- 5) строчка, указывающая на вручение делового письма конкретному сотруднику фирмы / Attention Line

- 
- 6) обращение / Salutation;
 - 7) указание на тему письма / Subject Line;
 - 8) текст письма / Body;
 - 9) заключительная формула вежливости / Complimentary Closing;
 - 10) подпись / Signature;
 - 11) инициалы подписавшего письмо / Reference Initials;
 - 12) приложение / Enclosure;
 - 13) пометка о раздаче копий / “CC” Notation

- **INTERCITY BANK Plc**
 - 58 Jalan Thamrin
 - Tel 376018 Telex 6356

- You ref:
- Our ref: PL/fh/246

- 12 January 2008

- Mr S Basuki
- Furnishings
- 7 Jalan Arjuna

- Dear Mr Basuki

- Office furniture

- We are expanding our offices in and we will need extra desks, lights, chairs and filing cabinets.
- Please send us your catalogue with your prices, sizes and colours for these items.

- Yours sincerely

- Mr Peter Long
- Manager

Структура и оформление: адрес отправителя и получателя

Mr James Brown

General Manager

Flanagan's Department Store

12207 Sunset Strip

Los Angeles, California 914

USA

- 1.Имя
- 2.Должность
- 3.Компания
- 4.Номер дома, улица
- 5.Город
- 6.Номер почтового отделения
- 7. Страна

Образец 1:

**RELIANCE HOLDINGS FINANCE
GROUP**

8 Martins Lane London EC2V 6BH
Telephone 0158837

14th April 2009

Образец 2:

TOWER

STATE

Street

BANK

POB 2369

1314 North 38^t

Kansas City

Kansas 66110

I-3100

January 31, 2009

Образец 3:

GREY, BLACK & CO.

SOLICITORS

Tel.: 01 38 5599

T.M.White

265 Holborn

G.R.Jones

LONDON WGIH

8BA

Расположите в правильной последовательности

1. General Manager
2. Manchester
3. 12 Bracken Hill
4. M60 8AS
5. Leighton Engineering Co
Ltd
6. Mr James Leighton

Mr James Leighton
General Manager
Leighton Engineering Co Ltd
12 Bracken Hill
Manchester
M60 8AS

2. Ссылка / Reference

Ссылка / Reference содержит инициалы составителя письма (заглавными буквами) и того, кто печатал письмо (прописными или строчными буквами):

GBT/ST

GBT/st/Per I

3.Дата/Date

Дата- Date

British English: **3rd June, 2005**

American English: **June 3, 2005**

10 February, 2015

10th February, 2015

February 10, 2015

February 10th, 2015

How would you write these dates in a letter?

- a) Jan. 16th, 1988
- b) 6/11/03 (UK)
- c) 21.1.98
- d) 23rd March 2008
- e) 09-07-00 (USA)
- f) 04.08.87 (USA)

5. *Обращение* / Salutation

Обращение / Salutation

официальное: *неофициальное:*

Dear Sir,

Dear Mr Brown,

Dear Sirs,

Dear Miss Smith,

Dear Madam,

Dear Mrs Ford,

Mesdames

личное:

Dear Mr Brown,

My dear Brown,

7. Заключительная форма вежливости – Closing salutation

Dear Sirs,

Dear Sir,

Dear Madam,

Dear Sir or Madam,

Dear Mr Green,

Dear Mrs Green,

Dear Miss Green,

Dear Ms Green,

Dear Peter

Gentlemen:

- Yours faithfully/Faithfully yours

- Yours sincerely/Sincerely yours

-Best wishes

-Yours sincerely/Sincerely yours

-Truly yours

- Yours faithfully/Faithfully yours

Put in the missing openings and closings

- The Manager
- Fuchi Bank
- Tokyo

- Dear.....
- Yours.....

Put in the missing openings and closings

- Ms B Carrillo
- Restaurante iBien
Padre
- Guadalajara
- Dear.....
-

The Manageress

- Bells Supermarket
- 76 Oxford Road
- Bath BA2 5HD
-
-
- ...

- Trufit Shoe Co.
- 841 Pacific St
- Los Angeles
-
-
- Mrs H Cheng
- 5 Hatton Road
- Hong Kong
-
-

8. *Подпись* / Signature

Yours faithfully

Ron B. Gordon

R.B.Gordon

Sales Manager

9. *Приложение* / Enclosure (Enc)

Yours sincerely

Sheila Robinson (Mrs)

Marketing Director

Enc. (Encl.)

Пометка о раздаче копий лицам
или отделам / “сс” (Copy
circulated):

copy Mrs Susan Jones, Accountant
 Mr David Roberts, General Manager

(Enquiry)

ПИСЬМО-
ЗАПРОС

1. Указание на источник информации о данной компании и ее товаре.

2. Суть вопроса.

3. Краткие сведения о Вашей компании.

4. Выражение надежды на сотрудничество.

WEATHERPROOF LTD.

Newtown Liverpool L30 7KE

Our ref. _____

Your ref. _____

14 May 20__

J. White & Co Ltd.
254 Smuth Avenue
Cape Town

Dear Sirs,

Could you please send us your current catalogue and price-list for your programmable calculators?

Kindly let us have this information as soon as possible.

Yours faithfully,

James Brown

Buyer

(Replies)

 **ОТВЕТ НА
ЗАПРОС**

I. Начало.

Dear Mr. Green,

~~Dear Sir;~~

1. Thank you for your letter regarding ...
2. Thank you for your letter/e-mail about ...
3. Thank you for your letter of 8 May.
4. In reply to your letter of 8 May, ...
5. Thank you for your enquiry of 6 June 1997 in which you asked about...
6. Thank you for your letter, NJ 16, which we received this morning...
7. I would like to thank you for your ... enquiry of May 12 and am pleased to tell you that we would be able to supply you with the...

2.Подтверждение готовности оказать помощь

- 1.I am pleased to say that we will be able to deliver the you require.**
- 2.We have a wide selection of**
- 3.We have the product\model\... you need.**

3. Продвижение вашего товара

- **We think you have made an excellent choice in selecting this line\product\model....**
- **And we are sure you will agree that it is unique in...**

4.Каталоги, прейскуранты, проспекты, образцы

- **Please find enclosed our current catalogue and price-list.**
- **The units you referred to in your letter are featured on pp. 31-34 under catalogue numbers Y32-Y37. When ordering could you please quote these numbers?**

6.Завершение

- **Once again we would like to thank you for writing to us and would welcome any further points you would like us to answer.**
- **Please write to us again if you have any questions, or call us at the above telephone number.**

The Supplier



**ПИСЬМО-
ПРЕДЛОЖЕНИЕ**

Структура письма-предложения:

1. Повод написания.
2. Ответы на вопросы потенциального заказчика.
3. Дополнительные предложения.
4. Выражение надежды на заказ.

I. Повод написания

- We were pleased to learn your interest in...
- We are most pleased that you want to buy...
- We are glad to say that we can reserve you...
- It is good of you to take so much interest in our work....
- We take pleasure in sending you the desired samples and offer...
- As to your inquiry of... we are informing you that...
-
- На Ваш запрос от... мы сообщаем Вам, что ...
- Нам было приятно узнать о Вашей заинтересованности в...
- На Ваш запрос от... мы сообщаем Вам, что ...
- С удовольствием посылаем выбранные вами образцы и предлагаем...
- Было очень любезно с Вашей стороны проявить такой интерес к нашей работе...
- Мы очень довольны, что вы пожелали купить...
- На Ваш запрос от... мы сообщаем Вам, что ...

2. Ответы на вопросы ПОТЕНЦИАЛЬНОГО ЗАКАЗЧИКА

- We enclose our catalogue with the latest price-list.
- Our detailed catalogue will demonstrate the wide range of our products.
- Our proposal is valid till...
- We deliver our goods on CIF terms.
- The price covers packing, and transportation expenses.
- We can give you a 5 per cent discount.
- As you can see from our price-list, our prices are at least 3 % lower than market prices.
-
- Наше предложение действительно до...
- Наш подробный прейскурант убедит вас в разнообразии нашего ассортимента.
- Как видно из нашего прейскуранта, наши цены, по крайней мере, на 3% ниже рыночных.
- Мы можем предоставить вам 5 % скидку.
- Мы поставляем на условиях СИФ.
- Цена включает упаковку и транспортные расходы.
- Мы прилагаем наш каталог с новейшим прейскурантом.
-

3. **Дополнительные предложения**

- I especially call your attention to...
 - Besides the goods mentioned above our company also produces...
 - The model...will meet most of your requirements.
-
- Кроме упомянутых выше товаров наша фирма производит также...
 - Я особенно обращаю ваше внимание на...
 - Для ваших целей вам лучше всего подойдет модель...

4. **Выражение надежды на заказ**

- We ask you to consider our proposal once more and let us know if we can expect your order.
- I encourage you to order as soon as possible as the quantity of this product available at our warehouse is limited.
- We would appreciate if we get the order from you as soon as possible.

ЗАКАЗ

Letter of Order



AO INTERSPORT
129511 Russia, Moscow, Universitetsky Prospect, 21

Our ref. Order IS2845

Your ref. 21/7T

15 April, 20_

Men's Clothes Dealers Ltd.
142 South Road
Sheffield S204HL
21th March, 1997

Dear Sirs,

Our Order for Silk Shirts

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

We are enclosing our Order No. 142, and would ask you to return its duplicate to us, duly signed, as an acknowledgement.

Yours faithfully,

Vladimir Smurov

Export-Import Manager

Enc. Order No. 142

- Enc.Order No.142

- **Order**

- No.142

- (please refer to
• this number on all
• correspondence)

- Men's Clothes Dealers Ltd.

- 142 South Road

- Sheffield S20 4HL

- England

- 21th March, 1997

- 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
• Price:	• \$10.53 each (total — \$4,212)	
• Delivery:	• air freight, GIF Kiev	
• Payment:	• by letter of credit	
• Packing:	• standard	

-

- p.p. Chief Buyer

Выражения писем-заказов

- In reply (response) to your letter (fax) of (dated) ..., we thank you for ...
- We are pleased to enclose our Order No. ...
- We enclose our order for ...
- We accept your offer and have pleasure in placing an order with you for ...
- Please confirm that you can supply...
- Please send the copy of this order to us, duly signed, as an acknowledgement.

Клише и выражения, используемые при отклонении

заказов:

- We are sorry (we regret) to let you know (to inform you) that we cannot execute your order because of...
- The goods you ordered are no longer available.
- We can offer you a substitute...

Клише и выражения письма-отзыва заказа

- We have ordered..., but unfortunately made a mistake.
- Unfortunately we have to withdraw our order of...
- Because of urgent reorganization of our production we cannot use the ordered material.
- We are sorry to inform you that our client became insolvent.
- We can only consider placing an order if you can give us a price reduction of 10%.
- We promise to return to you if demand is available.

(жалоба)



**ПИСЬМО-
РЕКЛАМАЦІЯ**

- To complain about smth – жаловаться на что-либо
- Short delivery, short-shipment - недопоставка
- To overlook smth – не заметить, упустить
- Oversight – недосмотр, оплошность
- To be damaged – быть поврежденным
- Fault – недостаток, промах, ошибка
- In the required way – должным образом
- To suffer losses – нести потери, убытки
- To claim compensation – требовать компенсацию
- To be caused by smth – быть вызванным чем-либо
- To foresee - предвидеть
- To settle – улаживать, приводить в порядок
- Well-grounded – обоснованный
- To refer smth to smb – передавать на рассмотрение кого-либо, ссылаться
- To reject – отклонять, отвергать
- To compensate smb for smth – компенсировать, возмещать
- Customs clearance - растомаживание
- To be on the agenda - быть на повестке дня
- Top executives - руководители (компании, организации)
- Strike - забастовка


Writing patterns

- Hereby we make a claim on you for damages.
- We intended to refer the dispute for consideration to the Arbitration Court at the Chamber of Commerce and Industry of Russia.
- The party of the contract has infringed the terms of the contract.
- Complaints and claims may arise in connection with inferior quality, late delivery or non delivery and in many other cases.
- The Seller hold the Buyer responsible for ...

- Настоящим мы предъявляем Вам претензию о возмещении убытков
- Мы намерены передать спор на рассмотрение в Арбитражный Суд при ТПП России.
- Та сторона контракта нарушила условия контракта
- Жалобы и претензии могут возникнуть в связи с низким качеством товара, недопоставкой или недоставкой товара, а также во многих других случаях
- Продавец считает Покупателя ответственным за...




ОТВЕТ НА ПИСЬМО- РЕКЛАМАЦИЮ

- 
- **Thank you for your letter of 6 August informing us that...**

We would like to thank you for informing us of our accounting error in your letter of 7 June.

- **The mistake was due to a fault in one of our machines, which has now been corrected.**

It is unusual for this type of error to arise, but the problem has now been dealt with.


- 
- **Finally, we may say that this was an exceptional mistake and is unlikely to occur again. Please accept our apologies for the inconvenience.**





Спасибо за внимание!


Запрос, ответ на запрос, предложение, жалоба


- Dear Sirs,
- Thank you for your enquiry of the 20th March 2007, in which you inform us that you are interested in purchasing the Model R 2360 computers from us. We enclose with this letter technical characteristics of this model and our pricelist. We are looking forward to hearing from you soon
- Yours faithfully, Westland, Ltd.


- 
- Dear Mr. Smith,
 - Thank you for your letter dated 2nd May 2006 from which we learnt that you are interested in buying our CD players Model 200. Unfortunately we haven't got the requested model and can offer another Model with the same characteristics. Your early reply will be appreciated.
 - Yours sincerely, Sales Manage


- 
- Dear Sirs,
 - We wish to express our respect to you and invite your representatives to the exhibition, where you can see the products exhibited by us. Our stand is in Pavilion No 3 of the exhibition at Krasnaya Presnya. We are enclosing 5 invitation cards with the letter.
 - Yours faithfully,
 - Smith and Sons


- 
- Dear Sirs,
 - Your company was recommended to us by our regular buyer Mr. Smith, who said you might be interested in modern i-phones.
 - We have a brand new model which will be introduced into the market in May.
 - If you are interested in i-phones of this type, we will be glad to send you our price-list.
 - In view of the heavy demand for this line we advise you to place an order as soon as possible. We are enclosing our current catalogue with this letter.
 - We are sure that our goods will meet your requirements
 - предложение


- 
- Dear Sirs
 - I should be grateful if you would send us your brochure and price list about your translation services. We are currently developing our sales literature and web sites and are interested in translating these into five languages apart from English. I look forward to hearing from you

- 
- Dear Ms Philips
 - Thank you for your letter of 22 January enquiring about our translation services.
 - Lingua Services Galactic offers a full range of translation services to help you in the development of sales literature and web sites. I have pleasure in enclosing our latest brochures and price list from which you can see that our prices are highly competitive.
 - I look forward to calling you in a few days

- 
- Dear Sir or Madam:
 - We have been receiving many complaints from our customers about your washing machines. They have not been satisfactory and, therefore, we have had to refund the purchase price on many of them.
 - The trouble seems to be with the last shipment. The washing machines received before seemed sufficient and we did not have any complaints from our customers.
 - We have 238 machines left and we would like to have you send us a replacement shipment. We will wait for instructions from you before returning this, these items.

- 
- Dear Sir or Madam:
 - We have been receiving many complaints from our customers about your washing machines. They have not been satisfactory and, therefore, we have had to refund the purchase price on many of them.
 - The trouble seems to be with the last shipment. The washing machines received before seemed sufficient and we did not have any complaints from our customers.
 - We have 238 machines left and we would like to have you send us a replacement shipment. We will wait for instructions from you before returning this, these items.

- 
- Dear Dr. Armstrong,
 - We are having a dinner on Thursday the 18th
 - at 8 p.m. at the restaurant Kosmos and shall be pleased if you will favour us with your presence.
 - We shall very much appreciate an early reply from you

- 
- Dear Sirs:
 - I am sure that you have heard about Individual Financing. This is our service that has been invented for individuals with an above average income and credit standing. I just thought that you might be interested in hearing a little more about it.
 - With Individual Financing, you have independent control in handling your own long-term credit needs. And if your annual net income is \$ 10 000 or better and you qualify in other respects, you will be given a credit line between \$ 50 000 and \$ 100 000. Then you can use it for family, personal, or household purchases just by writing a special check. Individual Financing can give you the flexibility you want.
 - Please take the time to complete and sign the enclosed application and financial statement. This information will be handled in confidence. You are under no obligation. As soon as we receive your application, either a loan officer or I will call you