



# Essentials and Forms of Business Letter-writing

商务信函的组成部分和格式

微课（2）

姚静



# Learning Objective

- Letter structure and placement
- Layout of a business letter

- 
- What are the essential parts of a business letter?

# Letter Structures and Placement

- |                   |                                |
|-------------------|--------------------------------|
| 1. Letterhead     | 8. Body                        |
| 2. The reference  | 9. Complimentary Close         |
| 3. Date           | 10. Signature                  |
| 4. Inside Address | 11. Enclosure                  |
| 5. Attention Line | 12. <u>C.C</u> (Carbon Copy)   |
| 6. Salutation     | 13. Postscript ( <u>P.S.</u> ) |
| 7. Subject Line   |                                |

**1. China National Cereals, Oils and Foodstuffs Imp & Exp Corp.**

8 Jianguomen Nei Dajie

Beijing 10005, China

Telephone: 86-10-6526-8888

Fax: 86-10-6527-6028

E-mail: carl@cofco.com.cn

## 信函组成 部分示例

**2. Our Ref.**

Your Ref.

**3. Date:** 15th November, 20--

**4. H. Ronald & Co.**

556 Eastcheap

London, E.C. 3, England

**5. Attention: Import Dept.**

**6. Dear Sirs,**

**7. RE: Aquatic Products**

**8. We thank you for your enquiry of 5 November.**

In compliance with your request, we are sending you herewith a copy of our illustrated catalogue and a quotation sheet for your reference.

All prices are subject to our confirmation for our aquatic products have been selling well this season. Therefore, we would suggest that you advise us by a fax in case of interest.

We await your early favorable reply.

**9. Yours truly,**

**10. China National Cereals, Oils and Foodstuffs Imp & Exp Corp.**

Sig. \_\_\_\_\_  
(Manager)

**11. Enclosures**

**12. cc our Shanghai Branch Office**

**13. P.S. We require payment by L/C for a total value not exceeding USD50,000.**



# Letterhead

- The name of the firm
- Address and postal codes
- Telephone number
- Fax number
- Internet address,
- Email address
- A trademark or a brief slogan, etc

# Sample Letterhead



UNITED INFRA TEK  
Pty Ltd - 2001-2002 CA 8000-1778  
Tel: (0800) 344 0000  
Fax: (0800) 344 0000  
E-mail: info@unitedinfrotek.com



**Chinapack**

中国包装进出口福建公司

CHINA PACKAGING IMPORT & EXPORT FUJIAN COMPANY

ATTN TO:

FAX NO.:

Tel: (0591) 7856078 (EXT.)

Fax: 7856111

# The Reference (Optional)

- 写信人为了便于归档分类而编的号,可以不要。
- Our ref. No 发文号
- Your ref. No 收文号, 来文号
- 对方来信时的发文号, 在回信时要写在来文号中, 例如: 在对方来信中Our ref. No. 1234, 那么我们在回信时要写成Your ref. No.1234



# Date

## 位置:

美式: 在信头和收信人名称地址之间

英式: 通常在收信人名称地址之下

## 写法:

美式: 月-日-年

英式: 日-月-年

# 美式日期举例

信头

Interstate Products, Inc.  
511 Interstate Court  
Sarasota, FL 34240  
USA

日期

Date: April 4, 20--

Shandong Foreign Trade (Holdings) Corporation Limited  
51,TAIPING ROAD  
QINGDAO, 266001  
CHINA

收信人名称地址

# 英式日期举例

信头

124 Oak Street  
Chatswood  
England

OFFICE SYSTEMS PTY. LTD.

Tel (61-2)419 3209  
Fax (61-2)419 4011  
E-mail info@os.com.uk

Aqueous Technologies  
291 Caxton Street  
Sante Fe  
U.S.A

收信人名称地址

18 November, 20--

日期

Dear Sir or Madam,

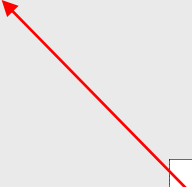
称呼

# 注意事项

- A. 年份应完全写出，不能用(07)代替(2007)。
- B. 月份要写英文名称。
- C. 日期可用基数数字或序数字。
- D. 不能用数字替代完整的日期，如12/6/06这样的写法是错误的。

# Inside Address

## Inside Address (The Receiver's address)



YOUR NAME  
Street and number  
Town or City  
County, Postcode

YOUR GP's NAME  
GP Practice name  
Street and number  
Town or City  
County, Postcode

DATE

Exercising right to opt out

Dear Doctor,

As you are probably aware, the Government is planning to ask you to transfer the electronic medical records of your patients onto a national database (called the "system"). They intend you to do this without first seeking the consent of your patients. It is a BIG privacy that patients should give their individual consent prior to their information being transferred on to the national database.

There are substantial concerns about the privacy and confidentiality of information transferred onto the national database, not least because permitted software security safeguards called "sealed envelopes" will not be in place and because the patient's information will be open to who may access the records on its creation. I do not believe that such a large database, with so many GP's users, can be regarded as secure.

I would be grateful if you would arrange that none of my records held for you are entered onto the national system. Would you please also fill or scan a copy of this letter in my records and also notify my consent by entering the "Third option" - "NO" - and signed consent for upload to national shared electronic record" into my computer record. I am aware of the implications of this request and will notify you should I change my mind.

This request is itself confidential. Please do not divulge my decision, in an identifiable manner, to anyone other than to clinicians who are providing care to me and who might otherwise pass information about me on the national care records service.

Further information for GPs is available online at [www.TheBigDataOut.org.uk/GPs](http://www.TheBigDataOut.org.uk/GPs)

Yours sincerely,

YOUR NAME

# 具体收信人(Attention Line)

- 位置：
  1. 收信人名称地址之下
  2. 齐头式靠左，缩格式居中
- 表示的是承办本信件的具体个人或部门
  1. **Attention:** Mr. H. A. Donnan, Export Manager
  2. **Attention of** Mr. Cave
  3. **To the attention of** Mr. Liu Ming
  4. **ATTN:** Mr. Iverson

# 称呼 (Salutation)

- 位置:

必须齐头

- 正规场合下常用:

对男士: Dear Sir, 或Dear Sirs, 或Gentlemen:

对女士: Dear Madam, 或Dear Mesdames,

- 熟悉的客户或朋友建议使用:

Dear Mr. Johnson, 或 Dear Jack,

注意: 称呼与敬语要做到首尾呼应。

词首字母全大写, 用  
逗号或不用标点符号

Gentlemen后  
用冒号

# 事由(Subject)

- 位置：
  1. 称呼和正文之间
  2. 齐头式靠左，缩格式居中
  3. 要加下划线
- 表示的是该信函的主题
  1. Re: Your Order No.463
  2. Subject: SHEEP WOOL
  3. Contract No. 8904



# 结尾敬语(Complimentary Close)

- 位置:

齐头式靠左对齐, 缩格式偏右

- 正规场合下常用:

1.Yours faithfully,

2.Yours truly,

3.Faithfully yours,

4.Truly yours,

1.第二个单词小写,  
结尾用逗号或不用  
标点符号.

2. “yours”不要写  
成your

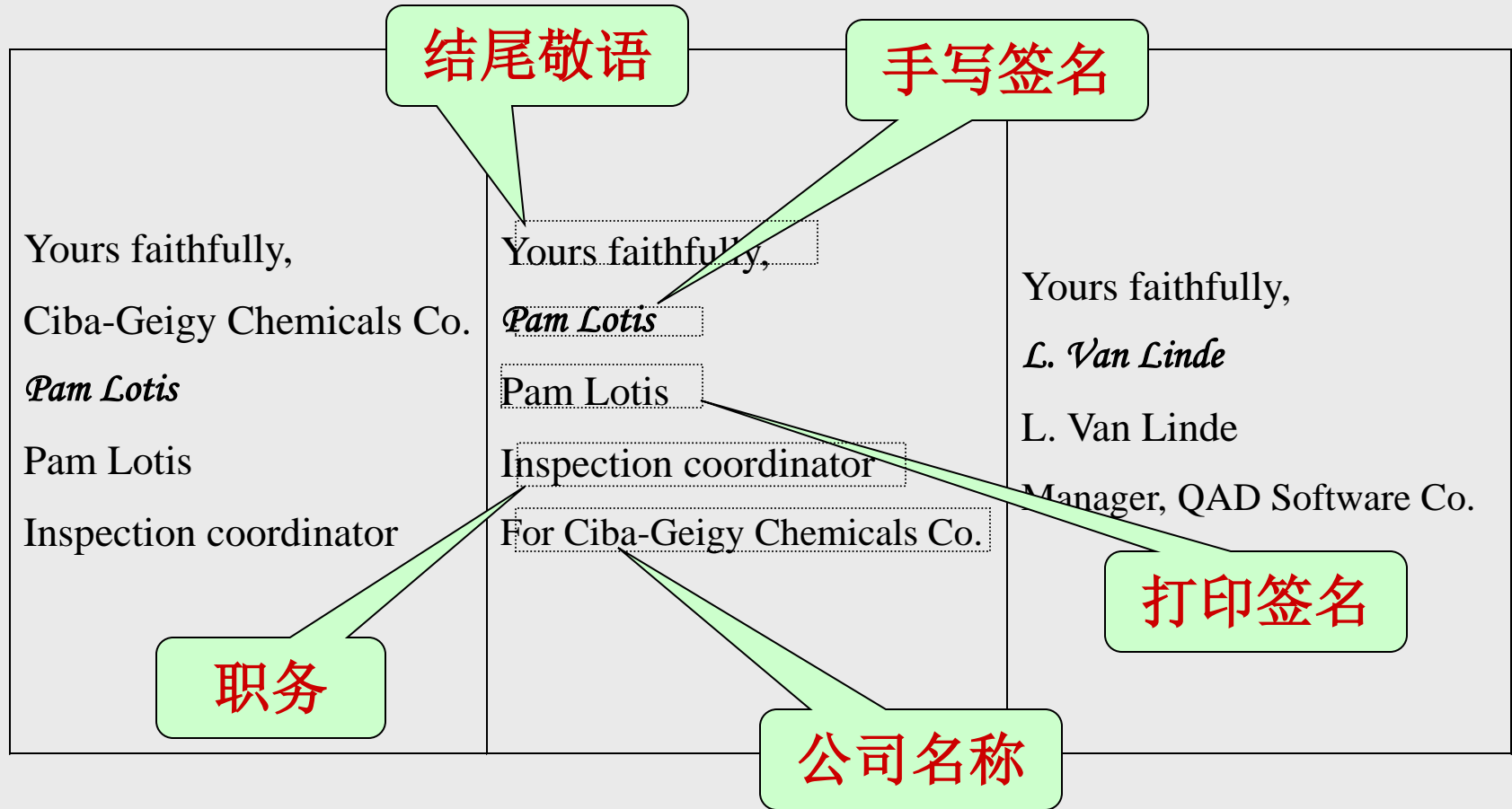
- 熟悉的客户或朋友建议使用:

Yours sincerely, 或 Sincerely yours,

# 称呼与结尾敬语的对应关系

Salutation	Close	Occasion
Dear Sir(s) Dear Sir or Madam (Mmes)	Yours faithfully Faithfully yours	Standard and formal closure
Gentlemen Ladies/Gentlemen	Yours (very) truly Very truly yours	Used by Americans
Dear Mr. Malone	Yours sincerely/ Sincerely Best wishes (U.K.) Best regards/ Regards (U.S.)	Less formal and between persons known to each other

# 落款(Signature)



# Enclosure

- 说明该信件有附件
  1. Enclosure: Sales Account
  2. Enc. (4)
  3. Enclosure (2):
    - Packing list
    - Commodity Inspection Certificate

**Carbon copy,收信人知道被抄送**

## The copy

- 位置：  
附件之下，左对齐
- 表示该信件同时抄送给他人
  1. 明抄: `cc` Marketing Department
  2. 暗抄(Email): `bcc` Mr. Simpson

**Blind carbon copy,收信人不知道被抄送，只出现在发给被抄送人的信件里**

# Layout of a Business Letter

## 商业信函的格式

### Two major forms

1. **Indented Form** 缩格式
2. **Full Blocked Form** 齐头式

# 缩格式示例



The Electrolux Group

St Gangsgatan 143 Stockholm, 105 45 Sweden

Telex: 53892 SHELEC SS  
Tel: 46-8-738-6000  
Fax: 46-8-738-6016  
E-mail: hwlee@electrolux.com

Our Reference No. H/W—T008  
Your Reference No.

Messrs. William & Warner  
105 Roller Road  
Sydney, Australia

具体收信人  
和事由居中

Date: 30th March, 20--

日期靠右

Attention: Mr. Donnason, Marketing Dept.

Re: Shipping Advice of Freezers

段首缩格

Dear Sir,

With reference to your order No. F256 of February 5 for 1,000 sets of Freezers, we're pleased to inform you that the goods have been loaded on board the s/s "Peace", which is sailing for your port on April 1st.

We've sent a telex to the above effect this morning. Please insure the goods as contracted and make preparation for taking the delivery. We are now making out the necessary documents for negotiation.

We assure you that our goods will be found satisfactory upon arrival at your port. We also hope that we can close more business with you in the future.

结尾敬语和  
落款偏右

Yours faithfully,  
The Electrolux Corp.  
*Horis De Wolley*  
Horis De Wolley  
(Manager)



# 齐头式示例

**Johnson & Johnson**

1 J&J Plaza New Brunswick,  
NJ 089333 U.S.A.  
Tel: 732-524-0400  
Fax: 732-525-0622  
E-mail: carrie@jnj.com

Date: 22nd July, 20--

Soft Health Care Product Corp.  
Room 2301 Yili BLD,  
35 Nanjing Road,  
Shanghai, China

Attention: Mr. Wang , Import Dept.

Dear Sir,

Re: SHAMPOO

We've received your letter of July 10th enquiring about our JOHNSON'S® Baby Shampoo With Natural Lavender, but unfortunately, the stock of this product is running low due to the heavy demand. But we will inform you as soon as the new supplies come up.

We sell a wide variety of Baby's Shampoo. All of them are made of the NO MORE TEARS formula. For your reference, we enclose an illustrated catalogue of our shampoos and we hope you will find it interesting.

We hope that we can close business to our mutual advantage in the future.

Yours faithfully,

Johnson & Johnson  
*Doris Ferguson*  
Doris Ferguson  
(Manager)

段落之间用  
空格

除信头外全  
部左对齐







# Summary

- Business letters have standard format and essential parts, including address, salutation, body, complimentary close, and signature.