

ГБПОУ РА «Дондуковский сельскохозяйственный
техникум»

Business letter structure and layout

Автор: преподаватель английского языка
высшей категории
Макешина Ольга Николаевна

Plan of the lesson:

1. Phonetic drill
2. Getting acquainted with the ways of business letters writing
3. Doing exercises.

Для работы учащимся необходимы образцы деловых писем

Состав реквизитов делового письма

- Реквизит № 1 Название и эмблема организации автора.
- Реквизит № 2 Справочные данные об организации-авторе.
- Реквизит № 3 Ссылки для использования в последующей корреспонденции.
- Реквизит № 4 Дата составления письма.
- Реквизит № 5 Внутренний адрес (адрес получателя).
- Реквизит № 6 Вступительное обращение.
- Реквизит № 7 Заголовок письма.
- Реквизит № 8 Текст письма.
- Реквизит № 9 Заключительная формула вежливости.
- Реквизит № 10 Личная подпись автора.
- Реквизит № 11 Отметка о наличии приложения.
- Реквизит № 12 Сообщение о направленных копиях.

Вступительные обращения в английской и американской деловой переписке

Sir, Sirs, — государственным лицам;

Dear Sir, — письмо адресовано мужчине, с которым вы лично не знакомы;

Dear Sirs, — письмо адресовано компании в целом;

Dear Madam, — письмо адресуется

женщине или девушке с которой вы лично не знакомы;

Dear Mr Baker, — знакомому должностному лицу мужчине;

Dear Mrs Baker, — знакомому должностному лицу замужней женщине;

Dear Miss Baker, — знакомому должностному лицу незамужней женщине;

Dear Ms Baker, — знакомому должностному лицу замужней или незамужней женщине.

Запятые в каждом из указанных обращений могут опускаться.

В американских письмах используются следующие вступительные обращения:

Gentlemen:

Dear Sirs: — письмо адресовано компании

Dear Gentlemen: в целом;

Dear Mr Brown:

Dear Mrs Brown: — письмо адресовано определённым

Dear Ms Brown: должностным лицам.

Авторские реквизиты	GLOBAL INTERFACE GROUP, EЧC.
	5432 Valles Avenue, Riverdale, N.Y. 10471 U.S.A. Tel 718-796-6787 * Fax 718-796-5242
Ваш индекс	Your Ref: 07-02/46
Наш индекс	OurRef:KL/18
Дата	15 March 2000
Адресат	Mrs A Everett Compact Systems 96 Rosewall Drive Southtown SO34BT England
Обращение	Dear Mrs Everett RE: Order B7693 Please find enclosed our order, Ord.B7693, for 100 IBM compatible Compact
Заголовок (тема)	Accounts packages. We have decided to place an order for 100 packages and accept the 20 p.c. trade
Текст	discount off net list prices as discussed. We would be much obliged if you could dispatch the goods so that they reach us no later than 30 July, and look forward to receiving your acknowledgement.
Заключительное приветствие	Yours sincerely
Подпись	P. Baker P. Barker
Приложение	Purchasing Manager Encl:Ord.B7693
Отметка об отправлении копии	cc Intellect Service

1 COMPACT SYSTEMS

2 96 Rosewall Drive, Southtown, S03 48T
Tel: 0927-423845 Telex: 69364

3 Yourref:MN/LG/100

4 Our ref:AE/KR/101

4 14 November 1999

5 Softchain Ltd
Foss House
Brigham Street
Liverpool
L134AT
For the attention of Mr Trenton

6 Dear Sirs

7 Subject: results of the market research.

8 Further to our letter of 5 November, we write to advise you of the results of the market research. The findings of the report, a copy of which we enclose herewith, are favourable and clearly indicate the requirement in your product.

As to your request regarding further discounts, we regret, that at present we are unable to offer you more favourable terms.

9 Yours faithfully

Alice Everett

10 Alice Everett
Marketing Manager

11 Encl: a copy of the report

12 cc F. Henley, Sales Manager

PRENTICE-HALL, INC.
ENGLEWOOD CLIFFS, NJ. 07632

Your reference 12

Our reference MS/AP/101

17 August 2001

Ms Sheila Jones
The Modern School for Secretaries
12 Harrington Place
Greenpoint N.Y. 10020
USA

Dear Ms Jones:

RE: The Style of Setting up a letter

You asked me if there is any one style of setting up a letter that is used more than the others. Probably more business concerns use the block style of letter than any other style, because its marginal uniformity saves time for the typist.

The inside address in such letters is blocked and the paragraph beginnings are aligned with the left margin. Open punctuation is used in the address.

The date and reference lines are flush with the right margin. The date line is two spaces below the letterhead, and the reference line is two spaces below the date line. The complimentary close begins slightly to the right of the center of the page. Both lines of the signature are aligned with the complimentary close.

As the dictator's name is typed in the signature, it is not considered necessary to include his or her initials in the identification line.

Sincerely Yours

M Scott

Martha Scott

Correspondence Chief
Accounting Department

Enclosure: Order № 34

cc M Pryor, Accounts Manager

Address Telephone Number Fax Number VAT registered XXXXXXXXXX

Styles of business letters

Письмо 1

John McWillson
Assistant Director
GML Office, West Str. 88, 38
New York 6787NY

Julia Hatch
84 High Street
Dublin 45773JI
Ireland

September 1995

Dear Julia Hatch

Our innovative course offers structured broad-based training in Management Research and Consultancy Methods.

It is an advanced, one year course for academics, management practitioners, or those wishing to pursue a career in academia or consultancy.

It is a twelve month programme leading to a Masters degree and, on successful completion, it offers the option of continuing for a further twenty four months to study for a PhD in Management Studies within the Business School.

For further details please contact Dr Diana Person.

Sincerely Yours
John McWillson

Письмо 2(Полублочный тип оформления)

THE UNIVERSITY OF BRITISH COLUMBIA

Biotechnology Laboratory
Room 237 - Westbrook Building
6174 University Boulevard
Vancouver, B.C.Canada V6T 1W5
Tel: (604) 228-4838
Fax:(604)8-2114

Office of Director

November 20,1990

Dear Sir/ Madam

Thank you for your letter enquiring about a position with the Biotechnology Laboratory at the University of British Columbia.

I regret that we have no positions available which require your qualifications.

Yours sincerely,

David Grow
Administrator

Письмо 3 (Блочный стиль оформления)

John McWillson
Assistant Director
GML Office, West Str. 88, 38
New York 6787NY

Julia Hatch
84 High Street
Dublin 45773JI
Ireland

September 4,2001

Dear Julia Hatch

Our innovative course offers structured broad-based training in Management Research and Consultancy Methods.

It is an advanced, one year course for academics, management practitioners, or those wishing to pursue a career in academi or consultansy.

It is a twelve month programme leading to a Masters degree and, on successful completion, it offers the option of continuing for a further twenty four months to study for a PhD в Management Studies within the Business School.

For further details please contact Dr Diana Person.

Sincerely Yours

John McWillson

Письмо 4 (Упрощённый стиль оформления)

National institution of retired persons

October 14, 1999

Ms. Iva Savitsky
Attorney-at-Law
200 Center Str.
Freeport, Vermont 66521

Unfortunately, we must inform you, that we are still awaiting I your confirmation of the order.

Please, note that the deadline for the answer should not exceed 5 days. As the matter is urgent, we ask you to acknowledge receipt of our letter before Tuesday, November 27.

We will appreciate, if you let us know whether you are still interested in this order.

HENRY PARSELL, PRESIDENT

Письмо 5(Квадратный стиль оформления)

NATIONAL INSTITUTION OF RETIRED PERSONS

Mr John Clark
Attorney-at-Law
200 Center Str.
Freeport, Vermont 66521

May 13, 1996

Dear Mr Clark

I would like to thank you on behalf of my colleagues and myself for the organization of the seminar held in Moscow on April 24-25.

We consider this seminar as the further development of our mutually beneficial relations. We enclose here in our proposals for the agenda of the next seminar.

We should be very grateful if you would let us know your opinion at your earliest convenience.

Yours sincerely,

Henry Parsell
President

HP/ VT

Kinds of business letters

Виды деловых писем

- Письма о приёме на работу
- Письма-запросы
- Письма-заказы
- Письма-претензии
- Письма-ответы

Softchain Ltd
(head office), Foss House, Brigham Street, Liverpool L13 4AT
Tel: 051-387 6397 Telex: 79284

Mrs A. Everett
Compact Systems
96 Rosewall Drive
Southtown
SO3 4BT

Your ref:
Our ref: Inq. B7693

5 April 2000

Dear Sirs

We recently attended the Software Trade Exhibition in Bath, and were impressed by the range of software available through your company.

We are a large chain of business software retailers and are looking for a software house which could supply us with a range of business applications programs.

As we usually place large orders, we would expect a quantity discount in addition to a 20 p.c. trade discount off net list prices. Our terms of payment are normally 30 days after receipt of invoice.

If these conditions are of interest to you, we would be much obliged if you could send us your current catalogue and price list.

We look forward to hearing from you soon.
Yours faithfully

P. Barker

P. Barker
Purchasing Manager

ПИСЬМО-ЗАКАЗ

Softchain Ltd
(head office), Foss House, Brigham Street, Liverpool L13 4AT
Tel: 051-387 6397 Telex: 79284

Mrs A. Everett
Compact Systems
96 Rosewall Drive
Southtown
SO3 4BT

Your ref: AE/677
Our ref: Ord. B7693

15 July 2000 Dear Mrs Everett

Please find enclosed our order, Ord. B7693, for 100 IBM compatible Compact Accounts packages, as discussed in our phone conversation of 12 July.

We have decided to place an order for 100 packages and accept the 20 p.c. trade discount off net list prices as discussed. Payment will be made, as agreed, 30 days after receipt of your invoice.

We would be much obliged if you could despatch the goods so that they reach us not later than 30 July, and look forward to receiving your acknowledgement.

Yours sincerely

P.Barker

P. Barker
Purchasing Manager

Encl.Ord.B7693

ПИСЬМО-ПРЕТЕНЗИЯ

Softchain Ltd
(head office), Foss House, Brigham Street, Liverpool L13 4AT
Tel: 051-387 6397 Telex: 79284

Mrs A. Everett
Compact Systems
96 Rpseswall Drive
Southtown
SO34BT

Your ref: AE/677
Our ref: Ord. B7693

2 August 2000 Dear Mrs Everett

On 15 July we placed an order for 100 IBM compatible Compact Accounts packages. A consignment was delivered on 30 July, but upon inspection we found that the packages were not IBM compatible.

As this is our first transaction with your company we are naturally disappointed that we have got off to such a bad start. Therefore I would be much obliged if you could send us the correct goods as soon as possible, and arrange for the collection of the incorrect ones.

Yours sincerely

P. Barker

P. Barker
Purchasing Manager

ПИСЬМО-ОТВЕТ
COMPACT SYSTEMS
96 Rosewall Drive, Southtown, S03 4BT
tel: 0927-423845 telex: 69364

Mr P. Barker
Purchasing Manager
Softchain Ltd
Foss House
Brigham Street
Liverpool
L13 4AT

Your ref: Inq. B7693
Our ref: AE/677

10 April 2000 Dear Mr. Baker

Thank you for your letter of 5 April 2000 in which you asked details of our range of business applications programs.

Because of the low price of our software we do not normally offer a quantity discount; however, if you can give me an indication of the quantity involved, I would be happy to discuss terms further with you. Normally, we would be happy to offer you a 20 p.c. trade discount off net list prices, as requested in your letter, and to accept your terms of payment.

I am enclosing a copy of our most recent catalogue which gives details of our product range, together with list prices. I hope that the information will be of interest to you, and look forward to discussing orders in the near future.

Yours sincerely
Alice Everett
Marketing Manager

Encl. Compact catalogue, trade price list

СПОСОБЫ ДОСТАВКИ ПИСЬМА

Air Mail- авиапочтой

Urgent- срочное

Express- экспресс

Registered- заказное

Private- личное

Confidential- конфиденциальное

To be called for- до востребования

Please forward- направить далее

By hand- нарочным

ОФОРМЛЕНИЕ КОНВЕРТА

Sender's address

Wayne State University
Law School
Detroit, Michigan 48202

STAMP (S)

VIA AIR MAIL

Messrs. Smith & CO., LIMITED
25 Leadenhall Street
London L 13 EC
United Kingdom

Home task:

Create a business letter to your partner firm.

It may be a letter of any kind you want.