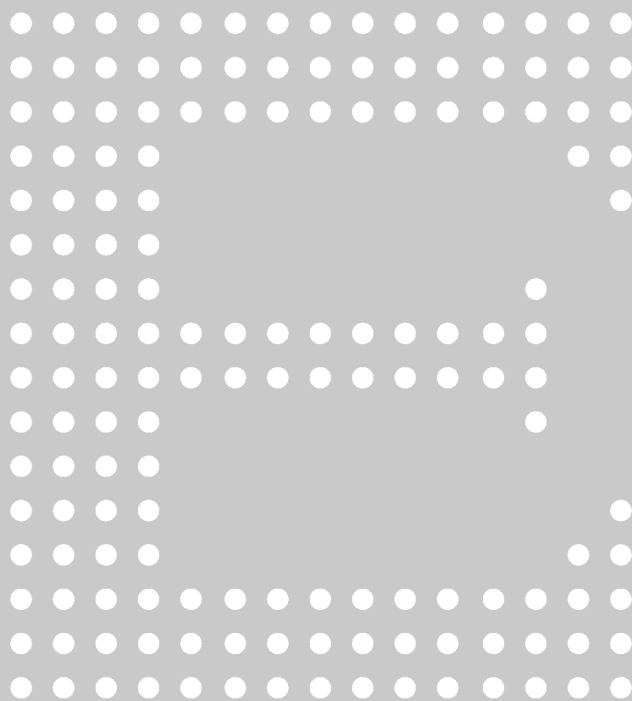


Unit 5

订单与确认 (Orders and Acknowledgment)



Part 1 定义及写作步骤

1. 定义

订单是指买方对指定货物确认购买的一种表示。它可以是对卖方发盘的接受,也可以根据卖方提供的商品目录、价格表和样品直接订购。

确认是指卖方收到买方订单后表示接受或者拒绝的行为。

注意:

(1) 订单的内容必须十分清楚和确定,订单中必须包含如下内容。

- ① 详细的货物信息,包括货物的数量、等级、尺寸、颜色、型号等。
- ② 表明货物的包装方式、装卸港口和装运期。
- ③ 货物的价格和付款方式等。

(2) 若因市场行情的变动等原因想要拒绝买方订单,一定要语言谨慎、语气委婉,着眼于以后的长远合作。

(3) 订单一旦被确认接受,对双方都有约束力,双方都要保证合同的顺利履行。

2. 写作步骤

1) 买方下订单

(1) 承接之前邮件,对产品满意决定订购。

- Thank you for your letter of June 12, and we find both quality and prices satisfactory and are pleased to give you an order.
- We thank you for your letter of September 4 and we are glad to inform you that your samples are satisfactory.
- Our customers are very interested in your samples of bed-sheets, and enclosed is our order.

(2) 订单具体内容。

- ① Name of commodity.
- ② Quantity: a. case of wine; carton of cigarettes; bale of paper; drum of beer etc.
b. metric ton; long ton; short ton etc.
c. dozen; gross; piece; pair etc.
- ③ Quality: a. grade A, B, C etc.
b. large, medium, small etc.
c. 2.5m×3m etc.

④ Price: USD500 per metric ton CIF London.

⑤ Packing.

⑥ Time of shipment.

(3) 结束语。

- All these items are urgently required by our customers, therefore, we hope you will make the delivery at an early date.

- We hope this first order may lead to the further business between us.
- Please send us your confirmation of sales in duplicate.

2) 卖方确认订单

(1) 感谢买方的订单。

- Thank you very much for your order No.3428 for 3000 pieces of bed-sheets.
- We have received your letter of May 24 informing us you are satisfied with our products. Thank you for your repeat order.
- We are very pleased to receive your order of October 18 and welcome you as one of our customers.

(2) 对订单表示接受或者拒绝。

- Your order is receiving our immediate attention, and you can depend on us to effect the delivery well within your time limit.
- We regret that we can't confirm the order at the prices we quoted 6 weeks ago, since the cost of materials has risen substantially [səb'stænʃəli].
- Your order is confirmed and will be handled with great care. Please open relevant L/C, which must reach us one month before the time of shipment.

(3) 期望。

- We shall be pleased to receive your further orders.
- Would this be acceptable? Please let us know if you wish to change the order.

必备词汇和句型

1. order *n.* 订单 *v.* 订购

place an order 订购

on order 订购中,已订购

This item is out of stock, but it is on order.

这项产品全部售空(已无存货),但已经订购了。

accept an order 接受订单

cancel an order 撤销订单

confirm an order 确认订单

execute an order 履行订单

a back order 尚未执行的订单

a fresh order 新订单

a repeat order 续订订单

British Rail are going to place an order for 188 trains.

英国铁路公司将订购 188 列火车。

They can't supply our order.

我们订的货他们无法供应。

The airlines still have 2500 new aeroplanes on order.

这家航空公司尚有 2500 架新飞机在订购中。

2. stipulation [ˌstɪpjʊˈleɪʃən] *n.* 约定, 条款

The shipper always asks the opening bank to delete this stipulation.

托运人总是要求开户行删除这一条款。

The general L/C usually bears this stipulation.

公开信用证通常带有这个条款。

3. conform [kənˈfɔ:m] *vi.* 符合, 遵照

conform to 符合; 与……一致

in conformity with… 和……相适应, 和……一致

The package does not conform to EU rules.

这种包装不符合欧盟规定。

The plan was made in conformity with his views.

仍按他的意见制订计划。

4. confirm [kənˈfɜ:m] *v.* 确认

confirmation [ˌkɒnfəˈmeɪʃən] *n.* 确认, 认可

We're waiting for written confirmation from the Americans.

我们在等美国人的书面确认。

We need confirmation in writing before we can send your order out.

给你们发送订购的货物之前, 我们需要书面确认。

5. acknowledgment [əkˈnɒlɪdʒmənt] *n.* 承认, 确认书

I have received neither an acknowledgment nor a reply.

我未收到任何回复或答复。

6. satisfactory [ˌsætɪsˈfæktəri] *adj.* 令人满意的, 符合要求的

This bicycle is quite satisfactory—just the thing I want.

这辆自行车买得很称心。

7. effect [ɪˈfekt] *v.* 使发生, 实行 *n.* 效果, 影响, 印象

Prospects for effecting real change seemed to have taken a major step backwards.

实现真正改变的机会似乎变得更加渺茫了。

The illness had a profound effect on his outlook.

这场病对他的人生观产生了深刻的影响。

8. term *n.* 条款, 术语, 方面, (合同、保险的) 有效期

in terms of 在某个方面

Our goods compete in terms of product quality, reliability and above all variety.

我们的产品在质量、可靠性, 尤其是品种方面颇具竞争力。

Premiums are guaranteed throughout the term of the policy.

在保单有效期内, 所缴纳的保险费是有保障的。

9. considerable [kən'sɪdərəbəl] *adj.* 相当大(多)的, 应考虑的

Quite a considerable number of interviews are going on.

大量的采访在继续。

与品质(quality)有关的词

- | | |
|---------------------------|---------------------------------|
| 1. specifications 规格 | 11. sealed sample 封样 |
| 2. grade 等级 | 12. representative sample 代表性样品 |
| 3. standard 标准 | 13. catalogue 商品目录 |
| 4. sample 样品 | 14. pamphlet 宣传小册子 |
| 5. colour sample 色彩样品 | 15. description 说明书 |
| 6. pattern sample 款式样品 | 16. tolerance 公差 |
| 7. original sample 原样 | 17. article No. 货号…… |
| 8. duplicate sample 复样 | 18. assortment 花色(搭配) |
| 9. counter sample 对等样品 | 19. 5% plus or minus 增减 5% |
| 10. reference sample 参考样品 | 20. fair average quality 平均质量 |

与数量(quantity)有关的词

- | | |
|-------------------------------|-----------------------------|
| 1. weight 重量 | 16. volume 体积 |
| 2. metric ton 公吨 | 17. cubic meter 立方米 |
| 3. long ton 长吨 | 18. capacity 容积 |
| 4. short ton 短吨 | 19. litre 升 |
| 5. kilogram/kilo/kg 千克 | 20. gallon 加仑 |
| 6. pound/lb 磅(1 磅≈0.45 千克) | 21. bushel 蒲式耳 |
| 7. ounce/oz 盎司(1 盎司≈0.028 千克) | 22. metric system 公制 |
| 8. number 个数 | 23. British system 英制 |
| 9. piece 件 | 24. American system 美制 |
| 10. pair 双 | 25. gross weight 毛重 |
| 11. dozen 打 | 26. net weight 净重 |
| 12. ream 令 | 27. shipping weight 装运重量 |
| 13. set 套 | 28. landed weight 卸货重量 |
| 14. length 长度 | 29. theoretical weight 理论重量 |
| 15. area 面积 | |

与包装(packaging)有关的词

- | | |
|-------------------------|-------------------------|
| 1. packaging 包装方法 | 4. skin packing 吸塑包装 |
| 2. blister packing 起泡包装 | 5. hanging packing 挂式包装 |
| 3. neutral packing 中性包装 | 6. catch sb's eye 引某人注目 |

- | | |
|--|----------------------------|
| 7. mark 唛头 | 32. bale 包 |
| 8. unlabelled packing 无牌的包装 | 33. bundle 捆 |
| 9. in bulk 散装 | 34. tin/can 罐头 |
| 10. in loose packing 散装 | 35. basket 篮, 篓, 筐 |
| 11. nude packing 裸装 | 36. bamboo basket 竹篓 |
| 12. bulk pack 整批包装 | 37. bottle 瓶 |
| 13. consumer pack 零售包装 | 38. wooden keg 小木桶 |
| 14. large packing 大包装 | 39. hogshead 大桶 |
| 15. inner packing/external packing/end packing 小包装 | 40. iron drum 铁桶 |
| 16. shrunk packaging 压缩包装 | 41. cylinder 气缸 |
| 17. foam-spary packaging 喷泡沫包装 | 42. barrel 琵琶桶 |
| 18. gift-wrap 礼品包装 | 43. drum 圆桶 |
| 19. bag/sack 袋 | 44. waterproof paper 防水纸 |
| 20. jute bag 麻袋, polybag 胶袋 | 45. cellophane 玻璃纸 |
| 21. polythelene bag/plastic bag 塑料袋 | 46. kraft paper 牛皮纸 |
| 22. polythelene net 尼龙绳网袋 | 47. canvas 帆布 |
| 23. zippered bag 拉链袋 | 48. fibreboard 纤维板 |
| 24. case/chest 箱 | 49. nylon strap 尼龙带 |
| 25. box 盒 | 50. plastic strap 塑料带 |
| 26. wooden case 木箱 | 51. adhesive tape 胶带 |
| 27. carton 纸箱 | 52. stuffing material 填料 |
| 28. container 集装箱 | 53. nylon plastic 尼龙丝 |
| 29. crate 板条箱 | 54. fermented plastic 泡沫塑料 |
| 30. fibre board case 纤维板箱 | 55. paper scrap 纸屑 |
| 31. packet 小包 | 56. saw dust 木屑 |
| | 57. slushing compound 润滑油 |

Part 2 范例及讲解

1. 订单 (Orders)

To: Lily He
 From: Ben Smith
 Subject: Order No. 358 for 100% cotton towel

Dear Lily,

Thank you for your offer on August 8 for the 100% cotton towel. We find both

quality and prices satisfactory and are pleased to give you an order for the following items:

Purchase order

Anxin Trading co.ltd

Order No. 358

Date: August 10, 2018

Model No.	Description ^①	Size	Color	Quantity/ pieces	Unit price ^② (FOB)	Total
Y001	100% cotton towel for adults	34cm×73cm	colors	2,000	USD2	USD4,000
Y002	100% cotton towel for kids	25cm×50cm	colors	2,000	USD0.5	USD1,000

Packing: Each piece in a **polybag**^③, 100 pieces in a **carton**^④.

Payment: L/C.

Shipment: From Qingdao to Rotterdam.

All these items are urgently required by our customers, so we hope you confirm our order and make delivery as soon as possible.

Best regards,

Ben

【讲解】

① description [dɪ'skrɪpʃən] *n.* 描述,形容,说明

description of goods 货物名称,货物摘要

According to the description of the goods, the goods can be packed in crates.

根据对商品的描述,上述产品可以用条板箱包装。

② unit price 单价

Our standard unit price to the wholesaler is USD23.5.

我们给批发商的标准单价是 23.5 美元。

③ polybag [pɒlibæg] *n.* 塑料袋,胶袋

Each shirt is packed in a polybag and 6 to a box.

每件衬衫装一个塑料袋,6 袋装一盒。

④ carton ['kɑ:tɪn] *n.* 纸箱

When the postal clerk delivers your order, check the carton before signing for it.

你订购的货物由邮政人员送达时,要先检查一下包装盒再签收。

【译文】

亲爱的莉莉：

感谢您 8 月 8 日 100% 纯棉毛巾的报价。我们对质量和价格都感到满意，很高兴向你们订购下列商品：

采购订单

安信贸易有限公司

358 号订单

日期：2018 年 8 月 10 日

型号	说明	尺寸	颜色	数量 / 件	单位价格(FOB) / 美元	合计 / 美元
Y001	100% 成人棉毛巾	34cm×73cm	多色	2000	2	4000
Y002	100% 儿童棉毛巾	25cm×50cm	多色	2000	0.5	1000

包装：一个塑料袋装 1 件，1 箱 100 件。

付款方式：信用证。

运输：从青岛到鹿特丹。

所有这些产品都是我们客户急需的，所以我们希望你们确认订单，并尽快交货。

最好的问候
本

2. 确认(Acknowledgment)

To: Ben Smith

From: Lily He

Subject: Re: Order No. 358 for 100% cotton towel

Dear Ben,

We are very pleased to acknowledge your order No.358 of August 10 for 100% cotton towel and enclosing herewith our **S/C**^① No.759 in duplicate. Please sign and return one copy to us for our **files**^②.

As to the terms of payment, we would like you to open an **irrevocable**^③ L/C strictly confirm to the terms stated in our Sales Confirmation. We will **take the responsibility**^④ to **effect**^⑤ the shipment **upon**^⑥ receipt of your L/C.

If there is anything in problem, do not hesitate to let us know.

Best regards,

Lily

【讲解】

① S/C *n.* 销售确认书, 销售合同

S/C=sales confirmation (销售确认书)=sales contract (销售合同)

S/C 是买卖双方在通过交易磋商达成交易后,由卖方出具并寄给双方加以确认的列明达成交易条件的书面证明,经买卖双方签署的确认书,是法律上有效的文件,对买卖双方具有同等的约束力。

② file *v.* 把……归档 *n.* 文件(夹), 档案

I looked your address up in the personnel file.

我在人事档案里找到了你的地址。

③ irrevocable *adj.* 不能取消的, 不可撤销的

The bank has made out an irrevocable letter of credit.

银行开出了不可撤销的信用证。

不可撤销信用证是指开证行一经开出、在有效期内未经受益人或议付行等有关当事人同意,不得随意修改或撤销的信用证;只要受益人按该证规定提供有关单据,开证行(或其指定的银行)保证付清货款。

④ take the responsibility *负责*

We can also take the responsibility of chartering a ship.

我们也可以负责租船装运。

⑤ effect *v.* 使发生, 实行 *n.* 效果, 影响, 印象

Prospects for effecting real change seemed to have taken a major step backwards.

实现真正变革的前景似乎倒退了一大步。

⑥ upon *prep.* 基于……, 在……之上

Upon seeing her, I smiled and ran toward her.

一看到她我就笑着跑了过去。

【译文】

亲爱的本:

我们非常高兴收到你方 8 月 10 日的第 358 号 100%棉毛巾的订单,并随函附上我方第 759 号销售确认书,一式两份。请签名并退回一份给我们存档。

关于付款方式,我们希望您尽快通过贵方银行开立不可撤销的信用证。信用证中的所有规定都应严格按照销售合同中规定的条件付款。收到你方信用证后,我方将负责装运。

如果有什么问题,尽管告诉我们。

最好的问候

莉莉

Part 3 实训

1. Translate the following sentences into Chinese.

- (1) I have pleasure in ordering the following products.
- (2) We find your terms satisfactory, please make the delivery as soon as possible.
- (3) We received your order but would like to make a small change.
- (4) We wish to point out that the L/C clauses should totally conform to our sales contract.

2. Translate the following sentences into English.

- (1) 因原材料短缺,工厂将不得不拒绝贵方的订单。
- (2) 贵方能在收到订单后 5 周内完成交货吗?
- (3) 如果首次订单进展顺利,我们会考虑后期进一步的合作。

3. Translate this Chinese letter into English.

敬启者:

我方已经收到贵方 128 号关于床单的订单,但是因为原材料价格上涨我们不得不对价格做一下小的调整,我方在 3 月 28 日给出的报价是每套 25 美元,你方能否接受每套 30 美元的新报价? 如果可以的话,我方将对订单进行确认。

对此造成的不便我方深表歉意,期待贵方的尽快答复。

刘盼谨上

4. Translate this English letter into Chinese.

Dear Ms. Smith,

Your offer for the T-shirts on May 20 gained our best attention, we would like to order the following items:

Large 2000 dozen

Medium 4000 dozen

Small 2000 dozen

As the sales season is approaching, the total order quantity should be shipped in July. At that time an irrevocable L/C for the total purchase value will be opened. Please confirm this order as soon as possible.

Best regards,

Xinzhao Zhao