

商务英语email高手-如何报盘 PDF转换可能丢失图片或格式，
建议阅读原文

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1. 文体介绍上一期我们练习了商务写作中的询盘，今天就来学习收到询盘后如何报盘报盘（offer），也叫报价，是卖方主动向买方提供商品信息，或者是对询盘的答复，是卖方根据卖方的来信，向买方报盘，其内容可包括商品名称、规格、数量、包装条件、价格、付款方式和交货期限等。报盘有两种：虚盘（non-firm offers），即无约束力的报盘。一般情况下，多数报盘均为虚盘，虚盘不规定报盘的有效日期，并且附有保留条件，如：The offer is subject to our final confirmation/prior sale. 该报盘已我方最后确认为准/是否事先售出为准。实盘（firm offers）则规定有效日期，而且卖盘一旦被接受，报盘人就不能撤回。

2. 实用范例

Subject: Offers

Dear Sir, This is to confirm your E-mail of 2 July, 2002, asking us to make your firm offers for rice and soybeans Camp.F Singapore, for shipment during August/September 2002. This offer is firm, subject to the receipt of your reply before 16 July 2002. Please note that we have quoted our most favourable price and are unable to entertain any counter offer. With regard to soybeans, we advise you that the few lots we have at present are under offer. If, however, you were to make us a suitable offer, there is possibility of our supplying them. As you know, of late it has been a heavy demand for these commodities and this has resulted in increased prices. You may, however, take advantage of the strengthening market if you send an immediate reply.

Sincerely yours, Xxxx

主题：报盘亲爱的

先生：2002年7月2日有关查询大米和大豆新加坡到岸价的电子邮件也收悉。今日上午电子邮件报价：精白米300公吨，每公吨成本加运费新加坡到岸价为2400澳元。于2002年8或9月装运。以上实价需由贵公司于2002年7月16日前回复确实。该报价为最优惠价，恕不能还价。本公司与客户正洽售一批大豆，若贵公司愿意报以适当买价，本公司乐意出售。近来该类产品需求量大，令价格上涨。请贵公司把握机会，尽早落实订单为盼。你真诚的，xxx3.

典型句型（1）As requested, we are offering you the following subject to our final confirmation:根据要求，现我方就如下货物向贵方报盘，以我方最后确认为准：

（2）As recently the goods are in extremely short supply, we regret being unable to offer.因近期货源紧张，很抱歉不能报盘。（3）It's a pleasure for us to offer you the goods as follows:非常荣幸地向你方报盘如下：

（4）Referring to your E-mail dated July 10 in which you inquired for shirts, we have pleasure in giving you an offer as follows:关于贵方7月10日对衬衫的询盘，现报盘如下：

（5）We will keep in mind your requirement for shirts and shall contact you once it is available.我方会留心你方对衬衫的要求，一旦有货，将立即同你方联系。（6）We regret being unable to quote on FOB basis, as it is our general practice to do business with all our clients on CIF terms.很遗憾，我方不能以船上交货报价，因为按照惯例我方与客户做生意通常报到岸价。

4. 商务写作小练习假设你是xx网上书店的负责人，针对别人的询盘，发一封e-mail进行报盘。100Test 下载频道开通，各类考试题目直接下载。详细请访问 www.100test.com