

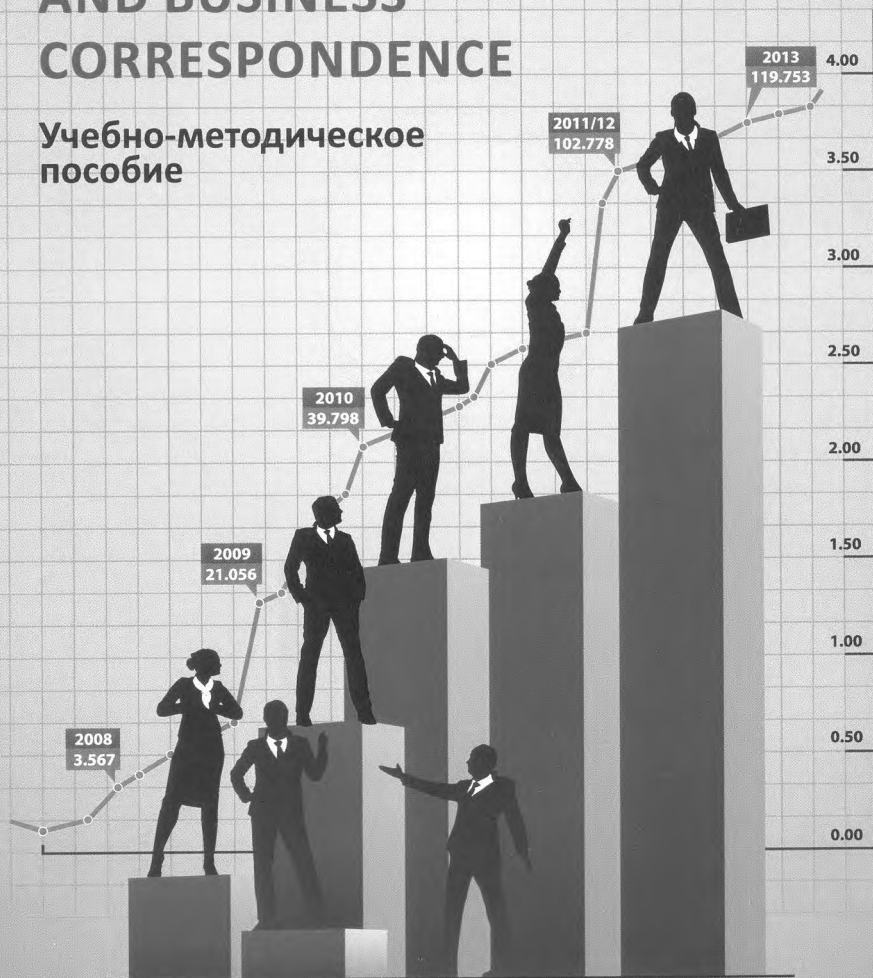
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# BUSINESS ENGLISH AND BUSINESS CORRESPONDENCE

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Цель пособия – закрепление профессиональной терминологии на базе текстов. Современные тенденции развития бизнеса требуют от специалистов постоянного совершенствования. Данное пособие может быть использовано для желающих расширить словарный запас по темам связанным с различными сферами работы и для осуществления деловых контактов в области международных отношений. Материал составлен по тематическому принципу «Договоры, контракты», «Письма, содержащие деловую информацию» и т.д.

Пособие может быть использовано как справочный материал при составлении писем. При этом учитываются особенности официальной корреспонденции. Правильно составленное письмо – залог успешного достижения цели.

Пособие предназначено для студентов по специальности «Иностранная филология», «Иностранный язык», «Переводческое дело».

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## Introduction

The English language is often described as a “living language” This means that it grows and renews by a never-ending process. Even if the process is slow: each period adds smth that is typical of the spirit of that age. In compiling the work in Business English the need of the students who master basic grammar and knowledge to the study of business and business letter writing was taken into the consideration.

Would you like to start up your own business and make it a success? This book can help you do that even if you do not have a background in business or possess a degree in business administration. It will also help you if you do.

You will find it useful because it is a compilation of publications by the Small Business Administration that cover succinctly and precisely the nuts and bolts of starting a business. It provides practical help where the novice entrepreneur most often needs it.

For example, this book explains in detail how to find a suitable location or the most effective step to follow in buying an established business.

As part of creating your effective business plan, you’ll learn how to borrow and manage money in your business, and you’ll discover the secrets of controlling the finances of your business.

But there’s more. As your business gets underway, you’ll make use of the information supplied by experts on making your business grow. Soon, your business will be thriving as you put their inside techniques and procedures into effect.

Then, as your business expands even more, you’ll turn to the appropriate sections in the book for advice on such matters as maintaining security, using computers, and even how to find and develop new products.

As you can see, this step-by-step guide will take you through the critical stages of starting your business, breathing life into it, and making it grow into a successful enterprise.

But, what makes this book different from the others on the market is that the information it contains is written by the most highly qualified experts available.

Put the ideas, suggestions, and inside advice to work and make a success of your own business.

UNIT 1  
Part I: How to Get Off to a Good Start  
1. Choosing a Retail Location



The choice of a store location has a profound effect on the entire business life of a retail operation. A bad choice may all but guarantee failure, a good choice success.

This *Aid* takes up site selection criteria, such as retail compatibility and zoning, that the small store owner-manager must consider after making basic economic, demographic, and traffic analyses. It offers questions the retailer must ask (and find answers to) before making the all important choice of store location.

This publication was edited by SBA staff members. Contributors to the text were Jeffrey P. Davidson, Management Consultant, The EMAY Corporation, Washington, D.C.; James R. Lowry, Head, Department of Marketing, College of Business, Ball State University, Muncie, Indiana; and J. Ross Mc. Keever and Frank H. Spink, Jr., the Urban Land Institute, Washington, D.C.

The first step in choosing a retail business location takes place in your head. Before you do anything else, define your type of business in the broadest terms and determine your long term objectives. Write them down. This exercise will help you later in choosing a retail location.

In picking a store site, many store owners believe that it's enough to learn about the demographics ("people information" like age, income, family size, etc.) of the population, about the kind of competition they'll be facing, and about traffic patterns in the area they're considering. Beyond a doubt these factors are basic to all retail location analysis.

Once you've spotted a tentative location using these factors, however, you've only done half the job. Before you make a commitment to moving in and setting up, you must carefully check several more aspects of the location to help insure your satisfaction with — and most importantly your success at — the site you've chosen.

**Factors to be considered**

Three factors confront you as an owner-manager in choosing a location: selection of a city; choice of an area or type of location within a city; and identification of a specific site.

If you are going to relocate in another city, naturally you consider the following factors:

Size of the city's trading area.

Population and population trends in the trading area.

Total purchasing power and the distribution of the purchasing power.

•Total retail trade potential for different lines of trade.

Number, size, and quality of competition.

Progressiveness of competition.

In choosing an area or type of location within a city you evaluate factors such as:

Customer attraction power of the particular store and the shopping district.

Quantitative and qualitative nature of competitive stores.

Availability of access routes to the stores.

Nature of zoning regulations.

Direction of the area expansion.

General appearance of the area.

Pinpointing the specific site is particularly important. In central and secondary business districts, small stores depend upon the traffic created by large stores. Large stores in turn depend on attracting customers from the existing flow of traffic. (However, where sales depend on nearby residents, selecting the trading area is more important than picking the specific site.) Obviously, you want to know about the following factors when choosing a specific site:

Adequacy and potential of traffic passing the site.

Ability of the site to intercept traffic en route from one place to another.

Complementary nature of the adjacent stores.

Adequacy of parking.

Vulnerability of the site to unfriendly competition.

Cost of the site.

### **Types of consumer goods**

Another factor that affects site selection is the customers' view of the goods sold by a store. Consumers tend to group products into three major categories: convenience, shopping, and specialty goods.

**Convenience goods** usually mean low unit price, purchased frequently, little selling effort, bought by habit, and sold in numerous outlets. Examples: candy bars, cigarettes, and milk.

For stores handling convenience goods, the quantity of traffic is most important. The corner of an intersection which offers two distinct traffic streams and a large window display area is usually a better site than the middle of a block. Downtown convenience goods stores, such as low-priced, ready-to-wear stores and drugstores, have a limited ability to generate their own traffic. In merchandising convenience goods, it is easier to build the store within the traffic than the traffic within the store. Convenience goods are often purchased on impulse in easily accessible stores.

In addition, the greater the automobile traffic, the greater the sales of convenience goods for catering to the drive-in traffic. For the drive-in store selling low-priced convenience goods, the volume of traffic passing the site is a most important factor in making a site decision. The consumer purchases these goods frequently and wants them to be readily available. Consumers are reminded when passing a convenience goods store that he or she needs a particular item.

If consumers must make a special trip to purchase such convenience staple goods as food and drug items, they want the store to be close to home. One study of foodstore purchases in the central city area revealed that nearly 70 percent of the women patronized stores within one to five blocks of their homes. Another

reproduced a distinct and new variety of plant. Plant seedlings discovered propagated asexually, and proved to have new characteristics distinct from other known plants are patentable. Tuber-propagated plants (such as potatoes and artichokes) or plants found in the uncultivated state are not patentable. Tuber-propagated plants are excluded because, among asexually reproduced plants propagated by the same part of the plant that is sold as food.

The grant is the right to exclude others from asexually reproducing the plant, or selling, or using the plant so reproduced. Patented plants must have new characteristics which distinguish them from others, such as resistance to drought, cold, or heat. They must also not have been introduced to the public nor placed on sale more than one year before the filing of a patent application. Application papers must be made out in duplicate and sent to the Commissioner of Patents and

Trademarks.

## Part 6 Business English (BBC video)

### VIDEO 1

#### 1. Jenny, Geraldine, Clive

Before - Who arrives first at Bibury Systems? What day of the week is it? After - What does Geraldine give to Jenny and Clive? What time of day is it? How do you know?

#### 2. Jenny, Kate, Don

Before - Who does Jenny meet? After - Do Jenny, Kate and Don know each other? How do you know?

#### 3. Edward, Geraldine and Jenny

Before - Who arrives at Bibury Systems next? After - Who does Edward want to see? What must he do? Who does he meet first? What is Jenny going to do?

#### 4. Jenny and Edward

Before - What department does Edward see? Who does he meet there? Play without sound. Ask: How many things can you name in the marketing department? Play with sound to check answers.

#### 5. Edward and Jenny in reception

Before - What does Jenny show Edward? After - Which people does Jenny talk about? Where do they fit into the company structure?

#### 6. Jenny and Edward in the boardroom

Before - Which room does Jenny show Edward? After - What does Edward see in the boardroom? Where are they going to next? What is R&D?

#### 7. In reception

Before - Who does Edward meet next (two people)? After - Where is the managing director's office?

#### 8. Edward and Jenny in R & D

Before - Who does Edward meet in the R&D workshop? After - What does Edward see? At this point, ask the learners to complete their organigrams with the names of the characters they have seen.

#### 9. Give and Don

Before - Who are Clive and Don talking about? After - What does Don say about Edward?

**10. Derek and Edward**

Before - Edward sees a very new product. What is its name? After - What does Big Boss do?

**11. Clive and Don**

Before - What are they talking about?

After - Do they like the first design or the second?

**12 Derek and Edward**

Before - Edward has an idea for the design of Big Boss. What is it? After - Does Derek like Edward's idea? What does he do?

**VIDEO 2**

**1. Edward's first call to Mr Smith's office**

Before - Who does Edward want to speak to? After - Is he successful? Is the secretary helpful? Why not?

**2. Don's call to RUYJ**

Before - Who does Don want to speak to? After - Is he successful? Why not? Is Dave helpful? What is Phil's number? (listen again)

**3. Don's call to Phil Watson**

Before - Why did Don call Phil?

After - Does Phil know Don? How do you know?

**4. Edward's second call to Mr Smith's office**

Before - Can he speak to Mr Smith? After - Why not? What did Edward explain? What did the secretary answer?

**5. Derek's call**

Before - Is Derek happy about the call? After - Why not? Who does the caller want to speak to? What is his extension number?

**6. Edward's third call**

Before - Why can't Edward speak to Mr Smith? After - What must he do? Can he ring tomorrow?

**7. Clive and Kate plus Geraldine and Sakai**

Before - Why did Kate call Clive? After - Did Clive answer Kate's question? Why not?

**8. Mr Sakai and Clive**

Before - Does Clive know Mr Sakai? How do you know? After - What does Mr Sakai want to talk about?

**9. Geraldine**

Before - Geraldine answers a call for Kate. What does she do? After - Who wants to speak to Kate? What must Kate do?

**10. Edward and Jenny**

Before - What time is it/ What is Edward going to do? After - Why did Edward call Mr Smith at this time? What is Jenny doing? Does she think

**VIDEO 3**

**1 Edward and Mr Smith**

Play without sound and ask - Does Edward make an appointment with Mr Smith? After playing with sound - What time is Edward's appointment? Is it this week, next week or next month? How long will Smith give him?

Mark 2 ? After - Is Clive pleased with Sally's contribution? What does he say about her?

**6. Don and Edward**

Before - Can Don agree to Edward's demands?

After - Can Don offer the salary increase that Edward wants as well as the car and bonus increase? What does he offer Edward? What percentage increase in salary does Edward want? Does Don agree?

**7. Clive and Ms Wong**

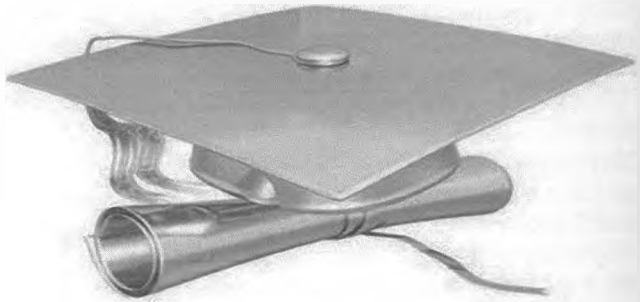
Before - What does Clive give to Sally? Watch - Where did you see the toy before? When? After - Why does he give Sally the toy? What does Sally say?

**8. Edward and Don**

Before - Does Edward get a company car too?

After - Does Don want to include a car in Edward's new job package? Will Edward agree to a smaller car? Who taught Edward to negotiate?

**Part 7 THE BASIC COURSE**



**UNIT 1  
PERFORMING A CONTRACT  
TEXT**

A contract is the most accepted formal document confirming the decision<sup>1</sup> of the contracting parties to carry out mutual business obligations.

The major contract clauses include articles on legal titles of the parties, subject of the contract, quality and quantity of the goods, terms of inspection, delivery and payment, requirements for packing and marking, claims and arbitration and other articles.

As a rule concluding a contract is preceded by discussing the enquiry<sup>2</sup> of the Buyer and the offer of the Seller.

**ENQUIRY**

Most letters of enquiry are short and simple. The writer of an enquiry states briefly and clearly what he is interested in, and this is all the receiver of the letter needs to know.

An enquiry should include:

- a) A brief mention of how you obtained your potential supplier's name.
- b) Some indication of the demand in your area for the goods which the supplier can sell.



c) Details of what you would like your prospective supplier to send you. Normally you will be interested in a catalogue, a price-list, discounts, methods of payment, delivery times, and, where appropriate, samples.

d) A closing sentence to complete the enquiry.

Here are some examples of enquiries.

1. December 5, 20...

Dear Sirs,

We were greatly impressed by the samples of your goods which we saw on display at the Moscow exhibition last November.

We are very interested in establishing contacts with you<sup>2</sup> and feel that we shall be able to do successful business provided<sup>3</sup> your terms and conditions are acceptable for us.

Please let us have your catalogues and latest price-lists quoting your! best terms and prices.

We are looking forward to hearing from you.

Yours faithfully,

### OFFER

A reply to an enquiry which is an offer, is usually fairly brief, and does not need to be more than polite and direct, provided the supplier is in a position to meet his correspondent's requirements, his reply will generally Thank the writer of the letter of enquiry for the letter in question.

Give all the information requested, and refer both to enclosures and to samples, catalogues and other items sent by separate post.

Provide additional information, if he can do it.

Conclude with one or two lines encouraging the customer to place orders and assuring him of good service.

. Here are some examples:

March 5, 20...

Dear Sirs,

Thank you for your enquiry of... which has been given our careful attention.

We enclose detailed quotations for a wide range of our product.

We can make a firm offer to meet any delivery dates. The prices and the terms of payment will depend on our mutual agreement.

If you place a big order we shall be able to give you a discount.

Your early reply will be appreciated.

Yours faithfully,

### PRELIMINARY DISCUSSION

F. Well, Mr R., you've studied our offer and seen our samples, haven't you? What's your final decision?

R. We like samples 5 and 8, they suit us. The quality is excellent and we think the goods will go down well in our market if the prices are reasonable.

F. You are right. We've been selling the goods for two years and very successfully. Sample 8 is our latest modified model. Are you going to place a big order?

R. Yes,... pieces for prompt delivery and ... pieces for delivery in four equal lots of... per month within four months of signing the contract.

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