

Unit One

Business Job-hunting (商务求职)



 **Warm-up**

With the increasing of graduate number, the competition of job-hunting is becoming fiercer. If you are a graduate and want to find an ideal job, you must master certain strategies to make sure the success. If you find it is tough to land a job, try expanding your hunting plan to include the following strategies:

First, set your target. Second, schedule abundant interviews. Third, follow up. Fourth, network vertically. If you can do it according to these strategies, you will be successful.

Set Your Target 设定目标

If you want to find a suitable and satisfied job, you must have explicit target, so the first step is to set your target. That means you should always keep your views open to compromise, and you should also be sure what you want to get in a job. A specific job hunting target will be more efficient than a random one.

Schedule Abundant Interviews 安排大量的面试

It is well-known that interviews include a lot of knowledge. As a job hunter, you must master certain interview techniques, and the best way is to use all possible methods to get interviews—answering ads, contacting companies directly, surfing the Web and so on. Even if a job is not perfect for you, every interview can make you learn some new things from it.

Follow Up 继续努力

After plenty of interviews, the phenomenon that a company doesn't hire you is usual. Under this situation you could write a thank-you note for the interview. After several weeks, you could send another brief letter to explain that you still haven't found the proper position and that you will be available to be interviewed again if the original position you applied for—or any other position, for that matter—is open. If you do this with every position you interview for, you may just catch a break.

Network Vertically 纵向发展关系

In modern society, the function of relation could not be ignored. In the research phrase of job-hunting, talk to people who are on a level above you in your desired industry. They'll have some insights that people at your own level won't have, and will be in a good position to hire you or recommend you to be hired.

In the process of business job-hunting, on one hand, it will refer to the resumé (CV), application letter and thank-you letter. The applicants must learn how to write them well; on the other hand, it will refer to the performance of applicant in the interview. That means if an applicant wants to get the job opportunity, he or she must get the interview opportunity on the basis of perfect application letter and resumé, and then has an excellent performance in the interview.

Besides, if you want to succeed in the business job-hunting, you should have certain business knowledge, and know the regulations and rules in this field.

Key Terms

résumé/curriculum vitae 简历

application letter 求职信

follow-up thank-you letter 面试后的感谢信

salaries and benefits 薪酬和福利

interview /'ɪntəvjuː/ *n.* 面谈, 面试

recruitment /rɪ'krʊɪtmənt/ *n.* 招聘, 征募

qualification /'kwɒlɪfɪ'keɪʃn/ *n.* 资格, 资历, 条件

undertake /,ʌndə'teɪk/ *v.* 担任, 从事, 负责; 保证

analytical /,ænə'lɪtɪkl/ *adj.* 分析的, 分析法的

interpersonal /,ɪntə'pɜːsənl/ *adj.* 人与人之间的, 人际的, 密切的

positive /'pɒzətɪv/ *adj.* 积极的, 肯定的

contribution /,kɒntrɪ'bjuːʃn/ *n.* 贡献

academic background 学术背景

constantly /'kɒnstəntli/ *adv.* 不断地, 时常地

challenge /'tʃælɪndʒ/ *v.* 挑战

expectation /,ɪkspek'teɪʃn/ *n.* 预料, 期望

economics /,i:kə'nɒmɪks/ *n.* 经济学

scholarship 奖学金

student council 学生会

reward /rɪ'wɔːd/ *v./n.* 酬谢, 奖赏

frequent /'friːkwənt/ *adj.* 时常发生的, 常见的

be capable of doing sth. 有能力做某事

well-paid 薪水丰厚的

trading department 贸易部

handle invoice 开具发票

shipping bill 船舱清单

freight cost 运费

personnel department 人力资源部

candidate /'kændɪdət/ *n.* 申请求职者, 候选人

description /dɪ'skrɪpʃn/ *n.* 描述, 形容, 说明

classification /,klæsɪfɪ'keɪʃn/ *n.* 分级, 分类

educational background 教育程度

educational history 学历

master /'mɑːstə(r)/ *n.* 硕士

bachelor /'bætʃələ(r)/ *n.* 学士

graduate student 研究生

abroad student 留学生

date of availability 可到职时间

commissary /'kɒmɪsəri/ *n.* 委员

excellent League member 优秀团员

excellent leader 优秀干部

Background Information

Resumé (Curriculum Vitae) 简历

Curriculum vitae (CV) is Latin, meaning “a brief account of one’s life to date”. In America it is referred to as a résumé. Now, most companies require job applicants to provide a résumé for them. A properly and well-thought-out résumé can be crucial to your chances of being given serious consideration and an interview.

CV is a primary tool used to promote yourself. It is almost the only and most important

key used to open the interview door. The hiring managers obtain all the information about you from it before the interview. That means CV promotes you to the market.

Application Letter 求职信

It is normal to send an application letter (cover letter) with your resumé even if you have sent a completed application form. There may be occasions when you want to send a letter of application, with which you enclose a resumé.

Application letter sums up the resumé, and focuses on the contents related closely with the employer in your background materials. Application letter is related to self-introduction, self-promotion and the next step of action. A good application letter could reflect your clear brain and good communication skills, we can say, it reflects your communication skills and personality traits.

Thank-you Letter 感谢信

An effective thank-you letter is a brief, well-written reminder that you are the best candidate for the position.

Following up with a lot of phone calls and CVs, interviewers get very busy. They plan to call but get sidetracked by other priorities. If you don't assume that someone isn't interested just because he/she doesn't call you after the first letter, you could give the person a call if possible; if you couldn't reach him/her, you could write a thank-you letter reminding the reader of your first letter, but you should add some new qualified accomplishments. Again, give your phone number and ask the person to call you.

Though a company refuses you or doesn't hire you, you should write the thank-you letter. On one hand, it could show your quality, on the other hand, it could help you get some other opportunities.

Dialogues

▶ Sample Dialogue 1

Cindy (C) is making an interview for a job. Lucy (L)—the interviewer is talking with Cindy.

L: Where did you get the recruitment information?

C: On the Internet.

L: Can you sell yourself in several words?

C: OK. With my qualifications and experience, I feel I am hard-working, responsible and diligent in everything I undertake. Your organization could benefit from my analytical and interpersonal skills.

L: How do you think you are worth to us?

C: I feel I can make some positive contributions to your company in the future.

L: How do you rate yourself as a professional?

C: With my strong academic background, I am capable and competent.

L: How would your friends describe you?

C: (*pause a few seconds.*) They say Cindy is an honest, hardworking and responsible person who deeply cares for her family and friends.

L: Why did you choose our company?

C: I am looking for a job more suitable to my talents and that can satisfy my desire to be constantly challenged. I think your company could provide this opportunity.

L: What salary expectations do you have?

C: No less than RMB 3 000.

► Sample Dialogue 2

The interviewee—Quincy (Q) is making an interview. Ann (A) is the interviewer.

A: Can you tell me something about yourself?

Q: Well, I got my bachelor degree of economics in 2003, then I got my master degree of Business English in 2006. During my study, I got scholarships many times and was rewarded by “Three Goods” student and excellent leader.

A: OK, what kind of leader?

Q: When I studied in university, I once worked in the student council as a commissary in charge of organization.

A: What have you learned from it?

Q: I think I have learned a lot from it. When I was a commissary in charge of organization, I must communicate with other people, which practiced my communication ability. Meanwhile, my organization ability was improved.

A: Do you have any work experience?

Q: My uncle once had a small-scale trading company. I worked there for five summers doing all sorts of adding jobs.

A: Does the frequent travel required for this job fit into your lifestyle? You know this job often needs you to do this.

Q: The frequent travel in this position is no problem and I like traveling.

A: Why should I hire you?

Q: First, my major is suitable for this job. Second, my work experience will be helpful for my job. For those reasons, I believe I am capable of doing this job well.

A: Do you know the main responsibility of this job?

Q: I will be in charge of the trading department, handling invoices, shipping bills and computing freight costs.

A: Why do you choose our company?

Q: I know your company is the leading ship of this field and the scale of your company is large. I think I will learn a lot in it and have more promotion opportunities.

A: What salary would you expect for this job?

Q: Based on your job description, which mentions that you prefer someone with a master's degree in this field, I hope you consider the fact that my skills meet your highest standards. Therefore, I'd expect a salary at the highest end of your pay range for the position classification.

▶ Sample Dialogue 3

Mark (M) and Kate (K) are talking about the applicants.

M: Well, what do you think about the third candidate? Do you think she is suitable for this job? And should we hire her?

K: She had a very impressive resumé, but she seemed to lack the confidence that I think a good manager needs.

M: What made you think she wasn't very confident and wasn't suitable for this job?

K: Did you notice that she avoided making eye contacts with us while she talked?

M: She was a bit nervous, I guess. What else?

K: When she first walked into the room to greet us, she didn't shake our hands or introduce herself at all. I thought that was a bit unprofessional.

M: You're right. If she meets our clients like that, it would make our company look bad, wouldn't it?

K: It sure would. Did you also notice the way she slouched in her chair during most of the interview? She had horrible posture!

M: I agree. I guess I was paying more attention to her answers than her body language.

K: On top of all that, she didn't seem to have any sense about people's personal space. She didn't keep enough distance between us during the meeting.

M: That's true. I guess we'll have to keep looking for a manager then.

K: Don't worry, we'll find someone eventually.

🔍 参考译文

▶ 对话 1

(辛蒂正在进行面试,露西作为公司的面试官正在与辛蒂交谈。)

露西:你是从哪里获得我们公司的招聘信息的?

辛蒂:通过互联网。

露西:你能用几句话进行自我推荐吗?

辛蒂:好的。依我的资历和经验,我觉得我对自己所从事的每一件事都很努力、负责、勤勉。我的分析能力和与人相处的技巧一定会为贵公司带来利益。

露西:你认为你怎么对我们有价值呢?

辛蒂:我觉得我将来对贵公司能作些积极的贡献。

露西:作为专业人员,你是如何评价自己的?

辛蒂:我拥有良好的学术背景,可以胜任自己的工作,而且很有竞争力。

露西:你的朋友怎样形容你?

辛蒂:(停顿了一会。)他们说辛蒂是位诚实、努力工作、负责任的人,她对家庭和朋友都很关心。

露西:你为什么选择我们公司呢?

辛蒂:我正在寻找一份这样的工作,这份工作不仅能够更适合发挥我的才能,而且能满足我不断寻求挑战的愿望。我认为贵公司能为我提供这样的机会。

露西:你期望的薪水是多少?

辛蒂:不少于3 000元。

▶ 对话 2

(昆希正在进行面试,面试官是安。)

安:你能简单地作个自我介绍吗?

昆希:好,我于2003年获得经济学学士学位,2006年获得商务英语硕士学位。在大学期间,我曾多次获得奖学金并获得“三好学生”和优秀干部的称号。

安:你担任过什么职务的学生干部呢?

昆希:在大学期间,我曾经做过学生会的组织部长。

安:你从中学到了什么?

昆希:我觉得我从中学到了很多。当我任组织部长时,我必须和其他人进行交流,这锻炼了我的交际能力。同时,我的组织能力也得到了提升。

安:你有工作经验吗?

昆希:我叔叔曾经办过一个小规模的公司,我在那里工作了5个暑假,做过各种临时工作。

安:经常出差的工作适合你的生活方式吗?你知道这个工作需要经常出差。

昆希:对我来说,经常出差的工作完全没问题的,而且我喜欢出差。

安:我为什么要雇佣你?

昆希:第一,我有对口的专业。第二,我的工作经验对我从事该工作也是有帮助的。基于以上原因,我相信我有能力担任此项工作并能把工作做好。

安:你知道这份工作的主要职责吗?

昆希:我将在贸易部门负责处理发票、发货单和计算运费。

安:你为什么会选择我们公司?

昆希:我知道贵公司是该领域的领头羊,公司规模大。我想我能从贵公司学到很多东西,也会有很多晋升的机会。

安:做这份工作,你想要什么样的工资待遇?

昆希:根据您提供的工作要求,你们更希望招聘一名该领域的硕士,希望您能考虑我的技能符合你们的最高要求这一事实。因此,我希望获得一份在这个职位工资范围内最

高的工资。

▶ 对话 3

(马克和凯特正在谈论应聘者。)

马克:嗯,你对第三个应聘者有什么看法?你觉得她适合此项工作吗?我们应该雇用她吗?

凯特:她的简历给人深刻印象,但是她本人似乎有点缺乏自信,我认为自信是一位优秀的经理必须具备的条件。

马克:你是怎么看出她缺乏自信,不适合此项工作的?

凯特:你有没有注意到,她在谈话中总是回避和我们进行目光交流?

马克:我猜她可能有点紧张。还有其他理由吗?

凯特:她刚进房间跟我们打招呼的时候,既没有和我们握手也没有作自我介绍。我觉得这种表现有点不专业。

马克:你说的有些道理。如果她会见客户时也是这种表现,可能会有损我们公司的形象,是吧?

凯特:肯定是这样。你有没有注意到她面试时大部分时间都是懒洋洋地坐在椅子上?那副姿势实在是太难看了!

马克:我同意。我想当时我一定是太关注她的回答了,而忽视了她的肢体语言。

凯特:最要命的是,她似乎根本没有意识到人与人之间的个人空间的问题。在谈话中她没有跟我们保持足够的距离。

马克:没错。我想我们还得再继续找能担任经理的其他合适人选。

凯特:别担心,我们一定会找到的。

🔍 Notes

1. commissary 委员

commissary in charge of studies 学习委员

commissary in charge of entertainment 文娱委员

commissary in charge of sports 体育委员

commissary in charge of physical labor 劳动委员

commissary in charge of organization 组织委员

commissary in charge of publicity 宣传委员

2. secretary 书记

Party branch secretary 党支部书记

League branch secretary 团支部书记

3. interview 面试

Applicants will be called for interview in due course.

申请者将于适当时候获邀面谈。

interview with sb. 与某人面谈

I asked for an interview with my boss to discuss my future.

我请求和老板谈谈我的未来。

4. recruitment information 招聘信息

In terms of graduates, recruitment information from multiple sources is of the essence.

对毕业生来说,从多渠道获得招聘信息是十分重要的。

5. benefit from 得益于

He hasn't benefited from the experience.

他虽有体验却无长进。

6. self-introduction 自我介绍

The self-introduction is very important in the interview.

自我介绍在面试中非常重要。

7. positively 断然地,确实地,绝对地

The hype and fervour surrounding the event positively invited scepticism.

围绕这件事的大肆渲染和热情必然会引起人们的怀疑。

8. communication ability 交际能力

In university, students should develop their communication ability by taking part in all kinds of activities.

在大学期间,学生应该通过参加各种活动来培养其交际能力。

9. small-scale 小规模

medium-scale 中等规模

large-scale 大规模

10. be capable of doing sth. 有能力做某事

Mike is capable of finishing this job well.

迈克有能力把这项工作做好。

11. invoice 发票

shipping bill 发货单

freight cost 运费

12. master degree 硕士学位

bachelor degree 学士学位

doctor degree 博士学位

13. pay attention to 注意,关注

Never mind about me. Please pay attention to ladies.

不要管我,请好好款待女士们。

14. on top of all that 最重要的是

on top of sth./sb.

(1) 在某物或某人的上方或上边

Many people were crushed when the building collapsed on top of them.

那座大楼倒塌时把下面的很多人都砸死了。

(2)除……之外,并且

He gets commission on top of his salary.

他除了薪水之外还有佣金。

Exercises

I. Complete the following dialogues.

1. A: What is your strongest trait(s)?

B: _____.

(乐于助人和关心他人。)

2. A: How do you get the job information?

B: _____.

(我今天早上看报纸,上面有一条招聘信息,我非常感兴趣。)

3. A: What makes you think you would be a success in this position?

B: _____.

(因为在研究所的训练,加上实习工作,所以我适合这份工作。我相信我能成功。)

4. A: _____?

(请问贵公司有职位空缺吗?)

B: Yes, there were a few.

5. A: _____?

(如果我们聘用你,你会马上到职吗?)

B: Yes, of course.

II. Make a conversation according to the following situation.

Ada saw the recruitment information in the newspaper. So she went to the company for making an interview. Bin is an interviewer of M company, and he is talking about something with Ada.

Unit Two

Introduction of Company **(公司简介)**



Warm-up

Today, the quantity of company is increasing rapidly and the competition among them is keen, therefore, as the first step of promoting the company to the market, the introduction of company becomes more and more important. By the full introduction of the company, it could build the customers' confidence to the product of the company. Introducing the company includes the following parts: name, history, reputation, surroundings, technical capacity and equipment, producing force, sales capacity, marketing coverage and the latest performance and ending words of the introduction. Furthermore, it's necessary to show the unique policy, characteristics and the promising future of the company. Meanwhile, annual turnover and profits can be illustrated in the form of certain chart.

In order to take better effect in the company introduction, it's better to make use of some audio-visual equipment such as OHP, recorder, projection, etc.

During the introduction, the listener (customer) may ask you some questions that you can't answer. Remember, don't say anything that you don't know well, but answer it strategically. For instance, you may say, "I'll get someone in charge who can answer your question." or "I'll check and let you know later."

Key Terms

enterprise /'entəpraɪz/ *n.* 企业/公司

limited company 有限责任公司

joint-venture enterprise 合资企业

private enterprise 私人企业

overseas company 海外公司

multinational corporation 跨国公司

parent company 母公司

subsidiary /səb'sɪdɪəri/ *adj.* 附属的, 隶属的

subsidiary company 子公司

head company 总公司

branch office 分公司

board meeting 董事会

chairman of the board 董事长

OHP: Overhead Projector 投影仪

delegation /,delɪ'geɪʃn/ *n.* 代表团

provide /prə'vaɪd/ *v.* 提供

convenient /kən'vi:njənt/ *adj.* 方便的, 便

利的

transportation /,træns'pɔ:t'eɪʃn/ *n.* 运输, 运送

operation /,ɒpə'reɪʃn/ *n.* 操作, 运营

profit /'prɒfɪt/ *n.* 利润

output /'aʊtpʊt/ *n.* 产出, 产量

input /'ɪnpʊt/ *n.* 投入

turnover /'tɜ:nəʊvə(r)/ *n.* 营业额

manufacturer /,mænʃʊ'fæktʃə(r)/ *n.* 厂商

supplier /sə'plaiə(r)/ *n.* 供应商

locate /ləʊ'keɪt/ *v.* 位于, 使……坐落于

achieve /ə'tʃi:v/ *v.* 获得, 得到

compete /kəm'pi:t/ *v.* 竞争

luxurious /lʌg'ʒʊəriəs/ *adj.* 奢侈的, 豪华的

facility /fə'sɪlətɪ/ *n.* 设施, 设备

alienated /'eɪljən'eɪtɪd/ *adj.* 疏远的

accommodation /ə,kɒmə'deɪʃn/ *n.* 住宿

interpreter /ɪn'tɜːprɪtə(r)/ *n.* 口译人员, 译员

distinguished /dɪ'stɪŋɡwɪʃt/ *adj.* 卓越的, 杰出的, 著名的

staff /stɑːf/ *n.* 员工

worthwhile /ˌwɜːθ'waɪl/ *adj.* 值得做的

arrangement /ə'reɪndʒmənt/ *n.* 安排

manufacture /ˌmænju'fæktʃə(r)/ *v.* 制造

branch /brɑːntʃ/ *n.* 分支, 支流

competitive /kəm'petətɪv/ *adj.* 竞争的

partner /'pɑːtnə(r)/ *n.* 合伙人; 搭档, 同伴

anniversary /ˌænɪ'vɜːsəri/ *n.* 周年纪念

four-star hotel 四星级宾馆

compete with 与……竞争

forward /'fɔːwəd/ *adv.* 向前

specialize /'speʃəlaɪz/ *v.* 专攻, 专门研究

by hand 手工的

technological assistance 技术援助

be regarded as 被视为, 被认为是

Background Information

1. Multinational Corporation 跨国公司

A multinational corporation (MNC) or transnational corporation (TNC), also called multinational enterprise (MNE), is a corporation or enterprise that manages production or delivers services in more than one country. It can also be referred to as an international corporation.

The Poor Knights of Christ and the Temple of Solomon is generally regarded to be the first modern MNC, endorsed by the Pope in 1129. The key element of transnational corporations was present even back then: the British East India Company and Dutch East India Company were operating in different countries than the ones where they had their headquarters. Today, besides original and main headquarter, many corporations have offices, branches or manufacturing plants in different countries.

2. Joint-venture Enterprise 合资企业

A joint-venture (often abbreviated as JV) enterprise is an entity formed between two or more parties to undertake economic activity together. The parties agree to create a new entity by both contributing equities, and then they share in the revenues, expenses, and control of the enterprise. A joint-venture may be a corporation, limited liability company, partnership or other legal structure, depending on a number of considerations such as tax and tort liability.

3. Private Enterprise 私人企业

A private enterprise is a company whose ownership is private. As a result, it does not need to meet the strict Securities and Exchange Commission filing requirements of public companies.

4. Parent Company 母公司

A parent company is a holding company that owns enough voting stock in another firm to control management and operations by influencing or electing its board of directors. A

parent company could simply be a company that wholly owns another company.

5. Board of Directors 董事会

The board of directors has different names, such as board of trustees, board of governors, board of managers, or executive board. It is often simply referred to as “the board”.

A board of directors is a body of selected or appointed members who jointly oversee the activities of a company or organization. A board’s activities are determined by the powers, duties, and responsibilities delegated to it or conferred on it by an authority outside itself. These matters are typically detailed in the organization’s bylaws. The bylaws commonly also specify the number of members of the board, how they are to be chosen, and when they are to meet.

Typical duties of board of directors include the following:

- governing the organization by establishing broad policies and objectives;
- selecting, appointing, supporting and reviewing the performance of the chief executive;
- ensuring the availability of adequate financial resources;
- approving annual budgets;
- accounting to the stakeholders for the organization’s performance.

The legal responsibilities of the board and board members vary with the nature of the organization, and with the jurisdiction within which it operates.

Typically the board chooses one of its members to be the chairman.

Dialogues

▶ Sample Dialogue 1

Mr. Smith (S) is making an introduction of the company to Mr. Zhang (Z) and his delegation.

S: Good morning, Mr. Zhang. It is a great pleasure to have you with your delegation visit us today.

Z: It’s also our pleasure.

S: To begin with, I would like to make a brief introduction of our company. I hope you can get a picture of what our business is from my introduction. Now, may I say a few words about our company?

Z: OK, that’s great. You can begin.

S: The Moon Island is a four-star hotel located by the river. It has convenient transportation. The hotel started operation in early 1996 and has been doing well since then. We had a net profit of one million US dollars last year.

Z: How can you achieve this when Hangzhou has so many five-star hotels?

S: That's a good question! It's true that we can't compete with those luxurious hotels in facilities. But we can offer good service. We have been trying to make the hotel guests feel that they are part of a big family. Here at the hotel, they don't feel alienated. They feel at home.

Z: But all hotels pay attention to the service. Do you think this is your competitive advantage?

S: Yes. Besides, our price is reasonable.

Z: Do you provide accommodation for people from abroad?

S: Yes, of course. What's more, we have qualified interpreters who can help our foreign customers with their language problems.

▶ Sample Dialogue 2

Mr. Li (L) is introducing the company to Mr. White (W).

L: We are proud and honored to have such a distinguished group of guests, under the leadership of our head of the delegation, come all the way from the United States to visit our company.

W: It's also our pleasure.

L: Our staff will do their best to make your visit comfortable and worthwhile.

W: Thank you very much. May I ask a question?

L: Yes, Please.

W: Do you mind telling me about the arrangement of our visiting process?

L: No, of course not. Today, I will introduce our company to you. Please don't hesitate to ask me questions you may have.

W: Thank you.

L: We specialize in manufacturing electronic goods and exporting them all over the world. The annual output value amounts to 30 000 000 *yuan*, we experienced 200% growth in sales last year and our business is growing steadily.

W: Your company really has strength. Do you have any branches?

L: Our company is among the star enterprises in this province. But we haven't any branches in foreign countries until now. In view of the fast development of our company, we are planning to develop the overseas market.

W: We hope that we have the opportunity to cooperate with each other if you develop the foreign market.

L: That's great.

▶ Sample Dialogue 3

Mr. Song (S) is introducing the company to Mr. Ted (T).

S: Welcome to our company, Mr. Ted.

T: Thank you, Mr. Song. I have been looking forward to this visit.

S: Let's go around the company, shall we?

T: That's great. I hope I can get a picture of what your business is from the visit.

S: Set up in 1998, the company has kept pace with the world in producing laptops.
Mr. Chen is the founder of our company.

T: How many departments do you have?

S: Our company is composed of three departments: OD, RD and TA.

T: From which company did you receive technological assistance in its early days?

S: It was linked with South Electronic Company in the United States.

T: Are your products exported?

S: Yes, they are sold to over 30 countries and regions.

T: Compared with other companies, what are your competitive advantages?

S: Taking advantage of the excellent geographical position, our company has attracted a large amount of investment. Meanwhile, our company has a well-trained technical force as well as advanced testing equipment.

T: I'm really impressed!

参考译文

▶ 对话 1

(史密斯正在向张先生和他的代表团介绍公司的情况。)

史密斯:早晨好,张先生。您今天率团来参观本公司,是我们极大的荣幸。

张先生:我们也深感荣幸。

史密斯:首先,我想简短地介绍一下我们公司。希望通过我的介绍,各位能对本公司有个初步的了解。我现在可以开始介绍公司了吗?

张先生:这太好了。你可以开始介绍了。

史密斯:月亮岛是个四星级宾馆,坐落在河边,交通便利。宾馆于1996年初开始营业,迄今经营状况良好。去年,我们的净利润为100万美元。

张先生:杭州有那么多五星级宾馆,你们是如何取得这个成绩的?

史密斯:好问题!就设施而言,我们确实无法与那些豪华宾馆相比。但是我们能提供优良的服务。我们正努力让宾馆的所有客人都感觉到自己是大家庭中的一员。到了宾馆他们不会感到陌生,像到了自己家一样。

张先生:但是所有的宾馆都是注重服务的。你们认为这是你们的竞争优势吗?

史密斯:是的。此外,我们的价格公道。

张先生:你们为海外客人也提供住宿吗?

史密斯:当然提供。另外,我们有合格的口译人员,他们可以帮助我们的海外客人克服语言上的障碍。

▶ 对话 2

(李先生正在向怀特先生介绍公司的情况。)

李先生:各位贵宾在团长的带领下从美国远道而来参观本公司,我们感到非常荣幸。

怀特先生:我们也深感荣幸。

李先生:本公司全体员工一定会尽力使各位在访问期间既舒适又充实。

怀特先生:非常感谢。我可以问个问题吗?

李先生:当然,您请。

怀特先生:您介意告诉我有关行程的安排吗?

李先生:当然不介意。今天我要向您介绍我们的公司。您如果有任何问题,请别客气,尽管提出来。

怀特先生:谢谢。

李先生:我们专门制造电子产品,并远销世界各地。公司的年产值达3 000万元,我们去年的销售额增长了200%,我们的业务还在稳定地增长。

怀特先生:贵公司真的很有实力。你们有分支机构吗?

李先生:公司是本省的明星企业之一。但我们目前在国外没有分支机构。鉴于我们公司的快速发展,我们正计划开拓海外市场。

怀特先生:如果贵方开拓海外市场,我们希望有机会和你们合作。

李先生:太好了。

▶ 对话 3

(宋先生在向泰迪先生介绍公司的情况。)

宋先生:欢迎来到我们公司,泰迪先生。

泰迪先生:谢谢,宋先生。我早就期盼着此次来访。

宋先生:先参观一下我们的公司,好吗?

泰迪先生:太好了。我希望通过参观,对贵公司能有个基本的了解。

宋先生:自1998年建立以来,公司与世界同步生产笔记本电脑。陈先生是公司的创始人。

泰迪先生:贵公司由哪几个部门组成?

宋先生:我们公司由组织开发部、研究开发部及技术支持部三大部门组成。

泰迪先生:贵公司早期从哪个公司接受技术支持呢?

宋先生:我们联系美国南方电子公司为我们提供了技术支持。

泰迪先生:你们的产品出口吗?

宋先生:是的,我们的产品销往30多个国家和地区。

泰迪先生:与其他公司相比,贵公司的竞争优势是什么?

宋先生:通过充分利用优越的地理位置,公司吸引了大量的投资。同时,公司有训练有素的技术力量和先进的检测设备。

泰迪先生:真了不起!

Notes

1. net profit 净利润

gross profit 毛利润

The company posted a net profit of \$ 5 million.

该公司宣布净利润达 500 万美元。

The company posted a gross profit of \$ 5 000 000.

该公司宣布毛利润达 500 万美元。

2. compete with 与……竞争,对抗,比赛

Several companies are competing with each other for the contract.

几家公司正为争取一项合同而互相竞争。

3. provide sth. for sb. 向某人提供某物

The firm has provided a car for me.

公司给我提供了一辆轿车。

4. hesitate to do sth. 不情愿做某事

Don't hesitate to tell us if you have a problem.

如果有问题,你就直截了当地告诉我们。

5. in view of sth. 鉴于,由于,考虑到

In view of the weather, we will cancel the outing.

因天气关系,我们要取消此次郊游。

6. keep up with 配合,保持,跟上

We must keep up with demand if we're going to remain a profitable company.

如果我们公司仍想盈利,就得配合市场需求。

7. OD: Organization Development 组织开发

RD: Research Development 研究开发

TA: Technology Assistance 技术支持

8. take advantage of 充分利用

They took full advantage of the hotel's facilities.

他们充分利用旅馆的设备。

9. advanced testing equipment 先进的检测设备

Exercises

I. Complete the following dialogues.

1. A: What about the sales of your new product?

B: _____.

(去年我们的净利润为 1 000 万元。)

2. A: How many staff do you have?

B: _____.

(到目前为止,我们共有 600 名员工,40% 拥有学士学位。)

3. A: What is the advantage of your product?

B: _____.

(这些服装华丽、高雅,驰名中外,久享盛誉。)

4. A: Could you make a brief introduction of your company?

B: _____.

(本公司成立于 1988 年,我们目前拥有近 1 200 人。)

5. A: _____.

(我们在纽约和东京有分部。)

B: Your company develops so fast.

II. Make a conversation about the introduction of the company according to the following situation.

Company: Multinational Corporation

Established: 1998

Product: sports clothes

Parent Company: in Shanghai

Subsidiary Company: in Changsha, Shenzhen, Tianjin

Employees: 50 000

Annual Profit: RMB 4 000 000