



教育部“十一·五”规划建设研究教材
高等院校实用英语专业系列教程

Meet in London

高等院校实用英语专业综合教程

A Practical English Course for College English Majors

主审 华东师范大学 Mustaq Missouri

主编 陈明娟



Practical

学生用书
STUDENT'S BOOK

4

学林出版社

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第四册

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学林出版社

图书在版编目 (CIP) 数据

高等院校实用英语专业综合教程——Meet in London 学生用书.
第4册 / 陈明娟主编. —上海: 学林出版社, 2009.1
ISBN 978-7-80730-739-6

I. 高... II. 陈... III. 英语—高等学校: 技术学校—教材 IV. H31

中国版本图书馆CIP数据核字 (2008) 第190115号



高等院校实用英语专业综合教程——Meet in London
学生用书 (第四册)

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出 版: 上海世纪出版股份有限公司

学林出版社 (上海钦州南路81号3楼)

电话: 64515005 传真: 64515005

发 行: 新华书店 上海发行所

学林图书发行部 (上海钦州南路81号1楼)

电话: 64515012 传真: 64844088

印 刷: 无锡江溪书刊印刷厂

开 本: 787×1092 1/16

印 张: 11.5

字 数: 40万

版 次: 2009年1月第1版

2009年1月第1次印刷

书 号: ISBN 978-7-80730-739-6/G · 218

定 价: 29.80元

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前言

现代高职高专英语类专业旨在培养合格的中高级涉外管理人员及高级涉外技术服务人员。其培养模式的特点决定了在实际教育中，不仅要听说领先，而且要加大口译的教学比重，注重各类应用文英语写作能力的培养。《高等院校实用英语专业综合教程——Meet in London》正是本着此培养目标，以提高学生基础阶段英语听、说、读、写、译等全面技能为宗旨，以先进的教学理念为指向，在充分尊重语言习得规律的基础上，结合现代高职高专英语专业学生的学习需求精心挑选课文内容，切实为教师和学生提供课内外英语学习服务。

《高等院校实用英语专业综合教程——Meet in London》避免了传统教材体例单一乏味，过分偏重经典阅读、主题面窄等缺陷，横向拓展主题覆盖面，增加信息含量，训练学生实际使用语言交流和处理涉外业务的能力。本套教程共五册，本册共8个单元，围绕着8个大主题展开，且每个大主题包含两个小主题。各语言项目短小精炼。听力材料生词不超过5个（第一册以高中习得词汇为起点，二册、三册分别以一册、二册习得词汇为起点），第一册5个来回，第二册7个来回，第三册9个来回。短文或应用文体材料长度：第一册300—400个词，第二册400—500个词，第三、四、五册分别为500—600个词。

本教程各主题内容生动，练习形式活泼多样。口语有看图片、广告或图表问问题、角色扮演对话和根据情景、图片、广告或图表发表演讲等形式；听力训练灵活、课堂操作容易，实际效果突出。每册口译为一个汉译英对话；笔译为：一册4—5个句子，二册6个句子左右的句群，三、四、五册8—10句子的段落；应用文写作从基本商务信函开始，各册相应完成所分配的各类函件和应用文体的套写；语音注重朗读和句子语调的深度训练。

作为一套注重语境功能的综合型情景教程，经过编者和编辑人员的精心设计与打造，本书教学内容和形式自成体系，富有特色。集中体现在以下几个方面：

- 一、**坚持实用方向不动摇。**根据学生已有的学习经验，选材时注重语境和学习的趣味性，以生活和工作中的语言题材为主，语言素材实用真实。
- 二、**注重语言共核夯实基础。**本书选用日常生活和工作中常用的语言素材，做到不使用冷僻词句，使整个教学主要围绕高频词展开，以此培养学生最基本的语言技能。
- 三、**渗透商务背景扩展知识。**本书遵循任务型原则，以语义场为红线，突出语境功能。结合高职高专培养商务型和服务型人才的特点，增加商务工作场景为语境，以期扩展知识面，提高学生学习英语的兴趣和动力。
- 四、**拓展系统训练增长技能。**语言训练项目和手段的系统性是本书的又一特点。本书包含全面而平衡的英语技能要求，既“听说领先”，又强调学与思相结合、学与练环环相扣，循序渐进。
- 五、**突出趣味易用以求效度。**本书内容幽默，哲理与情趣相融；编排形散神不散，体例结构轻松明快，训练形式多样，生动有趣。同时，教材配备详尽的教师用书、课文录音以及多媒体课件、练习册等相关材料。

课时安排：建议本套教程分三至五个学期学完。每个单元6—8课时。
由于时间仓促，本教程尚存诸多不足，希望各位专家老师不吝赐教。

编者

二〇〇八年十二月

内 容 介 绍

《高等院校实用英语专业综合教程——Meet in London》教材共5册，本册共8个单元，每个单元由Getting Started, Listening, Reading, Speaking, Writing, Interpretation, Translation, Functional Expressions等组成。

本套教程主要包括入学伊始、购物、娱乐、交通、理财、预约、求职、广告、会议与展览、风俗、美容美发、销售等主题。具体设置上内容精悍、练习精当，实用与趣味并重；语言生动，兼顾故事性与情景性；此外，还凸现言语型、文化渗透型等特色，时代感强。

本套教材的使用对象包括：全日制高职高专英语专业学生、本科英语专业学生。

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1 Branding 品牌管理	The Importance of Image 形象的重要性	1	S: About brand images L: A market research about new brand names L: About brand	R: Image is everything S: What is "brand image" Interpretation & translation W: A brochure
	Brand Promotion 品牌推广	10	S: Five tactics for brand promotion L: The changing of a brand name L: Creating company image	R: Nike.com — pure play S: Promotion tactics Interpretation & translation W: A sales promotion letter
2 Human Resources 人力资源	How to Manage People 怎样以管服人	19	S: The meaning of "Tough Guy" L: Voluntary benefits L: Ways to reduce staff turnover R: Managing people — no more Mr. Tough Guy	S: A speech on the qualities of the best and the worst leaders Interpretation & Translation W: An alert to staff
	Benefits 员工福利	28	S: Compensation and benefits L: Inquiring about benefits L: Employee benefits R: GE benefits package	S: Questions about employee benefits Interpretation & translation W: A notice of staff workshop
3 WTO and Customs WTO 与海关	What Is WTO? WTO 是什么?	39	S: ABCs of WTO L: WTO membership L: A research center on WTO R: What is the World Trade Organization?	S: A brief introduction to WTO Interpretation & translation W: A customs form
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4 Shopping Online 网上购物	E-commerce 电子商务	57	S: About eBay L: Electronic Data Interchange L: Payment in e-commerce	R: E-commerce S: A brief introduction to EDI Interpretation & translation W: An apology letter
	Online Auctions 在线拍卖	66	S: About online shopping L: Online cheating L: Virtual communities R: Online auctions	S: A speech about online shopping Interpretation & translation W: A market research report

Unit	Topic	Page	Focus	
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7 Complaint Handling and Customer Maintenance 投诉处理与客户维护	Complaint Handling 投诉处理	114	S: Ways of making complaints L: Making a complaint L: An experience of making a complaint	R: Complaint handling is easy — just make it memorable S: How to file a complaint Interpretation & translation W: A claim letter
	Is the Customer Always Right? 顾客永远是对的吗?	123	S: The customer is always right L: Customer service L: Inquires on making complaints R: When the customer isn't right for your business	S: If the customer is wrong, they're not your customer any more Interpretation & translation W: A letter of adjustment
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1

B Branding 品牌管理

The Importance of Image 形象的重要性

Focus

S: About brand images

L: A market research about new brand names

L: About brand

R: Image is everything

S: What is "brand image"

Interpretation & translation

W: A brochure

GETTING STARTED

1

Look at the brand images below and discuss the following questions in small groups.



1. How do you understand the word "image"?
2. Can you give some examples of good company images?
3. How can a company build a good image?

LISTENING

2

Listen to a conversation about a market research and choose the right answer to each question.

1. How many people were interviewed in Guangzhou?
 - A. 20.
 - B. 215.
 - C. 30.
 - D. 250.
2. According to the market research, what do 70% of the people interviewed like?
 - A. A mediocre brand.
 - B. A well-respected brand.
 - C. A brand with a long history.
 - D. A foreign brand.
3. What is the most important thing in the company's marketing campaign?
 - A. Quality.
 - B. Pricing.
 - C. Chinese identity.
 - D. Customer service.

New Words

breakdown	/ˈbreɪkdaʊn/ n.	(C) detailed information that you get by studying a set of figures 分类, 数字细目
thrust	/θrʌst/ n.	(C) the main meaning or central point 要旨, 要点, 重点
identity	/aɪˈdentəti/ n.	(C, U) who or what a particular person or thing is 身份, 本体; 特征; 同一性
established	/ɪˈstæblɪʃt/ a.	confirmed or recognized 著名的, 公认的; 已确立的, 已被确认的
pricing	/ˈpraɪsɪŋ/ n.	(U) the act of deciding how much to charge for sth. 定价, 计价, 作价
noticeably	/ˈnəʊtɪsəbli/ ad.	in an easily noticed way; significantly 引人注意地; 显著地
bracket	/ˈbrækt/ n.	(C) price, age, income, etc. within a particular range (价格、年龄、收入等的) 等级; 括号
mediocre	/ˌmiːdrɪˈəʊkə(r)/ a.	not very good; of only average standard 平庸的, 普通的, 平常的

Phrase

high end 高端

3

Listen to a short passage about brand and fill in the blanks.

The most effective description of a brand is: a name or symbol that is commonly known _____ and separates its company or product from the competition.

A well-known brand is generally regarded as one that people will recognize, often even if they do not know about the company or its products/services. It usually includes the business' name or the name of a product.

The overall branding of a company or product _____, or even design features that identify the company or its products/services.

For example:

The Nike brand name is known throughout the world, and people can identify its name and logo _____.

However, not only is the company name a brand, but its logo is also a strong piece of branding in its own right. The majority of people that are aware of the company _____.

The clothing and running shoe company Adidas is well known for using three stripes on its range of products. _____ their products, even if the Adidas brand name and logo is not present.

New Words

logo	/ˈlɒɡəʊ/ n.	(C) a small pattern or picture that is the sign of a particular organization 标识, 标志
------	-------------	---

majority /mə'dʒɒrəti/ n.

(C) the larger number or amount, esp. of people 多数, 大半

Proper Nouns

Nike

耐克

Adidas

阿迪达斯

READING

4 Read the passage below and decide whether the following statements are true (T) or false (F).

- () 1. A good image of the company will bring you everything you want.
- () 2. The longer you stay in the industry, the better your image is.
- () 3. People like images that convey professionalism and expertise.
- () 4. A company whose website is thrown together overnight will never have any business opportunities.
- () 5. It pays to spend a great deal of time designing your logo.
- () 6. We may prefer Starbucks to other much cheaper shops because of the professionalism it represents.
- () 7. Image has an influence on your business mainly in the short run.

Image Is Everything

The absolute foundation of your small business is your image. The way potential clients and/or customers perceive your business sets the stage for the way your product or service is recognized and ultimately judged. Image is everything and it will affect your business either positively or negatively.

What do you want people to think about when they see your image? When they see your logo, business card, pamphlet or website, what will they think? Cheap? Expensive? Professional? Successful? Expert? Amateur? Failure?

It doesn't matter if you have been in business six years or six days. The failure to recognize just how important your image is and just how much people will judge you based on that image, is a huge mistake and it can be a mistake that will have a lasting impact on the long-term success of your small business.

People's perception tends to become their reality. How much do you charge? Is your product or service the best? Would people be crazy not to do business with you? Are you the most experienced and most qualified professional in your industry?

Does your image convey this? Does it say, "we are the best and we pay attention to detail..." or does it say "we are the cheapest in town and just throw things together at the last minute"? Does your image convey your professionalism and expertise? Or, does it say, "We don't stand out, we are like everyone else, we are a commodity to be passed over"?

I run across small businesses on a daily basis that gives absolutely no regard or consideration to what their image is saying. You've seen them too...they throw together a font with some clip art ripped from the Internet and call it a logo. Their pamphlet is printed with an ink jet printer on cheap paper templates bought at Office Depot. Their website has been thrown together in a night and has six different fonts and twelve different colors.

Essentially, what these businesses are saying with their image is, "We don't care, we are cheap, we are amateurs, we are not as professional as we claim." Is this truly what they want to convey? Probably not, but

disregarding the importance of image is a recipe for misinterpretation of your small business.

Image can make you look truly great.

Think for a moment about Starbucks. Its image is one of excellence and top quality in the world of coffee. Because of its image, we willingly pay \$2, \$3 and even \$4 for coffee when we could go down the street, somewhere else and pay much less for the same thing. But, Starbucks' image says, "we are worth the price, we are the best". Starbucks' has added to the success of its business by developing a professional and quality image.

Image can make you look cheap, even if you don't want to look that way.

I recently spoke to an owner of a small venture capitalist firm. His business is small, but he works with large companies to help them acquire millions of dollars in financing. Yet when I reviewed his logo, I found it to be absolutely atrocious. He did it himself by throwing together a font and some clip art that came with Microsoft Word. A three-year-old may as well have designed it; it looked that elementary.

Why should potential clients trust his firm to handle millions of dollars in venture funding for them when his image screamed, "we are cheap"?

Successful businesses know and understand the importance of image. If you spend the time, effort and money developing a professional and successful image, your business will be seen as professional and successful. If you don't take the time and just throw together your image, your business will be seen as thrown together and cheap.

A successful image will help you attract the types of clients you want to work with. You will convey that you are worth your price. You will convey you are the best in your industry. Additionally, you will give your prospective clients a sense that they would be crazy not to do business with you.

Your image is what everyone sees. It is what people think of your small business and is one of the most indispensable elements in a successful business.

Recognizing its vital impact is your bottom line.

5

Fill in the blanks with the words below. Change the forms where necessary.

rip absolute commodity convey foundation disregard
consideration indispensable professionalism logo

- The World Cup is a big stage for football stars to demonstrate their skills and _____.
- He utterly _____ my warnings and met with an accident.
- The ambassador personally _____ the president's message to the premier.
- She's become quite _____ to the company.
- When Paul was climbing over the fence, he _____ his trousers on a nail.
- I have never seen such a woman of _____ honesty as Wendy.
- Please give the problem your careful _____.
- My boss is not satisfied with the company _____ designed by the so-called expert.
- Slavery provided the _____ for many ancient types of society.
- Air conditioners are one of the many _____ that Japan sells abroad.

6

Rearrange the words or phrases into correct sentences.

1. know, image, the, successful, understand, of, businesses, and, importance

2. instructed, not, building, unless, do, the, leave

3. car, pick, I, for, them, arranged, up, have, station, a, the, to, at

4. happened, he, when, man, what, realized, had, the, laughed

5. business, a, learn, teacher's, children, is, make, to, it

6. is, messages, us, ship, wireless, sinking, the, tell, that

7. types, you, with, a, work with, the, attract, image, clients, help, of, want, successful, will, to, you

8. tell the truth, imposes, advertisers, on, tough, who, law, not, penalties, do, the

New Words

absolute	/ˈæbsəlu:t/ a.	complete, perfect; not allowing any doubt 绝对的, 完全的; 确实的, 毫无疑问的
foundation	/ˈfaʊnˈdeɪʃn/ n.	(C, U) the fact or principle on which something is based 基础, 根据, 原理; 建立, 设立, 创立
client	/ˈklaɪənt/ n.	(C) a person who buys goods or services 客户, 顾客; (律师等专业人士的) 委托人, 当事人
pamphlet	/ˈpæmfli:t/ n.	(C) a very thin book with paper covers, containing information about a particular subject 小册子, 手册
perception	/pəˈsepʃn/ n.	(C, U) an idea, a brief or an image you have as a result of how you see or understand sth. 看法, 见解; 感觉, 知觉; 洞察力, 理解力
convey	/kənˈveɪ/ v.	to make (feelings, ideas, thought, etc.) known 表达, 传递 (感情、意见、思想等); 传送, 运送, 输送
professionalism	/prəˈfeʃənəlɪzəm/ n.	(U) the high standard that you expect from a person who is well trained in a particular job 专业水平, 专业素质; 职业化
commodity	/kəˈmɒdəti/ n.	(C) a product or a raw material that can be bought and sold, esp. between countries 商品, 货物; 有用的东西
consideration	/kənˌsɪdəˈreɪʃn/ n.	(U, C) careful thought, thoughtful attention 考虑, 斟酌; 体谅, 顾及; 要考虑的事实或因素

font	/font/ n.	(C) a complete set of letters of one kind and size for printing books, newspapers, etc. (同样字体和字号的) 字型, 字模
printer	/'printə(r)/ n.	(C) a machine which is connected to a computer and makes a printed record of computer information 打印机; 印刷机; 印刷业从业人员, 印刷工人
depot	/'depəʊ/ n.	(C) a storehouse for goods 仓库, 库房
misinterpretation	/'mɪsmɪtʃ:prɪ'teɪʃn/ n.	(U, C) the act of putting a wrong meaning on (something said, done, etc.) or explaining wrongly 误解, 曲解
capitalist	/'kæpɪtəlɪst/ n.	(C) a person who owns or controls much wealth and uses it to produce more wealth 资本家; 资本主义者
additionally	/ə'dɪʃənəli/ ad.	what's more, besides 此外
indispensable	/ˌɪndɪs'pensəbl/ a.	too important or too useful to be without 必需的, 必不可少的
Proper Noun		
Office Depot		欧迪办公 (世界 500 强企业, 提供办公产品和办公服务)
Phrases		
set the stage for sth.		使某事成为可能, 为某事铺平了道路
business card		名片
throw together		匆匆拼凑成, 仓促制出
stand out		突出, 出色
pass over		忽略, 漠视
run across		偶然遇见
on a(n)...basis		按……的标准; 根据, 在……基础上
ink jet printer		喷墨打印机
add to sth.		使规模扩大, 使数量增加
bottom line		要旨, 基本论点; 底线, 底价; 最终赢利 (或亏损), 损益表底线

SPEAKING



Discuss with your partner and make a dialogue according to the key points given on the topic of "What is brand image?".

1. The key in brand image research: identify or develop the most powerful images and reinforce them through subsequent brand communications
2. Base: the proposition that consumers buy not only a product/commodity, but also the image associations of the product
3. Good brand images: instantly evocative, positive and unique among competitive brands
4. Brand image reinforcement: by brand communications such as packaging, advertising, promotion, customer service
5. Find out whether a brand image is strong: by asking consumers the first words/images that come to their minds

INTERPRETATION & TRANSLATION

8

Translate the following conversation into English.

Here are the expressions you may find useful:

high-resolution “mace and laurel” icon

A: 为什么遵循大学的品牌标准如此重要?

B: 品牌标准使我们凸现出一个强大有力、一致认同的孟菲斯大学, 有助于我们的观众不产生混淆。正确使用该大学的正式签字(徽标、次徽标和印章), 是品牌建设过程中的一个重要组成部分, 可提高我们作为一个高质量教育机构的形象。

A: 我可以到哪里下载徽标?

B: 可从正式标识下载网页, 通过Mac或Windows平台的Adobe Illustrator下载。

A: 我无法从网上下载徽标, 为什么?

B: 由于大学有各种各样的电脑和软件程序, 有些人可能会遇到下载困难。因为有些电脑和软件程序非常过时, 无法接收高分辨率文档。如果您遇到困难, 请咨询创新服务部。

A: 我可以使用大学的印章吗?

B: 印章仅可用于大学的官方文件, 如毕业证书、成绩单、主要报告的封面、证书、合同和正式邀请函。它永远不会被用来作为取代孟菲斯大学的徽标。印章的使用必须征得市场营销和通讯部的同意。

A: 新徽标有图符吗?

B: 主徽标是文字符号, 次徽标包括“权杖和月桂树”图标, 它只可出现在文具上(笺头、名片、信封)。

9

Translate the following into English.

一个产品或品牌的形象可以为销售带来很大的影响。产品或品牌的形象越好、越独特, 这个品牌的销售情况便会越好; 反之, 品牌形象不太好, 销售情况也就不会太好。

品牌形象与销售关系极大, 一些品牌形象不错的公司, 销售额总是名列前茅。

品牌形象的塑造不仅表现在广告中, 也表现在消费者对该产品的使用中。品牌形象广告宣传已经越来越流行, 并已成为各种产品的主要卖点。

塑造良好的品牌形象的方式是将目标锁定能充分使用该产品的观众。例如“拉尔夫劳伦”服装, 这个品牌让人感觉华丽、独特、经典, 没有多少人买得起、穿得起。因为它给人带来幻想, 每个人都想拥有它, 所以此品牌大受欢迎。

“无惧”是一群精英人士穿着的一个品牌, 是成功塑造其品牌形象的又一实例。该品牌塑造了一个不畏惧做任何冒险和不安全事情的坚强、粗犷、坚定的人物形象。

此品牌形象如此强烈深刻。人人希望自己变的意志坚强、敢作敢当。他们希望身穿这一品牌服装, 并会去购买能让自己看起来具备广告公司所塑造的产品形象身上一部分特质的那些产品。

WRITING

10

Here are the basics for brochures. Read the basics carefully and translate the Chinese brochure into English.

The Basics for Brochures

The purpose of a brochure is to make more people know about your company, expand your influence, broaden the management of your products and seek more business orders. When writing a brochure, you may include the following points:

1. the nature of the company (state-owned, private, or joint venture)
2. scope of business
3. geographical location and conditions of the company
4. a brief history of the company
5. the scale of the company (including manpower and material resources)
6. the characteristics and strong points of the company

Brochures have no fixed forms, but they are mainly written in the descriptive. The style is usually quite formal, paying attention to appropriate and specific wording. Subtitles are often used to make the content more clear and understandable.

Sample:

Guangzhou Trading Company

Guangzhou Trading Company is an import/export enterprise established with the approval of P.R.C. Foreign Trade Cooperation Ministry. It was founded in June 1982, with a registered capital of RMB 9,000,000.

SCOPE OF BUSINESS

1. Import and export of cereals, oils, and foodstuffs (including canned food, frozen food, aquatic products, livestock & poultry, meat/egg products, animal feed, fresh/dried fruits & vegetables, rice/wheat products, condiments, sweets & biscuits, drinks & wines);
2. Export of textiles, light industrial products, metals & minerals;
3. Import of machinery equipment, instruments & apparatus, chemical commodities, etc.;
4. Processing with materials or samples supplied by clients and assembling with components supplied;
5. Barter trade and compensation trade;
6. Commission sales, exclusive sales and consignment sales;
7. Entrepot trade and bonded warehousing of import/export goods;
8. Cargo agency for sea, land, air import/export, including customs clearance, inspection, etc.;
9. Consultative service on foreign economy and trade.

The company seeks to further develop economic cooperation and trade with friends and clients at home and abroad for mutual benefits.

Legal Representative: Mr. Yang Ming

Address: Guangzhou Trade Building

Gongye Road

Guangzhou 510250

Telephone: (020)88333333

Fax: (020)88333334

Notes:

1. scope of business 业务范围
2. barter trade 易货贸易
3. compensation trade 补偿贸易
4. commission sales 委托经销
5. exclusive sales 包销
6. consignment sales 寄售业务
7. entrepot trade 转口贸易

珠江服务公司

珠江服务公司是一家具有独立法人资格的股份有限公司，位于珠江江畔，占地面积5280平方米，地理位置得天独厚。公司创建于1989年5月，现有员工325人。公司分为5个部门：批发部、贸易部、维修中心、服务中心和零售营业部。公司现有固定资产6200万元（人民币），流动资金1500万元，年营业额约3500万元。

公司业务范围如下：

1. 批发部：

经营批发电子计算机、办公自动化设备、电子产品及通讯设备、针纺织品、工艺美术品、食品等。

2. 贸易部：

经营石材、建材、五金、水暖、汽车零配件、办公设备、海鲜等。

3. 维修中心：

- (1) 车辆维修（包括车辆大修、检测、年审、车辆组装、改装、汽车美容及特种车辆维修）；
- (2) 水电设备维修。

4. 服务中心：

- (1) 劳动服务；
- (2) 运输与搬运服务；
- (3) 货运（上门收取或递交货物）；
- (4) 售票代理（包括免费送票上门）；
- (5) 客房与餐饮服务；
- (6) 理发与美容。

5. 零售营业部

经销家用电器、香烟、文具、花卉、食品、土特产及日用杂货。

经过多年的努力，公司已逐步发展成为具有规范化管理机制与操作程序的现代化企业。本着“用户至上，热忱服务”的经营理念，公司将继续为广大客户提供经济、快捷和高效的服务。

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