



实用商务英语写作规范丛书

# 商业企划案 英语写作规范

(英汉对照)

Handbook for Writing Proposals

[美] 罗伯特·J·汉普 / 著

[美] L·休·鲍

刘大为 / 等译



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## 序 言

中国的大门在紧闭了长达数百年之后,于20世纪70年代末再次向世界敞开。基于中国国民经济运行中的诸多矛盾,改革和开放的前20来年,基本上是采取以“引进来”为主的发展战略。国际投资者带着资金、技术和管理知识陆续登陆中国,从“经济特区”到东南沿海地区,进而转入中西部地区。在这段历史时期,国内与国际相互沟通的语言障碍,通常可以通过专职翻译的传递得到缓解,起到“以一对十”或“以少对多”的沟通效果,从而推动中国经济体制逐渐与国际经济接轨,由传统的计划体制转向社会主义的市场经济体制。

四分之一世纪过去了,今天,中国的大门进一步向世人敞开,“走出去”正在成为新世纪中国经济体制改革重要战略部署的组成部分。缘于历史、社会等多方面的原因,中国在“走出去”过程中,语言沟通上的瓶颈制约比“引进来”时更为突出。无论是对于高级领导和中层经理,还是对于经济战线上的广大业务人员以及刚刚走上工作岗位的广大青年,如何熟练准确地使用英语这一国际商务活动中的通用语言,助力于“走出去”各个阶层和各个时期的工作,缓解语言瓶颈的制约,越来越被人们所关注。

应运于这种形势的要求,囊括了商务书信、商业计划、商务报告和商业企划案等丰富内容的实用商务英语写作规范丛书由经济科学出版社适时推出。这套丛书不仅按照国际惯例深入浅出地介绍了现代商务英语写作的技巧和要求,而且收集了大量商业案例,使读者在学习、提高英语写作水平的同时,从文间字里感受成功生意的基本过程和经验。可以相信,这套丛书将使广大读者在理论和实践的各个层面多方获益。

社会主义市场经济体系需要在多个方面进行建设和推动,提高英语语言的实际写作能力,是人才建设的重要方面,在此,我预祝这套丛书成功地由经济科学出版社出版和发行。

陈元

# Preface

In the 1990s, a record number of people are going into business for themselves, either on their own or with others. To survive, they must learn quickly how to attract and win clients.

If you have launched your business, are thinking about doing so, or simply want to improve your proposal process—*Handbook for Writing Proposals* is for you. In this book, you will discover how to find bids, how to evaluate which bids you have the best chance of winning, and how to develop winning proposals, including personal client presentations.

## How to Use This Book

You can work straight through this book—from Chapter 1 to Chapter 8—or find the chapter that provides the specific information you need. We cover eight essential topics:

1. ***How do you know where to start?*** Chapter 1 explains that the real starting point is developing your marketing strategy. What business are you in and why are you in it? By knowing your business strategy, you will be able to target customers and bids that support your strategy and increase your chances of building a successful business.

2. ***What is the proposal process?*** Chapter 2 provides an overview of the 9-step proposal process. This chapter briefly describes the steps you need to take from the moment the RFP arrives through the final proposal production and client presentation stages.

3. ***How do you select a project and choose a proposal team?*** Chapters 1 and 3 give you general guidelines for making a bid/no-bid decision to avoid going after too many bids or pursuing bids you have little chance of winning. Chapter 3 also shows you how to build an effective proposal team. The final section in this chapter describes how to find market research information easily and quickly by setting up computer searches. We provide a list of major databases available to any firm.

4. ***What is your unique selling point?*** What do you have to offer the client

# 前 言

20 世纪 90 年代,很多人开办了自己的生意,他们或者独自经营,或者合伙经营。为了把生意经营下去,他们必须快速学会怎样吸引并赢得客户。

也许你已经开办了自己的生意,也许正在考虑要开办生意,或者只是想改进企划案,《商业企划案写作规范》就是一本能在这些方面为你提供帮助的书。阅读本书,你将知道怎样找到投标信息,怎样评估自己中标的机会有多大,怎样出色地撰写企划案,包括将企划案展示给客户。

## 怎样使用本书

你可以直接阅读本书——从第一章到第八章——或者直接找到相关章节,阅读你需要的具体信息。本书涵盖八个主题:

1. 从哪里开始? 第一章对制定市场策略的真正起点进行了解释。你做什么生意? 为什么从事这项生意? 知道了你的经营策略,你就能把客户和投标作为目标来支持你的策略,增加生意成功的机会。

2. 写作企划案的过程是什么? 第二章总结了写作企划案的九个步骤。本章简要介绍了从收到企划案申请书,到最后印制企划案、把企划案展示给客户所需要的步骤。

3. 你怎样选择项目及选择企划案写作小组? 第三章告诉你做出投标/不投标决定的总体指导方针,避免你同时处理太多的投标,或者处理你几乎没有机会获胜的投标。本章也告诉你怎样建立一个有效的企划案写作小组。本章中最后一部分描述了怎样通过进行计算机简单快速地找到市场信息,我们提供了一张列表,列出了任何公司都可以使用的主要数据库。

4. 你的独特卖点是什么? 你能为客户提供的、可以使你在竞争中独

that will make you stand out from your competition? Chapter 4 discusses ways to find the client's stated and unstated needs that can inspire your unique selling point.

5. *How do you create the best program design?* Clients want to know what you can do for them and why you, in particular, should be hired. Chapter 5 explains in detail how you can develop a solid, powerful program design that shows potential clients that you understand their needs, have the best solution to their problems, and are the best company for the job.

6. *What goes into a complete proposal?* The body of the proposal is only part of what makes up a winning document. Chapter 6 shows you how to develop an effective cover letter and an executive summary and how to establish a format for your proposal design. Clients must be able to find their way through your proposal easily.

7. *How do you use graphics and illustrations?* With today's graphics software and laser printers, even small companies can produce impressive documents. Chapter 7 focuses on producing your proposal, particularly the effective use of graphics and illustrations.

8. *How do you make an effective client presentation?* Translating your written proposal into a winning presentation is as much art as science. Chapter 8 covers the process from initial planning, organization, and practice to the actual presentation itself setting up for success and handling troublesome questions from the client.

## Special Features of This Book

Whether you are new at writing proposals or an experienced hand, you will find these features helpful.

- Forms and checklists. Each chapter offers sample forms, checklists, and questions to stimulate your thinking and help you develop forms tailored to your particular company.
- Samples of proposal formats. Throughout this book, you will find samples of refusal letters, cover letters, proposal tables of contents and title pages, executive summaries, resume boilerplates, and proposals themselves.
- Samples of graphics and illustrations. Chapter 7 provides clear examples of how and why different types of graphics are used and when to use them.
- Summaries of key points. Throughout the book we summarize the key points discussed to give you a quick reference list.

树一帜的东西是什么？针对客户已经陈述了的和未在企划案申请书中陈述的需要，第四章中讨论了发现这些需要的途径，根据这些需要你可以找你的独特卖点。

5. 怎样做出最好的方案设计？客户希望知道你能为他们做什么，特别是为什么他们应该雇用你。第五章详细解释了你怎样做出可靠、有影响力的方案设计，向你潜在的客户展示你已经了解了他们的需要，有解决问题的最好方法，是做这份工作的最好公司。

6. 完整的企划案包括什么？企划案的主题只是构成一份出色文件的一部分。第六章介绍了怎样设计信函封面，怎样做总结，怎样为你的企划案设计格式。客户必须知道阅读企划案的简单方法。

7. 你怎样使用图表和图示？现在即使是小公司也能使用图表软件和激光打印机，制作出令人印象深刻的文件。第七章集中讨论了怎样印制企划案，特别是有效使用图表和图示。

8. 你怎样卓有成效地向客户展示企划案？把你所作的企划案成功地展示给客户也是一门艺术。第八章涵盖了从最初设计、组织，到实际展示——获得成功并解决处理客户提出的各种问题。

## 本书的特色

不管你是写作企划案的新手，还是一位经验丰富的老手，你都会发现本书的以下特点对你很有帮助。

- 表格和清单。每一章都提供了样表、清单，以及有助于你思考的问题，你可以根据这些图表设计适合你需要的表格。
- 企划案格式样本。在本书中，你可以找到拒绝信样本、封面信函、企划案内容表、扉页、总结、简历样板文件，甚至是整个企划案的样本。
- 图表和图示样本。第七章中提供了清晰的样本，向你说明了怎样使用不同类型的表格，以及使用它们的原因和时间。
- 关键点总结。在书中我们总结了讨论的要点，这样你可以快速找到需要参考的内容。





## Plan, Prepare, Practice

The business climate today is full of risk and opportunity. You need every competitive edge possible. *Handbook for Writing Proposals* was designed to help you plan, prepare, and practice to create a successful business. We hope this book helps you minimize your risks and make the most of your opportunities. We wish you the best.

**Robert J. Hamper**  
*River Forest, Illinois*

**L. Sue Baugh**  
*Evanston, Illinois*

## 前言

### 计划、准备、实践

当今商业领域中既充满了风险,又充满了机遇。你需要找到自己具有竞争力的每一个方面,《商业企划案英语写作规范》就是一本能够帮助你成功计划、准备、实践生意的书。我们希望本书能够帮助你减少风险,抓住每一个机遇。祝你一切顺利。

**罗伯特·J·汉普**

伊利诺伊州福里斯特河畔

**L·休·鲍**

伊利诺伊州埃文斯顿

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**ROBERT J. HAMPER** was with the Bell System for over 11 years and often evaluated proposals from outside consultants and specialized firms. At Bell, he held a variety of positions in such areas as market analysis, economic evaluation, market management, strategic planning, and financial management. At Bell, he designed and implemented practical applications of portfolio theory and optimization modeling of resource allocation to the strategic market/planning process.

Mr. Hamper also has worked at AT&T and with Bell Laboratories on modeling techniques for practical use in financial and strategic market planning. He holds B. S. B. A. and M. B. A. degrees from Illinois State University and is an adjunct professor in the Graduate School of Business at Rosary College. Mr. Hamper is president of his own consulting firm, which specializes in strategic planning.

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Ms. Baugh is currently an independent business writer and has contributed to and edited numerous books on marketing, finance, and related business topics. She holds a B. A. degree from the University of Iowa and an M. A. degree from the University of North Carolina.

## 关于作者

**罗伯特·J·汉普**在贝尔集团公司工作了11年,经常评价外界顾问和专业公司的企划案。在贝尔公司工作时,他担任了很多职位,例如,市场分析员、经济评价员、市场管理员、战略计划员和财务管理员。他设计并实施了最佳证券投资理论的实际应用,使战略市场/计划过程的资源配置达到最优模式。

汉普先生也在AT&T公司和贝尔实验室工作过,从事财务和战略市场计划技术的实际应用。他在伊利诺伊州立大学获得工商管理学士和硕士学位,是玫瑰学院商学院的副教授。汉普先生拥有一家进行战略计划的专业顾问公司,他担任总裁。

**L·休·鲍**在布兹、阿伦和哈米尔顿公司担任了6年高级编辑,这家公司是世界上最大的管理顾问公司之一。作为报告书制作部的成员之一,鲍女士帮助制定、撰写和印制了大量的企划案,这些企划案用于回复来自工业、政府和非营利机构的投标。

鲍女士目前是位独立的商业作者,在销售、财务和相关商业主题方面出版和编辑了大量书籍。她在依阿华大学获得文学学士学位,在北卡罗莱纳大学获得文学硕士学位。

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