

Business English Writing

国际商务英语写作模板

商业计划书

高晓宇 编著



中国水利水电出版社
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——商业计划书



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内 容 提 要

本书除了财务计划以表格为主外,其他的章节都以热身写作活动开始,使读者首先获得直观的写作感受,再到讲解中去印证。本书每个章节独立讲解,讲解内容尽量简洁,在此基础上适当延伸,但始终围绕写作的核心需求。在读者体验了每部分的遣词造句,并学习了相关的理论知识后,作者再次以具体的例子给读者直观的写作范例。最后的附录部分附有常用的句式总结,便于读者应急之用。

本书适合于涉外企业文秘人员;大专院校商务、经贸英语专业学生;大专院校英语专业高年级学生;欲毕业后从事涉外商务工作的在校学生;其他需要商业类写作培训的团体和个人。

图书在版编目(CIP)数据

国际商务英语写作模板:商业计划书 / 高晓宇编著.
北京:中国水利水电出版社,2009

ISBN 978-7-5084-6689-7

I. 国… II. 高… III. 国际贸易-英语-写作 IV. H315

中国版本图书馆 CIP 数据核字 (2009) 第 126994 号

书 名	国际商务英语写作模板——商业计划书
作 者	高晓宇 编著
出版发行	中国水利水电出版社 (北京市海淀区玉渊潭南路 1 号 D 座 100038) 网址: www.waterpub.com.cn E-mail: sales@waterpub.com.cn 电话: (010) 68367658 (营销中心)
经 售	北京科水图书销售中心 (零售) 电话: (010) 88383994、63202643 全国各地新华书店和相关出版物销售网点
排 版	贵艺图文设计中心
印 刷	北京市地矿印刷厂
规 格	112mm×170mm 32 开本 6 印张 127 千字
版 次	2009 年 8 月第 1 版 2009 年 8 月第 1 次印刷
印 数	0001—5000 册
定 价	16.00 元

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Preface

前言

本书适合对象

涉外企业文秘人员；

大专院校商务、经贸英语专业学生；

大专院校英语专业高年级学生；

欲毕业后从事涉外商务工作的在校学生；

其他需要商业类写作培训的团体和个人。

本书结构与安排思路

1. 以热身活动开始：除了财务计划以表格为主外，其他的章节以热身写作活动开始，这一部分的设置有如下考虑。

- 句子是任何写作活动的基础，包括商业计划书在内的各种商务写作的规律性和格式化很强，所以谋篇布局不成问题，而具体的句子结构和用词则是重点。这里的练习以句为单位正是出于这样的考虑。
- 不结合自己实际水平的写作练习始终是空中楼阁，根基不牢，本书的热身练习正是结合使用者实际写作水平的诊断式练习。
- 大多数的商务写作类的图书都会着重讲解概念和写作技巧，而本书先练后讲的方式使读者首先获

得直观的感受，用实际感受体验写作风格，再到讲解中去印证。

2. 讲解部分注重在写作实践的基础上，适当延伸，多用列举方式呈现。

- 每个章节独立讲解，因为每个企业的情况不同，并非每个部分都需要包含在自己的商业计划书的写作中。独立的编排有助于读者根据自己的实际情况进行选择。
- 讲解内容尽量简洁，服务于写作，在此基础上适当延伸。对写作和背景知识的进行必要的补充。
- 在内容的编排上尽量以列举、分类等方式呈现，便于读者查阅。

3. 用实际的例子印证理论知识，并对比自己的写作。

- 在体验每部分的遣词造句，以及查阅相关的背景和理论知识后，再次以具体的例子给读者直观的写作范例。
- 没有对比的写作将是没有进步的写作，第一部分的热身写作练习，在这里的例子中均可以找到对应的句子，使读者在对比中，发现差距，真正提高。
- 第一部分练习中对应的句子在这一部分以**加粗并加下划线**的方式进行突出显示。

4. 附录部分提供常用句式总结。
- 最后的附录部分提供常用的句式总结，使读者在应急的情况下可以把这一部分的句式，结合自己企业的实际情况进行改写，迅速完成写作任务。

编者

2009 年 1 月

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Chapter 1

Executive and Company Summary

1.1 Executive Summary



Warm up

Direction: Please first try to express these sentences in English, and then read about our introductions and find their corresponding English expressions **in bold and underlined letters** in the examples we provide later.

1. 我们的项目发展的目的是为了极大地改进今天的工作人员管理项目的方式。

Expressions for Reference

significantly: *adv.* in an important manner, with significance; meaningfully.

2. 目前还没有其他公司生产具有我们开发的这些管理特点的软件。

Expressions for Reference

currently: *adv.* presently, at this time, most recently.

feature: *n.* a distinctive attribute or aspect.

3. 这种产品的潜在市场是非常有前景的。

Expressions for Reference

potential: *adj.* possible, capable of becoming, able to be.

promising: *adj.* showing great potential.

4. 我们的管理团队在计算机软件和硬件开发方面有很强的实力。

5. 我们需求的 120 万美元，将会被用于启动生产、产品包装和市场推广，以及短期资本和日常开销所需。

Expressions for Reference

overhead: *adj.* of general expenses; general.



What is an executive summary?

The easiest way for us to understand an executive summary is to view it as an abstract. What is presented here may be elaborated later in other parts of the business

plan, and what we need to do here is just to give an outline and include the main points here, so that the readers can judge for themselves whether they are interested in reading more about this business plan. And by doing so, we are saving the readers' time and preparing them for the upcoming content.

And when we know what an executive does, we may understand it is believed that this would be the single most important part in the whole business plan. The worst result for a poorly written executive summary is that the readers lose their interest, and the whole business plan will not be read at all.



What should be included in an executive summary?

When we know that an executive summary is an outline of what will be presented later in the business plan, it will be easy for us to figure out what should be included here:

- A description of your company, including your products and/or services.
- Your mission statement.
- The market and your customers.
- Marketing and sales.
- Your business operations.
- Financial projections and plans.

- A summary statement.

Since most of the information here will be talked about in greater details later in the business plan, then how can we write this part in a different way from the business plan itself? Then let's take a look at the principles for us to write an executive summary.



What are the principles in writing an executive summary?

- Put yourself in your readers' place: you are writing an executive summary think of the executive summary as an advance organizer for the reader; And after finish writing the executive summary, it would be better if you can show it to someone, and ask about their comments and suggestions.
- Control the length of the executive summary: Limit the length of your executive summary to no more than 2 to 3 pages and stick to the facts. Investors are searching for evidence that justifies the soundness of your opportunity, and that gets them excited about what you intend to achieve.
- Keep your language strong and positive: the language you use in an executive summary should be motivational and inspirational. And the language should be used to leave a deep impression for the readers so that they can see the big picture.

- Focus on the opportunity you are presenting your investor and explain why it is special.
- Use clear and concise expressions: you should not sound confusing in this part; neither should you send out some complicated information that is difficult to follow.
- Make certain that the opinions and claims in your executive summary are fully supported in the other sections of your business plan.

An example of executive summary

The notes in bold letters are used to signify what each part is about; you surely do not have to include them in your own executive summary.

[Company history] Development of PDAware™ Project Management Software began in July of 2000 and the first version was released for beta testing in January 2001.

[Company mission and vision] It was developed to significantly improve the way today's workforce manages projects. With the rapid growth of PDA (Personal Digital Assistant) use, the product offers tremendous advantages to professional project managers, as well as the thousands of other workers assigned the responsibility of managing projects every day.

[Market positioning] PDAware will be positioned as a high-end software package that enables project managers to

review, maintain and synchronize their project data via wireless technology.

[Market competition] There is currently no other company that produces this type of software with the management features we've developed.

[Marketing strategy mix] It will be packaged and sold in retail markets where PDAs are sold, sold through traditional online software vendors, sold via the PDAware company website, sold via targeted direct mail campaigns, and also sold through cooperative agreements with leading PDA manufacturers.

[Market trend] The potential market for the product is very promising. Palm™ Computing had sold over 8 million units as of August of 2000 with an estimated 12 million total units in the market from all manufacturers.

[Financial Plan] Our financial projection for Year 1 is a net loss after taxes of \$ 174,000. Year 2 is projected at a net profit after taxes of \$ 1,019,031. Year 3 is projected at a net profit after taxes of \$ 1,165,987.

[Operational and management plan] The Management Team members have strong backgrounds in both computer hardware and software development. The CEO was the former Business Development Officer for XYZ Company, the VP of Product Development was formerly the Chief Software Engineer with ABC Company, the VP of Finance

was previously Controller for CDE Widgets, and the VP of Marketing was formerly the Sr. Marketing Director for EFG Software.

[Summary statement with investment opportunities]
The \$ 1.2 million we are seeking will be used to begin production, packaging, and marketing, and for short term capital and overhead needs. An additional \$ 125,000 is being provided by the owner.

中文概要

什么是执行摘要？

执行摘要就是整个商业计划书的总结和浓缩，它的内容涉及到整个商业计划书的各个部分，所以这一部分也是最重要的，因为出现在商业计划书的最前端，所以它直接决定了阅读者是否有兴趣把整个计划书读下去，执行摘要包含：

- 公司及产品描述；
- 企业使命；
- 市场和客户分析；
- 营销和销售计划；
- 日常运行计划；
- 财务规划；
- 总结陈述。

执行摘要的写作原则是什么?

- 从读者的角度思考问题;
- 长度要控制在两三百页以内;
- 语言要积极有力;
- 要关注向读者展示投资机会;
- 表述要清晰准确;
- 阐述内容在后文要有充分支撑。

1.2 Objectives



Warm up

Direction: Please first try to express these sentences in English, and then read about our introductions and find their corresponding English expressions **in bold and underlined letters** in the examples we provide later.

1. 我们的目标是销售额达到至少 1 亿英镑, 营业利润超过 1000 万英镑。

Expressions for Reference

营业利润: operating profit

2. 在 1 年的时间内, 在目标受众中将产品的知晓度提高 30%。

Expressions for Reference

awareness: *n.* having knowledge of; the state of knowing about something.

target: *n.* a fixed goal or objective.

audience: *n.* the part of the general public interested in a source of information.

3. 使目标受众了解我们产品的特点和优点，以及我们的竞争优势；在 1 年的时间内引导销售增长 10%。
-

Expressions for Reference

inform: *v.* to give information to; tell.

feature: *n.* characteristic; some characters an item is known for; something that can differentiate one item from others.

benefit: *n.* something that improves or promotes.

竞争优势: competitive advantage

4. 通过与健康俱乐部、当地的运动员协会和体育用品零售商之间的战略联盟，来推广探险活动。
-

Expressions for Reference

promote: *v.* to raise to a higher rank, status, degree, etc. .