



中国人民大学 编著

新世纪专业英语系列教材

New Century Subject-oriented English

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INTERNATIONAL TRADE

国际贸易英语教程

(下册)

主编 许葵花 副主编 李平

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总序

教育部最新颁布的《大学英语教学大纲》在教学要求中规定:学生在完成基础阶段的学习任务,达到四级或六级后,都必须修读专业英语。《新世纪专业英语系列教材》正是根据《大学英语教学大纲》的要求,为保证大学生英语学习四年不断线而编写的一套教材。

本套教材分《新闻英语教程》、《旅游英语教程》、《法律英语教程》、《国际贸易英语教程》、《财金英语教程》以及《工商管理英语教程》共六个系列。每一系列包括上、下两个分册,每一分册可供一学期(每周四课时)或一学年(每周两课时)使用。主要编写者除了中国人民大学外国语学院骨干教师以及相关院、系的专家外,还特别邀请了北京外国语大学、中国社科院、北京联大旅游学院等单位的专家学者加盟。中国人民大学张勇先教授担任总主编。《新闻英语教程》由白松主编;《旅游英语教程》由王晓彤主编;《法律英语教程》由赵雁丽主编;《国际贸易英语教程》由许葵华主编;《财金英语教程》由韦娜主编;《工商管理英语教程》由张初愚主编。全书由专业英语教师和公共英语教师共同编写,课文译文由英语过硬的专业教师负责把关。

本系列教材具有以下特点:

一、课文选材新,具有时代感。绝大部分文章是近几年发表的,最新的发表于2000年,以使学习者了解各个专业领域的最新发展和最新理念。

二、生词释义采用英汉两种方式。少数

难以用英语解释的词汇直接用汉语释义。这样做的目的在于培养学生查阅原文词典的能力，同时能提高学生对同义词和近义词的记忆能力。所注词汇均为四级以上词汇。

三、教材在内容和语言上贯彻循序渐进的原则。在内容上，上册主要涉及本专业的基本原理和基础知识；下册主要涉及本专业的历史及专家观点，目的在于帮助学生完成从基础到专业的过渡。在语言上，选材从难度、可读性等方面考虑，贯彻由浅入深的原则。

四、考虑到《大纲》对专业英语学时和阅读总量的要求，我们采用了“主”、“副”课文制。对主课文的注释和练习两方面进行了重点处理，用作教师课内重点讲解的内容；副课文主要供学生课后自学，从而对主课文从语言到知识两方面起到巩固作用。

五、本教材以强调理解的准确性及学生的应用能力为突出特点。在注意帮助学生扩大词汇量，特别是专业英语词汇的同时，帮助学生提高阅读有关专业的原版教科书、参考书及其它参考资料的能力、听懂与专业有关内容的能力、能用英语进行有关专业内容的一般性的会话或讨论的能力及写和译的能力。因此，我们精心编写了包括文章理解及语言应用方面的大量练习。为了巩固和提高学生的听说能力，每一单元后的练习中都设有 Role Play 和 Listening and Speaking 的练习。全套教材均配有由外籍专家朗读的录音磁带。

六、为方便自学，书后提供了主课文的参考译文和练习答案。

七、全套六种教材在遵循总的编写原则的同时，又根据各自课程的特点自成体系。

我们热切地期待着广大师生对本套教材的批评和建议。

编者

2004年3月



前 言

世界步入 21 世纪后,随着国际化时代的到来,东西方国家已不再是彼此的神话传奇,而是生活在同一地球村的比邻。尤其中国加入 WTO 后,贸易经济要与国际接轨,英语国际贸易知识如同今天的英语是大多数人应该掌握的一门技能,这方面的复合型人才是入世后急需的人才之一。

值此全球化经济热潮来临之际,我们本着服务于学生、服务于社会的原则编撰了这套教材。本教材分为上、下两册,上册为国际贸易理论,下册为国际贸实务。两册可接续使用,也可根据需要单册使用。选材新颖、注重实用性是这套教材的最大特点。主课文选材全部是近两年国外原版书籍,副课文及练习材料也全部选自近两年国外及国内的英文报刊、杂志等。主课文注意理论性、知识性;副课文(多是主课文的实例延伸)注重实际性;练习形式多样,听、说、读、写、译兼顾,尤其注意听、说;书后均配有练习答案、听力原文及主课文翻译,供学生参考及自学。

本教材是由国际贸易专业与英语专业的教师一年多的共同努力完成的。专业知识方面严谨、新颖、实用;语言知识方面地道、规范、实用。

衷心希望这套教材对国际贸易专业及其他专业的学生、与国际贸易相关的工作人员及需要此方面知识的人士有所裨益。

书中难免出现错谬之处,请专家和读者指正。

编 者
2003 年 3 月

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Unit 1

Preparation, Market Research, and Making a Sales Plan

Exporters, importers and forwarders have a lot to do in order to compete effectively in foreign markets. This article shows how a company check its resources, to find out what demand there may be for a product or service and to keep itself well informed through market research and market analysis. The strategy and tactics for making and operating a sales plan are also going to be explained.

 → **Key terms: desk research market intelligence market share cashflow forecast**

For successful companies trading is about long-term survival and profitability. To have a chance of success, all exporters, importers and forwarders need to carry out an internal audit of company resources and take a realistic look at their business in any of the following five aspects: the actual competitive position, the profit potential of their business, those risks facing their business which could undermine profits, the probable impact of new technology and new products, and the probable arrival of new competitors in the market.

All exporters, importers and forwarders will need to invest in communications, language skills, and time delay of cash receipts before getting, or placing, any orders, or before becoming profitable. The allocation of investment in these three areas may vary as between exporting, importing and forwarding, depending on the nature of the products, the countries concerned and the contractual arrangements between the parties. But, neither



the exporter, importer or forwarder can avoid some of this investment.

Market research is a systematic and objective collection and analysis of data, for the purpose of improving decision making and control, to ensure the most effective marketing of goods and services. Good market research reduces uncertainty when marketing plans are made and monitors performance when they are in operation.

The methods of market research follow a similar pattern for exporters, importers and forwarders. There is a product or service. It is important to find out whether there is a demand for this product or service, what form the demand takes and how best that demand can be satisfied. However, the emphasis may be different between an exporter, an importer and forwarder. An exporter will have a product or service for which he is trying to find a demand in other foreign markets. An importer will have found a demand for a product or service in his own market, and will be looking for reliable suppliers from several foreign markets. A forwarder will be finding out what key buyers of freight services want and seeing how best to align his service accordingly.

In market research, established methods should be followed. Basic desk research¹ can be undertaken mostly from the office or in a reference library. Use can be made of students from a local college or business school, who could do some specific research for a company which could also serve as a project for themselves. Market intelligence should be gathered on a continuous basis from informed sources such as customers, suppliers, company staff, visitors, chambers of commerce, exhibitions and publications. Active market research can be conducted in the selected export or supplying markets by company travelers, distributors or external professional research organizations. The professional organizations may be costly, but they have experience, are more objective and are perceived to have more authority than an internal researcher. Credit insurance companies' market knowledge also provide the exporter with the ability to explore new business opportunities by using the credit insurance companies' extensive knowledge of the creditworthiness of importers, countries and trade sectors.

As far as active market research is concerned, the following four



techniques can be used with different purposes. Continuous research is a regular monitoring of performance, use, purchase patterns and the competitive purchase of goods. It is designed to determine trends and changes of attitudes to goods and changes of competitive market share. There are several ways of conducting this research actively. One way is to visit a relevant market exhibition or seminar in the selected market. Another, for exporters, is to take part in an export trade mission to a selected market, or for importers, to meet an inward trade mission of exporters from a selected market. Chambers of commerce generally organize these export and inward trade missions and can arrange for a company's participation. Yet another valuable source of information is any member of the company who travels abroad, provided he or she is very specifically briefed about what the company wants to know. Ad hoc research is an individual research project covering a particular marketing issue. Qualitative research answers the questions "How?" and "Why?" about a buyer's motivations, beliefs, attitudes and perceptions to products or services. Quantitative research answers the questions "How many?" or "How much?" to measure market facts, such as brand share, competitiveness, different ages or social classes of users.

Whatever technique an exporter, importer or forwarder uses, he should specify clearly in a written proposal the details of his research project. This should cover the background, the objectives, how the research is to be undertaken, what topics are to be covered, who the respondents should be, the timetable for the project and the budgeted cost.

Having considered the above methods of research or research projects, market analysis should be done to assist both exporters and importers in examining their own products and services. Their analysis will become the basis of their export sales plan, or of their import sales plan.

The company's forecast of sales depends on how successful it believes it can be in making money, reducing costs, improving quality and gaining a strategic competitive advantage, and whether it can provide the resources to support such a sales forecast. The aim is to make a reasonable estimate of the sales over a period, to forecast receipts from those sales and to set working targets. It is notoriously difficult to forecast sales in a new market



with any accuracy, but a forecast gives a yardstick to measure the results by, so that the company can make adjustments to the forecast for the following period, and so on. Even this process of adjustment and the reasons for it will uncover and explain a lot about the market.

The essence of designing a sales plan is to concentrate the company's resources where they could produce most gross margin², based on the forecasting done so far. The following is the outline of the planning to be covered. First, growth targets of sales and market share should be set for the short term and the long term. Second, specific plans and budgets should be made for developing products, adapting products for export markets, testing the product in the markets, expanding production capacity, talking to banks about increased cash resources and how best to finance exports or imports, and staff training in all areas. Third, prospects in the market are to be estimated.

In the stage of implementing the sales plan, the manager will need to control the field selling activities, set up the physical distribution logistics, arrange the distribution channels and control the costs of each operation. He will also devise a plan of action and a set of priorities, which may vary for different markets. The manager will combine the budgets for the specific plans set out above into one total budget, which will show how he will pay for his plan and make a profit from it.

In order to implement the sales plan, it is necessary to have a constant feedback of results in order to analyze what is really happening and whether there are any changing trends. Operating budget and cashflow forecast can be used to monitor the business performance. The budget is a projection of the trading: it is concerned with profit or loss, not with cash. The cashflow forecast is an estimate of the timing of cash receipts and payments, through the company's bank, over a period of time. All cash to be paid or received should be shown, including capital expenditure and loans received and repaid. The information which has been carefully compiled, and which is constantly updated, must be used to compare the actual performance of the business with the budget and with cashflow forecasts. This monitoring of the cashflow should be done daily or weekly, but at least monthly, to ensure there is the earliest



possible warning of any difficulties. The company will also be anticipating market demand and reacting to opportunity. By constantly monitoring the business performance, it will know what financial resources it has available and how much of those resources can be put to use at any one time.

No plan ever survives its first encounter with the marketplace. Sales will be better or worse than had been planned, to a small or large extent. As a result of monitoring the budget and cashflow, and of feedback from the market, from the sales staff or from distributors, it will almost certainly be necessary to have to make adjustments to the sales plan. Maybe there will have to be adjustments to the price, or increases or decreases to production. The financial effect of these adjustments can be tested by using the computer spreadsheets for the operational budget and cashflow forecast. Enter different “what if” changes and watch the cumulative effect throughout the spreadsheet. This will suggest where efforts should be concentrated to produce the best results from the changes. There will be a cost in making any changes of deviating from the plan through disruption to distribution or reprinting of promotional material or visits to markets or in some other way. Therefore, it is prudent to think through all the implications of any changes before taking action. It might also be necessary to consider the effects and costs of making no changes. Whatever feedback from the market is contradicting the original plan, any delay in making decisions will probably make matters worse or increase the cost of the changes when eventually they have to be made.

The sales plan, with all its backup material, calculations and reasoned thinking, now enables the manager to have discussions with senior management. He can show them how he can substantiate his plan and the commitment of his staff to implementing it. He is also able to show them how he can monitor the plan as it develops and make adjustments to the plan in the light of what actually happens in the market. The manager will now have the confidence to make his policy recommendations.

☞ Words and Expressions

ad hoc /,æd'hɒk/ *a.* 特别的



audit /ˈɔːdɪt/ <i>n. v.</i>	an official examination of the accounts of a business, society, etc. 审计,核数
align /əˈlaɪn/ <i>v.</i>	to arrange in a straight line; to cause to come into accordance or agreement with 排成一线;与协调一致
notoriously /nəʊˈtɔːriəsli/ <i>ad.</i>	widely and unfortunately known 声名狼藉的,臭名昭著的
yardstick /ˈjɑːdstɪk/ <i>n.</i>	any standard of measurement or comparison 标准,准绳
cumulative /ˈkjuːmjələtɪv/ <i>a.</i>	increasing steadily in amount by one addition after another 累积的,渐增的
deviate /ˈdiːviəɪt/ <i>v.</i>	to be different or move from 脱离,偏离
disruption /dɪsˈrʌpʃən/ <i>n.</i>	the act of throwing something into disorder 扰乱
contradict /ˌkɒntrəˈdɪkt/ <i>v.</i>	to be opposite in nature or character 与……矛盾
backup /ˈbækʌp/ <i>a.</i>	spare, reserve; supportive 备用的,候补的;支持的
substantiate /səbˈstænjieɪt/ <i>v.</i>	to prove the truth of something 证实,确证

Notes

1. desk research: 案头研究
2. gross margin: 即 gross profit 毛利,指售货所得减去商品成本,但尚未减去各种费用。

Exercises

◆ I. Comprehension

1. Work in pairs for the text structure and complete the outline with what you get from the passage.

1) Preparation (para. 1~2)

In this stage, exporters, importers and forwarders need to _____ and invest in _____.

2) Research (para. 3~8)

A: Research methods: _____, _____, _____.

B: Active research techniques: _____, _____, _____.

3) Making a sales plan (para. 9~15)

A: The aim of forecasting of sales: _____.

B: Four stages in sales planning: _____, _____, _____, and _____.



2. Answer the following questions briefly.

- 1) Why would a lot of money be spent before traders place or get orders?
- 2) What's the difference between qualitative research and quantitative research?
- 3) What's the role of a manager in implementing a sales plan?
- 4) How does a company monitor the implementation of a sales plan?

◆ II. Vocabulary

1. Read the following pairs of sentences carefully and discuss with your partner the different meanings of the words in each pair.

1) backup

A: What *backup* do you have in case the power fails?

B: She kept a *backup* desk in a safe place.

2) document

A: The manager is studying the official *documents* concerning the sale of this land.

B: The doctor *documented* the attack he observed in New York.

3) key

A: A forwarder will be finding out what *key* buyers of freight services want.

B: The commercials should be *keyed* to the audience who will be viewing them.

4) finance

A: The company would talk to banks about how best to *finance* exports or imports.

B: *Finance* is a popular major on campus.

5) project

A: The postgraduates are assigned to complete four research *projects* in this semester.

B: The campaign was *projected* to include all 50 states.

2. Complete each of the sentences with one word from the box. Change the form where necessary.



deviate	substantiate	undermine	forecast	refine
align	disrupt	notoriously	audit	cumulatively
contradict	yardstick			

- 1) We must _____ ourselves with the workers in the struggle for freedom.
- 2) At first, the drug does no harm, but _____ its effects are bad.
- 3) Some _____ from the regular readings on the campus were due to the presence of metal objects.
- 4) The tornado (龙卷风) _____ broadcasting along the entire coast.
- 5) This is in complete _____ to what you said before.
- 6) The accused can't _____ his claim in the court.
- 7) He is a _____ crazy driver.
- 8) Tests are not the only _____ of academic achievement.
- 9) The house is unsafe since the foundations were _____ by floods.
- 10) He took part in the summer camp to _____ his oral English.
- 11) The teacher _____ that 95 percent of his students would pass the College Entrance Examination.
- 12) The yearly _____ takes place in each December.

◆ III. Translation

1. Translate the following passage from Chinese into English.

出口商为了获得经验和完善技能, 起初应集中在一两个主要市场销售。他们应清楚地了解这些市场, 特别是他们在那儿的代理人或销售商、他们的主要顾客以及当地语言和文化的精髓部分, 并调整计划以迎合那些市场人们的要求和期望。资源总是比人们期望的要少, 因此出口商应该把它们用在能产生最大成效的地方, 也就是那一两个主要市场。出口商在技能完善以后可以将销售扩展到其他市场。

2. Translate the following passage from English into Chinese.

All exporters and importers will find that their competitors are in the chosen market and will have to fight their way in, probably at the