

Chapter 1

Company and Product Introduction

公司和产品介绍

Unit 1 Making a Company Profile

公司简介

A company profile is designed to explain the business to people who are not familiar with it. Profiles are often tailored for a specific use, such as a conference or the “About” page of the corporate website. It allows the company to advertise details of its services, goals, and experience to potential customers.

公司简介是用来向不熟悉公司的人们介绍公司业务的。简介通常是为某一特殊用途而定制的,比如会议或者公司网站的“关于”页面。公司可以通过简介向潜在客户宣传其服务、目标和经验。

Skill Points

技能要点

The company profile(公司简介)

The first paragraph should include important basic information. The typical sentences are as follows:

1) It was established in 1967 in Beijing, within the CBD(Central Business District). Currently it owns a total of 500 staff.

2) With headquarters in Beijing, Beijing International Bags & Boxes Co., Ltd. is expanding its operations both domestically and internationally with top quality service.

第一段介绍公司的基本信息。典型句型如下所示:

1) 这家公司于 1967 年成立于北京,位于 CBD(中央商务区)内。目前拥有员工 500 名。

2) 北京国际箱包有限公司总部位于北京,它正在以其高品质的服务扩展其国内外的业务。

The second paragraph is stating the company's products and operations. The typical sentences are as follows:

1) We are an exporter handling textiles for many years. Our products have enjoyed a high reputation in the world for their good quality and reasonable prices.

2) We are one of the great dealers in foodstuffs with good connections in the country.

3) We specialize in exporting garments.

第二段陈述公司的产品和运营情况。典型句型如下所示：

1) 我公司是纺织品出口商。我们的产品质量好，价格合理，在世界上享有极高的声誉。

2) 我公司为食品大经销商之一，在国内拥有大批客户。

3) 我公司为专门经营服装的出口商。

The third paragraph is the closing part. It should include the details of a contact person for those seeking further information, and other basic information like the phone number, e-mail address, fax number and opening hours. The typical sentences are as follows:

1) If you have any questions, please feel free to contact us. Free call: +86 10 6666 0000 or fax +86 10 6666 0001.

2) Welcome any enquiries by email: enquiries@bjabc.com.cn.

3) Visit us at No. 550, Beijing Street, Macau between 09:00 and 23:00.

第三段为结束部分。在本段中，要为寻求更多信息的人提供联系人的详细情况，以及其他重要的基本信息，比如电话号码、电子邮箱地址、传真号码和营业时间等。典型句型如下所示：

1) 如有疑问，敬请联系我们。免费电话：+86 10 6666 0000，或者发送传真至+86 10 6666 0001。

2) 欢迎通过电子邮件咨询：enquiries@bjabc.com.cn。

3) 惠顾地址：澳门北京街 550 号，时间：09:00~23:00。

Task 1 Read a Company Profile

阅读公司简介

Company Profile

Lightning Furniture Corporate Ltd. is a professional manufacturer and exporter of Chinese classical furniture. It was established in 1967 in Beijing, within the CBD(Central Business District). Currently it owns a total of 500 staff. Compared with other competitors, we are boasting of unique good locations, top technicians, excellent design and quantity. With our quality control and high efficiency, we are very pleased to offer our guarantee in quality, delivery and service. Over the years, we have built a marketing network across the world, and we have regular clients in America, Europe and Asia. Our mission is to bring ideal furniture to your house and build harmony within your family.

If you are interested in any of our products or would like to discuss a custom order, please feel free to contact us. We are looking forward to forming successful business relationships with new clients around the world in the near future.

Contact: Charlie Zhang
Tel: +86 10 8585 0000
Fax: +86 10 8585 1111
Address: No. 383, Guanghua Road, Chaoyang District, Beijing 100010

Answer the Questions(回答问题)

- 1. Where is Lightning Furniture Corporate Ltd. located?
- 2. What’s the mission of Lightning Furniture Corporate Ltd. ?
- 3. Who is the contact person?

Task 2 Write a Company Profile
撰写公司简介

Please write a company profile for Beijing Yuedong Shoes Co. Ltd. according to the information as follows.

- 1. Established in 1998, with 90 employees.
- 2. Located in Beijing Yizhuang Economic Development Zone.
- 3. Annual return: CNY 5 million.
- 4. It imports products mainly from America, Canada and Italy.

Contact: Jack
Tel: +86 10 5566 0000
Fax: +86 10 5566 0011
Address: No. 5, Wenquan Road, Haidian District, Beijing 100123

Task 3 Translate the Following Company Profile
翻译公司简介

Company Profile

Established in 1990, ABC Corporation is a manufacturer specialized in production of recorders. Our company is located in Beijing, with convenient transportation access. All of our products comply with international quality standards and are greatly appreciated in a variety of different markets throughout the world.

We have over 800 employees. The annual sales figure exceeds US\$ 100 million. And we currently export 60% of our production worldwide. Our well-equipped facilities and excellent quality control throughout all stages of production enable us to guarantee total customer satisfaction.

As a result of our high quality products and outstanding customer services, we have gained a global sales network reaching India, Korea, Russia, Germany and Australia.

Welcome any enquiries by emails: ABC1990@gmail.com

Knowledge Points

必备知识要点

1. The nature of company profiles 公司简介的性质

A company profile can be used on web sites or in printed business directories to help give potential clients a better idea of the kind of company. Thus, a company profile can be an important form of advertisement.

公司简介可以用在网站或者打印的行业目录中,有助于潜在客户更好地了解公司。因此,公司简介是一种重要的广告形式。

2. Points to a well-accepted company profile 公司简介的要点

1) Make the content of the company profile factual and specific, but choose words that a layman could understand.

公司简介的内容要真实、具体,但是要选择外行人也能够理解的词句。

2) Make the content interesting by including the human element, such as its impact on people's lives. Don't include personal opinions about the company.

插入人的元素,使内容有趣。比如,它对人们生活的影响。不要包含个人对于公司的观点看法。

Language Points

必备语言要点

1. The largest importers of garments 最大的服装进口商

The leading exporters of foodstuffs 最大的食品出口商

The major exporters in China 中国主要出口商

The principal importers in America 美国主要进口商

2. To have a good reputation 享有盛誉

To enjoy a good reputation 享有盛誉

To be famous for excellent quality 以产品质量出众而闻名

To be popular in worldwide 在世界范围内受欢迎

Reference Guide

参考答案

Task 1

1. It is located in CBD of Beijing.

2. Its mission is to bring ideal furniture to your house and build harmony within your

family.

3. Charlie Zhang is the contact person.

Task 2

Company Profile

Beijing Yuedong Shoes Co. Ltd. is an importer of shoes, private-owned and middle-sized. It was established in 1998, with 90 employees. It is located in Beijing Yizhuang Economic Development Zone. Over years of accumulation, it operates well with an annual return of CNY5 million. It imports products mainly from America, Canada and Italy.

If you are interested in the products, please do not hesitate to contact us. We would like to provide you with the best service in the world.

Contact: Jack

Tel: +86 10 5566 0000

Fax: +86 10 5566 0011

Address: No. 5, Wenquan Road, Haidian District, Beijing 100123

Task 3

公 司 简 介

ABC 公司成立于 1990 年,专业生产录音机产品。我公司地处北京市,交通便利。我公司所有产品采用国际质量标准,享誉海内外众多市场。

我公司现有 800 多名员工,年销售额逾 1 亿美元,60%的产品远销海外。为了保证客户满意度,我们引入了先进的设备,并在生产的各个环节贯彻完善的质量检验措施。

由于有高质量的产品和出色的客户服务,我们成功建立了全球销售网,覆盖印度、韩国、俄罗斯、德国、澳大利亚。

欢迎邮件咨询: ABC1990@gmail.com

Unit 2 Making a Product Description

产品描述

A product description is a written summary of information about a particular product. It can appear in catalogues, magazines, online or on the product's packaging. The goal is to inform the potential customers about the details of the product while selling them.

产品描述是针对某一具体产品的书面的概括性信息。可以在产品目录、杂志、在线或者产品包装中出现,目的是向潜在客户介绍产品的详细信息,同时向他们推销产品。

Skill Points

技能要点

Product description(产品介绍)

The first paragraph should try to attract the audience's attention and tell the audience what you are describing. That is to say, you should give the name of your product. Typical sentences are as follows:

1) Welcome to join us by using “Green” Brand Air-conditioner if you love clean air and enjoy quality life.

2) We are recommending a new product, a mixer called “New Life”.

第一段要吸引读者的注意,告诉读者要描述的是什么产品。也就是说,应该说明产品的名称。典型句型如下所示:

1) 欢迎和我们一起使用“绿色”牌空调,爱清新空气,享受高品质生活。

2) 我们向您推荐一款新产品,名为“新生活”的料理机。

The second paragraph should focus on the benefits of your products. Describe the products in detail. Typical sentences are as follows:

1) Then, why it is important for your work efficiency? It will bring great benefits to you.

2) It is quite durable, easy to operate, and high-efficient. With the clip, consumers can easily enjoy the hard nuts in your sofa.

第二段需要集中介绍产品的优点,详细地描述产品。典型句型如下所示:

1) 那么,为什么它对您提高工作效率具有重要意义呢?因为它会带给您极大的优势。

2) 该产品耐用、易操作、高效率。使用这款夹子,消费者可以轻松地坐在沙发上享用坚果。

The third paragraph should summarize and tell the audience how to get the product. Typical sentences are as follows:

1) In sum, the rocking chair can be your great companion in the garden. Moreover, it is priced quite reasonably.

2) Just come to order on line: www.x-bottleopener.com.cn or call us at +86 10 5555 0000 or visit us at X-Bottle Opener Franchised Store in Tongzhou District of Beijing.

第三段要概括、总结,告诉读者如何获取产品。典型句型如下所示:

1) 总之,这款摇椅是你花园里的好伙伴,而且价格非常合理。

2) 网上订购即可: www.x-bottleopener.com.cn;或者致电+86 10 5555 0000;或者光临我们位于北京市通州区的X-开瓶器专营店。

Task 1 Read a Product Description

阅读产品描述

Samsung UN32EH4003 32-inch 720p 60Hz LED TV (2012 Model)

Size: 32-inch

Features:

HD LED Picture Quality

Connect Share Movie

Wide Color Enhancement

Clear Motion Rate 60

TV with stand (Width×Height×Depth): 29.1-inch×19.6-inch×5-inch

TV without stand (Width×Height×Depth): 29.1-inch×17.5-inch×3.7-inch

In Stock.

Ships from and sold by Amazon.com

Contact: <http://www.amazon.com/Samsung-UN32EH4003-32-Inch-720p-Model>

Answer the Questions(回答问题)

1. What is the height of the TV without stand?
2. Is it available now?
3. Where can we find it?

Task 2 Write a Product Description

撰写产品介绍

Please write a product description for Green No. 5 Lamp according to the information as follows.

Key features: beautiful appearance, good to eyes, environment-friendly

5 benefits:

- To protect your eyes
- To protect your environment
- To deconate your study
- To save money for you
- Reasonable price

How to order: [www. No. 5 lamp. com. cn](http://www.No.5lamp.com.cn) or call at +86 10 8500 6666 or visit at Green No. 5 Lamp Franchised Store in Haidian District of Beijing.

Task 3 Translate the Following Product Description

翻译产品介绍

Product Description of X-Mixer

X-Mixer is capable of beating, whipping and stirring items such as eggs, potatoes, icing at variable speeds. The mixer shall hold 60 quarts, be made of stainless steel, have auto shut off as a safety feature, have at least 3 speeds, 240 volt. The item shall come with a 1-year all inclusive warranty.

Knowledge Points

必备知识要点

1. The structure of a product description can include the following items. 产品描述的结构包含以下各项:

- 1) Identifier 编号
- 2) Name 名称
- 3) Purpose 用途
- 4) Composition 构成
- 5) Derivation 来历
- 6) Quality Criteria 质量标准
- 7) Quality Evaluating Method 质量评估方法

2. How to describe a product? 如何做产品描述?

The following aspects should be involved in your writing: the length and size, areas and volumes, shapes and colors, materials and textures of a product. In terms of the text features, bear in mind that it should be concise, clear, accurate.

以下的方面需要在你的写作中涉及: 产品的大小和长短, 面积和体积, 形状和颜色、材料和质地。在文本特点方面, 需要记住: 文本必须简洁、清晰、准确。

Language Points

必备语言要点

1. Descriptions of Length and Size 描述大小和长短

1) Phrases 句型

① sth. + is + Numeral + Nominal + adj.

某物 + 系动词 + 数词 + 名量词 + 形容词

eg. : This rope is 100 meters long.

绳子 100 米长。

② sth. + is + Numeral + Nominal + in length/width/height

某物 + 系动词 + 数词 + 名量词 + 长/宽/高

eg. : This cloth is 1.5 meters in width and 30 meters in length.

这块布料 1.5 米宽, 30 米长。

③ The length/width/height of + sth. + is + Numeral + Nominal

长/宽/高 + 某物 + 系动词 + 数词 + 名量词

eg. : The length of this rope is 100 meters.

绳子 100 米长。

④ This/It is a cardinal number-Nominal(singular)-adj. + sth.

这是 + 基数词 - 名量词(单数) - 形容词 + 某物

eg. : This is a 20-metre-long plastic pipe.

这是一根 20 米长的塑料管子。

2) Common Words 常用词汇

① adj. : long, wide, high, tall, deep

形容词：长的、宽的、高的、高大的、深的

② noun: length, width, height, depth

名词：长度、宽度、高度、深度

2. Descriptions of Areas and Volumes 描述面积和体积

1) Phrases for Areas 表示面积的句型

① sth. + is + numeral + square + measure word

某物 + 系动词 + 数词 + 面积 + 度量词

eg. : The board is 10 square meters.

这块木板 10 平方米。

② The area of sth. + is + numeral + square + measure word.

某物的面积 + 系动词 + 数词 + 面积 + 度量词。

eg. : The area of the external walls is 60 square meters.

外墙的面积为 60 平方米。

2) Phrases for Volumes 表示体积的句型

① sth. + is + numeral + measure word + by + numeral + measure word + by + numeral + measure word

某物 + 系动词 + 数词 + 介词 + 数词 + 介词 + 数词 + 度量词

eg. : The box is 50 by 40 by 30 centimeters.

这个箱子 50 厘米长, 40 厘米宽, 30 厘米高。

② sth. + is + numeral + cubic + measure word

某物 + 系动词 + 数词 + 体积 + 度量词

eg. : The tank is 20 cubic meters.

水箱 20 立方米。

③ The volume of + sth. + is + numeral + cubic + measure word

容量 + 某物 + 系动词 + 数词 + 立方 + 度量词

eg. : The volume of this container is two cubic meters.

这个容器的容量是 2 立方米。

3) Common Words 常用词汇

① adj. : square, cubic

形容词：平方的、立方的

② measure words: meter(m), centimeter(cm), millimeter(mm), foot, inch

量词：米、厘米、毫米、英尺、英寸

3. Descriptions of Shapes and Colors 描述形状和颜色

1) Phrases 常用句型

① sth. + is + adj. + in shape/color

某物在形状上/颜色上 + 是 + 形状/颜色的形容词

eg. : My lost suitcase is silver in color.

我丢失的手提箱是银白色的。

② The shape/color of sth. + is + adj. /n.

某物的形状/颜色是+系动词+形状/颜色形容词或名词

eg. : The shape of the toy + is dumb-bell shape.

玩具的形状是哑铃形的。

2) Common Words for Shapes/color 常用的表示形状/颜色的词汇

① adj. : round, global, triangular, quadrate, pink, brown, camel, green, blue, red, purple, orange, violet, white, gray, golden, silver, yellow

形容词: 圆形的、球形的、三角形的、方形的、粉红色的、褐色的、驼色的、绿色的、蓝色的、红色的、紫色的、橘红色的、紫色的、白色的、灰色的、金黄色的、银白色的、黄色的

② noun: bullet shape, diamond shape, dumb-bell shape, line shape

名词: 弹头形、菱形、哑铃形、线形

4. Descriptions of Materials and Textures 描述材料和质地

1) Phrases 常用句型

sth. + be made of/from + materials

某物+由制成+原材料

eg. : The desk is made of wood. The piece of paper is made from wood.

这张桌子是由木头制成。这张纸是由木头制成。

2) Common Words 常用词汇

① noun: steel, iron, copper, plastic, leather, wood, straw, nylon, cloth, stone, glass, cotton, metal, brick, bamboo

名词: 钢、铁、铜、塑料、皮革、木头、麦秆、尼龙、布料、石料、玻璃、棉花、金属、砖、竹

② adj. : woolen, wooden, plastic

形容词: 毛纺的、木制的、塑胶的

5. Ordering several adjectives 多个形容词作定语的排列顺序

of nature(description)→of size→of shapes→of old or new→of colors→of origin→of materials→of functions

性质(描绘)类→大小类→形状类→新旧类→颜色类→出处类→材料类→用途类

eg. : a pair of beautiful German leather boots

一双漂亮的德国皮靴子

a large famous medical school

一所著名的大医科学学校

Reference Guide

参考答案

Task 1

1. 17.5-inch.