

Unit 1

Business Arrangement Documents

A firm uses business arrangement documents through various avenues to spin its product in the forms of company profiles, marketing, new product launch and after-sales service. It can also use business arrangement documents to help its managers and staff to learn about the company's vision, mission and values. The company profile will reveal its general situation to other companies and willingness to look for chances of cooperation by making clear the aims the staff strive for.



Module 1

Corporation Publicity

Warm-up Activities

Managers or staff working in an organization need to develop business relationship with their counterparts. Corporation publicity is the basis of mutual understanding and cooperation.

Scenario: Jeffery's new business

Jeffery has been working as a project manager for a foreign trade company for two years. Last week, the board decided to expand foreign markets in response to the initiatives of the Silk Road Economic Belt and the 21st Century Maritime Silk Road.

Since Jeffery majored in Business English in college, he was assigned to collect information related to target organizations and to write an English profile for the organization he's working for. After he searched on the Internet and found some companies' profiles, he began to write the profile for his own.

After doing a research on the contents of some English company profiles, he summarized the necessary parts of an effective company profile. It included: general information about the company, the solid strength, the main products, and the vision of the company.

What skills will you need?

To understand and write a company profile, you should be able to:

1. know the main contents of a company profile;
2. learn the language features of a company profile;
3. identify the factors affecting a company profile.

Reading Comprehension

Text A

A Company Profile

Established in 1980, Fengfu International Business Co., Ltd. is a world-leading provider of household appliances. Focusing on user experience and ecological environment protection, the company has been ranked among the Top 100 Most Valuable Global Brands for three consecutive years as the world's first and only eco-friendly appliance brand. We have become a professional household appliances producer in the highly competitive appliance market. In the year of 2021, our subsidiary Fengfu AI Home is among the Fortune Global 500.

Fengfu industrial park covers an area of 50 hectares in Beijing and owns three listed companies, five global premium brands such as FJ Appliances, AI Home, Frozen, Cooler and Roast M. With 12 innovation ecosystems, 150 manufacturing centers and nearly 250,000 members in the sales network, the company serves 1 billion user families in more than 165 countries or regions around the world.

The company always adheres to the business principle of “fine quality, sincere services and mutual benefits”, and strives to improve the customer services. Meanwhile, we are committed to working with world-class ecosystem partners to continuously build premium brands and set up healthy life system for our customers worldwide. We have a valuable expert team engaging in developing the most advanced household appliances. And we also have a very strict quality control system supervising all the production lines.

In the new era, Fengfu will take revitalizing national industry as our own responsibility to meet customers' needs. We sincerely hope our company will become the leader of smart household appliances in the near future. Furthermore, we will keep expanding our business to more areas, endeavor to stand out in the sea of anonymous businesses.

Fengfu International Business Co., Ltd.

Fengfu International Business Co., Ltd. is a world-leading provider of household appliances, focusing on user experience and ecological environment protection.

Major products: air conditioners, refrigerators, washing machines, freezers, etc.

Address: Fengfu Industrial Park, 1234 Huangyi Road, Daxing District, Beijing

Telephone: (010) 9871××××

Words and Expressions

establish [ɪ'stæblɪʃ] v. 建立; 创办



household ['haʊshəʊld] *adj.* 家庭的
appliance [ə'plaiəns] *n.* 器具; 装置
ecological [i:kə'lɒdʒɪkl] *adj.* 生态的
consecutive [kən'sekjətɪv] *adj.* 连续的; 连贯的
subsidiary [səb'sɪdɪəri] *n.* 子公司; 附属机构 *adj.* 附属的
industrial [ɪn'dʌstriəl] *adj.* 工业的; 产业的
hectare ['hekteə(r)] *n.* 公顷
premium ['pri:mɪəm] *adj.* 优质的
AI (=Artificial Intelligence) 人工智能
ecosystem ['i:kəʊsɪstəm] *n.* 生态系统
adhere to 坚持; 依附
mutual ['mju:tʃuəl] *adj.* 相互的; 共同的
benefit ['benɪfɪt] *n.* 利益
commit [kə'mɪt] *v.* 承诺
engage [ɪn'geɪdʒ] *v.* 从事; 参加
revitalize [ri:'vaɪtəlaɪz] *vt.* 使复兴; 使振兴
endeavor [ɪn'devə] *v.* 尽力; 努力
stand out 突出; 脱颖而出
anonymous [ə'nɒnɪməs] *adj.* 匿名的; 无名的

How well did you read? ●

1. Discuss with your classmates and answer what a company profile is. You can begin your sentence with “A company profile is...”

2. Introduce the company mentioned in Text A in one or two sentences.

3. What are the main products of the company?

4. How can you contact the company if you need the service?

5. Write down a sentence with present tense. And underline sentences with present tense in the company profile.

6. How many parts of the company profile can be divided into? What are they?

7. Work with your classmates to make a presentation about the company with PPT slides and your statement.

8. Make a brochure for the company mentioned in Text A.

Text B

About TechBuds

We are the central nervous system of global finance. Born in 1980, TechBuds, a forward-looking company, focuses on building products and solutions that are needed for the 21st century. As a global information and technology company, we connect decision-makers to a dynamic network of data, people and ideas—accurately delivering business and financial information, news and insights to customers around the world. We have 19,000 employees in 176 locations around the world, more than 5,000 technology and software engineers, 5,000 stories produced a day in more than 120 countries or regions and 325,000 subscriptions globally.

TechBuds is a global leader in business and financial data, news and insight. Using the power of technology, we connect the world's decision-makers to accurate information on the financial markets and help them make faster and smarter decisions. But that's not where our mission ends. We dedicate our profits to TechBuds Philanthropies to help save and improve lives across the globe. So whether you work for TechBuds or with us, we want you to know that together our work is changing the world.

It's there in our products, which started a revolution in financial markets that reverberates to this day. It's felt by our people, who we invest in at every stage of their careers. And it's proven by our actions, which harness the resources, skills and profits of our company to transform lives around the world.

As an information network trusted by financial professionals to navigate every transition, TechBuds is uniquely positioned to respond. That's why we're actively investing in a sustainable future, integrating sustainability across our business and creating solutions that enable our clients, communities and employees to succeed in a rapidly evolving world.

Words and Expressions

nervous ['nɜ:vəs] *adj.* 神经质的
forward-looking *adj.* 有远见的
dynamic [da'næmɪk] *adj.* 动态的
deliver [dɪ'lɪvə(r)] *v.* 递送; 交付
insight ['ɪnsaɪt] *n.* 见识; 洞察力
subscription [səb'skrɪpʃn] *n.* 订阅
accurate ['ækjərət] *adj.* 准确的; 精确的
dedicate ['dedɪkeɪt] *vt.* 致力于; 献出
revolution [,revə'lʊ:ʃn] *n.* 革命; 变革
reverberate [rɪ'vɜ:bəreɪt] *v.* 回响; 反响
harness ['hɑ:nɪs] *vt.* 利用; 管理; 控制
navigate ['nævɪgeɪt] *vt.* 航行; 驾驶
sustainable [sə'steɪnəbl] *adj.* 可持续的
integrate ['ɪntɪgreɪt] *v.* 整合; 结合
evolving [ɪ'vɒlvɪŋ] *adj.* 进化的; 展开的

How well did you read?

1. The following five questions are based on the above article and there are four choices marked A, B, C and D for each question. Please choose the most appropriate one to answer the questions.

- (1) TechBuds is a company focusing on _____.
A. international business B. information and technology
C. decision making D. network of data
- (2) How many locations of TechBuds are there throughout the world?
A. More than 5,000. B. 120. C. 176. D. 19,000.
- (3) The company provides accurate information for its customers to _____.
A. dedicate its profits B. finish its mission
C. connect the world D. make wise decisions
- (4) As a leader in business and financial data, it makes a contribution to _____ to help save and improve lives around the world.
A. charity B. financial information

C The Structure of a Company Profile

- (1) General introduction (business scope, history, location and reputation of the company);
- (2) Main body: the main products (business scope, equipment, range of products); the solid strength (team and quality control system);
- (3) The vision.

Extensive Reading

Text C

Suggestions on How to Write a Company Profile

If you write a company profile with your value in mind, you can turn the structure of the company profile on its head. Here's how you can do it.

Start with what you do for others.

A company profile is just like other kinds of business writing. If you want it to get attention, lead with what's in it for others when they do business with you.

Think back to your company's one-sentence branding statement. In other words, how do you finish the sentence "We help...to..."? You rarely go wrong by making this the very first sentence of your company profile.

Add your value statement.

Now that the reader is acquainted with what you do, it's time to think about how you do it. In this part, you can include things like your vision for corporate responsibility or some community organizations you've worked with. Just remember that this shouldn't be an exhaustive list, just enough to motivate curiosity and show what you think about the subject.

List out some of your top clients.

Whether you're in B2B or B2C, everyone wants to know that people "just like them" have had success with your product or service.

You can try thinking in the aggregate, as in:

How many people have all your offerings helped?

What is the big factor customers have in common?

What feeling or role is the offering associated with?

What percentage of customers say they are happy?

What percentage of customers are repeat customers?

All these methods can give you a sense of scope even if you don't have a big name endorsement.

Don't forget a call to action (CTA).

It's a weird quirk of human nature any experienced marketer has seen time and time again: People usually won't take the next step, even if they know exactly what it is, unless you ask them.

A CTA within a company profile should be evergreen and not refer to any specific offer. Even something as simple as "Visit our website" or "Contact us for more details" can suffice here.

Put in your contact information.

Contact information is essential for any company profile. Virtually all profiles either start online or end up there at some point in the future. Contact details not only help people take action on your profile, but also contribute to your visibility in local Search Engine Optimization (SEO).

Naturally, this should include phone, website, and e-mail.

Discussion Topics

Discuss the following questions in class and share your ideas with your classmates.

1. In what ways can we make our company profile get attention?
2. What is the function of "Listing out some of the top clients"?

Exercise

After researching, Jeffery has learned how to write a company profile for the company he is working for. There is some key information about the company below. Please help Jeffery to finish the company profile.

公司概况
荣美公司是一家纺织品贸易进出口公司。
公司实力
总部在北京，全国拥有5个工业园区，20家生产制造基地，拥有8万平方米生产基地，产品种类达到10个品类，涵盖平布、麻纱、提花布、泡泡纱以及色织布等。合作企业多达1000家。
公司经营理念
公司本着“以人为本，共求发展”的经营理念，面向客户提供高质量的、专业的产品，持续为社会、股东、员工创造最大价值。公司以最大限度调动员工积极性，保持团队内部公平公正与和谐愉悦，齐心协力完成既定目标。
公司未来展望
我们未来将致力于制造一流的产品，创造一流的品牌，培养一流的员工队伍，采用一流的企业管理模式，应用先进的科学技术革新创新，并为实现这些目标而不断奋斗。

Module 2

Marketing Plans

Warm-up Activities

Managers or staff need to have highly developed organizational skills to plan and complete their work schedules.

Scenario: Jeffery's marketing plans

Jeffery has been working as a project manager for a foreign trade company for two years now. In recent days, he wants to develop new target markets.

First, he organized a meeting with his team members to discuss the new project. One of his team members took McDonald's as an example. He said when people go to McDonald's, they can always get the same products. In fact, McDonald's is very effective at modifying their product lines to meet the demand of their target markets. In order to provide these products, McDonald's needs to understand the cultural and dietary practices within the country as a whole. So we should combine our products with the demand of the target markets.

In response to the reasonable suggestions, the whole team agreed to select potential markets from the countries which joined "the Belt and Road Initiative", and then they identified the target markets among those countries. According to different geographical positions and cultures of the countries, they profiled the target audiences. Last but not least, they developed a positioning strategy. Jeffery, as the project manager, nominated one of his team members, Yong Wang, to write a marketing plan.

What skill will you need?

To understand and write a marketing plan, you should be able to:

1. know what a marketing plan is;
2. learn how to write a marketing plan;
3. have knowledge of marketing strategies.

Reading Comprehension

Text A

What Is a Marketing Plan

A marketing plan is a strategic roadmap that businesses use to organize, execute, and track their marketing strategy over a given time period. It can include separate marketing strategies for the various marketing teams across the company, but all of these strategies work toward the same business goals.

The purpose of a marketing plan is to write down the tactics and strategies of the company in an organized fashion. This will help to keep the company on track, and measure the success of its campaigns.

Writing a marketing plan will help the company think of each campaign's mission, buyer personas, budget, tactics, and deliverables. With all of the information in one place, the company will have an easier time staying on track with a campaign, noticing what works and what doesn't, and measuring the success of the strategy.

There are several types of marketing plans. Depending on the companies people work with, employees might want to leverage a variety of different marketing plans. Here are just a few:

Quarterly or annual marketing plans.

These plans highlight the strategies or campaigns employees will take on in a certain period of time.

Paid marketing plans.

They could highlight paid strategies, such as native advertising, pay per click, or paid social media promotions.

Social media marketing plans.

These plans could highlight the channels, tactics, and campaigns the company intend to accomplish specifically on social media.

Content marketing plans.

They could highlight different strategies, tactics, and campaigns in which the company will use content to promote its business or products.

New product launch marketing plans.

They will be a roadmap for the strategies and tactics the company will implement to promote a new product.

Words and Expressions

strategic [strə'ti:dʒɪk] *adj.* 战略（上）的；有战略意义的

roadmap ['rəʊdmæp] *n.* 路标
execute ['eksɪkjʊ:t] *v.* 实施; 完成
track [træk] *v.* 追踪; 跟踪
tactic ['tæktɪk] *n.* 策略; 战术; 战略
campaign [kæm'peɪn] *n.* 运动; 战役
mission ['mɪʃn] *n.* 使命
persona [pə'səʊnə] *n.* 人物; 角色
deliverable [dɪ'lɪvərəbl] *n.* 应交付的产品
depend on 依靠
leverage ['li:vərɪdʒ] *v.* 利用; 施加影响; 发挥杠杆作用
highlight ['haɪlaɪt] *v.* 突出, 强调; (使) 醒目
channel ['tʃænl] *n.* 方法; (电视) 频道
implement ['ɪmplɪment] *vt.* 实施, 执行

How well did you read? ●

1. Write down what a marketing plan is in your own words.

2. What is the main feature of a marketing plan?

3. What is the function of a marketing plan?

4. What are Quarterly or Annual Marketing Plans?

5. If you are a team member in the previous scenario—Jeffery's marketing plans, what marketing plans will you use in developing new markets?

6. Write a summary for Text A within 50-60 words.

Text B

How to Write a Marketing Plan

State your business's mission.

Your first step in writing a marketing plan is to state your mission. Although this mission is specific to your marketing department, it should serve your business's main mission statement. For example, if your business's mission is "to make booking travel a delightful experience," your marketing mission might be "to attract an audience of travelers, educate them on the tourist industry, and convert them into users of your bookings platform."

Determine the KPIs for this mission.

Every good marketing plan describes how the department will track its mission's progress. To do so, you'll need to determine your key performance indicators, or "KPIs" for short. Let's take the marketing mission as an example from the above step. If part of your mission is "to attract an audience of travelers," you might track websites visits using organic page views. In this case, "organic page views" is one KPI, and you can see your number of page views grow over time.

Identify your buyer personas.

A buyer persona is a description of whom you want to attract. This can include age, gender, location, family size, job title, and more. Each buyer persona should be a direct reflection of your business's customers and potential customers. Therefore, it's critical that business leaders all agree on what your buyer personas are.

Describe your content initiatives and strategies.

Here's where you'll include the main points of your marketing and content strategies. A content strategy should stipulate: Which types of content you'll create, such as Weibo videos, WeChat, TikTok videos, and Kwai videos; How much of it you'll create. You can describe content volume at daily, weekly, monthly, or even quarterly intervals; The KPIs you'll use to track each type (KPIs can include organic traffic, social media traffic, e-mail traffic, and referral traffic); The channels on which you'll distribute this content. Some popular channels at your disposal include Weibo, WeChat, LinkedIn, Tiktok and Kwai.