

# 商务英语听说教程

主 编 江昀

副主编 李连增 李文娟

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## 内 容 简 介

本书以商务活动中的典型工作任务和工作过程为依托,紧扣商务交际活动情景,涵盖工作任务点、听力技能点以及口语表达技能点,着力培养高职高专学生的商务英语交际能力,为其毕业后走向商务类岗位打下坚实的基础。本书适合高职高专商务管理、商务英语、文秘等专业作为教材使用,也可供一般社会读者学习参考。

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社总机:010-83470000 邮 购:010-62786544

投稿与读者服务:010-62776969, [c-service@tup.tsinghua.edu.cn](mailto:c-service@tup.tsinghua.edu.cn)

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# Preface

## 前言

随着社会对商务英语专业人才的要求不断提高，商务英语专业人才不仅需要通晓商务知识、掌握英语听说技能，还需要具备跨文化交际能力。本书结合高职高专人才培养模式的特点，以商务交际场景为主线，将商务知识、英语听说技能和跨文化知识融为一体。本书选取诸多中国企业的成功案例，有机融入中国文化元素，在夯实语言基础的同时，实现立德树人。

本书紧扣高职高专商务人才能力需求，以“职业针对性、实用性”为编写原则，以“任务驱动、项目导向”为设计理念，重点突出听力与口语技能在商务交际情境中的应用，旨在帮助学生提高商务英语听说能力和跨文化交际能力，培养商务职业技能。

全书共分为10个单元。每个单元设立一个商务交际场景，即Career Choices、Job Interview Preparation、Business Call、Receiving Visitors、Business Dinner、Business Travel、Business Meeting、Product Introduction、Customer Complaints和Company Performance Presentation。

每个单元包括Learning Objectives、Warm-up Activities、Word Bank、Listening Practice、Language Support和Speaking Practice六个板块。Learning Objectives板块明确单元学习目标，提出实训项目和要求；Warm-up Activities板块涉及本单元主题的基础知识，为学习本单元核心内容做铺垫；Word Bank板块补充本单元主题词汇，提升学生的词汇量；Listening Practice板块遵循“先输入、后输出”原则，以商务交际场景为依托，通过强化听力练习，让学生循序渐进学习本单元内容；Language Support板块选取本单元涉及的常见句式，为口语输出做好准备；Speaking Practice板块设置了小组讨论、角色扮演及翻译等实践任务，让学生在模拟商务交际场景中“做中学、学中做”。

本书主要具有以下特色。

### **1. 以商务交际场景为主题编排内容。**

本书的每个单元都设立一个商务交际场景，每个场景都涉及相关的商务知识和技能，为学生在未来更好地从事涉外商务工作中做好准备。

### **2. 强化听说技能。**

本书精选各种商务交际场景下的听力和口语素材，在听力和口语练习中融入了听说技巧训练，帮助学生提升英语听力和口语水平。

### **3. 练习形式多样。**

本书的听力和口语练习按照任务型教学需求来设计，题型包括对话听力、短文听力、听力应用、口头陈述、小组讨论、角色扮演、翻译实践、口头总结等。练习丰富有趣，有助于提升课堂教学效果。

### **4. 教学资源丰富。**

本书配有听力音频、听力原文、译文、参考答案和课件等资源，便于自主学习及提升教学效果。

本书由北京政治职业学院江昀担任主编，负责全书的编写和统稿工作；北京政治职业学院李连增和李文娟担任副主编。

本书配有丰富的教学资源，读者可以扫描书中二维码获取听力音频，也可以登录清华大学出版社网站（[www.tup.com.cn](http://www.tup.com.cn)）获取课件、听力原文和参考答案等配套教学资源。

由于编者水平有限，书中难免有疏漏和不足，恳请专家和读者批评、指正。

编者

2022年8月

# Suggestions for Teaching

## 教学建议

### 教学目标

本教程旨在培养高职高专商务英语、商务类专业的学生商务英语交际能力，为其毕业后走向商务类岗位打下坚实的基础。本教程以商务工作过程为导向，素材源于日常商务交际的各个环节。本书共含10个单元，涵盖工作任务点、听力技能点以及口语表达技能点，难度循序渐进，重点突出学生听力业绩指标与口语业绩指标，以商务活动中的典型工作任务和工作过程为依托，紧扣商务交际活动情景。

整个教学过程将以学生为主体，教师为主导。学生在教师的指导下，以“练”为主，实现“学中做、做中学”的实践教学理念。充分调动学生的学习积极性，最大限度地让学生参与教学老师指导下进行的训练。目的在于培养学生在内化商务交际能力的同时，能够将语言知识和技能与商务知识和技能融会贯通。

### 课时分布建议

教学内容	学习要点	课时安排	案例活动使用建议
Unit 1 Career Choices 职业选择	(1) 学会谈论不同的职业 (2) 设计制作名片 (3) 了解招聘广告 (4) 讨论职业选择和职业规划	8	国内知名企业招聘广告
Unit 2 Job Interview Preparation 面试准备	(1) 学会商务场合中打招呼的礼貌用语 (2) 掌握面试中的注意事项 (3) 正确回答面试问题 (4) 顺利进行工作面试	8	简历撰写 模拟面试
Unit 3 Business Call 商务电话	(1) 了解电话沟通中的正确用词 (2) 学会接听电话并记录 (3) 撰写留言	4	电话录音
Unit 4 Receiving Visitors 接待来访者	(1) 了解接待员的基本工作流程及内容 (2) 做好迎来送往工作 (3) 制订商务行程或旅游计划	4	观看著名景点英文介绍视频

续表

教 学 内 容	学 习 要 点	课 时 安 排	案 例 活 动 使 用 建 议
Unit 5 Business Dinner 商务晚宴	(1) 学会预定餐厅的相关表达 (2) 了解不同文化中的宴会安排 (3) 学会点餐的相关词汇和句式 (4) 掌握用餐期间的小话题	8	中西方餐桌礼仪视频
Unit 6 Business Travel 出差	(1) 商讨出差安排 (2) 制订出差计划 (3) 掌握出差过程中(如托运行李、入关、入住酒店等)相关语言表达	8	出入境表格填写 模拟练习酒店入住、退房等
Unit 7 Business Meeting 商务会议	(1) 了解邀请函的格式 (2) 会前制订计划 (3) 根据不同情况合理安排商务会议 (4) 编写会议备忘录或摘要	8	模拟训练商务会议会前准备、会中记录、会后总结全流程
Unit 8 Product Introduction 产品介绍	(1) 描述公司的核心产品/服务 (2) 制作产品简介 (3) 学会向目标客户介绍或推荐产品/服务	8	观看国内知名企业产品发布会视频
Unit 9 Customer Complaints 顾客投诉	(1) 学会正确描述产品/服务中存在的问题 (2) 掌握处理投诉的技能 (3) 针对不同类型的客户投诉, 制订相应的解决方案	8	客户沟通技巧模拟演练
Unit 10 Company Performance Presentation 公司情况介绍	(1) 学会描述各种图表 (2) 制作公司简介 (3) 讲解公司历史、企业文化和发展目标	8	国内企业简介
课时总计		72	

说明:

(1) 课时安排上, 按照教学18周、每周4课时的安排设计, 也可根据实际开课专业适当调整教学内容和学时分配, 增加或者减少教学课时。

(2) 讨论、案例分析、项目实训等时间已包括在课时安排中。



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Unit

# 1

## Career Choices

### Learning Objectives

- ◆ To name and talk about different jobs;
- ◆ To design and make business cards;
- ◆ To understand recruitment advertisements;
- ◆ To talk about career choices and plans.



# Part I

## Warm-up Activities

### 1 Match the job titles in the blank to the right description.

engineer	accountant	lawyer	firefighter	waiter/waitress
librarian	photographer	postman	architect	judge

- (1) \_\_\_\_\_: A person who is responsible for planning or designing buildings.
- (2) \_\_\_\_\_: A person in the court who has the authority to decide how criminals should be punished or to make legal decisions.
- (3) \_\_\_\_\_: A person whose job is to keep or check financial accounts.
- (4) \_\_\_\_\_: A person whose job involves designing engines, machines, roads, bridges and etc.
- (5) \_\_\_\_\_: A person whose job is to serve customers at their tables in a restaurant.
- (6) \_\_\_\_\_: A person who is in charge of or works in a library.
- (7) \_\_\_\_\_: A person who is trained and qualified to advise people about the law and to represent them in a court, and to write legal documents.
- (8) \_\_\_\_\_: A person whose job is to collect and deliver letters.
- (9) \_\_\_\_\_: A person who takes photos as a profession.
- (10) \_\_\_\_\_: A person whose job is to put out fires.

### 2 Please combine pairs of segments to make job words. Use each word segment only once.

eer	profess	er	sales
manag	person	ant	ist
reception	secret	super	volunt
or	assist	ary	visor
rk	direct	or	cle

## Part II Word Bank

career objective	职业目标	paid vacation	带薪假期
job title/position	职务/职位	business trip	出差
full-time job	全职工作	promotion	升职
part-time job	兼职工作	pay raise	加薪
temporary	暂时的	job hopping	跳槽
permanent	永久的	resign	辞职
regular worker	正式员工	spirit of teamwork	团队合作精神
internship	实习	leader/supervisor	领导/主管
performance	业绩	colleague	同事
benefits	福利	director	主任
bonus	奖金	general manager	总经理
salary	薪水	office clerk/worker	办公室文员
wage	工资	manager assistant	经理助理
income	收入	chief executive officer	首席执行官
annual income	年收入	investor	投资人
job responsibilities	工作职责	foreign enterprise	外资企业
job advertisement	招聘广告	state-owned enterprise	国有企业
overtime	加班	multinational enterprise	跨国企业
recruitment	招聘	private enterprise	私有企业
training	培训	public institution	事业单位
retire	退休	public school	公立学校
pension	退休金	private school	私立学校
unemployment insurance	失业保险	international school	国际学校

# Part III

## Listening Practice

### Section 1

- 1 Before you listen to the monologue, please translate the following Chinese phrases into English.

中文 (Chinese)	英文 (English)	中文 (Chinese)	英文 (English)
股东		董事会	
监事会		总经办	
采购部		质管部	
人力资源部		财务部	
生产部		市场部	
销售部		客户服务中心	
售后部		研发部	
技术部		安全监管部	

2

Listen to the description of the company structure and decide whether the following statements are true (T) or false (F).



- (1) Different organizations have similar organization structure.
- (2) The main responsibility of the purchase department is to buy the supplies of production materials.
- (3) The human resources department is critical for both profit and non-profit organizations.
- (4) The main concern of the finance department is to optimize company's use of limited financial resources.
- (5) Salespeople only need to focus on the sales of the domestic market.

3

By using the words listed in Page 5, please draw the company structure according to the scale of the company.

**Tips:** Desk research can help you find out more information or examples of the company structure. There is no right or wrong in company structure as long as it is suitable for the development of the enterprise.

**Task 1** Company structure for SME (small and medium-size enterprises)

**Task 2** Company structure for a multinational corporation

## Section 2

### 1 Listen to two dialogues and complete the business cards.

#### Task 1

**Company:** \_\_\_\_\_  
**Name:** Andy  
**Title:** \_\_\_\_\_  
  
**Address:** Joseph Road, Sydney, M34DZ5  
**Telephone:** \_\_\_\_\_  
**E-mail:** \_\_\_\_\_



#### Task 2

**Company:** \_\_\_\_\_  
**Name:** \_\_\_\_\_  
**Title:** \_\_\_\_\_  
  
**Add:** Huangtian Avenue, Chaoyang District, Beijing, 100039  
**Tel:** \_\_\_\_\_  
**E-mail:** \_\_\_\_\_



### 2 Please make business cards in accordance with the given information.

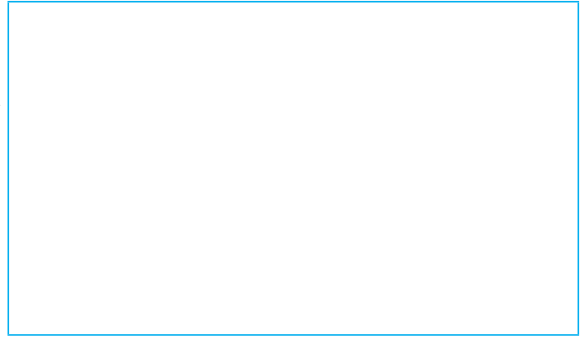
**Tips:** You can have your own design or style of the business card.

#### Task 1

公司名称: ABC有限责任公司  
公司地址: 北京市大兴区黄一路58号  
邮编: 100032  
姓名: 姜小帅  
职位: 采购部经理助理  
电话: 13301550289  
邮箱: 23\*\*\*54@qq.com

## Task 2

公司名称: × × 有限责任公司  
公司地址: 北京市朝阳区望京北路9号  
邮编: 100049  
姓名: 李多多  
职位: 销售部销售代表  
电话: 134\*\*\*9888  
邮箱: 29\*\*\*263@qq.com



## Section 3

Listen to five short conversations about job responsibilities and complete the chart in each conversation.



Conversation 1	
Job Title	Job Responsibilities
Conversation 2	
Job Title	Job Responsibilities
Conversation 3	
Job Title	Job Responsibilities
Conversation 4	
Job Title	Job Responsibilities

Conversation 5	
Job Title	Job Responsibilities

## Section 4

### 1 Listen to a short conversation between two college students and fill in the blanks.



**Tom:** Hey, Jerry. How are you doing?

**Jerry:** Not bad. How about you?

**Tom:** Quite busy actually. You know, I've been \_\_\_\_\_ for a while.

**Jerry:** Oh, what kind of job are you looking for?

**Tom:** Well, I wanna be a \_\_\_\_\_ in a foreign company. The salary is good and there's not much \_\_\_\_\_ on weekends.

**Jerry:** Are you absolutely sure? I've heard that secretary is a 24-hour job. You always have to stand by.

**Tom:** No way. I must be available for the weekends. I need time to relax and recharge.

**Jerry:** You know it's getting harder and harder to find jobs like that, even a \_\_\_\_\_.

**Tom:** Oh man.

**Jerry:** No worries. You will get used to that \_\_\_\_\_. I think Huawei is a brilliant idea. You will gain some wonderful experience which will be your strength in the future.

**Tom:** Yes. How about you? Any job interesting?

**Jerry:** I wanna be a \_\_\_\_\_. I can learn a lot from the manager, like his working skills, \_\_\_\_\_ and management abilities. And I don't mind overwork as long as I've got paid.

**Tom:** Well, good luck then. Hopefully we can all find a good job.

**Jerry:** Fingers crossed.

### 2 Listen to a conversation between two graduates and fill in the blanks.

**Emily:** Hi, Jessica. How's your \_\_\_\_\_ going?

**Jessica:** It's quite exhausting. I need to be at the firm at 8:30 every morning and deal with all kinds of \_\_\_\_\_ for the whole day. You know, we only have 45 minutes for \_\_\_\_\_.



**Emily:** Oh, that's not much time for lunch.

**Jessica:** That's right. And you know what, we can only have takeaways everyday. It may cause me 20–30 yuan each day. And our intern \_\_\_\_\_ is not much for that.

**Emily:** Oh? How much per week?

**Jessica:** Just 800 yuan. How about you?

**Emily:** Well, the work is challenging but I believe \_\_\_\_\_. The only thing that bothers me is the traffic. The company is really far from school, so I have to spend almost 3 hours taking subways and buses.

**Jessica:** Poor you. Have you thought about \_\_\_\_\_ nearby?

**Emily:** I did check some apartments near the firm, but the rent is too expensive. My \_\_\_\_\_ can't cover that.

**Jessica:** Oh, are you satisfied with your \_\_\_\_\_?

**Emily:** Yes, it includes the \_\_\_\_\_. And if my sales performance is good, I can continue working here as a \_\_\_\_\_.

**Jessica:** That's great. How about your \_\_\_\_\_? Are they easy to work with?

**Emily:** Some are awesome. They treat me like a younger sister. Some are not so nice, especially Tina. She always thinks I am her big \_\_\_\_\_. So sometimes she is quite mean.

**Jessica:** No worries. You will be fine. You're the sweetest girl I've ever known.

**Emily:** Thank you, Jessica. This means a lot to me.

**3** Two friends are talking about the job advertisement and the right candidate for the job. Listen to the conversation and answer the following questions.



(1) What occupation are they talking about?

---

(2) Is the work experience a must?

---

(3) Can you name at least 3 specific requirements?

---

(4) What majors are suitable for this job?

---

(5) What is the deadline for the application?

---

## Part IV Language Support

### Working Hours

- ◇ I have to work overtime now and again.
- ◇ It's a regular nine-to-five job.
- ◇ I am on the day/night shift.
- ◇ The working routine is quite flexible.

### Payment

- ◇ There is no overtime pay for any extra work.
- ◇ My basic salary is around 3,000 yuan per month.
- ◇ After tax and insurance, I can get 100,000 yuan each year.
- ◇ I was rewarded for my hard work with a double bonus.
- ◇ Our company offers a very attractive compensation package, which includes both a base salary and commission component.
- ◇ Sales commission is pretty impressive if your sales performance reaches the requirement.

### Promotion

- ◇ I've just been promoted to the senior sales representative.
- ◇ He is being groomed for a high position in the Human Resources Department.
- ◇ Are there any promotion opportunities for the fresh?

### Job Satisfaction

- ◇ I like my current job because it involves lots of challenges.
- ◇ She really appreciates her job for offering plenty of independence.
- ◇ I enjoy the work environment very much.
- ◇ He doesn't like his job since he can't bear his supervisor.
- ◇ I hate my boring and repetitive work.

### Working Relationships

- ◇ My boss is quite nice. It's easy to get on well with him.

- ◇ He was relieved when he found out his colleagues are friendly and sweet.
- ◇ Some colleagues are very aggressive.
- ◇ Our work environment is stultifying and unhealthy.
- ◇ It's so exciting to work together with our best sales team.
- ◇ My supervisor is quite mean.
- ◇ My boss is very difficult to deal with. I had a terrible quarrel with him last week.

### Job Description

- ◇ What kind of company would you like to work for?  
I don't wanna work in any types of the company. I'd like to work as a college librarian.
- ◇ What do you do for living?  
I am a junior accountant in the Finance Department.
- ◇ What's your occupation/profession/job?  
I'm a program designer in a world-famous software company.
- ◇ What kind of enterprise are you with?  
I'm so lucky to work in a branch of a Russian company called ...
- ◇ Which profession is becoming popular nowadays?  
Working as a computer programmer seems to be a smart choice.

### Duties and Responsibilities

- ◇ What are your duties?  
I work in the HR Department, so staff recruitment, training arrangements and performance assessment are all my responsibilities.
- ◇ Among all the job responsibilities required in the Production Department, which one do you find the most difficult?  
I believe ensuring the production meets the quality standards is the most vital and difficult.
- ◇ What are you in charge of?  
I need to deal with customer complaints in time.

### Positions

- ◇ Which department are you in?  
I'm in the Customer Service Department.
- ◇ What position are you in?

I'm a salesman.

◇ Who do you report to?

I report to the director directly.

## Part V Speaking Practice

### Section 1

- 1 Give a short presentation on the following topic for at least 3 minutes. Please make sure your ideas are clear and logical with sufficient details.

**Topic:** Describe your ideal job.

- (1) What's the job title?
- (2) What are the main responsibilities?
- (3) Why do you like this job?
- (4) How will it benefit you?

- 2 Look at the job advertisement below and then discuss the following questions with your partner.

- (1) What aspects of information can be found in the job advertisement?
- (2) What are the job responsibilities listed in the advertisement?
- (3) What sort of office equipment is available in the working conditions?
- (4) What does the benefits include?
- (5) What kind of person specifications are required for this job?

### Accountant

#### Tasks and Responsibilities

- Computing taxes which are owed by the company and preparing tax returns in order to ensure that the company is making its tax payments on time.

- Dealing with different types of tax requirements and analyzing budgets.
- Modifying and maintaining different accounting and recordkeeping systems with the help of computer technology.
- Advising the management board on financial issues which are meant to encourage savings of the company.
- Investigating the reasons for bankruptcies if any and avoiding the cropping up of such situations in the future.
- Advising the clients on matters of future investments, different types of tax plans and other types of financial matters.

### Working Conditions and Work Relationships

Access to all office equipment available in the office, including table, computer, copy machine, telephone, fax, air-conditioner, etc. Work relationships mainly with finance director, other accountants and clients.

### Remuneration and Benefits

The salary range is \$37,515—\$51,259 annually, with 3 days of paid vacation annually, and 10% of your annual salary as bonus received.

### Person Specifications

- Bachelor's degree in finance, accounting or any related fields.
- Certified public accountants have an added advantage over the accountants who do not have.
- Exceptional mathematical skills.
- Strong oral and written communication skills.
- Critical thinking ability.
- Effective decision maker.
- Responsible and with an analytical bent of mind.

## Section 2

**1** You and your friend are all graduates who are keen to look for a job. Please make a conversation by discussing your favorite job based on the following points.

- (1) What kind of company will you choose? Why?
- (2) Which department do you like?
- (3) What kind of job would you like to do? Why?

- (4) What are your hope and ambitions in this job?
- (5) What can you benefit most from this job?

**2** You and your classmate are looking at the job advertisement from a large multinational corporation. Please make a dialogue by covering the following points.

- (1) Company's benefits.
- (2) Attitudes towards the new job.
- (3) Job requirements (such as qualification, certificate or skills).
- (4) Job responsibilities.

## **JOB RECRUITMENT — HR OFFICER**

### **Job Responsibilities**

- Support HR Manager to implement annual HR activities.
- Monthly payroll processing through internal payment procedures for salary.
- Contribution for all staff who perform monthly IIT declaration by individual.
- Manage recruitment related work.

### **Job Requirements**

- Good teamwork skills and management skills.
- Constantly looking for new things.
- Understand the basic work routine of HR.
- Proficiency in Chinese. Good English preferred.
- 1–2 years of work experience.
- Self-disciplined and self-motivated.

### **Benefits**

- Five social insurance and one housing fund.
- Legal holidays.
- 13-month pay, travel allowance and insurance.
- Discretionary bonus.

**3** Make a conversation about the current job and discuss the possibilities of changing the job. The following points should be included in the dialogue.

- (1) What's the name of the current job?

- (2) How is the work (such as working hours, payment, promotion or job satisfaction)?
- (3) What are the reasons for changing the job.
- (4) Is there any potential chance for the new job?

## Section 3

Please translate the following sentences into English.

(1) 我很喜欢这家企业的工作氛围。

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(2) 我更看重企业是否能提供更多的个人发展空间，而不是升职加薪机会。

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(3) 办公室文员这个岗位看似简单，实际上涉及企业方方面面的工作。

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(4) 我们部门经理特别擅长调动员工的积极性。

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(5) 秘书岗位会涉及大量的文字工作，如拟写报告、会议速记等。

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(6) 实习生要求加薪并改善工作环境。

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(7) 这个岗位需要具备行政学、管理学、商务英语、英文文字处理、簿记等方面的知识和技能。

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(8) 我从小就想当公司白领。

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(9) 找一份市场营销的工作是一个不错的职业选择。

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(10) 他的事业已经稳定了。

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## Section 4

Read the following passage and orally summarize the key points within 60 words.

The organization structure represents the people and their positions and relationships in the organization. This includes both the management hierarchy and other work relationships that may be more temporary, such as participation in committees, task forces, and project teams. The organization structure should identify service unit organizations and chains of command, for the purpose of different types of approval.

Traditionally, organizations strive for maximum efficiency whereas we should be aiming at maximum effectiveness through innovation in order to remain competitive. Typically, innovation comes from the creativeness of employees. And employees are more encouraged to express their creative thoughts in loosely structured organizations, but the process needs to be controlled. Some organizations operate as a series of franchises which rely on uniformity to attract customers. This might be quite successful, because the customer can trust the standard products or services provided by the company. Many of the features of the mechanistic structure are presented in such an organization which make it more competitive.