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https://www.100test.com/kao_ti2020/217/2021_2022_GMAT_E4_BD_9C_E6_96_87_c89_217278.htm 二 . Analysis of Argument

Questions1、 The following appeared as part of an annual report sent to stockholders by Olympic Foods, a processor of frozen foods.

“ Over time, the costs of processing go down because as organizations learn how to do things better, they become more efficient. In color film processing, for example, the cost of a 3-by-5-inch print fell from 50 cents for five-day service in 1970 to 20 cents for one-day service in 1984. The same principle applies to the processing of food. And since Olympic Foods will soon celebrate its twenty-fifth birthday, we can expect that our long experience will enable us to minimize costs and thus maximize profits. ” 2、

The following appeared in a memorandum from the business department of the Apogee Company. “ When the Apogee Company had all its operations in one location, it was more profitable than it is today. Therefore, the Apogee Company should close down its field offices and conduct all its operations from a single location. Such centralization would improve profitability by cutting costs and helping the company maintain better supervision of all employees. ” 6、

The following appeared as part of an article in a magazine devoted to regional life. “ Corporations should look to the city of Helios when seeking new business opportunities or a new location. Even in the recent recession, Helios ’ s unemployment rate was lower than the regional average. It is the industrial center of the

region, and historically it has provided more than its share of the region ' s manufacturing jobs. In addition, Helios is attempting to expand its economic base by attracting companies that focus on research and development of innovative technologies. ” 8、 The following appeared in the editorial section of a corporate newsletter.

“ The common notion that workers are generally apathetic about management issues is false, or at least outdated: a recently published survey indicates that 79 percent of the nearly 1,200 workers who responded to survey questionnaires expressed a high level of interest in the topics of corporate restructuring and redesign of benefits programs. ” 9、 The following appeared in the opinion column of a financial magazine. “ On average, middle-aged consumers devote 39 percent of their retail expenditure to department store products and services, while for younger consumers the average is only 25 percent. Since the number of middle-aged people will increase dramatically within the next decade, department stores can expect retail sales to increase significantly during that period. Furthermore, to take advantage of the trend, these stores should begin to replace some of those products intended to attract the younger consumer with products intended to attract the middle-aged consumer. ” 10、 The following appeared in the editorial section of a local newspaper.

“ This past winter, 200 students from Waymarsh State College traveled to the state capitol building to protest against proposed cuts in funding for various state college programs. The other 12,000 Waymarsh students evidently weren ' t so concerned about their education: they either stayed on campus or left for winter break.

Since the group who did not protest is far more numerous, it is more representative of the state ' s college students than are the protesters. Therefore the state legislature need not heed the appeals of the protesting students. ” 11、 The following appeared in the editorial section of a local newspaper. “ In the first four years that Montoya has served as mayor of the city of San Perdito, the population has decreased and the unemployment rate has increased. Two businesses have closed for each new business that has opened. Under varro, who served as mayor for four years before Montoya, the unemployment rate decreased and the population increased. Clearly, the residents of San Perdito would be best served if they voted Montoya out of office and reelected varro. ” 12、 The following appeared as part of a promotional campaign to sell advertising space in the Daily Gazette to grocery stores in the Marston area.

“ Advertising the reduced price of 0selected grocery items in the Daily Gazette will help you increase your sales. Consider the results of a study conducted last month. Thirty sale items from a store in downtown Marston were advertised in the Gazette for four days. Each time one or more of the 30 items was purchased, clerks asked whether the shopper had read the ad. Two -thirds of the 200 shoppers asked answered in the affirmative. Furthermore, more than half the customers who answered in the affirmative spent over \$100 at the store. ” 13、 The following appeared as part of a campaign to sell advertising time on a local radio station to local businesses. “ The Cumquat Cafe began advertising on our local radio station this year and was delighted to see its business increase by 10 percent over last

year ' s totals. Their success shows you how you can use radio advertising to make your business more profitable. ” 14、 The following appeared as part of a newspaper editorial. “ Two years ago Nova High School began to use interactive computer instruction in three academic subjects. The school ' s dropout rate declined immediately, and last year ' s graduates have reported some impressive achievements in college. In future budgets the school board should use a greater portion of the available funds to buy more computers, and all schools in the district should adopt interactive computer instruction throughout the curriculum. ” 16、 The following appeared as part of an article in the education section of a Waymarsh City newspaper. “ Throughout the last two decades, those who earned graduate degrees found it very difficult to get jobs teaching their academic specialties at the college level. Those with graduate degrees from Waymarsh University had an especially hard time finding such jobs. But better times are coming in the next decade for all academic job seekers, including those from Waymarsh. Demographic trends indicate that an increasing number of people will be reaching college age over the next ten years. consequently, we can expect that the job market will improve dramatically for people seeking college -level teaching positions in their fields. ” 17、 The following appeared in an article in a consumer-products magazine. “ Two of today ' s best-selling brands of full-strength prescription medication for the relief of excess stomach acid, Acid-Ease and Pepticaid, are now available in milder nonprescription forms. Doctors have written 76 million more

prescriptions for full-strength Acid-Ease than for full-strength Pepticaid. So people who need an effective but milder nonprescription medication for the relief of excess stomach acid should choose Acid-Ease. ” 28、 The following appeared in the editorial section of a local newspaper. “ Commuter use of the new subway train is exceeding the transit company ’ s projections. However, commuter use of the shuttle buses that transport people to the subway stations is below the projected volume. If the transit company expects commuters to ride the shuttle buses to the subway rather than drive there, it must either reduce the shuttle bus fares or increase the price of parking at the subway stations. ” 31、 The following appeared as part of the business plan of an investment and financial consulting firm. “ Studies suggest that an average coffee drinker ’ s consumption of coffee increases with age, from age 10 through age 60. Even after age 60, coffee consumption remains high. The average cola drinker ’ s consumption of cola, however, declines with increasing age. Both of these trends have remained stable for the past 40 years. Given that the number of older adults will significantly increase as the population ages over the next 20 years, it follows that the demand for coffee will increase and the demand for cola will decrease during this period. We should, therefore, consider transferring our investments from Cola Loca to Early Bird Coffee. ” 32、 The following appeared in the editorial section of a West Cambria newspaper. “ A recent review of the West Cambria volunteer ambulance service revealed a longer average response time to accidents than was reported by a commercial ambulance squad

located in East Cambria. In order to provide better patient care for accident victims and to raise revenue for our town by collecting service fees for ambulance use, we should disband our volunteer service and hire a commercial ambulance service. ” 34、 The following appeared as part of a plan proposed by an executive of the Easy Credit Company to the president. “ The Easy Credit Company would gain an advantage over competing credit card services if we were to donate a portion of the proceeds from the use of our cards to a well-known environmental organization in exchange for the use of its symbol or logo on our card. Since a recent poll shows that a large percentage of the public is concerned about environmental issues, this policy would attract new customers, increase use among existing customers, and enable us to charge interest rates that are higher than the lowest ones available. ” 38、 The following appeared in the editorial section of a campus newspaper. “ Because occupancy rates for campus housing fell during the last academic year, so did housing revenues. To solve the problem, campus housing officials should reduce the number of available housing units, thereby increasing the occupancy rates. Also, to keep students from choosing to live off-campus, housing officials should lower the rents, thereby increasing demand. ” 39、 The following appeared in an Avia Airlines departmental memorandum. “ On average, 9 out of every 1,000 passengers who traveled on Avia Airlines last year filed a complaint about our baggage-handling procedures. This means that although some 1 percent of our passengers were unhappy with those procedures, the overwhelming majority were quite satisfied with

them. thus it would appear that a review of the procedures is not important to our goal of maintaining or increasing the number of Avia ' s passengers. ” 40、 The following appeared as part of an article in a weekly newsmagazine. “ The country of Sacchar can best solve its current trade deficit problem by lowering the price of sugar, its primary export. Such an action would make Sacchar better able to compete for markets with other sugar-exporting countries. The sale of Sacchar ' s sugar abroad would increase, and this increase would substantially reduce Sacchar ' s trade deficit. ” 43、 The following appeared in an article in the health section of a newspaper. “ There is a common misconception that university hospitals are better than community or private hospitals. This notion is unfounded, however: the university hospitals in our region employ 15 percent fewer doctors, have a 20 percent lower success rate in treating patients, make far less overall profit, and pay their medical staff considerably less than do private hospitals. Furthermore, many doctors at university hospitals typically divide their time among teaching, conducting research, and treating patients. From this it seems clear that the quality of care at university hospitals is lower than that at other kinds of hospitals. ” 44、 The following is part of a business plan created by the management of the Megamart grocery store. “ Our total sales have increased this year by 20 percent since we added a pharmacy section to our grocery store. Clearly, the customer ' s main concern is the convenience afforded by one-stop shopping. The surest way to increase our profits over the next couple of years, therefore, is to add a clothing department along with an

automotive supplies and repair shop. We should also plan to continue adding new departments and services, such as a restaurant and a garden shop, in subsequent years. Being the only store in the area that offers such a range of services will give us a competitive advantage over other local stores. ” 46、 The following appeared in a memorandum from the directors of a security and safety consulting service. “ Our research indicates that over the past six years no incidents of employee theft have been reported within ten of the companies that have been our clients. In analyzing the security practices of these ten companies, we have further learned that each of them requires its employees to wear photo identification badges while at work. In t he future, therefore, we should recommend the use of such identification badges to all of our clients. ” 47、 The following appeared as part of an article in the business section of a local newspaper. “ The owners of the Cumquat Caf é evidently made a good business decision in moving to a new location, as can be seen from the fact that the Caf é will soon celebrate its second anniversary there. Moreover, it appears that businesses are not likely to succeed at the old location: since the Caf é ’ s move, three different businesses a tanning salon, an antique emporium, and a pet grooming shop have occupied its former spot. ” 52、 The following editorial appeared in the Elm City paper. “ The construction last year of a shopping mall in downtown Oak City was a mistake. Since the mall has opened, a number of local businesses have closed, and the downtown area suffers from an acute parking shortage, and arrests for crime and vagrancy have increased in the nearby Oak City

Park. Elm City should pay attention to the example of the Oak City mall and deny the application to build a shopping mall in Elm City.

” 55、 The following appeared in an Excelsior Company memorandum. “ The Excelsior Company plans to introduce its own brand of coffee. Since coffee is an expensive food item, and since there are already many established brands of coffee, the best way to gain customers for the Excelsior brand is to do what Superior, the leading coffee company, did when it introduced the newest brand in its line of coffees: conduct a temporary sales promotion that offers free samples, price reductions, and discount coupons for the new brand. ” 61、 The following appeared as part of a recommendation by one of the directors of the Beta Company. “ The Alpha Company has just reduced its workforce by laying off fifteen percent of its employees in all divisions and at all levels, and it is encouraging early retirement for other employees. As you know, the Beta Company manufactures some products similar to Alpha ’ s, but our profits have fallen over the last few years. To improve Beta ’ s competitive position, we should try to hire a significant number of Alpha ’ s former workers, since these experienced workers can provide valuable information about Alpha ’ s successful methods, will require little training, and will be particularly motivated to compete against Alpha. ” 62、 The following appeared in the letters-to-the-editor section of a local newspaper. “ Muscle Monthly, a fitness magazine that regularly features pictures of bodybuilders using state-of-the-art exercise machines, frequently sells out, according to the owner of Skyview Newsstand. To help maximize

fitness levels in our towns residents, we should, therefore, equip our new community fitness center with such machines. ” 64、 The following appeared in a memorandum from the Director of Human Resources to the executive officers of Company X. “ Last year, we surveyed our employees on improvements needed at Company X by having them rank, in order of importance, the issues presented in a list of possible improvements. Improved communications between employees and management was consistently ranked as the issue of highest importance by the employees who responded to the survey. As you know, we have since instituted regular communications sessions conducted by high-level management, which the employees can attend on a voluntary basis. Therefore, it is likely that most employees at Company X now feel that the improvement most needed at the company has been made. ” 68、 The following appeared in a memorandum to the planning department of an investment firm. “ Costs have begun dropping for several types of equipment currently used to convert solar energy into electricity. Moreover, some exciting new technologies for converting solar energy are now being researched and developed. Hence we can expect that solar energy will soon become more cost efficient and attractive than coal or oil as a source of electrical power. We should, therefore, encourage investment in Solario, a new manufacturer of solar-powered products. After all, Solario ’ s chief executive was once on the financial planning team for Ready -to-Ware, a software engineering firm that has shown remarkable growth since its recent incorporation. ” 72、 The following appeared as part of a

recommendation from the business manager of a department store.

“ Local clothing stores reported that their profits decreased, on average, for the three-month period between August 1 and October 31. Stores that sell products for the home reported that, on average, their profits increased during this same period. Clearly, consumers are choosing to buy products for their homes instead of clothing. To take advantage of this trend, we should reduce the size of our clothing departments and enlarge our home furnishings and household products departments. ” 83、 The following appeared in the editorial section of a newspaper in the country of West Cambria.

“ The practice of officially changing speed limits on the highways whether by increasing or decreasing them is a dangerous one. Consider what happened over the past decade whenever neighboring East Cambria changed its speed limits: an average of 3 percent more automobile accidents occurred during the week following the change than had occurred during the week preceding it even when the speed limit was lowered. This statistic shows that the change in speed limit adversely affected the alertness of drivers. ” 86

、 The following appeared as part of an article in the business section of a daily newspaper. “ Company A has a large share of the international market in video-game hardware and software. Company B, the pioneer in these products, was once a \$12 billion-a-year giant but collapsed when children became bored with its line of products. Thus Company A can also be expected to fail, especially given the fact that its games are now in so many American homes that the demand for them is nearly exhausted. ” 105、 The

following appeared in an editorial from a newspaper serving the town of Saluda. “ The Saluda Consolidated High School offers over 200 different courses from which its students can choose. A much smaller private school down the street offers a basic curriculum of only 80 different courses, but it consistently sends a higher proportion of its graduating seniors on to college than Consolidated does. By eliminating at least half of the courses offered there and focusing on a basic curriculum, we could improve student performance at Consolidated and also save many tax dollars. ” 108、

The following appeared as part of a business plan created by the management of the Take Heart Fitness Center. “ After opening the new swimming pool early last summer, Take Heart saw a 12 percent increase in the use of the center by members. Therefore, in order to increase the number of our members and thus our revenues, which depend on membership fees, we should continue to add new recreational facilities in subsequent years: for example, a multipurpose game room, a tennis court, and a miniature golf course. Being the only center in the area offering this range of activities would give us a competitive advantage in the health and recreation market. ” 110

、 The following appeared as part of a memorandum from the loan department of the Frostbite National Bank. “ We should not approve the business loan application of the local group that wants to open a franchise outlet for the Kool Kone chain of ice cream parlors. Frostbite is known for its cold winters, and cold weather can mean slow ice cream sales. For example, even though Frostbite is a town of 10,000 people, it has only one ice cream spot the Frigid Cow.

Despite the lack of competition, the Frigid Cow ' s net revenues fell by 10 percent last winter. ” 112、 The following appeared in a memo to the Saluda town council from the town ' s business manager.

“ Research indicates that those who exercise regularly are hospitalized less than half as often as those who don ' t exercise. By providing a well-equipped gym for Saluda ' s municipal employees, we should be able to reduce the cost of our group health insurance coverage by approximately 50% and thereby achieve a balanced town budget. ” 120、 The following appeared in a corporate planning memorandum for a company that develops amusement parks. “ Because travel from our country to foreign countries has increased dramatically in recent years, our next project should be a World Tour theme park with replicas of famous foreign buildings, rides that have international themes, and refreshment stands serving only foods from the country represented by the nearest ride. The best location would be near our capital city, which has large percentages of international residents and of children under the age of 16. Given the advantages of this sit e and the growing interest in foreign countries, the World Tour theme park should be as successful as our Space Travel theme park, where attendance has increased tenfold over the past decade. ” 123、 The following appeared in a letter to the editor of a River City newspaper. “ The Clio Development Group ' s plan for a multilevel parking garage on Dock Street should be approved in order to strengthen the economy of the surrounding area. Although most of the buildings on the block would have to be demolished, they are among the oldest in the city and thus of little

current economic value. Those who oppose the project should realize that historic preservation cannot be the only consideration: even Athens or Jerusalem will knock down old buildings to put up new ones that improve the local economy. ” 124、 The following appeared in a memorandum from the owner of Carlo ’ s Clothing to the staff. “ Since Disc Depot, the music store on the next block, began a new radio advertising campaign last year, its business has grown dramatically, as evidenced by the large increase in foot traffic into the store. While the Disc Depot ’ s owners have apparently become wealthy enough to retire, profits at Carlo ’ s Clothing have remained stagnant for the past three years. In order to boost our sales and profits, we should therefore switch from newspaper advertising to frequent radio advertisements like those for Disc Depot. ” 125 、 The following appeared as part of the business plan of the Capital Idea investment firm. “ Across town in the Park Hill district, the Thespian Theater, Pizzazz Pizza, and the Niblick Golf Club have all had business increases within the past two years. Capital Idea should therefore invest in the Roxy Playhouse, the Slice-o ’ -Pizza, and the Divot Golf Club, three new businesses in the Irongate district. As a condition, we should require them to participate in a special program: Any customer who patronizes two of the businesses will receive a substantial discount at the third. By motivating customers to patronize all three, we will thus contribute to the profitability of each and maximize our return. ” 二 . Analysis of Argument

Questions1、 下面摘自一家冷冻食品处理商（processor）奥林匹克食品提交给股东的年报：随着时间流逝，由于机构了解

了做好事情的方法进而提高了效率，处理的成本会降低。比如在彩色胶卷处理方面，3/5英寸照片的成本从1970年的5天50cent降至1984年的1天20cent。同样的规律适用于食品处理方面。由于奥林匹克食品即将庆祝它的25岁生日，我们可以指望我们长期的经验会使我们达到最小的成本和最大的利润。

2、下面摘自Apogee公司的商务部门的备忘录：当Apogee将它所有的业务部门集中在一处时，它将有比现在更多的利润。因此，Apogee应该关闭它的驻外办公室并从单一场所管理它的所有部门。这样的话，集中会通过削减成本提高利润，并帮助公司更好地对所有员工进行监督。

6、一份面向地方生活的杂志上的一篇文章：企业在寻找新的商机或位置时应该去Helios城。甚至在最近的衰退中，Helios的失业率也比地区平均水平低，它是地区的工业中心，历史上它提供的比它在地区制造业工作中分享的份额中更多。而且，Helios正试图通过吸引研究和发展改革新技术的公司来扩张它的经济基础。

8、一份社团实事通讯的编者按：一般认为工人对管理事务缺乏兴趣的观点是错的，或至少是过时的。最近公布的调查显示回答了问卷的近1200工人中的79%表达了对公司重组，利润目标新设计的高度兴趣。

9、财经杂志的意见栏：一般而言，中年消费者的零售消费额的39%用于专卖店的商品和服务。而在年轻一些的消费者中这一比例仅有25%。由于中年消费者的数量在下一10年中将大幅增长，专卖店可以预期他们的销售额会有大幅增长。进一步，为利用这一趋势，这些店应该开始将一些吸引年轻消费者的商品替换为吸引中年消费者的商品。

10、地方性报纸的编者按：过去的冬天里，200名学生从Waymarsh州立大学前往州府大楼抗议对各项州立大学项目

基金进行削减的计划。另外12000名Waymarsh学生显然对他们的教育不太关心：他们或是留在学校里，或离开过寒假。由于不抗议的人群更大，他们比抗议人群更有资格代表州立大学学生。所以州立法会不必理会抗议者。

11、地方性报纸的编者按：在Montoya当San Perdito市长的头4年里，人口下降而失业率上升。每当一个新企业开业，就有两个旧的关门。而在Montoya之前varro当市长的4年里，失业率下降人口增长。很明显，San Perdito的居民重新选举varro而非Montoya会得到更好的服务。

12、在把Gazette日报的广告版向Marston地区的蔬菜商销售的计划：在Gazette日报宣传特价菜会帮助你提高销售额。考虑上月的一个研究的结果。Marston中心区的一个商店的30种特价菜在Gazette做了4天广告。每当有特价菜被卖出，职员就问顾客是否读过广告。200顾客中的2/3回答是肯定的。而且，持肯定回答的顾客中有超过一半的人在店里的消费超过100美元。

13、将本地电台的广告时间卖给本地企业的计划：Cumquat咖啡店今年开始在我们电台做广告，并很高兴的看到它的业务比去年全年增长10%。他们的成功向您展示了您如何能够利用电台广告使您的企业获利更多。

14、报纸社论：两年前Nova高中开始在3个科学科目中使用互动计算机指导。学校的退学率立刻下降，而且去年的毕业生在大学取得了一些很不错的成绩。在未来的预算中，校董事会应该在能得到的资金中拨出更大的一块用来购买更多的计算机。而且这一区的所有学校都应该在课程中采用互动计算机指导。

16、Waymarsh城日报教育版的一篇文章：过去的20年内，研究生毕业生发现找到在大学教授他们的学术专长的工作是很困难的。那些从Waymarsh获得研究生学位的要找到这类工

作尤其困难。但在下个10年，寻找学术工作的人（包括那些Waymarsh大学的）的好日子要来了。人口统计趋势显示达到上大学年龄的人将在未来10年增加。我们可预期对那些在他们的领域寻找大学教学工作的人来说，工作市场将显著增大。

17、消费者产品杂志上的文章：两种现在最好卖的消除过多胃酸的全效处方药Acid-Ease和Pepticaid现在出现在了较温和的非处方药清单上。医生给全效Acid-Ease比给全效Pepticaid多开了76000000张处方。所以需要有效但较温和的非处方药来消除过多胃酸的人应该选择Acid-Ease。

28、地方报纸的社论：通勤者对新的地下铁的使用超过了运输公司的设计方案。但是，通勤者对运送人们去地铁站的往返巴士使用低于设计容量。如果运输公司希望通勤者乘往返巴士而不是开车去地铁站，他们必须或者降低巴士车费，或者提高地铁站的停车费。

31、一家投资财经咨询公司的商务计划：研究显示一个普通咖啡消费者的咖啡消耗从10到60岁随年龄增长，甚至在60岁以后，咖啡消费仍然保持很高。而一般的可乐消费者的可乐消费随年龄增加递减。在过去40年中这两个趋势都很稳定。由于在未来的20年内老年人口将显著增加，咖啡需求会增长而可乐需求会降低。因此，我们应该考虑将我们的投资从可口可乐转向雀巢咖啡。

32、一份西Cambria报纸的社论片断：最近的对西Cambria的志愿救护服务的回顾显示出其对事故的平均应对时间比设在东Cambria的一个商业救护班要长。为了给事故受害者提供更好的医护服务并通过收取急救服务费来提高我们镇的税收，我们应当解散志愿救护并雇佣商业救护服务。

34、Easy信贷公司的一个经营主管向董事长提交的一份计划：如果我们将信用卡所得的利润中的一部分捐

给一个知名的环保组织换取在我们的信用卡上使用他们的标识的权利，Easy信贷公司将在信用卡服务的竞争中得到很大好处。由于最近的民调显示，很多人都关心环境问题，这一计划将吸引新顾客，提高现有顾客的使用量，并使我们得到比最低利润率要高的利润率。

38、校园报纸的社论：因为校园住宅的使用率在过去的学年中下降了，住宅收入也下降了。为了解决这个问题，校园住宅办公室应该减少可使用的住宅单元，从而增加使用率。同样的，为了不让学生选择住在校外，住宅办公室应该降低租金来扩大需求。

39、Avia航空的部门备忘录：平均地，去年乘坐Avia的1000个乘客中有9个针对我们的行李处理流程写了投诉信。这说明虽然有大约1%的乘客对这一流程表示不满，乘客的主体对它还是满意的。所以对流程的重新审查对我们要保持和提高Avia的乘客数这一目标不是很重要的。

40、一份周刊上的文章：Sacchar国解决其赤字的最好方法是降低其主要出口物糖的价格。这一举动将使Sacchar与其他糖出口国更好的竞争。Sacchar出口的糖将会增加，这一增长将实实在在地降低Sacchar的贸易赤字。

43、报纸的健康板块上的文章：有一种普遍的错误观念认为大学医院比社区或私人医院更好。这个想法是无根据的，我们地区的大学医院较之私人医院，少雇15%的医生，对患者的治愈率要低20%，总体利润要小得多，给一户员工的待遇比私人医院低很多。而且，很多大学医院的医生将他们的时间分为教学，直到研究和看病几部分。从此可明显看出大学医院的服务质量比其他医院低。

44、Megamart杂货店的管理层的商务计划：由于我们在杂货店内加了药剂部分，今年我们的总体销售额增加了20%。显然，顾客主要关注的是一次性购

物的便利性。在今后两年内提高我们的利润的最佳方法是增加一个成衣部门和一个汽车配件和维修商店。我们同时也应该在最后的纪念中继续增加新的部门和服务，比如餐馆，园艺商店。成为本地唯一的提供如此广泛服务的商店将给我们带来超越其他商店的竞争优势。

46、安全保险服务经理的备忘录：我们的研究指出，过去的6年中作为我们客户的10家公司没有被报道出有任何事故或员工盗窃行为。分析这10家公司的安全经验，我们了解到他们每家公司都要求员工工作时佩戴有照片的身份证章。因此，未来我们将把这种身份证章推荐给我们所有的顾客。

47、地方报纸的商业版：Cumquat咖啡店的拥有者最近做出了一个出色的商业决定：搬迁到新地址。从事实可见，咖啡店会很快在那里庆祝它的两周年店庆。而且这项业务看来在原址上不能获得成功。因为咖啡店搬迁后，3家不同的商家：一个日光浴沙龙，一个古董店，一个宠物婚嫁店就占据了它原来的地址。

52、Elm城的报纸上的社论：去年在橡树城市中心修建购物中心是个错误。由于中心开业，大量的本地企业倒闭了。而且市中心受到严重缺乏停车位的困扰。在附近的橡树城公园拘捕的罪犯和流浪汉也增加了。榆树城应该注意橡树城购物中心的例子并防止在榆树城建立购物中心。

55、精工公司的备忘录：精工公司计划引入它自己的咖啡品牌。因为咖啡是一种昂贵的食品，而且已经有很多知名的咖啡品牌了，所以精工公司获得顾客的最好方法是做最主要的咖啡公司---高手公司在其系列产品中加入它的最新品牌的时候所作的事情：通过派发免费样品，降价和优惠券制造新品牌的暂时的销售高潮。

61、公司的一个经理人的份建议书：公司通过在所有部门和所有层次裁

减了15%的员工减少了工作人员，它还鼓励其他员工提前退休。如你所知，公司生产部分和公司类似的产品，但我们的利润在过去几年内下降了。为了提高的竞争力，我们应该试着雇用大量的的前雇员，因为这些有经验的工人将提供关于成功方法的有用信息，而且基本不需要培训，并将更有动力与竞争。

62、本地报纸上给编者的信板块：一份叫Muscle Monthly的健康杂志规律性地刊登使用最好的训练器械的健美运动员的照片。据skyview报摊的摊主说它经常卖完。为了提高我镇居民的健康水平，我们应该给我们的新健身中心装备这样的器械。

64、人力资源经理给X公司的经营主管的备忘录：去年，我们向员工调查他们认为X公司应该进行的改进，让他们把改进按重要性排列。结果列印为一张可能的改进的表格。根据调查中员工的反应，“加强员工和管理层的沟通”最具重要性，稳居调查表之首。如你所知，那以后我们建立了由高层管理人员组织，雇员可以自愿参加的常规交流会。因此，看来X的多数员工认为最应该进行的改进已经完成了。

68、投资公司计划部的备忘录：将太阳能转化为电能的几种设备的成本最近降低了。而且，一些令人兴奋的转化太阳能的新技术正在研究和开发中。因此我们可以预期作为发电原料的太阳能将变得比煤和石油更便宜更吸引人。我们应该鼓励给新的太阳能动力产品制造商Solario投资。毕竟Solario的CEO曾是Ready - to - Ware（一家在其新近成立后表现出众的软件工程公司）的财务计划团队中的一员。

72、专卖店的商务经理的备忘录：本地服装店报告说从8月1号到10月31号的3个月里他们的平均利润下降。销售家庭用品的商店却报告同期的平均利润上升。很明显，顾客正选

择为他们的家里购买用品而不是买衣物。为了利用这个趋势，我们应该缩减我们的服装部规模而扩大家庭装饰和家务用品部。

83、West Cambria国的报纸社论：正式改变高速路限速的行为，不论是提速还是降速，都是非常危险的。看看邻国West Cambria10年来每次改变限速时发生的事情：改变限速后的一周内的交通事故比之前的一周内多出3%，那怕限速被降低也是一样的。这个统计说明改变限速干扰了司机的警戒性。

86、日报的商业版：公司a在视频游戏的硬件软件方面有很大的国际市场份额。公司b是这些产品的先锋，而且曾经一度是年收入120亿元的巨人，但在孩子们厌倦了它的系列产品后崩溃了。因此公司a也将失败，考虑到它的产品已经占据了那么多的美国家庭，对他的需求已经接近枯竭。

105、Saluda镇的报纸的编者按：Saluda统一高中提过超过200中不同的课程供它的学生选择。路那头一所小的多的私立学校提供80种基本的课程，但是它的毕业生升入大学的比例始终比统一高中要高。去除至少一半的课程而着眼于基本课程，我们可以改善统一高中学生的表现并省下税收收入。

108、Take Heart健身中心的管理者起草的商业计划：去年夏天开了新的游泳池以后，TH发现会员对中心的使用率增加了12%。因此，为了增加我们的会员数量和决定于会员费的收入，我们应该在以后几年中继续增加新的娱乐设施：比如，一个多功能游戏室，一个网球场，一个迷你高尔夫球场。作为本地唯一一家提供各种活动的健身中心，我们将在健身和娱乐市场建立竞争优势。

110、Frostbite国家银行的借贷部门的备忘录：我们不应该批准那个希望开一家KK冰激凌连锁店的特许店的本地团体的借贷请求。Frostbite以其寒冷的冬天而闻名，而冷天气

意味着冰激凌的销售不利。比如，虽然Frostbite是个有10000人的镇子，它却只有一家冰激凌店Frigid Cow。尽管缺乏竞争，Frigid Cow的净收入去年冬天下降了10%。

112、Saluda镇的商业管理者给镇议会的备忘录：研究显示有规律地锻炼的人生病的概率比不运动的人要小一半。通过给Saluda的市政雇员提供一个设备良好的体育馆，我们应该可以大约减少50%的健康保险支出并得到平衡的镇预算。

120、修建休闲公园的公司的董事会计划备忘录：因为我国到其他国家的交通在近几年显著增加，我们的下一个目标应该是世界之旅主题公园，公园有各国著名建筑的复制品，有国际主题旅行，点心摊位只提供离得最近的那个旅行方式所代表的国家食物。最好的地点是靠近首都附近，那里有大量的国际居民和16岁以下的小孩。有了这个便利的地点和对国外兴趣的增长，世界交通主题公园将会和我们的参观者增长10倍的太空旅行主题公园一样成功。

123、给River城的报纸编辑的一封信：Clio发展商在Dock街修建多层停车场的计划应该被批准以便加强附近地区的经济。虽然这个街区的大多数建筑将被摧毁，但他们是这个城市最老的建筑因此现在没有多少经济价值了。那些反对这个项目的人应该认识到保护历史不能是唯一的考虑，甚至雅典和耶路撒冷也会拆除旧建筑来盖新建筑以促进本地经济。

124、Carlos服饰老板给员工的备忘录：由于Disc Depot，相邻街区的音像店从去年开始新的电台广告，它的业务显著增长，从商店人流量的大量增加就可以看出。当Disc Depot的老板显然已经足够富有可以退休时，Carlos服饰的利润3年来一直停滞不变。为了促进我们的销售和利润，我们应该像Disc Depot一样从报纸广告转向经常的电台广告。

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、Capital Idea投资公司的商业计划：在Park Hill区的Thespian 剧院，Pizzazz比萨，Niblick高尔夫俱乐部在过去2年都有业务增长。因此Capital Idea应该投资Poxy剧场，Slic - o比萨和Divot高尔夫俱乐部这3家新的Irongate区的企业。为使他们达到条件，我们应该要求他们参加特殊的项目：任何顾客在其中两家消费将在第三家得到折扣。通过刺激顾客在所有3家店消费，我们将增进每一家的利润，从而使我们的回报最大化。100Test 下载频道开通，各类考试题目直接下载。详细请访问 www.100test.com