

商务英语热门话题：MarketResearch市场调研(二) PDF转换可能丢失图片或格式，建议阅读原文

https://www.100test.com/kao_ti2020/289/2021_2022__E5_95_86_E5_8A_A1_E8_8B_B1_E8_c85_289652.htm 对话3. A: I ' m thinking

of starting a new business. B: What sorts of business will it be? A: I ' ve been thinking about a fast food place. B: More and more people are eating out and fast food places get a lot from the business. A. From what I ' ve read, the trend of eating out instead of at home continues to increase every year. B: You ' re right. That business would probably be a money market if you ' re in the right location. Have you done any research on location or which kind of fast food is more popular? A: I have done some, but I need more information before I make a final decision. B: There are professionals you can go to for help. Have you contacted one? A: I haven ' t yet. I thought I would do some basic research on my own first. B: Will you go with one of the major fast food franchises? A: That is probably the most secure way to go. A franchise from one of the major fast food places like McDonald ' s is very expensive, however. B: If you are thinking of one of the big names in fast food, you might want to survey the local high school students to find out their preference. A: I did that!

对话4. A: Yes? B: I am from the Roman Company. Here ' s my card. I would like to ask you a few questions. A: Why? B: We are conducting a market research. We want to know how many people use the Roman detergent This information is used to plan the marketing policy so that no risks are involved in production. That is to say that our production will then be according to demand. A:

Hmmm... You seem to be all right. You may come in. Please sit down. B: May I have your address? A: Here it is on this card. B: Thank you. May I know your occupation, please? A: I ' m a doctor. B: I see. What detergent do you use? A: I like the Clean brand. B: May I know why you ' ve chosen the Clean? The price is higher than the others on the market. A: Well, let me see. Hmmm... it washes clothes clean. I needn ' t soak them for too long, you know. But as I tell my wife, what I really like about the Clean brand is the smell. It is really very nice. B: Have you tried the Roman detergent yet? A: Yes, once. It washed quite clean. Nevertheless, I can ' t stand the smell. It is really nauseating. B: So, the type of smell is important to you. A: Yes. So long as your company ' s detergent has that smell, I won ' t buy it. B: I see. Here ' s a sample for you so that you ' ll be able to try our latest detergent on the market. Please try it. It smells quite different from our previous detergent: it dissolves readily in water and washes clothes very cleanly in the shortest time ever. A: OK. Thank you. B: Thank you for your time. Have a nice day. 对话5. A: You come to Shenzhen quite often, don ' t you? 您经常来深圳吗? B: Well, I do drop by in Shenzhen whenever I take a trip around the countries in Southeast Asia. 是的。每当我到东南亚各国旅行时, 都会顺便到深圳。 A: Then you must be quite familiar with the garment markets in that part of the world. How about giving me a rundown on it? 那您一定对该地区的服装市场相当熟悉了。简要地给我介绍下如何? B: With pleasure. 非常乐意。 A: Do you have any idea how textile markets are going nowadays? 你知道目前的纺织市场状况如何? B: Just so so, it is neither too bad nor too

good.马马乎乎啦，我应该说不是很好，也不是很坏。 A: Do you think our products are competitive enough in an international market? 您认为我们的产品在国际上具有足够的竞争力吗？ B: Pricewise yes, but in terms of its guaranteed service over a long period of time, I would say no. 就物价来说，有的。但是以长期保证服务的观点来看，我就要说不行了。 A: I ' ll keep that in my mind. Well, thank you very much for sparing so much of your precious time. 我会记住您所说的。非常感谢您抽出这么多宝贵的时间。 A: That ' s all right. Any time. 别客气。欢迎随时再来。 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