

国际商务英语综合教程：第四课 PDF转换可能丢失图片或格式，建议阅读原文

https://www.100test.com/kao_ti2020/294/2021_2022__E5_9B_BD_E9_99_85_E5_95_86_E5_c67_294281.htm 介绍公司 Introducing Your Company Jennifer在与Standard家用电器的会谈中，因对方想进一步了解Action电器的营运状况。身为公司代言人的Jennifer就必须向他们说明公司经营的历史、主要的产品与营业项目等。

----- 英文正文

----- In answer to your questions, Action Appliances has been manufacturing top quality appliances for 15 years now. We began selling rice cookers from one small shop in Taipei. At that time, we were strictly a mom-and-pop operation. To keep up with overwhelming customer response, the company expanded rapidly. We improved our R&D department and enlarged our product lines to include washers and dryers, refrigerators, and microwave ovens. Our appliances are geared toward households with high needs but minimal space. Taiwan is still our main market. As a matter of fact, you'll find at least one Action appliance in one out of three households in Taipei alone. With a strong home base, we feel we're ready to move overseas. Recent consumer research efforts prove that over 40% of the appliance market in Canada and the United States consists of highly efficient, compact products. You'll find that our appliances meet these needs.

----- 中文翻译

----- 让我回答您的问题：Action电器生产一流的家电产品已有十五年的历史了。公司最早在台北以贩卖电饭锅起家，我们当时只是小成本的家庭电器行。由于客户反应热烈，公司即很快地扩展。我们加强研发部门，扩大生产线，增加产品项目，像洗衣机及烘干机、电冰箱、微波炉等产品。我们的电器是专门针对要求高效率，但空间有限的家庭用户而设计。台湾仍是我们的主要市场。而事实上，你会发现至少有一项Action的产品会出现在台北地区中每三户人家中的其中一户。由于在国内的基础稳固，我们觉得向海外市场扩展的时机成熟了。最近的消费研究报导指出，美加地区的电器市场中有百分之四十以上是高效率的组合型商品。所以，您会发现我们的商品完全迎合这些需求。 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