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TIFFANY : We have the capital ready. Right now I am looking at three different companies to produce our products. And your company , Mr. Chen , seems to me to be the best for what we want. TOM : I appreciate your remarks. And we are always happy to do more business. But , you know , if we take on a contract to produce new products , we want to be confident the product is marketable. Because , to start producing new things requires a lot of preparation. It requires a lot of investment for us. TIFFANY : You have some doubts about our products , I understand. TOM : I would like to offer you a good price. But I wont be able to do that if I think this is a one-shot deal. So I would like to have some confidence in your idea. TIFFANY : Of course. Let me tell you in some detail about our idea. You know the popular “ Hello Kitty ” products. TOM : Yes , of course. TIFFANY : Well , the products in themselves are very simple. It is the logo that is successful. So , “ Hello Kitty ” is successful because of the logo , but the products are very simple. TOM : And I would say the logo is successful mainly because it comes from Japan. It is the Japanese that have made it a fad. TIFFANY : That might be true. But we have a logo concept that is great. It is really great. I think it will catch on in Taiwan at least. Young people will love it. It is because of our logo that our products will sell. We just need someone to produce the

products for us. We have the backup and people to do the marketing. TOM : So what you are really trying to sell is a fad. TIFFANY : Yes , we would like to make things like key chains , plastic pencil sharpeners , plastic rulers , watches , wallets , things like that. Little accessories for young people. But the reason these will sell is the logo. Just like “ Hello Kitty. ” TOM : I understand. But why wont you show me the logo ? TIFFANY : Because it hasnt been copyrighted. We want to get some protection for it. But while we wait for copyright , we are investigating companies to produce the products. TOM : I see. The problem , however , is that I cant be confident in giving you a good price unless I am confident your product will last. TIFFANY : I understand. For now , though , you could just give us an estimated price. We arent going to sign a contract yet. We are just investigating. I only need to know that your company is capable of producing the products. And then , I only need a very rough idea of how much it might cost. TOM : Alright. I understand. Right now you just want estimates. TIFFANY : Yes. 蒂芬妮：我们的资金已准备好了。至今我看过三间不同的公司可以生产我们的产品。而陈先生，你的公司，在我看来是最符合我们公司所需要的。汤姆：我很感谢你的描述。我们一直很乐意接更多的生意。但是，你知道如果我们接下订单来生产新的产品，我们要很有信心这个产品在市场上是有销路的。因为，开始生产新的东西需要很多的准备。我们需要很多的投资。蒂芬妮：你对我们的产品有疑问，我很了解。汤姆：我很想给你一个好价钱。但如果我认为这只是一次性买卖，我没办法那样做

。所以希望能跟你达成共识。蒂芬妮：当然。让我告诉你更多更详细我们的想法。你知道很畅销的“奇蒂猫”产品吧。

汤姆：是的，当然。蒂芬妮：嗯，产品的本身是很简单的。是它的商标使它成功。所以，“奇蒂猫”会成功是因为它的商标，但产品本身是很简单的。

汤姆：我想说是它的商标会成功主要因为它是从日本来的。是日本人带来流行起来的。

蒂芬妮：那或许是真的。但我们的商标概念是很好的，真的很好。我想至少在台湾是会流行的，年轻人会喜欢的。因为我们的商标所以产品会有卖点。我们只是需要人来替我们生产产品。我们有后援也有人负责营销。

汤姆：所以你们想要卖的是一个潮流。蒂芬妮：是的，我们要做的产品是像钥匙链，塑料制的削铅笔机，塑料制的尺，手表，皮夹之类的东西。小配件专给年轻人，但会畅销完全是商标的原因。就像是“奇蒂猫”一样。

汤姆：我了解。但你为什么不让我看这个商标呢？蒂芬妮：因为还没有注册，我们需要一些保障。但当我们在等注册的同时，我们可以评估哪一家公司能为我们生产产品。

汤姆：我知道了。可问题是，我不确定能给你一个好的价钱，除非我能确定你们的产品是耐用的。

蒂芬妮：我懂了。现在你可以给我们一个估价。我们还没有要签合约，我们还在评估。我只是要知道贵公司是能够生产这种产品的。所以，我只需要一个非常粗略的想法及大约的费用。

汤姆：好，我了解了。现在你只是需要估量价。蒂芬妮：是的。

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