

商务英语会议篇：向董事会陈述报告会议谈判实用英语考试
PDF转换可能丢失图片或格式，建议阅读原文

https://www.100test.com/kao_ti2020/569/2021_2022__E5_95_86_E5_8A_A1_E8_8B_B1_E8_c96_569345.htm This conversation is, in effect, a mini-presentation. Charlie Styles, CEO of a distribution company, is presenting an expansion project to the Board. Ladies and gentlemen, please feel free to interrupt if you have any questions. Now, if you ' ll direct your attention to the screen ... Over the past 3 years, our business in Asia has grown by leaps and bounds. 22% of our revenue now comes from there, compared to 9% just 3 years ago. You ' ll notice from this trend chart that the volume of business in this market is projected to increase by 60% over the next 5 years. Based on past performance, we would normally pick up 40% of this market. However, some of our Asian clients are already complaining about delivery times, but because of our reliance on foreign distribution firms, it is difficult to be very pro-active in dealing with them. If we don ' t correct this situation, we stand to lose some existing customers, and the loss of reputation could hurt us in acquiring new ones. Therefore, I propose that we immediately set in motion the creation of 3 Asian distribution centers, in Beijing, Tokyo, and Seoul. We could have them operating within 6 months, and be in a much better position to deal directly with our customers. Ladies and gentlemen, if we don ' t act on this right away, I ' m afraid we ' re going to lose some market share. Our main competitors already have their own Asian distribution centers, and some of our customers may gravitate to them if we don ' t act quickly. Thank

you. 参考译文：下面的这段话事实上就是一次小型陈述。Charlie Styles是一家物流公司的CEO,他正在向董事会介绍一项扩张公司的计划。女士们，先生们，如果你们有什么问题的话请随时提出。现在，请注意看一下屏幕……过去三年里，我们在亚洲的业务增长迅速。现在，我们22%的收入来自亚洲，而三年前这一比例只有9%。从这张趋势图上你们不难发现，亚洲市场的规模在未来的五年里将会增长大约60%。而根据以往的表现来看，本公司应该能够在这一市场上占到40%的份额。然而，我们有的亚洲客户已经开始抱怨交货的不准时。遗憾的是，由于我们对外国物流公司的依赖，在与他们交涉时很难采取强硬的措施。如果不改变这种状况，我们将眼睁睁地失去一部分老客户，这将严重损害公司的形象，而这种影响又会反过来为寻找新客户增加了难度。因此，我建议立即着手在北京、东京和汉城建立三个亚洲地区的物流中心。六个月之内这三个物流中心就可以投入使用，使我们在与客户直接打交道时处于更有利的地位。女士们，先生们。如果我们不马上采取行动，恐怕就不得不失去一部分市场份额。我们的主要竞争对手都已经在亚洲建立起了物流中心。再不及时反应的话，我们的一部分客户就会被他们吸引走。谢谢诸位。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