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https://www.100test.com/kao_ti2020/645/2021_2022_BEC_E5_95_86_E5_8A_A1_E8_c85_645264.htm Introduction This proposal sets out to examine options for the successful globalisation of our
- Borders brand. The initial market under consideration is Continental Europe. For the purposes of this proposal, we will be considering three aspects of the brand, namely our logo, the
- Borders concept and finally, the product itself, - Borders Wellington boots. Findings The following findings summarise our key findings. It was found that our existing logo, a pair of Wellington boots encircled by the word - Borders, is visual enough to be used in markets where English is not widely spoken. Attitudes to outerwear differ throughout Europe and our boots are likely to appeal to different market sectors in different areas. This has serious implications for the benefits we wish to publicise. Although Danish farmers would be willing to purchase such a high quality product, farmers in some countries are unlikely to choose a British brand over a domestic product. However, the very Britishness of the product would appeal to the style-conscious elements of the French and Italian markets, summoning up images of the English upper classes and country houses. Our current product is multi-purpose and as such would not need adapting to suit different sectors of the European market. Conclusions It was agreed that although the present logo and product are suitable for globalisation as they stand, we propose that the Borders concept be adapted for different

markets. Recommendations We recommend that further studies be carried out into the marketing strategies best suited to different European regions. 相关推荐：BEC商务英语高级范文汇总 BEC高级写作：英文电子邮件高频句 BEC高级写作常用套话 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