

商务谈判实例(四) PDF转换可能丢失图片或格式，建议阅读原文

https://www.100test.com/kao_ti2020/646/2021_2022__E5_95_86_E5_8A_A1_E8_B0_88_E5_c96_646350.htm 今天Robert的办公室出现了一个生面孔？？Kevin Hughes，此人代表美国一家运动产品公司，专程来台湾寻找加工。接洽的加工产品市运动型“磁质石膏护垫”，受伤的运动员包上这种产品上场比赛，即可保护受伤部位，且不妨碍活动。现在，我们就来看看两人的会议现况：

R: We found your proposal quite interesting, Mr. Hughes. We ' d like to weigh the pros and cons (衡量得失) with you. K: Mr. Robert Liu, we ' ve looked all over Asia for a manufacturer. your company is one of the most suitable. R: If we can settle a number of basic questions, I ' m confident in saying that we are the most suitable for your needs. K: I hope so. And what might be the basic questions you have? R: First, do you intend to take a position in (投资于.....) our company? K: No, we don ' t, Mr. Liu. This is just OEM. R: I see. Then, the most important thing is the size of your orders. We ' ll have to invest a great deal of money in the new production process. K: If you can guarantee continuing quality, we can sign a commitment for 75,000 pieces a year, for five years. R: At U.S. \$1000 a piece, we ' ll make an average return of just 4%. That ' s too great a financial burden for us. K: I ' ll check the number later, but what do you propose? R: Here ' s how you can demonstrate commitment to this deal. Make it ten years, increase the unit price, and provide technology transfer. 相关推荐：#0000ff>商务谈判实例(三) #0000ff>商务谈判实例(二) #0000ff>商务谈判

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