

## 词汇课笔记 4

62. career prospect 职业前景

future prospect 未来前景

steady growth prospect 稳定的增长前景

promotion prospect 晋升机会

How do you pave the way for your career prospect?

self-improvement 自我提高

acquire cutting-edge knowledge 获取前沿知识

predict the trend of your career field 预测自己职业领域的趋势

64. track record 业绩记录

However, the company has recently appointed a new chairman who has a first-rate track record of reviving failing companies.

然而, 该公司最近任命了新的董事长,他在振兴衰落公司上有着一流的业绩记录。

fast-track promotion 快速晋升

keep track of sb/sth 了解...的动态; 与...保持

Initially when we were a start-up we had only a handful of customers and it was easy to keep track of them, so we had no need of CRM, but eventually when we were long past that stage we began to think about automating the management of customers.

最初, 当我们公司刚起步时只有少数客户, 很容易与他们保持联系, 所以我们不需要 CRM (客户关系管理), 但最终当我们走过了那个阶段, 我们开始考虑自动化客户管理。

67. liabilities 负债

salary bank loan 银行贷款

return on assets 资产回报 main asset 主要资产

asset value 资产价值

68. 文件

issue invoices 出具发票/发货单

bank statement 银行结单

bank account(银行账户)

current account(活期账户)

deposit account(定期账户)

transfer 转账 interest rate 利率 exchange rate 汇率 bank holiday 银行假日

financial statement 财务报表

balance sheet 资产负债表

profit and loss account/income statement 损益表

revenue 收入 cost 成本 expenses 开支 net/gross income 净/毛收入

expenses claim form 报销申请表

reimburse, reimbursement 报销

contract price list receipt/refund check

69. pension scheme

early retirement scheme 提前退休方案

scheme of raising retirement age 延迟退休方案

pension gap 养老金缺口 housing fund 住房公积金

incentive scheme 激励方案

bonus scheme 奖金制度

appraisal scheme 评估方案

mentoring scheme for new recruits 给新员工的指导方案

training scheme 培训方案

launch/implement a scheme 推出/实施计划

flexible working scheme 灵活的工作方案

71. BPO=Business process outsourcing 外包

non-core activities/business 非核心业务

outsource recruitment to a recruitment agency

subcontract 分包/转包 subcontractor 转包商

74. profit margin 利润; 利润率

gross margin 毛利润

net margin 净利润

falling margin 利润率下降

76. manufacturing efficiency 生产效率

work efficiency 工作效率

That's why we've put so much in the way of time and money resources into setting up networks which operate with great efficiency and precision, and we will always search for ways to eliminate interference and downtime.

这就是为什么我们把大量的时间和金钱资源投入到以高效率和高精度运行网络的建设中，并且我们会一直寻找消除干扰和停机时间的方法。

83. incentive bonus 激励奖金

They want to replace the system with a more lucrative incentive scheme, but management is unwilling to negotiate.

他们想用更为丰厚的奖励计划取代这个制度，但管理层不愿协商。

84. scale down 缩小（规模或范围）

timescale 一段时间，期限

The timescale was inadequate. 时间是不够的

salary/pay scale pay rate 薪资级别

conduct a large-scale survey 大规模的调查

- **Marketing**

- (1) do market research

- 方法: survey; questionnaire; interview→ask for the customer's opinion

- (2) do market segmentation (市场细分)

- Target consumer 目标客户 consuming habits 消费习惯

- **Sales**

- 第一和 products 相关

- 第二和 consumer 相关

- Target consumer→ Potential consumer

- Be interested in your products. (advertising)

- Choice of consumers Preference of consumers 消费者喜好

- Attitude of products difficult consumers 难缠的客户

feedback form 反馈表 positive/negative

85. transport

public transportation system 公共交通系统

- source of raw material 原材料的来源    remote area 遥远地区
- Have access to natural resources    获得自然资源
- Underdeveloped    欠发达
- Transportation costs soared/ the steady rise in transportation costs 运输成本上升

transport vehicle 交通工具