

## V 0304

### supply chain management 供应链管理

supplier 供应商 main/major/potential supplier

source of raw material

specification fault/defect rate

retention rate 保留率 a high turnover of staff 高的员工流动率

pay rate 工资标准 employment rate 就业率 unemployment rate 失业率

survival rate 生存率 interest rate 利率 exchange rate 汇率

warranty location and transportation

quality meet the deadline

### outlet

discount special offers 特价

### sales director---hierarchy

PLC=public limited company (公共有限公司即股票上市公司)

shareholder 股东 the board of directors 董事会

chairperson 主席 president VP CEO CIO COO CFO

executive /director 主管 MD

section head senior manager line manager

### loss-leading strategy 亏本销售定价策略

publicity publicise v.

create the brand image cultivate customer loyalty

brand worship cosmetics

marketing strategy boost the sales

### best deals 最划算的交易

### catchment area 服务地区

### flyer 传单

leaflet brochure price list literature

### logistics 物流

feasible/practicable/available/workable 可行的

### distribution system 经销系统

centralised adj. 集中的

### campaign n. 活动

publicity campaign 宣传活动

advertising campaign 广告活动

launch a campaign 推广一项活动

momentum n. 势头 morale n. 士气

revenue a stable financial state

financial incentive encouraging policy stimulate/boost staff morale

highly competitive sectors 高度竞争的行业

rival/opponent/competitor

H0403

consultant/**adviser** n. 顾问 consultancy n. 咨询公司

strategy n. 策略 strategic adj. 策略的

**trade fair** 商品展销会 exhibit v. exhibition n. display v. 陈列

company literature/brochure exchange business cards product samples/models

build potential contacts/customers

**job fair** 招聘会

resume/CV qualification/ certificate internship

part-time job related to your major accumulate working experience

have a clear perspective of your future career

obtain/gain/get/acquire/achieve 获得

free of charge 免费 available for free

Information pack compensation pack 一系列补偿 redundancy

**appropriate/proper/apt** adj. 适当的, 恰当的

innovative products/ innovation/creativity/imagination