

商务方案

单词

词汇	发音	词性	翻译
purchase	[us]'pɜ:rtʃəs [uk]'pɜ:tʃəs	noun	购买
region	[us]'ri:dʒən [uk]'ri:dʒən	noun	地区, 区域
discuss	[us]dɪ'skʌs [uk]dɪ'skʌs	verb	讨论, 探讨
advantage	[us]əd'væntɪdʒ [uk]əd'vɑ:ntɪdʒ	noun	优势, 好处, 优点
disadvantage	[us],dɪsəd'væntɪdʒ [uk],dɪsəd'vɑ:ntɪdʒ	noun	不利条件, 缺点
feeling	[us]'fi:lɪŋ [uk]'fi:lɪŋ	noun	态度, 观点
flat	[us]flæt [uk]flæt	adj.	低迷的, 不景气的
freeze	[us]fri:z [uk]fri:z	noun	冻结
nearly	[us]'nɪrli [uk]'nɪəli	adv.	几乎, 差不多
obvious	[us]'ɒbvɪəs [uk]'ɒbvɪəs	adj.	明显的, 显著的
opinion	[us]ə'pɪnjən [uk]ə'pɪnjən	noun	意见, 见解, 主张
overall	[us],oʊvər'ɔ:l [uk],əʊvər'ɔ:l	adj.	全部的, 全体的, 一切的
pro	[us]proʊ [uk]prəʊ	prep.	支持, 亲
profit	[us]'prɒfɪt [uk]'prɒfɪt	noun	利润, 利益, 赢利
market	[us]'mɑ:rkɪt [uk]'mɑ:kit	noun	市场, 集市
share	[us]ʃer [uk]ʃeə(r)	noun	股份
increase	[us]ɪn'kri:s [uk]ɪn'kri:s	verb	增加, 增多
decrease	[us]dɪ'kri:s [uk]dɪ'kri:s	verb	减少, 下降
fall	[us]fɔ:l [uk]fɔ:l	verb	减少
rise	[us]raɪz [uk]raɪz	verb	增加
hire	[us]'haɪər [uk]'haɪə(r)	verb	租借, 租用
software	[us]'sɔ:ftwer [uk]'sɒftweə(r)	noun	软件

repeat	[us]rɪ'pi:t [uk]rɪ'pi:t	verb	重复
confirm	[us]kən'fɜ:m [uk]kən'fɜ:m	verb	确认
propose	[us]prə'pəʊz [uk]prə'pəʊz	verb	建议, 提议
conclude	[us]kən'klu:d [uk]kən'klu:d	verb	下结论, 总结
revenue	[us]'revənu: [uk]'revənju:	noun	收入; (尤指)岁入, 各项收入; 总收入
significantly	[us]sɪg'nɪfɪkəntli [uk]sɪg'nɪfɪkəntli	adv.	意味深长地, 意义深远地, 重要地, 较大地
slightly	[us]'slɑ:tli [uk]'slɑ:tli	adv.	轻微地, 微小地, 稍微地, 纤细地

描述商务场合

在本课中, 您将学习如何描述一个商务情景。

观看视频, 学习语言用法。 https://cns2.ef-cdn.com/Juno/12/63/64/v/126364/GE_6.5.1_v2.mp4

[JOAN] The purpose of this meeting is to give you an update about IXW's purchase of Sunset Computers. I know you must have a lot of questions. Well, now is the time for answers.

[JOAN] Let's start with the good news. Due to the purchase of Sunset, our market share in Asia has increased to 23 percent. And our revenue from the region has increased to nearly 25 percent. This is mainly because of Sunset's strength in China and Korea.

[JOAN] However, sales in Europe have decreased slightly. As a result, revenue there fell by 8 percent, while sales in North and South America have been flat. Overall, revenue is up by 5 percent, but our costs have also risen. Consequently, our profits are going to decrease slightly.

[JOAN] Let me assure you, we're not looking at layoffs to save money. But it is possible that we'll delay some projects. In the next few weeks, you will be working with your managers to find opportunities to cut expenses. Does anyone have any questions?

The purpose of this meeting is to ... 这次会议的目的是.....
 layoffs to save money 裁员来省钱
 opportunities to cut expenses 一些削减开支的机会

特殊不定式短语

特殊不定式短语可由名词或名词短语 + be 组成。	
名词 + 不定式	
This meeting is an opportunity to give you some answers.	这次会议是个能给你答案的机会。
We're not looking at layoffs to save money.	我们并不指望裁员来省钱。
名词短语 + be + 不定式	
The purpose of today's meeting is to give you a company update.	今天会议的目的是让你了解公司的最新情况。

请听音频。请把词条移至正确的间隔处。

LINDA: Good afternoon, everyone. The (purpose) of this meeting is (to introduce) our new director of engineering. It's my great (pleasure) to introduce Bob Franklin.

BOB: Hello, everybody. Thank you for that warm welcome. This meeting is (an opportunity to tell) you a little about myself. I also want to tell you about my (plans to improve) our engineering department. And finally, I want to give you a (chance to ask) questions.

观看视频，学习语言用法。 https://cns2.ef-cdn.com/Juno/12/63/64/v/126364/GE_6.5.1_v2.mp4

[JOAN] The purpose of this meeting is to give you an update about IXW's purchase of Sunset Computers. I know you must have a lot of questions. Well, now is the time for answers.

[JOAN] Let's start with the good news. Due to the purchase of Sunset, our market share in Asia has increased to 23 percent. And our revenue from the region has increased to nearly 25 percent. This is mainly because of Sunset's strength in China and Korea.

[JOAN] However, sales in Europe have decreased slightly. As a result, revenue there fell by 8 percent, while sales in North and South America have been flat. Overall, revenue is up by 5 percent, but our costs have also risen. Consequently, our profits are going to decrease slightly.

[JOAN] Let me assure you, we're not looking at layoffs to save money. But it is possible that we'll delay some projects. In the next few weeks, you will be working with your managers to find opportunities to cut expenses. Does anyone have any questions?

purchase 购买
market share 市场份额
revenue 收入
region 地区
strength 实力, 人力
sales 销售额
overall 总的, 总体的
profits 利润
delay 推迟
projects 项目, 计划

选出正确的单词。

Company (region / revenue / overall) has increased.

Europe is a very important (region / purchase / profits) for us.

Do we have enough money for the (sales / purchase / revenue) ?

Our market (share / update / overall) is only 5% in that country.

The biggest (project / region / strength) we have is our technology.

What can we do to increase (purchase / sales / update) ?

Truth: revenue; region; purchase; share; strength; sales

请听音频。请把词条移至正确的间隔处。

The purpose of today's meeting is to talk about our competition. Their increasing market (share) is a big problem for us. Overall, our revenue and (profits) are down. We have to find ways to improve our sales. We cannot delay. One thing we are thinking about is the (purchase) of one of our smaller competitors. They have a lot of (strength) in the South American (region) . We are also looking at several projects to improve (efficiency) .

观看视频, 学习语言用法。 https://cns2.ef-cdn.com/Juno/12/63/64/v/126364/GE_6.5.1_v2.mp4

[JOAN] The purpose of this meeting is to give you an update about IXW's purchase of Sunset Computers. I know you must have a lot of questions. Well, now is the time for answers.

[JOAN] Let's start with the good news. Due to the purchase of Sunset, our market share in Asia has increased to 23 percent. And our revenue from the region has increased to nearly 25 percent. This is mainly because of Sunset's strength in China and Korea.

[JOAN] However, sales in Europe have decreased slightly. As a result, revenue there fell by 8 percent, while sales in North and South America have been flat. Overall, revenue is up by 5 percent, but our costs have also risen. Consequently, our profits are going to decrease slightly.

[JOAN] Let me assure you, we're not looking at layoffs to save money. But it is possible that we'll delay some projects. In the next few weeks, you will be working with your managers to find opportunities to cut expenses. Does anyone have any questions?

due to 因为, 由于
 because of 因为, 由于
 as a result 结果, 因此
 consequently 结果, 因此

表达原因与结果

使用 due to 和 because of 描述从句。这些表达是从属子句的一部分。注意, 当从属子句在独立分句前出现, 它们之间要用逗号隔开。	
Because of our purchase of Sunset Computers, they have some questions.	由于我们购买了 Sunset Computers 公司, 因此他们有一些疑问。
They have some questions because of our purchase of Sunset Computers.	他们有一些疑问, 因为我们购买了 Sunset Computers 公司。
Due to the purchase of Sunset Computers, our market share has increased.	由于我们购买了 Sunset Computers 公司, 因此我们的市场份额有所增加。
Our market share has increased due to the purchase of Sunset Computers.	我们的市场份额有所增加, 因为我们购买了 Sunset Computers 公司。

使用 as a result 和 consequently 描述结果。这些表达在表述原因之后的句子里出现。注意这些表达后接逗号。	
Sales in Europe have decreased slightly. As a result, revenue there fell by 8%.	欧洲的销售额稍有下降。因此，那里的收入下降了百分之八。
Our costs have risen. Consequently, our profits are going to decrease slightly.	我们的成本已经上涨。因此，我们的利润将会稍有下降。

请把词条移至正确的间隔处。

We have a lot of strong competition. (Because of) this, our market share is decreasing. (Consequently), our revenue and profits are down. This cannot continue. We have to find a way to increase sales. So, (due to) the importance of the region, we are opening three new sales offices in China. As a (result), we expect profits to improve next year.

观看视频，学习语言用法。 https://cns2.ef-cdn.com/Juno/12/63/64/v/126364/GE_6.5.1_v2.mp4

[JOAN] The purpose of this meeting is to give you an update about IXW's purchase of Sunset Computers. I know you must have a lot of questions. Well, now is the time for answers.

[JOAN] Let's start with the good news. Due to the purchase of Sunset, our market share in Asia has increased to 23 percent. And our revenue from the region has increased to nearly 25 percent. This is mainly because of Sunset's strength in China and Korea.

[JOAN] However, sales in Europe have decreased slightly. As a result, revenue there fell by 8 percent, while sales in North and South America have been flat. Overall, revenue is up by 5 percent, but our costs have also risen. Consequently, our profits are going to decrease slightly.

[JOAN] Let me assure you, we're not looking at layoffs to save money. But it is possible that we'll delay some projects. In the next few weeks, you will be working with your managers to find opportunities to cut expenses. Does anyone have any questions?

has increased to 23% 上升至百分之二十三

has increased to nearly 25% 上升将近至百分之二十五

fell by 8% 下降了百分之八

Sales have been flat. 销量平稳。

is up by 5% 上升了百分之五

Costs have also risen. 成本也上升了。

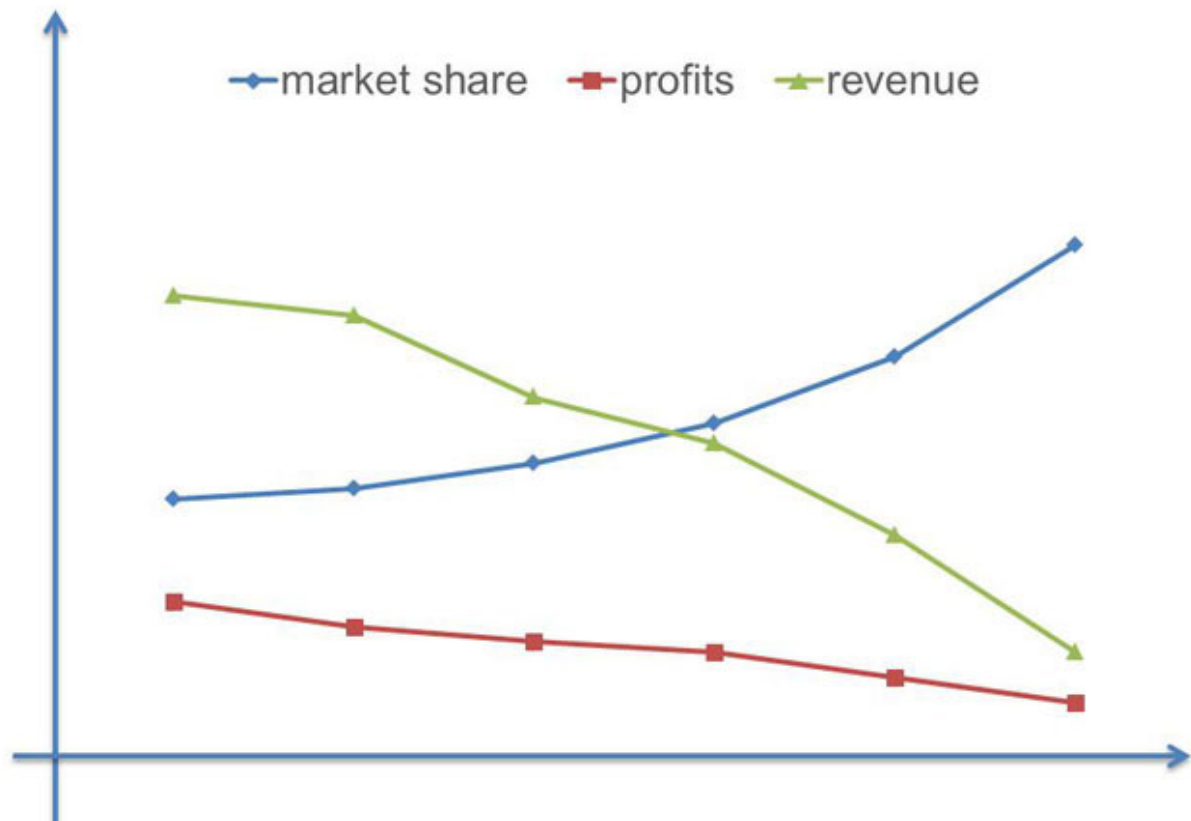
Profits are going to decrease slightly. 利润将稍有下滑。

谈论上升和下降

使用现在完成时谈论一段时间以来直到现在发生的变化。使用介词 to 表示结果。使用介词 by 表示数额。	
Our market share has increased to 23 percent.	我们的市场份额增加到了百分之二十三。
Profits have decreased by 15 percent.	利润下降了百分之十五。
如果没有变化，可以使用形容词 flat 。	
Sales have been flat.	销量平稳。
使用一般过去时谈论过去一段时间来的结果或数额。	
Revenue fell by 8% last year.	收入去年下降了百分之八。
Our market share rose to 35% last quarter.	上一个季度我们的市场份额上升到百分之三十五。

使用 nearly , slightly 和 significantly 等副词表达不那么精确的信息。	
Prices rose by nearly 20%.	价格上涨了将近百分之二十。
Sales have decreased slightly.	销售额稍有下降。
Revenue has increased significantly.	收入大大增加。

请看描述市场份额、利润和收入的图表。
请选择正确的答案。



讨论可能的解决办法

在本课中，您将学习如何讨论可能解决问题的办法。

观看视频，学习语言用法。 https://cns2.ef-cdn.com/Juno/12/63/65/v/126365/GE_6.5.2_v2.mp4

[SIMON] So, where do we start?
[TODD] Well, Joan wants ideas for cutting costs.
[SIMON] Umm. The first thing I can think of is delaying some projects.
[TODD] Which ones?
[SIMON] Well, right now we're planning to build a new database.
[TODD] Oh, yes. That's a huge project.
[SIMON] In my opinion, we don't need it right now. We can wait six months.
[TODD] How much will that save?
[SIMON] I believe we can save half a million dollars.
[TODD] Half a million? That's fantastic.
[SIMON] Yeah. We won't have to hire new developers or a project manager.
[TODD] Okay. What else?
[SIMON] We could delay the release of our new accounting software next year.
[TODD] No. We can't do that. I've already promised our best customers that it's coming in about a year.
[TODD] How many of your people are leaving in the next six months?
[SIMON] Uh, two that I know of. You're thinking of a hiring freeze, right?

[TODD] Yes, I am. It's better than layoffs.

[SIMON] Okay. I can lose one developer, but I'll still need to hire one new person for the Kingston project.

[TODD] Hmm. That's an important project. Let me think about it, okay?

database 数据库
huge 巨大的
half a million 五十万
developers 开发人员
project manager 项目经理
release 发布
software 软件
customers 客户
hiring freeze 冻结招聘
hire 雇用, 招聘

请听音频。请把词条移至正确的间隔处。

He was (hired) as a developer six months ago, just before the hiring (freeze) . He's working on a database with his project (manager) to support the new (software) . The software release is in six months. It's huge. They've already spent more than (half a million) dollars. The company's (customers) are very excited. 选出正确的单词。

We keep all the company information in a huge (manager / database / release).

My project (manager / customers / release) does a great job for the team.

Do you know the date of the next (software / sales / release) ?

No computer can operate without (release / software / database) .

A smart company should listen to its (profits / customers / releases) .

We'll need to hire six or seven new (databases / developers / delays) to complete the project.

Truth: database; manager; release; software; customers; developers

含有 'think'和'believe'的从句

使用动词 think 和 believe 表达观点。注意，观点位于 that 从句，紧随动词之后。	
I think that Joan did a good job.	我认为 Joan 做得很好。
Simon believes that we can save half a million dollars.	Simon 认为我们能省下五十万美元。
单词 that 可以省略，意思不会有改变。	
I think Joan did a good job.	我认为 Joan 做得很好。
Simon believes we can save half a million dollars.	Simon 认为我们能省下五十万美元。
回答是或否的时，用 so 替代 that 从句，以避免重复整个短语。	
A: Do you think that Joan did a good job? B: Yes, I think so. C: No, I don't think so.	你认为 Joan 做得好吗？是的，我是这样想的。不，我不这样想。

请听音频。请把词条移至正确的间隔处。

KAREN: So, John, what did you (think) of the meeting?

JOHN: Well, I think (that) the company has some problems.

KAREN: (Because of) the hiring freeze?

JOHN: Yes, and I (don't believe that) the software project is going well.

KAREN: Yeah, and the release is in two months. Do you (think that) we can do it?

JOHN: I don't think (so) .

KAREN: That's not good. Our customers are waiting.

JOHN: Yes. The project manager needs to do more.

观看视频，学习语言用法。 https://cns2.ef-cdn.com/Juno/12/63/65/v/126365/GE_6.5.2_v2.mp4

[SIMON] So, where do we start?
[TODD] Well, Joan wants ideas for cutting costs.
[SIMON] Umm. The first thing I can think of is delaying some projects.
[TODD] Which ones?
[SIMON] Well, right now we're planning to build a new database.
[TODD] Oh, yes. That's a huge project.
[SIMON] In my opinion, we don't need it right now. We can wait six months.
[TODD] How much will that save?
[SIMON] I believe we can save half a million dollars.
[TODD] Half a million? That's fantastic.
[SIMON] Yeah. We won't have to hire new developers or a project manager.
[TODD] Okay. What else?
[SIMON] We could delay the release of our new accounting software next year.

[TODD] No. We can't do that. I've already promised our best customers that it's coming in about a year.

[TODD] How many of your people are leaving in the next six months?

[SIMON] Uh, two that I know of. You're thinking of a hiring freeze, right?

[TODD] Yes, I am. It's better than layoffs.

[SIMON] Okay. I can lose one developer, but I'll still need to hire one new person for the Kingston project.

[TODD] Hmmm. That's an important project. Let me think about it, okay?

In my opinion ... 在我看来.....
I believe ... 我认为.....

表达观点

表达观点有很多方法。比如说，你可以使用 in my opinion 和 it's my feeling (that) 这样的表达。	
In my opinion, we could delay the software release.	在我看来，我们可以推迟软件发布。
It's his feeling that we need to cut costs.	他觉得我们需要削减成本。
你也可以使用 I think 和 I believe。记住，这些从句里面 that 可用可不用。	
I don't believe that we should lay off staff.	我认为我们不应该裁员。
He thinks a hiring freeze is better than layoffs.	他认为停止招聘比裁员更好。

请把词条移至正确的间隔处。

SARAH: In my (opinion) , we need to cut costs.

PAUL: Yes, but how?

SARAH: Well, I (think that) we could save half a million dollars with layoffs.

PAUL: No, I (don't believe that's) the best idea. It would hurt employee morale.

SARAH: So, what's your idea?

PAUL: It's my (feeling) that a hiring freeze is the best way.

SARAH: Well, maybe, but it will take longer to save money.

请求重复、澄清和确认

有时，当人们在展开讨论和表达观点时，可能有必要请求重复、澄清和确认。	
请求重复	
I'm sorry – could you repeat that?	不好意思 - 你能再说一遍吗？
I'm sorry, but I didn't catch that.	对不起，可我没听明白。
I'm sorry – would you mind repeating that?	不好意思 - 你介意重复一遍吗？
请求澄清	
Do you mean that you think it's a good idea?	你的意思是你认为这是个好主意？
Are you saying we should stop the project?	你是说我们应该停止这个项目吗？

请求确认	
So you think he should be fired?	那么你认为他应该被解雇吗？
So, just to confirm, you believe that it's too expensive?	那么，只是确认一下，你认为太贵了是吗？
你也可以重复对方说的话。	
Half a million?	五十万吗？

提出方案

在本课中，您将学习如何提出商业提案。

观看视频，学习语言用法。 https://cns2.ef-cdn.com/Juno/12/63/62/v/126362/GE_6.5.3_v2.mp4

[JOAN] So, what do you have for me?
[TODD] Well, Simon and I had a good discussion. First, we don't want to lay anyone off.
[JOAN] Mm-hmm.
[TODD] Instead, we're proposing that the savings come in two areas. We've looked at current projects, and we think we can delay the database project for six months.
[JOAN] Okay. That sounds reasonable. How much would that save?
[TODD] It would save about half a million dollars.

[JOAN] Great. What else?

[TODD] Well, we'd like to suggest a hiring freeze.

[JOAN] For all departments?

[SIMON] Yes, but two of my engineers are leaving, and I'll need to replace one of them.

[JOAN] Okay. What will that save us over the next six months?

[TODD] Overall, I mean for all departments, we should save the company around a million dollars.

[JOAN] Good work, guys. What else?

[TODD] Uh, that's it, for now.

[JOAN] It's a good start, but we need to save more. I'm thinking about our rent. Our lease ends in six months. I think that we should look at some different options.

[TODD] I agree. I can start on that today.

[JOAN] Great.

discussion 讨论

lay anyone off 解雇他人

proposing 打算, 提议

savings 存款, 储蓄

think 认为, 想

delay 推迟, 延迟

save 节省

suggest 建议

hiring 雇用, 招聘

start 开始

动词变为名词

一些动词加上后缀后可变为名词。一些能把动词变为名词的后缀是: -ion, -ing, -al, -ism, -ness, -ist 和 -ity 。	
discuss - discussion	讨论 - 讨论
suggest - suggestion	建议 - 建议
hire - hiring	聘请 - 雇用
save - savings	节省 - 储蓄
propose - proposal	提议 - 方案

有些名词看起来与他们的动词非常不同。如， think 的名词和该动词的过去式完全一样：	
think - thought	认为 - 想法
另一方面，有些名词与其动词形式相同。	
delay - delay	推迟 - 推迟
start - start	开始 - 开始
lay off - layoff	解雇 - 解雇
语言点：动词变名词并没有固定的规则，不是所有动词都能变为名词。你只需熟记这些不同的形式。	

'propose' 和 'suggest' 后的从句

用 propose 和 suggest 动词提出建议。注意，两个动词后常接一个 that 从句。	
I propose that we delay the database project.	我提议我们推迟数据库项目。
I suggest that we hire a new project manager.	我建议我们聘请一位新的项目经理。
that 可以省略，没有意义的变化。	
I propose we delay the database project.	我提议我们推迟数据库项目。
I suggest we hire a new project manager.	我建议我们聘请一位新的项目经理。

两个动词 propose 和 suggest 说明可能性的概念，并且强调说话人即将要讲的内容。注意两个动词之后始终使用不带 to 的不定式，而且并不遵循主谓一致的规则。也就是说， he 、 she 或 it 后面的动词不需要加 -s 。	
I propose that he delay the project.	我提议他推迟项目。
I suggest she lay off some staff.	我建议她应该裁掉一些人员。

选出正确的单词。记住，**propose** 或 **suggest** 之后的动词为不带 **to** 的动词不定式。

She is very sick. I suggest she (gone / go / going) to the doctor.

He proposes that the company not (gives / giving / give) pay increases this year.

We need to save money. I propose we (delay / delays / delayed) the project.

Employee morale is important. I suggest that we not (had / has / have) any layoffs.

I propose that he (hires / hire / hiring) one new engineer. We need the help.

Truth: go; give; delay; have; hire

请听音频。请把词条移至正确的间隔处。

RON: OK, so what are your ideas for saving money?

LINDA: Well, I have two (proposals) . First, I propose (that) we (delay) the database project for six months.

RON: How much will that save us?

LINDA: Half a (million) dollars.

RON: That's great! And your second idea?

LINDA: Well, I (suggest) that the company not lay off any staff, and that we have a hiring freeze. In other words, as staff leaves, we don't replace them.

RON: Interesting.

观看视频，学习语言用法。 https://cns2.ef-cdn.com/Juno/12/63/62/v/126362/GE_6.5.3_v2.mp4

[JOAN] So, what do you have for me?

[TODD] Well, Simon and I had a good discussion. First, we don't want to lay anyone off.

[JOAN] Mm-hmm.

[TODD] Instead, we're proposing that the savings come in two areas. We've looked at current projects, and we think we can delay the database project for six months.

[JOAN] Okay. That sounds reasonable. How much would that save?

[TODD] It would save about half a million dollars.

[JOAN] Great. What else?

[TODD] Well, we'd like to suggest a hiring freeze.

[JOAN] For all departments?

[SIMON] Yes, but two of my engineers are leaving, and I'll need to replace one of them.

[JOAN] Okay. What will that save us over the next six months?

[TODD] Overall, I mean for all departments, we should save the company around a million dollars.

[JOAN] Good work, guys. What else?

[TODD] Uh, that's it, for now.

[JOAN] It's a good start, but we need to save more. I'm thinking about our rent. Our lease ends in six months. I think that we should look at some different options.

[TODD] I agree. I can start on that today.

[JOAN] Great.

We're proposing that ... 我们计划.....

That sounds reasonable. 那听起来很合理。

What else? 还有什么?

We'd like to suggest ... 我们想提议.....

Good work, guys. 干得好, 各位。

look at some different options 考察不同的方案

I agree. 我同意

撰写简短的商务方案

在本课中, 您将学习如何撰写一份简短的商业提案。让我们阅读一份商务提案的第一段。
阅读课文, 然后回答问题。

Cost cutting proposal
From: josh@anybusiness.com To: katie@anybusiness.com
Hi, Katie. Would you mind taking a look at the first part of my proposal?
Business proposal
Executive summary
The purpose of this proposal is to outline a plan to cut expenses. Because of increasing expenses and decreasing sales, the company has identified the need to make savings. We have reviewed several options for the best solution. We are proposing a hiring freeze as the best way to cut expenses. We are rejecting layoffs as a solution, due to the negative effects it will have on staff. Can you let me know what you think before next week?
Josh

执行摘要	
executive summary 是商业提案起头的有效方法。 下面是一种简单的构思办法。	
首先，解释提案的目的。	
The purpose of this proposal is to find a new location for our company offices.	该提案的目的旨在为公司寻找新的办公地点。
其次，总结您的提案计划解决的问题。	
Because of falling market share, we have to find a way to generate more sales.	由于市场份额下滑，我们不得不寻找促进销售额的办法。

然后，说明已采取的措施。	
We have reviewed a list of options to find the best solution.	我们审查了许多选择，以求找到最佳的解决方案。
最后，概述您的解决方案，解释您反对其他可能解决方案的原因。	
We are proposing a hiring freeze as the best way to cut expenses.	我们提议最好的办法是暂停招聘，以削减开支。
We are rejecting layoffs as a solution, due to the negative effects it will have on the staff.	我们反对把裁员作为解决方案，因为会对员工造成负面影响。

阅读执行摘要，然后确定这些短语的用途。

请选择正确的答案。

Cost cutting proposal From: josh@anybusiness.com To: katie@anybusiness.com Hi, Katie. Would you mind taking a look at the first part of my proposal? **Business proposal** **Executive summary** The purpose of this proposal is to outline a plan to cut expenses. Because of increasing expenses and decreasing sales, the company has identified the need to make savings. We have reviewed several options for the best solution. We are proposing a hiring freeze as the best way to cut expenses. We are rejecting layoffs as a solution, due to the negative effects it will have on staff. Can you let me know what you think before next week? Josh

请把词条移至正确的间隔处。

The (purpose) of this email is to begin discussion about a new office location.

Our office space is too small (due to) the increase in employees.

We are (rejecting) the solution offered by the operations manager.

We are going to (review) other proposals at tomorrow's meeting.

We may have to lay off some employees (because) of budget cuts.

We have to (find a way) to cut the budget.

对比正式用语与非正式用语	
一般而言，非正式的句子更短，代词 I 的使用更频繁，包含更多个人看法。正式的句子通常更长，感情色彩更淡。以下举几个例子。非正式用语的句子每次先出现。	
陈述您的目的	
I think we should try to spend less money.	我认为我们应该努力少花钱。
The purpose of this proposal is to outline a plan to cut expenses.	本提案的目的旨在概述一个削减开支的计划。
总结问题	
I think we should save more because things are getting more expensive and sales are poor.	我认为我们应该更加节省，因为物价越来越贵，销售额非常不理想。
Because of increasing expenses and decreasing sales, the company has identified the need to make savings.	由于不断上升的开支和日益下滑的销售额，公司明确了开源节流的需要。

描述已采取的措施	
I've looked at a few options.	我看过一些方案。
We have reviewed a list of options to find the best solution.	我们审查了许多方案，以求找到最佳解决办法。
提出一种解决方案	
I think we should have a hiring freeze. It'll help cut expenses.	我认为我们应该暂停招聘，这有助于削减开支。
We are proposing a hiring freeze as the best way to cut expenses.	我们提议最好的办法是暂停招聘，以削减开支。
反对一种解决方案	
I don't think we should lay off anyone because it'll make people very unhappy.	我觉得我们不应该解雇任何人，因为这会让人非常担心。
We are rejecting layoffs as a solution, due to the negative effects it will have on staff.	我们反对把裁员作为解决方案，因为会对员工造成负面影响。

陈述优点和缺点	
作为商业提案的一部分，您常常会加入对所提议解决方案的 advantages and disadvantages 或 pros and cons 的分析。	
One advantage is lower costs.	一个优点是降低成本。
Another pro is that revenues will increase.	另一个好处是收入会增加。
One con, however, is that we'll need to use staff more efficiently.	但是，不利之处在于我们需要更有效地使用员工。
A further disadvantage is that projects will not be finished so quickly.	还有一个缺点是项目不会很快完成。

使用类似 big 和 obvious 在内的形容词强调优缺点的重要性。	
Another big advantage of a hiring freeze is that we can keep morale high.	暂停招聘的一大优点在于我们可以保持高涨的士气。
An obvious advantage is that we don't need to have any layoffs.	一个明显的优点是我们无需裁员。

Josh 在他的提案中新加了一段。

请选择正确的答案。

RE: Cost cutting proposalFrom:josh@anybusiness.comTo:katie@anybusiness.comHi, Katie.I've added a paragraph about the pros and cons. Could you please take a look?****Business proposalExecutive summaryThe purpose of this proposal is to outline a plan to cut expenses. Because ofincreasing expenses and decreasing sales, the company has identified the needto make savings. We have reviewed several options for the best solution. Weare proposing a hiring freeze as the best way to cut expenses. We arerejecting layoffs as a solution, due to the negative effects it will have onstaff.**Advantages and disadvantages****One advantage is lower recruitment costs. Another big advantage of a hiringfreeze is that we can keep morale high. However, a con of a hiring freeze isthat we will need to find ways to use our employees more efficiently _._**Thanks!Josh

Josh 补充了提案的总结段。

点击正确的选项。

RE: Cost cutting proposalFrom:josh@anybusiness.comTo:katie@anybusiness.comHi, Katie.I've finished my proposal! Let me know what you think.**Business proposalExecutive summaryThe purpose of this proposal is to outline a plan to cut expenses. Because ofincreasing expenses and decreasing sales, the company has identified the needto make savings. We have reviewed several options for the best solution. Weare proposing a hiring freeze as**

the best way to cut expenses. We are rejecting layoffs as a solution, due to the negative effects it will have on staff.

****Advantages and disadvantages** One advantage is lower recruitment costs. Another big advantage of a hiring freeze is that we can keep morale high. However, a con of a hiring freeze is that we will need to find ways to use our employees more efficiently.

Conclusion In conclusion, a hiring freeze is the best choice for the company right now. It would lower costs and keep morale high. We suggest that we review this proposal at a meeting next week. Please contact me with any questions or concerns. Thanks so much for helping me with this, Katie. How about lunch next week, on me?

Josh

结束提案	
一个结束提案的简单办法是总结您的解决方案，重申方案的优势，然后建议下一步的措施。	
总结您的解决方案	
In conclusion, a hiring freeze is the best choice for the company right now.	最后，暂停招聘是公司目前的最佳选择。
To conclude, we recommend layoffs to cut costs.	总而言之，我们建议裁员以削减成本。
重申优点	
It would lower costs and keep morale high.	这会降低成本，保持高涨的士气。
The advantages are obvious: Costs would be cut by 50%.	优点显而易见：成本可以减少 50%。

建议下一步措施	
We suggest that we review this proposal at a meeting next week.	我们建议我们下周开会审查这一提案。
Please contact me with any questions or concerns.	如有任何问题或疑虑，请联系我。

Your colleague is proposing a new location for your office. Read his email, then write the executive summary telling which location he recommends.

我们会严肃地对待您的隐私。请勿将关于自己的个人信息（种族、宗教、健康状况等）与别人分享。

输入到输入框。写50-75个单词。

Example:

to consider the cost of the rent and the neighborhood. We have reviewed a list of options to find the best solution. We are proposing that we move to Office One. We are rejecting Office Bravo as a solution, mostly due to its location. It would have too many negative effects on staff.