

Translation Project 2 Individual 1st Edition

Chinese Business Translation (Part 2)

ATS3014

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Task 2.1

<p>Standard Purchase Order for Goods & Services – Australia (Any Applicable Agreement between the Parties Shall Control & Govern Over These Terms & Conditions)</p> <p>1. Goods and/or Services, to be provided to BHP BILLITON PETROLEUM Pty Ltd. or a Related Entity (“Company”), by contractor (“Contractor”), sometimes collectively referred to as (“Parties”) or individually as a (“Party), shall be governed by the terms and conditions of this purchase order (“Order”). Any additions to or modifications of the terms and conditions in this Order, or other terms and conditions contained in Contractor’s invoice, receipt or any other document utilized by the Parties in the course of business shall not vary or alter the terms and conditions of this Order unless accepted in writing by an authorized representative of Company.</p>	<p>澳大利亚标准商品和服务采购订单 (双方间任何的适用协议都应控制和监管这些条款和条件)</p> <p>1.由承办方(承包商)(有时统称为“双方”)或单独称为“一方”向必和必拓石油有限公司或相关单位(公司)提供的货物和/或服务应受本采购清单(订单)的条款和条件管辖。除非由公司授权代表以书面形式接受,否则对本订单条款和条件的任何补充或修改,或承包商发票、收据或双方在业务过程中使用的任何其他文件中包含的其他条款和条件,均不得被用于修改或变更本订单的条款和条件。</p>
<p>2. EQUIPMENT AND PERSONNEL - Contractor shall furnish, at its own expense and risk, all labor, supplies, Equipment and other items necessary or incident to the performance of this Order. Contractor shall provide and maintain in good working order Equipment that is suitable for the performance of its obligations hereunder. Contractor, at its expense, shall obtain all permits, licenses, certificates or other administrative</p>	<p>2.设备和人员- 承包商应自费并自担风险提供履行本订单所需或附带的所有劳动力、用品、设备和其他物品。承包商应提供并维护适合被用于履行其在本协议下的义务的设备,使其保持运行状态良好。承包商应自费取得政府当局可能要求的或承包商履约所必需或附带的所有许可证、执照、资质证书或其他行政授权,包括但不限于人员的适当许可和资质证</p>

<p>authorizations as may be required by an Authority or as may be necessary or incident to Contractor's performance including, but not limited to, the proper licensing and certification of Personnel.</p>	<p>书。</p>
<p>3. INDEPENDENT CONTRACTOR - Company and Contractor expressly acknowledge and agree that Contractor is an independent contractor with respect to the performance of its obligations under this Order. Contractor has the authority to control and direct the performance of the details of the provision of the Goods and/or Services to be provided hereunder and Company is interested only in the result obtained by Contractor. Company has the general right of inspection, consultation and supervision provided herein in order to secure the satisfactory completion of any of the Goods and/or Services to be provided. Contractor shall, prior to contracting with any Subcontractors for the furnishing of any portion of the Goods and/or Services, obtain Company's express, prior written consent. Contractor shall remain responsible for all obligations and liabilities in connection with Subcontractor, including its acts or omissions, but neither Contractor nor Subcontractor shall be entitled to the benefit of any obligations that might otherwise be owed by Company in connection with said Subcontractor. Contractor shall ensure that all Subcontractors comply with this Order and all applicable statutes, rules, regulations, and any health, safety and environmental guidelines requested by Company. Contractor shall comply with the requirements of Company's Health, Safety & Environmental Conditions and Company's Drug and Alcohol Policy at</p>	<p>3.独立承包商— 公司和承包商明确承认并同意，承包商是履行本订单项下的义务的独立承包商。承包商有权管控和指导本协议项下提供的货物和/或服务的细节的执行，公司仅以承包商取得的结果为准。公司拥有本协议规定的检查、咨询和监督的一般权利，以确保圆满完成所提供的任何货物和/或服务。承包商在与任何分包商签订提供任何部分货物和/或服务的合同之前，应事先取得公司的明确书面同意。承包商应对与分包商有关的所有义务和责任负责，包括其行为或疏忽，但承包商和分包商均无权从公司可能欠下的与上述分包商相关的任何义务中受益。承包商应确保所有分包商遵守本订单和所有适用的法规、规则、条例以及公司要求的任何健康、安全 and 环境指南。承包商应遵守公司网站上的公司健康、安全 and 环境条件以及公司毒品和酒精政策的要求，或当时的同等政策。承包商应遵守公司企业社会责任政策的要求。公司保留要求提供遵守本政策的证明的权利。承包商应遵守所有适用于其持有、使用和测试毒品和酒精的法律法规，并在法律要求的情况下，应保留一份书面条款，并在需要时提供给公司。</p>

<p>the Company's website or the then current equivalent policy. Contractor shall comply with the requirements of Company's Corporate Social Responsibility Policy. Company reserves the right to request proof of adherence to the Policy. Contractor shall comply with all Laws and regulations applicable to it with respect to the possession or use of, and testing for, drugs and alcohol, and shall if required by Law, maintain a written policy with respect thereto, which shall be provided to Company upon request.</p>	
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Task 2.2

<p>京东商城营销策划书（节选）</p> <p>1. 概述</p> <p>随着网络技术日新月异的进步，电子商务款款走上了零售业的红地毯，处于飞速发展的状态。与此同时，快节奏的生活、稀缺的时间使得网上购物开始成为人们青睐的消费方式。因此，中国网络零售的发展前景应该是不容阻挡的，网购行业必将进入高速发展期。</p>	<p>JD.com Marketing Plan (Excerpt)</p> <p>1. Overview</p> <p>With the rapid advancement of internet technology, e-commerce has captured a perfect chance in the retail industry and is in a state of rapid development. At the same time, the fast-paced lifestyle and less spare time have made online shopping a popular way of consumption for people. Therefore, the development prospects of China's online retail should almost have no barricades, and the online shopping industry will certainly enter a period of high-speed development.</p>
<p>2. 目标市场分析</p> <p>京东商城是中国 B2C 市场最大的 3C 网购专业平台，是中国电子商务领域最受消费者欢迎和最具有影响力的电子商务网站之一。2010 年，京东商城跃升为中国首家规模超</p>	<p>2. Target Market Analysis</p> <p>JD.com is the largest China Compulsory Certification online shopping platform in the business to customer market in China, and is one of</p>

<p>过百亿的网络零售企业，连续六年增长率均超 200%，现占据中国网络零售市场份额 35.6%，连续 10 个季度蝉联行业头名。</p>	<p>the most popular and influential e-commerce websites among consumers in the field of e-commerce in China. In 2010, JD.com surged to become the first online retail enterprise in China with a scale exceeding 10 billion yuan, with a growth rate of over 200% for six consecutive years. It now holds a 35.6% market share in China's online retail market and has been ranked first in the industry for 10 consecutive quarters.</p>
<p>3.行业与目标消费者情况分析，以及市场定位</p> <p>京东商城网 360buy 无论在访问量、点击率、销售量以及业内知名度和影响力上，都在中国 3C 网购平台中有举足轻重的地位。但是，虽然京东商城用户渗透率已达到 10.5%，它在市场占有率方面还有待提高。通过第十次 CNNIC 调查结果显示，35 岁以下的网民占 82.0%，35 岁以上的网民占 18.0%，两者之比为 4.6:1。35 岁以下的网民仍然是互联网络时代的主力军。在各个年龄段中，以 18-24 岁的年轻人所占比例为最高，达到 37.2%，其次是 25-30 岁(16.9%)和 18 岁以下(16.3%)。京东商城凭借遍及全国的 2500 万注册用户、覆盖人们生活每一部分的 11 类丰富优质商品、“做中国最大，全球前五强电子商务公司”的雄心壮志、以及独具竞争力的价格和逐渐完善的物流配送体系，多年稳居行业首位。根据商品所能满足的需求，京东秉承“顾客至上”的原则，总是为满足消费者倾向于物美价廉的购物心理服务。</p>	<p>3. Industry and target consumer situation analysis, as well as market positioning</p> <p>JD.com 360buy holds a pivotal position among Chinese 3 online shopping platforms in terms of traffic, click through rates, sales volume, as well as industry awareness and influence. However, although the user penetration rate of JD.com has reached 10.5%, it still needs to improve its market share. According to the results of the 10th CNNIC (China Internet Network Information Center) survey, 82.0% of internet users are under the age of 35, and 18.0% are over the age of 35, with a ratio of 4.6:1. Internet users under the age of 35 are still the main force in the Internet era. Among all age groups, the proportion of young people aged 18-24 is the highest, reaching 37.2%, followed by those aged 25-30 (16.9%) and those under 18 (16.3%). JD.com has maintained its position as the industry leader for many years, thanks to its 25 million registered users nationwide, 11 rich and high-quality products covering every part of people's lives, ambitious goal of becoming the largest e-commerce company in China and one of the top five in the world, competitive pricing, and gradually improving</p>

	logistics and distribution system. Based on the needs that can be met by the product, JD.com adheres to the principle of "customer first" and always provides psychological services to meet consumers' preference for high-quality and affordable shopping.
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