

图书基本信息

书名：<<职业教育行业英语立体化系列教材>>

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内容概要

《职业教育行业英语立体化系列教材：电子商务行业英语》选材注重语言交际技能的实用性、通用性、时效性、典型性和可模拟性，体现从事行业涉外交际必需掌握的基本知识和技能。题材反映该行业在技术应用方面的最新成果或重大发展趋势，体现行业涉外交际的需要；内容涉及行业人物访谈、行业发展趋势与动向、企业或公司简介、产品介绍、招聘和求职、行业信息交流等；体裁表现应用性语言的多样性，如交谈、讨论、信函、报告、广告、通知、纪要等。

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章节摘录

版权页：插图：Wong Lo Kat Herbal Tea is a famous Chinese herbal drink. Before 2002, the manufacturer maintained its annual sales around RMB100 million for several years. However, the manufacturer still felt it was faced with a dilemma, which was how to position and market its product; an "herbal medicine drink" or a "common soft drink"? In 2002 the manufacturer carried out a consumer survey. According to the survey, both the consumers in Guangdong Province and Zhejiang Province purchased the products when they had barbecues, climbing exercise activities, picnics, parties and family reunions as "it will prevent inflammation for all ages." As the general consumers' real motive of buying the product was defined, the repositioning plan came into being. 1) The product should be defined as soft drink not herbal medicine. 2) The product's special function that it can help consumers enjoy barbecue, spicy and deep-fried food and watch TV overnight without being bothered by carbuncles and inflammation should be greatly highlighted. The manufacturer also decided that it would spend great efforts in pushing the sales in chain restaurants, especially Hunan, Sichuan and hot pot and barbecue restaurants where mainly spicy and deep-fried food and meals were served while maintaining the original sales channel. Advertising media in China has a strong influence on consumers' purchasing choices. As for the product's market orientation, the TV commercials highlight the slogan, "To avoid carbuncles and inflammation, Wong Lo Kat is your best choice", promoting the product as a special functional drink. The TV commercials were shown on CCTV, and in the local media in the successful markets of the product -- Guangdong and Zhejiang provinces. The manufacturer spent RMB~40 million in a few months for these TV commercials in 2003, and the sales soared greatly in China's market. With repeated rolling of these TV commercials by CCTV, most people in cities and towns were deeply impressed by the product and it soon became popular in the market.

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