

Chapter 22 Export Product

I. Objectives

- *To gain insight into export products*
- *To grasp the main idea and the structure of the text;*
- *To master the usage of key special terms, words and phrases in this chapter;*
- *To conduct a series of listening, speaking, reading, writing and translating activities concerned with the theme of the chapter.*

II. Introduction

How to shape and make your export products to suit your customers is not an easy question to answer.

This text will give you some hints that will surely benefit you in your business.

外贸行业有一句顺口溜，叫做“出口赢不赢，关键看产品。产品好不好，设计有技巧。”如何设计、制造适合客户的出口产品不是一个容易回答的问题。本课将给你一些提示，它们一定会有益于你的事业。

III. Main points of the text

- 1.to satisfy the wants of the buyers.
- 2.product and product line
- 3.Product mix and its strategies

IV. Background and terminology

1. the product mix 产品组合

The Product Mix refers to the range of products sold by a firm. For example, a supermarket sells food, but it may also sell clothes, electrical equipment, beauty products, and stationery; an electric appliance manufacturer may sell washing machines, dishwashers, refrigerators, televisions, and videos. A firm may expand its product mix by offering different products for sale; for example, a clothes shop may add underwear to its range. It may extend existing ranges; for example, a car manufacturer may bring out a special edition of an existing car model. It may change existing products; for example, a laundry detergent manufacturer may add more blue flakes to an existing brand and declare it to be new and improved, or a food company may repackage a product. 产品组合是指公司销售产品的范围。例如：一个超市卖食品，但也卖服装、电器、美容产品和文具；电器制造商可能卖洗衣机、洗碗机、电冰箱、电视机和视频播放器。一个公司可以提供不同的产品来销售来扩大它的产品组合，例如，服装店可

能会增加内衣的范围。它会扩展现有的范围，例如：一位汽车制造商也许会推出一种现有车型中最特别的一款。它会改变现有产品，例如：洗衣粉制造商会增加多种蓝色的薄片到现有的品牌，然后宣称有更新和改进，或者，一个食品公司可能会重新包装产品。

2. **product line** 产品系列

Product line refers to a company's group of related products marketed by the same company that differ only in size or style. 产品系列是指由同一家公司经营的-组相关产品，它们只是规格和式样不同。

3. **generic name** 总名称, 属名

4. **product expansion** 产品扩展

5. **product contraction** 产品缩减

6. **product alteration** 产品改造

V. Language Points

1. **Is this your product saleable in the international market?**

你的产品适合在国际市场上销售吗？

Saleable: fit for sales

This new product is saleable in the domestic market.

The product line is not saleable in overseas market, so they eliminate it.

2. **The first step in shaping or making a product to suit customers is to arrive at an understanding of how buyers conceive a product.**

设计或制造符合客户需求的产品，第一步就是要弄明白买方是如何想象一件产品的。

arrive at: reach; come to 努力达到

What decision did you finally arrive at?

你们最终做出了什么决定？

They arrived at a win-win agreement at last.

他们最后达成了一个双赢的协议。

conceive: To form or develop in the mind; devise:

构思：在脑海中设计或构思；设计：

He conceives a plan to increase profits.

他构想出一个增加利润的计划。

Scientists first conceived the idea of atomic bomb in the 1930s.

20 世纪 30 年代科学家们初次设想原子弹的计划。

3. **To be successful, a product must function as the buyer wants it to and meet his quality standard.**

一个产品，要想成功，必须按照买方的要求发挥其功能，而且要符合质量标准。

不定式“To be successful”在句中用作状语，其逻辑主语与句子的主语一致。“as”是一个多功能词(multi-function word)，用法很多，可以作连词、代词、副词、介词，并常同其他的词搭配构成许多习语。

function: work; operate 活动；运行；发挥作用

My pen does not function very well.

我的笔书写得不太流利。

The old machine won't function properly if you don't oil it regularly.

那台旧机器如果不经常加油是不能正常运转的。

The machine tool does not function properly.

这台机床有点毛病。

在本句中，“as”是连词，引导方式状语从句。“as+从句”在句中的作用应根据其逻辑关系来判断，例如：

I saw him as he was getting off the bus.

正当他下公共汽车时，我看见了。 (as 引导时间状语从句)

I shall do the exercises as I have been taught.

我要按照教导我的那样去做练习。 (as 引导方式状语从句)

As you are tired, you had better rest.

(既然)你累了，最好休息一下。 (as 引导原因状语从句)

Rich as he is, he is not happy.

虽然他很富有，但他并不幸福。 (as 引导让步状语从句)

He was not as young as I imagined.

他不如我想像的那么年轻。 (as 引导比较状语从句)

Things are not always as they seem to be.

事情不总是像它们看起来的那样。 (as 引导表语从句)

He is a foreigner, as is evident from his accent.

从他明显的口音上可以看出他是个外国人。 (as 是关系代词，引导定语从句)

4. A product that is perfectly good for one market may have to be adapted for another.

在一个市场上相当畅销的产品可能不得不调加以整以适应另外一个市场。

to be adapted for

to adapt oneself to 适合于.....

The barn can be adapted for use as a garage.

这个仓库可改作车库之用。

You are obliged to adapt yourself to the habits and customs of your target market.

你必须让自己适应目标市场的风俗习惯。

5. In developing a product for an intended market, a company starts with a product that may satisfy the wants of the market.

在为预期的市场开发产品的过程中，公司从能够满足市场需求的产品开始。

intended: prospective; future:预期的;未来的;打算之中的,计划之内的:

an intended trip abroad next month. 下个月的一次出国旅行

The research produced intended result. 研究产生了预期的结果。

6. **A product is a set of tangible physical attributes assembled in an identifiable form.**

产品是以可识别的形式组合在一起的一整套具体有形的物理属性。

“assembled in an identifiable form”是过去分词短语，用作定语，修饰“tangible physical attributes”

tangible: discernible by the touch; palpable:

通过触摸可以感知的；可触知的；有形的

a tangible roughness of the skin.

一摸即能感觉到皮肤的粗糙

assemble: to fit together the parts or pieces of: 装配：把配件或零件装配在一起：

assemble a machine; 装配机器

assemble data. 汇集数据

identifiable: That can be identified or recognized 可以识别的；可以辨认的

The markings are so blurred that it is not identifiable. 标记模糊不清，难以识别。

The body isn't identifiable.

7. **Each such change provides the exporter with an opportunity to use a new set of appeals to reach what essentially may be a new market.**

每一种这样的改变给出口商提供了一个机会，用一整套带感染力的崭新的手段开辟新市场。

“to provide ...with...”给.....提供.....例如：

They provide us with food. 他们供给我们食物。

Was he able to provide you with the information you had requested?

他能为你提供你所要的信息吗？

The book is provided with an index.

这本书提供了一个索引。

注意 “provide” 其它用法：

We provided food **for** the hungry children. (=We provided the hungry children with food.)

我们为饥饿的孩子们提供食物。

It is **provided** in the contract that the work should be accomplished within a year.

合同规定这项工作必须在一年内完成。(本句中 provide 意为“规定”)

He has a wife and seven children **to provide for**.

他需要**供养**妻子和七个孩子。(“to provide for”意为“to support”)

8. **To produce a new product an exporter does not have to come up with revolutionary new developments.**

为了生产新产品，出口商**不一定要**拿出具有革命性的开发成果来。

“**To come up with**”意为“赶上，提出；拿出，得出”(to produce something in response to need or challenge). 例如：

The teacher asked a difficult question, but finally Ted came up with a good answer.

老师问了一个难题，但特德最终给出了一个恰当的答案。

He came up with a new suggestion.

他提出了一项新建议。

She had come up with a brilliant solution. 她拿出了一个极好的解决方案。

revolutionary: 创新的; 改革性的

The factory produced a revolutionary machine.

工厂制造了一部创新的机器。

9. His best chance of success lies in an important distinction between product and product line.

弄清产品和产品系列的重大区别, 就能为其提供最佳的成功机会

to lie in: 依靠于.....; 在于.....

Some say that success lies in diligence, perseverance, and opportunities.

有人说, 成功在于勤奋、坚毅和机会。

distinction: A distinguishing factor, attribute, or characteristic; difference 可区分的要素、属性或特点; 不同, 区别

A distinction should be made between the primary and secondary contradictions.

要区分主要矛盾和次要矛盾。

There is a great distinction between Chinese culture and western culture.

10. Product line means a broad group of products, intended for essentially similar uses and possessing reasonably similar physical characteristics.

产品系列是指用途基本相同, 有形特征基本相似的一组广泛的产品。

intended for: 打算供...使用

The book is intended for beginners.

本书是为初学者编写的。

The products are intended for export.

essentially: basically 基本上

The two products look essentially the same.

reasonably: 合理地, 适当地

The matter was solved reasonably.

11. At any given time, either you are exporting a single new product, or an old one of the product line, while others are being designed and developed.

在任何时候, 或许你在出口单一的新型产品, 或许你在出口产品系列中的一种旧产品, 同时其它产品也正在设计和开发中。

at any given time 在任何特定的时候

At any given time, people's specific needs may differ, but as we are all humans, our fundamental needs are the same.

在某些特定的时候, 人们的具体需求会有差异, 但我们都是人, 我们的基本需求是相同的。

“either...or...”“或...或...; 要么...要么..., 连接两个平行的语言结构, 本句连接的是两个句子: ...**either** you are exporting a single new product, **or** (you are exporting) an old one of the product line..., 例如:

Either we go now or we remain here forever.

要么我们现在走, 要么我们永远在这呆下去。

12. The product mix is the full list of all products offered for sale by a company.

产品组合是公司提供出售的所有产品的完整清单。

“the product mix” 产品组合

The Product Mix refers to the range of products sold by a firm. For example, a supermarket sells food, but it may also sell clothes, electrical equipment, beauty products, and stationery; an electric appliance manufacturer may sell washing machines, dishwashers, refrigerators, televisions, and videos. A firm may expand its product mix by offering different products for sale; for example, a clothes shop may add underwear to its range. It may extend existing ranges; for example, a car manufacturer may bring out a special edition of an existing car model. It may change existing products; for example, a laundry detergent manufacturer may add more blue flakes to an existing brand and declare it to be new and improved, or a food company may repackage a product. 产品组合是指公司销售产品的范围。例如：一个超市卖食品，但也卖服装、电器、美容产品和文具；电器制造商可能卖洗衣机、洗碗机、电冰箱、电视机和视频播放器。一个公司可以提供不同的产品来销售来扩大它的产品组合，例如，服装店可能会增加内衣的范围。它会扩展现有的范围，例如：一位汽车制造商也许会推出一种现有车型中最特别的一款。它会改变现有产品，例如：洗衣粉制造商会增加多种蓝色的薄片到现有的品牌，然后宣称有更新和改进，或者，一个食品公司可能会重新包装产品。

13. Its breadth is measured by the number of product lines carried, its depth, by the assortment of sizes, color, and models offered within each product line.

它的广度由系列产品的数量来衡量，它的深度由每一系列产品的规格、颜色和式样的分类来衡量。

“**Product line**” refers to a company’s group of related products marketed by the same company that differ only in size or style. 产品系列是指由同一家公司经营的一组相关产品，它们只是规格和式样不同。

assortment: A collection of various kinds; a variety. 多种多样; ; 各色俱全
There is an assortment of snacks in the shop.

14. There are several product mix strategies to be applied.

- 有好几种产品组合战略可以采用。
- product mix strategies:产品组合战略
- Product expansion 产品扩展
- Product contraction 产品减缩
- Product alteration 产品更改

15. This product strategy is to thin out the product mix either by eliminating an entire line or by simplifying the assortment within a line. The shift from fat and long lines to thin and short lines is designed to eliminate low-profit products and to get more profit from fewer products.

这个产品战略就是要缩减产品组合，或者消除整个生产线，或者简化一个产品系列内的种类。由臃肿的长线产品系列过渡到稀少的短线产品系列，目的是为了放弃低利润的产品并从仅有的几个产品中获得更多的利润。

在第一句中，“to thin out the product mix by...” 是动词不定式，用作表语，意为“使产品组合变得稀少”；在第二句中，“**from fat and long lines to thin and short lines**”的“fat, long; thin, short”都是形容词，用作定语。

to thin out 使稀薄，使减少

In order to save the farmers’ crops and people’s gardens, experts suggested that they should thin out the deer herd.

为了挽救农民的庄稼和人们的花园，专家建议他们减少鹿的种群数量。

The corporation planned to thin out its product mix so as to concentrate on improving the quality of the products.

公司计划缩减产品组合的种类，以便能集中精力改进产品质量。

16. As an alternative to developing a completely new product, management should take a fresh look at the company's existing products.

选择开发一个全新产品，管理人员应对公司现有产品进行重新审视。

“to take a fresh(/close) look at...” 对.....有新的看法，密切注意.....

这里的“**As**”是介词，意为“作为...”。例如：

Other potential missions of the rocket ship could be to repair communications satellites and **to take a close look at** spy satellites. 火箭飞船的其它潜在的使命可能是维修通讯卫星以及近距离观察间谍卫星。

As an alternative to: instead of
alternative 抉择；选择余地

I wanted to go out, but I had no money. I had no alternative to staying at home=I had no choice but to stay at home.

我想出去，可是没钱；只能待在家里。

VI. Summary of the lesson

The first step in shaping or making a product to suit customers is to arrive at an understanding of how buyers conceive a product. To produce a new product an exporter does not have to come up with revolutionary new developments. His best chance of success lies in an important distinction between product and product line. The product mix is the full list of all products offered for sale by a company. There are several product mix strategies to be applied. The first strategy is product expansion, which means that a company may elect to expand its present products. The second strategy is product contraction. This product strategy is to thin out the product mix either by eliminating an entire line or by simplifying the assortment within a line. The shift from fat and long lines to thin and short lines is designed to eliminate low-profit products and to get more profit from fewer products. The third strategy is product alteration.

VII. Comprehension questions

1. What is the primary approach in making a product to fit customers?
2. What does “a product” mean?
3. What is a “product line”?
4. What is the purpose of changing a physical feature of a product?
5. What does “product mix” mean?
6. Can you give some examples of the product mix strategies?