

Chapter 28

Export Pricing

I. Objectives

By the end of the chapter, students should have some ideas about

- the pricing
- the importance of price setting
- the long-term and short term objectives before price setting
- the factors that affect the pricing
- some new words and special terms related to the pricing
- prepositional phrase

Approach

- Warming up: new words and special terms about the pricing
- Paraphrasing: major words and sentences
- Questions and answers
- Discussion: ideas about the price setting
- Translation: key sentences.
- Summarizing: the text

II. Introduction

精确计算并不意味着是正确的出口定价方法。那么，在进行出口定价时你必须考虑哪些呢？你从本课文中会找到某种答案。

Accurate calculation does not imply right export pricing. Then, what factors do you have to consider for your export price? You may get an answer from this text.

III. Main points of the text

1. Pricing is a complex and generally unscientific activity in most firms.
2. Two pricing objectives
3. The details of the price setting
4. The consumer is the final controller the price.

IV. Background & Terminology

1. Pricing is a complex and generally unscientific activity in most **firms**. 定价对大多数公司来说是一个复杂的而且一般是非科学的活动。

“A firm” means the name or designation under which a company transacts business. It is derived from Latin “firmus” meaning “to ratify by signature”. 商号，即在某名称或名义下公司办

理事务。这个词来自拉丁语“*furnus*”，意为“签名批准”。

The word "firm" is a general term that probably applies to any business organization, whether incorporated or not. “firm”这个词是公司的一般称呼，可以指任何商业组织，无论是股份有限公司还是独资公司。

那么，company 和 corporation 的区别是什么呢？

“Company” means a business enterprise, an organization created to pursue profit by providing goods or services. It is abbreviated as “Co.” It sometimes refers to a partner or partners not specifically named in a firm's title. “company”指一般的商业企业，即靠提供商品和服务来盈利而组成的一个企业。通常缩写为“Co.”。有时指没有用商行命名而由一个合伙人或多个合伙人组成。例如：Lee Rogers and Company 李·罗杰斯与其合伙人。

“Corporation” refers to an organization created by a government charter that allows people to associate together for a common purpose under a common name. The charter gives the corporation certain privileges, including the right to buy and sell property, enter into contracts, sue and be sued, and borrow and lend money. It is usually abbreviated as “Corp.”

In North America, a “corporation” or an “incorporated company” is a “company of limited liability” or a “limited corporation”. A corporation is an entity by itself and, at least in principle, the officers, shareholders etc., are not liable for the company's debts. “Owners” of a corporation owns the shares of the corporation. The shareholders are not liable for the debts of the company. The word “LTD” (Limited) means limited liability.

This means that even if one or all the shareholder dies, the corporation is still "alive". The word “firm” is a general term that probably applies to any business organization, whether incorporated or not.

“Corporation”是指根据政府宪章要求创立的一个组织，宪章允许为了共同的利益，在统一的名称下，人们结合在一起。宪章给了公司一定的特权，包括买卖财产、订立合同、提出诉讼与被控告、借贷资金等权利。通常缩写为“Corp.”。

在北美，“corporation”或“incorporated corporation”是指有限责任公司。公司本身就是一个实体，至少在原则上，公司的官员、股东等对公司的债务是不负责任的。公司的所有者拥有公司的股份。“LTD (Limited)”这个词意为有限责任。这就意味着即使一个股东或全部股东都去世了，公司照样存在。

2. Long-term objective is usually concerned with profitability and **market share**. 长期目标通常与利润率和市场份额有联系。

Market Share means the proportion of total sales of a product or type of product by a company in a given market. Market share can be calculated in terms of value or in terms of units sold. The product may be defined narrowly or broadly.

市场份额是指公司的产品在某个特定的市场范围内的总销售量所占的比例。市场份额可以按价值或所销售的件数来计算。对产品的定义可以是狭义的或是广义的。

3. **market share** 市场份额，市场占有率
4. **annual budgets** 年度预算

5. **sales volume** 销售量
6. **competitive prices** 竞争价格, 公开招标价格
7. **executive salaries** 主管人员薪金
8. **domestic price** 国内市场价格
9. **trial and error** a method of reaching a correct solution or satisfactory result by trying out various means or theories until error is sufficiently reduced or eliminated
试错法, 尝试错误: 一种通过尝试各式各样的方法或理论直到错误被充分地减少或杜绝从而达到正确的解决方法或令人满意的结果的方法。
10. **property tax** a tax levied against the owner of real or personal property
财产税, 对不动产或个人财产的主人征收的税收
11. **variable cost** a cost that fluctuates directly with output changes
可变成本, 直接随着产出变化的成本

V. Language points

trial n.

The act or process of testing, trying: 试验; 检验:

The new drug is undergoing clinical trials.

这个新药正在临床试验。

They let me have the computer on trial for thirty days.

他们让我试用这台电脑三十天。

calculation n.

Careful planning 深思熟虑, 认真的估计和计划:

After much calculation they decided to give him the position of manager.

经过深思熟虑之后, 他们决定把经理的职位给他。

All these calculations are based on the statistics you have provided.

所有计算结果都是根据你们提供的统计数字作出的。

combination n.

结合; 联合; 合并

His character is a combination of strength and kindness.

他的性格是刚与柔的结合。

"After the general election, a combination of parties formed the new government."

"大选后,各政党联合组成了新政府。"

pulse n.

脉搏

The doctor felt her pulse on her wrist.

这位医生在她的手腕上号脉。

His pulse was at as high as a hundred.

他的脉搏高达每分钟一百次。

concerned adj.

Believing that something is important 关注, 关心的

Many politicians are more concerned with power.

许多政治家更加关注的是权力。

I am very concerned about her.

我非常挂念她。

volume n.

Amount; quantity: 量; 数量

The volume of traffic on the roads has increased dramatically in recent years.

近年来, 公路上的车流量猛增。

The volume of the container measures 100,000 cubic meters.

这个容器的容量是十万立方米。

domestic adj.

Of or relating to the family or household: 家庭的; 家务的, 家用的:

Of or relating to a country's internal affairs: 本国的, 国内的

Unfortunately his domestic life wasn't very happy.

不幸的是他的家庭生活不是很幸福。

We still have domestic issues such as tax rates and highway construction.

我们仍旧面临着如税率和公路建设等国内问题

meticulous adj.

Extremely careful 谨小慎微的; 极度细心的

He kept meticulous accounts.

他的帐目记得很仔细。

Their planning and preparation were meticulous.

他们计划准备得十分细致。

variable adj.

likely to change often 易变的; 可变的

Interest rates can be highly variable.

利率会常变化的。

These fish are highly variable in color.

这些鱼的颜色会经常变化。

executive adj.

Relating to the job of managing a business 实行的, 执行的, 行政的

He is a man of great executive ability.

他是决策与执行能力强的人

He is one of the executive director.

他是执行导演之一。

regardless of

in spite of, with no heed to 不管, 不顾

1. Tim continued to run away, **regardless of** our shouts to him that he should return.

提姆继续跑开了，不顾我们朝他呼叫要他回来。

2. He said he would buy it, **regardless of** expense.
他说不管花多少钱他都要把它买下来。

on top of

另外，在...之上

1. She was **on top of** the world when she found out that she had been admitted to the university.
当她发现自己已被那所大学录取的时候，她高兴至极。
2. **On top of** this, several other benefits are being offered.
除此以外，其它几项好处正在出现。

to be involved in

涉及，专心

The young man **was involved in** a law suit because of his heedless remarks.
那个年轻人由于不经意的言论惹出了一场官司。

as for

with regard to 至于

1. **As for** me, I will stay here for another week.
至于我，我要在这里再呆一个星期。
2. **As for** the raw materials, they are out of question. 至于原材料，它们是没有问题的。

in advance

ahead of time; beforehand 提前，预先

1. Send your luggage **in advance**.
请提前托运行李。
2. They will pay two thousand francs **in advance**.
他们愿意提前支付两千法郎。

1. So, pricing becomes part **trial and error** and part hard calculations in decision making. 所以，在决策时，定价成了部分是反复试验，部分是硬性计算的事情。

“Trial and error” aims to finding a satisfactory solution or doing something by experiment with alternatives and eliminating failures. “反复试验”旨在寻找满意的解决方案，或用实验的方法选择性地做某事，排除失败的方案。

2. Management should **decide on** its pricing objectives before determining the price itself. 管理人员应该在确定价格本身之前确定其定价目标。

“decide on(or upon)...” 对.....做出决定，例如：

Let's put our heads together and **decide on** a plan of action. 让我们集思广益，决定一个行动计划。
再看“decide”与其它介词的搭配：

After talking that matter over, we **decided against** the plan. 我们仔细讨论了这件事后，否决了这

个计划。

3. Negotiating price with foreign businessmen is **no longer** an easy job, **as for** the **glib-tongued peddler** traveling on horseback selling to domestic consumers. 那些骑在马背上到处游历的、口齿伶俐的小贩，向国内客户兜售。与外商进行价格谈判绝不是那么容易的一件事。

“as for”为复合介词，意为“对于……来说；至于……”

第一个现在分词短语“traveling on horseback”用作定语，修饰“peddler”；第二个分词短语“selling to domestic consumers”用作伴随状语，修饰第一个分词短语“traveling on horseback”。

4. Price setting relates to product costs, market demand and competitive prices. But the exporter, first of all, has to **take into account** the different costs: **fixed cost** and **variable cost**. 价格的制定与产品的成本，市场需求和竞争价格有关。但是，出口商首先必须考虑的是不同的成本：固定成本和可变成本。

“to take...into account”把...考虑进去，例如：

When deciding what to do we must **take into account** all the difficulties. 当决定做什么的时候，我们必须把所有的困难都考虑进去。

Fixed Cost refers to the cost that does not vary directly with output but remains constant. **Variable Cost**, such as the cost of raw materials, will increase in proportion with this, but fixed costs, such as mortgage payments and insurance premiums, will stay the same. 固定成本是指不直接因产出的多少而变化的成本。可变成本，如原材料成本，将随着产出的多少而增加，但是，固定成本，如抵押资金和保险费，将保持相同。

5. The more units that are produced, the more these fixed costs can be **spread**, thus reducing the fixed cost per unit. 要生产的单元越多，其固定成本就会更加分散，这样就减少了每单元的固定成本。

“the more..., the more...”(越....., 越.....), 例如：

The more (you have), the better (it would be). 多多益善。

The more speed, the less speed. 欲速则不达。

6. **Having determined** the total cost for producing and exporting any given quantity of product, **it** is equally important for the exporter **to make it clear how much** the foreign buyer is asked for the product and **how many** different kinds of costs are involved in your quoted price. 在确定生产和出口任何特定数量的产品总成本之后，对于出口商来说，同等重要的是要弄清楚国外买方要求多少产品，你的报价中涉及到多少不同的成本。

“Having determined...”是现在分词短语的完成体，用作时间状语。第一个“it”是全句的形式主语，“to make it clear how...and how...”是不定式短语，用作全句的真正的主语。不定式短语中的“it”是形式宾语，两个由“how”引导的从句用作真正的宾语。

7. Accurate calculation does not imply right exporting. That **is dependent upon your pricing strategies and policies**. 精确的计算并不意味着恰当的出口。这取决于你的价格战略和政策。

“to be dependent upon (or on)” 依赖于，取决于，相当于 “to depend upon (or on)”，例如：
Good health **is largely dependent on** the proper nourishment. 好的身体在很大程度上依赖于适当的营养。
A large majority of elderly Americans **depend solely on** social security income. 大多数美国老年人仅依靠社会保险收入生活。

VI. Summary of the Text

Pricing is a complex and generally unscientific activity in most export firms. Actually price is the amount of money that is needed to acquire some combination of a product and its accompanying services. Before determining the price the management should decide on its pricing objectives. Usually, price setting relates to product costs, market demand and competitive prices, but whether or not you can export your products abroad, the foreign consumer is always the final controller of your price.

VII. Comprehension questions:

1. What does “price” mean? Give your definition according to the text.
2. What can effect the price setting?
3. What is fixed cost?
4. What is variable cost?
5. What should the management do before determining the price?