

Chapter 11

PRODUCT ADAPTATION AND PRESENTATION



Objectives

Objectives

- A.** To understand the purpose and importance of export product adaptation and presentation
- B.** To know different ways of product adaptation and presentation
- C.** To learn relevant English expressions and language structures



Introduction

Introduction

Heraclitus, an ancient Greek philosopher, once said: “You can't step twice into the same river.” In this world, the only thing that is constant and doesn't change is change itself, which describes one of the important characteristics of our modern society.

Introduction

A successful enterprise must improve its products constantly for the sake of its product adaptation. Meanwhile, it should increase consumers' awareness of its products as well, and product presentation is one of the effective ways to achieve that.



参考译文

古希腊哲学家赫拉克里特说过，人不能两次踏进同一条河流。这个世界上唯一不变的东西是变化本身。现代社会尤其如此。一个企业要想在瞬息万变的市场上立于不败之地，必须不断地创新，不断地改进自己的产品，以提高其适应市场的能力，从而更好地满足消费者的需要。同时，制造商们还应该在产品宣传上大下功夫，以提高消费者对其产品的认知度。产品展示就是提高产品认知度的有效途径之一。





Main points of the text

Main points of the text

A

- 1. To satisfy customers' needs, wants and likes**
- 2. Checklist for product adaptation**

Main points of the text

B

- 1. The extra appeal of the products to the customers**
- 2. The products should possess reliable performance**

Main points of the text

C

- 1. Product presentation**
- 2. Product publicity**
- 3. Brand image of the product**
- 4. The identification of the manufacturer**



Background & terminology

Background and terminology

product adaptation 产品调整



In order to promote sales in a particular place or country, a manufacturer has to change its product, either shape, size, color, weight, or quality, function, performance, in accordance with the particular requirements, tastes of the potential customers and/or the regulations, legal stimulations of the government.

Background and terminology

product presentation 产品展示



A series of activities to show to the public the particular physical features and that associated with the product. There are different ways to do this: displaying, illustrating, advertising, free sampling, etc. The purpose of such activities is trying to promote the sales.

Background and terminology

Heraclitus



赫拉克里特Heraclitus (540?-480? BC), Greek philosopher, who believed that fire is the primordial source of matter and that the entire world is in a constant state of change. He was born in Ephesus, an ancient Greek city in Asia Minor, in what is now Turkey.

Background and terminology

Heraclitus was in a sense one of the founders of Greek metaphysics. Other famous quotations from him are as follows:

1. The foundation of the world is at rest, the world itself is in motion.
2. Everything flows and nothing stays.
3. A hidden connection is stronger than an obvious one.
4. The way up and the way down are one and the same.

Background and terminology

metric systems



A decimal system of units based on the meter as a unit length, the kilogram as a unit mass, and the second as a unit time

公制，米制，十进位单位制，米为长度单位，千克为质量单位，秒为时间单位。

Background and terminology

consumer goods



生活消费品 items bought by consumers; goods that are bought by consumers and are not used to produce other goods

Background and terminology

1. Prices of consumer goods are going up.

消费品的价格正在上涨。

2. The price of this kind of consumer goods on our domestic market is open.

在我们国内市场上，这种消费品的价格是放开的。

3. There's a large variety of consumer goods in the shops.

商店里备有各种各样的消费品。

Background and terminology

Brand Image 品牌形象



the impression on the public of an enterprise or a company's trademark

一个企业或公司商标在公众心目中的印象。

Background and terminology

Advertising is often used to make consumers aware of a product's special low price or its benefits. But an even more important function of advertising is to create an image that consumers associate with a product, known as the brand image. The brand image goes far beyond the functional characteristics of the product. For example, a soft drink may have a particular taste that is one of its benefits.

Background and terminology

But when consumers think of it, they not only think of its taste, but they may also associate it with high energy, extreme action, unconventional behavior, and youth. All of those meanings have been added to the product by advertising. Consumers frequently buy the product not only for its functional characteristics but also because they want to be identified with the image associated with the brand.

Background and terminology

brand品牌



俗称牌子或牌号，它包括牌子名称、商标和品牌标志。品牌名称指品牌中可以用语言表达的部分，品牌标志指品牌中可被识别，但不能用语言表达的部分，包括标志、符号、图案、专门设计的颜色、字体等。

Background and terminology

trade mark 商标



是商品的标记，通常由文字、符号、图案来表示。它代表商品的质量和特性。

Background and terminology

Label 标签



指为补充牌子和商标的说明，附着或系挂在商品或商品包装上记载商品的特征、品质、价格数量的文字、图形、雕刻及印制说明的小牌子。



Language points

Language points

presentation



the process of offering for consideration or display (of) ; the way in which something is said, offered, shown, explained etc. to others (of).

呈现， 展示, 表演, 描述

Language points

1. It's this producer's attractive **presentation** that makes it sell so well.
这种产品就是因为其展示吸引人才畅销的。

2. I admire the clear, logical **presentation** of her arguments.
我很欣赏她言辞清晰且有条理的论证陈述。

Language points

to ensure



to make sure or certain; to make something certain to happen; insure

确保, 保证

Language points

1. You want **to ensure** that you catch the plane, take a taxi.

你要想确保能赶上那班飞机，就坐出租车去吧。

2. This medicine will **ensure** you a good night's sleep.

这种药保证能让你睡一夜好觉。

Language points

to adapt



to make suitable to or fit for a specific use or situation 使适合，使适应，改编

1. He adapted himself to the cold weather.

他适应了寒冷的天气。

2. You should adapt your terms of trade to the new circumstances.

你方应根据新的情况修改自己的贸易条款。

Language points

3. In order to **adapt** ourselves **to** the business practices at your end, we agree to your request for D/P terms.

为了适应你地的贸易习惯，我们同意你方付款交单的要求。

4. The novel has been **adapted to** a film.

这部小说已经被改编为电影。

Language points

adaptation



the act or process of adapting; the process of changing something, for example your behavior, to suit a new situation

适应，顺应，与...相适应的行为或过程

Language points

1. This is the **adaptation** of desert specie to the hot conditions.

这就是沙漠物种对炎热环境的适应。

2. Actual most of the new product that come into our market every year are not really new but **adaptation**.

实际上，每年进入我国市场新产品中的大部分不是真正的新产品，而是改进后的产品。

Language points

preference (for, to, over)



the selecting of someone or something over another or others; liking for one thing rather than another; special favor or consideration shown to a person, group etc. especially in business matters (两者之中) 偏爱, 优先选择, (尤指商业上的) 优惠, 优待, 优先权

Language points

1. Many people expressed a strong **preference** for the original plan.

许多人强烈表示喜欢原计划。

2. We have granted that country special trade **preferences**.

我们给了那个国家特殊的贸易优惠。

Language points

to suit



to meet the requirements of; fit; to satisfy or please; to be acceptable or convenient for 适合，符合...的要求

Language points

1. I don't think this coat really **suits** me.
我觉得这件大衣不大适合我穿。

2. “Will it **suit** you if I come around at three?”

“我3点钟左右来，你觉得合适吗”

Language points

to process



to prepare, treat, or convert by
subjecting to a special process

调制，加工，处理

Language points

1. To process ore to obtain minerals

加工矿石获取矿物质

2. Your application for a mortgage is now being processed.

你要求抵押贷款的申请正在审理中。

Language points

to appeal (to, for)



the power of attracting or of arousing interest; to please, attract, interest; to make a strong request for help, support, mercy, etc.

使吸引，使感染，强烈呼吁，使喜欢

Language points

1. Does the idea of working abroad **appeal to you**?

出国工作的主意对你有吸引力吗？

2. The police are **appealing to** the public of any information about the murder victim.

警方呼吁公众提供有关被杀害者的情况。

Language points

performance



the ability to perform; the act of performing or the state of being performed; the ability of a person or a machine to do something

性能, 特性, 业绩

Language points

1. The car's performance on corners needs to be improved.

这辆车的转弯性能需要改进。

2. The new management techniques aim to improve performance.

新的管理技术旨在提高绩效。

Language points

competition



rivalry between two or more businesses striving for the same customer or market; a test of strength, skill, ability etc. 竞争, 比赛

1. Competition for the overseas market 争夺海外市场

Language points

2. There was intense **competition** between journalists to get the story.
记者们为获得消息而进行了激烈的竞争。

3. They believe that **competition** in business benefits the consumer.
他们认为商业竞争对消费者是有好处的。

Language points

to admire



to regard with pleasure; wonder, and approval; to think or look at with pleasure and respect

钦佩，赞赏，羡慕

Language points

1. You may not like him, but you have got to **admire** his persistence.

你可以不喜欢他，但是你不不得不佩服他那种坚韧的精神。

2. She is always looking in the mirror, **admiring** herself!

她常常对着镜子自我欣赏。

Language points

to differentiate (between, from)



to constitute the distinction between; to see or express a difference between; (of a quality) to make different by its presence

区分，差别，区别对待，区分

Language points

1. Subspecies that are **differentiated** by the markings on their wings.
可通过各自翅膀上的标记来加以区别亚种的不同生物。
2. This company does not **differentiate** between men and women – everyone is paid at the same rate.
本公司对男女员工一视同仁 – 大家都按相同的薪酬标准领工资。
3. Can you **differentiate** this kind of rose from the others?
你能把这种玫瑰与其他玫瑰品种区分开来吗？

Language points

to identify



to ascertain the origin, nature, or definitive characteristics of; to prove or show the identify of; to discover or recognize

确认，识别，验明，发现，确定

Language points

1. She **identified** herself **to** the police as the driver of the vehicle.

她向警察证明自己就是这辆车的驾驶员。


2. They have now **identified** the main cause of the problem.

他们现在已经发现问题的主要原因。

Language points

to bring something to (under) one's notice

to cause to come to 使某人注意到



1. The details of the account of the accident were brought to the judge's notice.

法官已注意到事件说明的细节。

Language points

2. The matter was brought to the board' notice.

董事会注意到了此事。



Language points

to satisfy customer's needs



满足顾客的需要

to satisfy one's needs 含有“满足……需要”的意思，其它含有此意的短语还有 meet one's needs, 如本文中出现的 meet export market needs 满足出口市场的需要。

Language points

1. It is not very easy to satisfy all the needs of customers.

满足顾客的所有的需要是非常困难的。

2. Some people are hard to satisfy.

有些人是很难伺候的。

Language points

Consumers' needs and wants



Needs are the most basic concept underlying marketing, they are states of felt deprivation; while wants are the form human needs take as they are shaped by culture and individual personality. An American needs food but wants a hamburger, French fries, and a soft drink.

Language points

However well your product is designed, a customer cannot possibly choose it until he knows it is there.



不管你的产品设计得多么好，顾客只有知道它是存在的，才有可能去选择它。句中的**however**作连接副词，表示“不管……怎样（如何）”，引导让步状语从句。这类从句还可以由**though, although, no matter, even if, even though, whatever**等词引导。

Language points

1. They will never succeed **however** much they try.

不管他们怎样想办法他们也绝不会成功。

2. **However** cold it is, she always goes swimming.

不管天多冷，她总是去游泳。

Language points

3. Wherever you go,
Whatever you do,
I will be right here waiting for you.
Whatever it takes,
Or how my heart breaks,
I will be right here waiting for you.
—— Right Here Waiting [Richard Marx]

Language points

The second purpose of product presentation is to give the product a 'brand image' so that it cannot be mistaken for anyone else's product.



产品展示的第二个目的是给产品以“品牌形象”，这样它就不会与其它厂家的产品相混淆。句中的so that引起表示目的从句。

Language points

1. Let's try and arrange so that we can get there at one o'clock.

咱们设法安排一下，以便能在一点钟到达那里。

2. I hired a boat so that I could go fishing.

我租了一条小船，以便我能去钓鱼。

Language points

从句若为否定结构，谓语多由should 构成：

1. He looked down so that she should not see his eyes.

他一直在往下看，这样，她就无法看到他的眼睛。

2. He wore a mask so that no one should recognize him.

他带了一个面具以便没人能认出他来。

Language points

有时只用so 一个字引起这类从句:

1. Can't you fix it somehow so you could stay?

你就不能安排一下让你留下来吗?

2. Check carefully, so any mistakes will be caught.

仔细检查一遍，把所有错误都找出来。

Language points

...it is even more important that the packaging makes it clear that we are the producer



包装明确表明我们是生产商甚至更为重要。句式“make it (oneself) clear that...”意思是“把.....搞清楚,明白表示”。

Language points

1. The Minister **makes it clear that** he will resign.

部长明确宣布他将要辞职。

2. I don't want this to happen again – do I **make myself clear?**

我希望再也不要发生这类事情 – 我讲的话你们听清楚了吗？



Summary

Summary

A successful enterprise must improve its products constantly for the sake of its product adaptation. And we will understand the importance and functions of product presentation, which is one of very effective ways to promote sales of the product.





Comprehension questions

Comprehension questions

1. What must an exporter ensure?
2. How should we carry out product adaptation?
3. What are the purposes of product presentation?
4. Why should the product be given a “brand image”?
5. Why is it important to identify the manufacturer of the product?



對外經濟貿易大學

University of International Business and Economics