

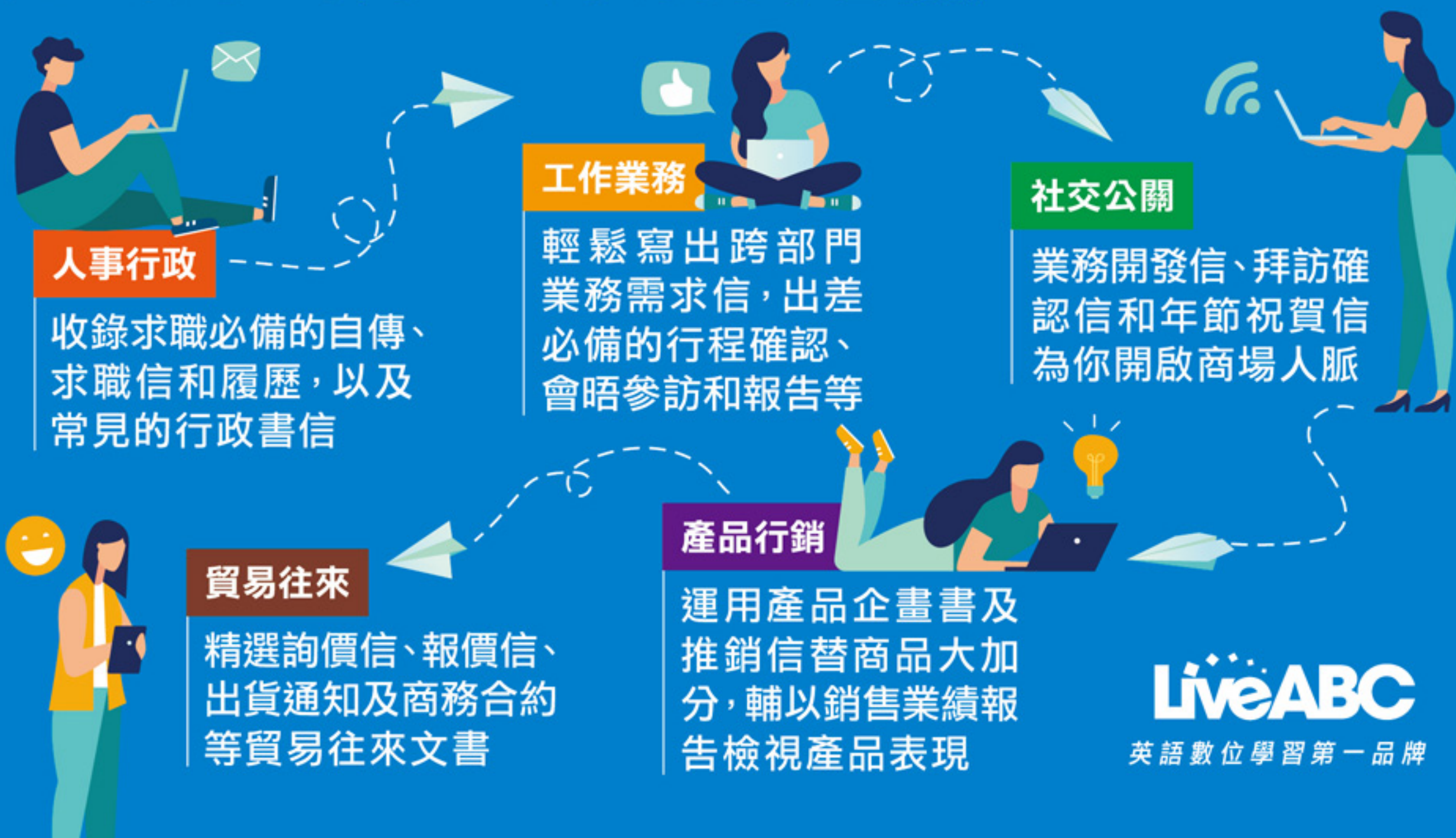
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英語數位學習第一品牌

A Good Business Plan Is Worth Its Weight in Gold


用英文撰寫行銷企畫書

- be worth its weight in gold 意為「非常有用的」，標題指出好的行銷企畫對產品銷售至關重要。


| 英文行銷企畫書——翻譯填空測驗 |

1. Good Taste, a mid-sized producer of high-quality foodstuffs in Taiwan, is  100 percent natural fresh-fruit ice cream.

好滋味是台灣一家中型的高品質食品製造商，現正主打新系列產品：百分百天然鮮果冰淇淋。

2.  early 2016 reported that 39.8 percent of respondents chose ice cream as their favorite summertime treat.

2016 年初所進行的一份市調指出，39.8% 的受訪者選擇冰淇淋為最愛的夏季甜點。

3.  health-conscious consumers who pay top dollar for quality.


此產品將吸引注重健康，且願意為品質花錢的消費者。

4. Good Taste  the only premier food company selling upscale, fruit-flavored ice cream.

好滋味將以唯一販售高檔水果風味冰淇淋的食品公司嶄露頭角。

5.  one brick-and-mortar location, the company will open two more in 2018.

本公司從單一實體店面開始，2018 年將增設兩間店面。

6.  NT\$4.5 million in the first year.

銷售額預期於首年達到新台幣 450 萬元。

| 關鍵句型 |

- ① 公司名, a producer of + 產品類型 + in 地點, is promoting its new line of + 產品。

LookFab, a moderate-sized producer of fashion accessories in Taichung, is promoting its new line of gorgeous designer silk scarves.

視美是台中一家中型的流行配件製造商，現正主打新系列產品：絕美設計款領巾。

- ② Domestic consumers are increasingly pursuing + 趨勢 + such as + 類型。

Domestic consumers are increasingly pursuing European beauty products, such as natural makeup from France and Italy.

國內消費者越來越追求歐系美容產品，例如法國和義大利的天然彩妝。

- ③ A market survey conducted in 時間 + reported that + 數據資料。

A market survey conducted in the fall of 2015 reported that 78 percent of Taiwanese mothers shop online, and 15 percent of that group does so exclusively.

2015 年秋天所進行的一份市調指出，78% 的台灣媽咪在網上購物，而其中有 15% 只在網上購物。

- ④ 公司名 + will exploit a niche market with + 產品特色。

Love Lohas will exploit a niche market with specially designed yoga mats made from free-trade rubber in a variety of appealing colors and patterns.

愛樂活將透過以自由貿易橡膠製成，且具多樣醒目色彩與樣式的特別設計款瑜珈墊來開發出利基市場。

行銷企畫書結構分析

執行摘要

略述全篇行銷企畫書的要點，包含公司名稱與規模、主打產品及通路策略等資訊。

市場分析

指收集完市場相關資訊，並完成市場研究後，得到的分析結果。

市場趨勢

知悉市場趨勢可幫助企業擬定發展方向。

市場需求

了解市場需求可確認產品是否符合消費者的喜好。

市場成長

找出市場成長的數據，以了解產品的潛在商機和銷售規模。

競爭狀況

點出競爭對手，並分析差異，以找出自家產品的發展空間。

行銷企畫書寫作範例

I. Executive Summary

Good Taste, a mid-sized producer of high-quality foodstuffs in Taiwan, is promoting its new line of 100 percent natural fresh-fruit ice cream, beginning with a retail location in Taipei.

II. Market Analysis

A. Market Trends

Domestic consumers are increasingly **pursuing**¹ natural trends such as chemical-free, locally grown food. Following a series of food **scandals**,² sales of high-quality, **upscale**³ food products are on the rise.

B. Market Needs

A market survey conducted in early 2016 reported that of the 39.8 percent of respondents who chose ice cream as their favorite summertime treat, 58 percent were female.

C. Market Growth

The market for frozen desserts has grown an average of 4.1 percent annually since 2006. Combined sales for 2014-2015 **exceeded**⁴ NT\$4 billion.

D. Competition

Three types of businesses currently operate in the highly competitive ice-cream sector in Taiwan. These are large Western brands, smaller Japanese and Taiwanese brands, and thirdly, convenience stores. Good Taste will **exploit**⁵ a niche market with **distinctly**⁶ Taiwanese flavors and **unbeatably**⁷ fresh merchandise.

niche market「利基市場」指公司選擇某一產品或小範圍的服務領域，集中所有力量進入市場後，再成為其中的佼佼者。

中譯

I. 執行摘要

好滋味是台灣一家中型的高品質食品製造商，現正主打新系列產品：百分百天然鮮果冰淇淋，並從台北的一個零售點起步。

II. 市場分析

A. 市場趨勢

國內消費者越來越追求自然的趨勢，例如無化學添加物、本地生產的食物。一系列食安風暴後，高品質與高檔的產品銷量不斷增加。

B. 市場需求

2016 年初所進行的一份市調指出，39.8% 的受訪者選擇冰淇淋為最愛的夏季甜點，而其中 58% 為女性。

C. 市場成長

冰品市場自 2006 年起，年平均成長率達 4.1%。2014 年至 2015 年的總銷售額超過新台幣 40 億元。

D. 競爭狀況

在高度競爭的台灣冰淇淋產業中，有三個營運類別的企業，分別是西方大品牌、較小的日本與台灣品牌，以及第三種的便利超商。好滋味將以獨特的台灣風味和無與倫比的新鮮產品來開發利基市場。

Key Words 字彙最前線

1. pursue [pə'su] *v.* 追求
2. scandal ['skændl] *n.* 醜聞
3. upscale [ˈʌp'skeɪl] *adj.* 高檔的
4. exceed [ɪk'siːd] *v.* 超過
5. exploit [ɪk'splɔɪt] *v.* 開發
6. distinctly [dɪ'stɪŋktli] *adv.* 獨特地
7. unbeatably [ʌn'bitəbli] *adv.* 無與倫比地





SWOT 分析

條列產品的強項、弱項、機會與威脅，藉此分析出相關的發展策略。

任務

指出將提供消費者什麼樣的新產品及其特點。

市場區隔

鎖定焦點市場，集中產品的行銷火力。

目標市場、定位與價格

從先前的市場研究及分析可確定產品的目標市場，再針對目標客群確定產品的定位與價格。

Key Words 字彙最前線

1. recognition [ˌrɛkəgˈnɪʃən]

n. 辨識度

2. distribution [ˌdɪstrəˈbjʊʃən]

n. 通路（文中作修飾語）

3. volatility [ˌvɒləˈtɪləti]

n. 波動性

4. concurrently [kənˈkʊrəntli]

adv. 同時發生地

5. perception [pəˈseɪʃən]

n. 觀念

6. unparalleled [ʌnˈpærəˌleɪd]

adj. 無可匹敵的

7. appeal [əˈpiːl]

v. 吸引（+ to）

Phrase Focus / 片語威力通

• **pay top dollar** 花大錢

III. SWOT Analysis

Strengths

- Strong local suppliers (more than 30 small-scale Taiwanese farmers)
- Wide variety of unique flavors, such as longan, sugar apple and mulberry
- Fresh fruits for low-calorie, healthy desserts

Weaknesses

- Limited brand **recognition**¹
- Small **distribution**² network
- High cost of ingredients and shipping

Opportunities

- Fresh-fruit, low-fat ice cream rare in Taipei
- Urgent demand for natural food products

Threats

- **Volatility**³ in price and supply of fresh produce
- Supermarkets **concurrently**⁴ entering the market
- General **perception**⁵ of ice cream as unhealthy

IV. Mission

To provide **unparalleled**⁶ quality and flavor of 100-percent natural ice cream made from Taiwanese-grown fruits.

V. Market Segmentation

A. Target Market

This product will **appeal**⁷ to health-conscious consumers who **pay top dollar** for quality. In particular, females aged 18-45 have shown keen interest.

B. Positioning

Good Taste will emerge as the only premier food company selling upscale fruit-flavored ice cream.

C. Price

Adjusting for varying costs of ingredients, price per scoop will be NT\$90-150.

| 關鍵句型 |

① To provide + 產品 + made from + 原料.

To provide outstanding quality and comfort of furniture made from sustainably farmed Indonesian teak wood.

提供以永續種植的印尼柚木所製成，具卓越品質與舒適度的家具。

② This product will appeal to consumers who + 消費者特質.

In particular, 消費者性別與年齡層.

This product will appeal to younger consumers who want to make a statement with their sense of fashion. In particular, men aged 20-35 have shown keen interest.

此產品將吸引欲主張其時尚品味的年輕消費者，特別是 20 至 35 歲的男性已展現高度興趣。

③ 公司名 + will emerge as the only company selling + 產品.

Footloose will emerge as the only established company selling locally produced and quality-assured footwear.

釋足公司將以唯一販售本地製造且具品質保證的老字號鞋商出線。

④ Adjusting for + 考量原因, price will be + 價位.

Adjusting for seasonal costs, price per 100 grams will be NT\$300-500.

隨季節性成本調整，每 100 公克的價格將在新台幣 300 元至 500 元之間。

中譯

III. SWOT 分析

強項

- 強大的本土供應商（超過 30 個台灣小農）
- 種類多元的獨特口味，例如龍眼、釋迦與桑葚
- 以新鮮水果做成低卡、健康的甜點

弱項

- 品牌辨識度有限
- 通路網絡規模不大
- 高成本的原料與運費

機會

- 台北少有鮮果低脂冰淇淋
- 對天然食品的需求迫切

威脅

- 新鮮農產品價格與供應的波動性
- 超市同時搶攻市場
- 認為冰淇淋不健康的普遍觀念

IV. 任務

提供以台灣土產水果製成，百分百天然，且品質與風味無可匹敵的冰淇淋。

V. 市場區隔

A. 目標市場

此產品將吸引注重健康，且願意為品質花錢的消費者，特別是 18 至 45 歲的女性已展現高度興趣。

B. 定位

好滋味將以唯一販售高檔水果風味冰淇淋的食品公司嶄露頭角。

C. 價格

隨食材的不同價格調整，每球價格將在新台幣 90 元到 150 元之間。

行銷策略

透過銷售通路與推廣活動，將產品販售給目標客群。

通路計畫

舉出產品預定的銷售通路。

推廣方法

列出可打開知名度並推廣產品的方式。

預期銷售

評估後，提出產品的目標銷售額。

預期開支

詳述開支項目，例如設備、店租、水電、人事等費用。

Key Words 字彙最前線

1. brick-and-mortar

[ˌbrɪkændˈmɔrtə] *adj.* 實體的

2. booth [buθ] *n.* 攤位

3. recommendation

[ˌrɛkəməˈnɛʃən] *n.* 推薦

4. cash register [ˈrɛdʒəstə]

收銀台

5. visible [ˈvɪzəbəl] *adj.* 明顯的

6. expenditure

[ɪkˈspɛndɪtʃə] *n.* 開支

7. personnel [ˌpɜːnsəl]

n. 人事

8. utility [juˈtɪlɪti] *n.* 水電瓦斯費9. sundry [ˈsʌndri] *n.* 雜項

補充說明

† TAP 為 traceable agricultural products [ˈtresəbəl] [ˌægrɪˈkʌltʃərəl] 的首字縮略語，指「產銷履歷農產品」。

† amortization expense [ˌæmətəˈzeɪʃən] 為「分期攤還費用」，又稱「攤提」，指將可長年使用、提供長年貢獻的有形資產分攤至固定年限內，以計算成本。

VI. Marketing Strategies

A. Distribution Plan

- Starting with one **brick-and-mortar**¹ location, the company will open two more in 2018.
- Online sales will at first be limited to group buying.

B. Promotional Methods

- Primarily targeting women aged 18-45
- Grand opening special: buy three, get one free in first two weeks
- Weekend in-store activities: seasonal tastings and discounts
- Tasting **booths**² in shopping malls
- Discounts on future purchases for **recommendations**³ on social media
- Seasonal fresh produce displayed beside the **cash register**⁴ with **visible**⁵ TAP[†] label

VII. Sales Forecast

Sales are expected to reach NT\$4.5 million in the first year.

VIII. Expense Forecast

Expenditures⁶ are forecasted as follows: one-time cost of NT\$3.5 million for location and equipment (NT\$500,000 each year as an amortization expense[†] for seven years). Yearly fees are projected at NT\$300,000 for marketing, and NT\$2.4 million for **personnel**,⁷ **utilities**⁸ and **sundry**⁹ (NT\$200,000/month).

Unit 23

New Product Concept Plan

產品企畫書速效寫作術



本單元你會學到：

- ✓ 產品企畫書寫作重點與句型
- ✓ 產品企畫書應用範例

產品企畫書寫作暖身練習

請參考中文和 p.163 的句型，試著在空白處填入適當的英文。

1.



_____ that more than 80 percent of people often fail to find their personal items.

諾瓦趨勢亞洲分公司（NovaTrends Asia, Inc.）最近進行的一項市調顯示，超過八成的人經常找不到其個人物品。

2.



_____ a device to help them locate lost items.

此外，近七成的人會考慮買器材來協助他們找到失物。

3.



_____ an innovative electronic product that would assist consumers in locating misplaced items.

新產品概念旨在開發創新電子產品，以協助顧客找到亂放的東西。

4.




_____ people find the things they need fast.

焦點放在個人助理定位器（Personal Assistant Locator）能如何藉由協助人們快速找到其所需物品來緩和緊張情緒。

產品企畫書寫作重點與句型



1.

描述新產品企畫的發起背景

A recent market survey conducted by company/institution indicated that . . . 

公司／機構 最近進行的一項市調顯示，……

- A recent market survey conducted by ABC Group indicated that 65 percent of mothers of elementary school children have difficulty getting their kids to brush their teeth.
ABC 集團最近進行的一項市調顯示，六成五的國小孩童母親很難叫動自己的孩子去刷牙。

In addition, nearly number percent would consider . . . to help them . . .  

此外，近……成的人會考慮……來協助他們……

- In addition, nearly 30 percent would consider seeking professional opinions to help them solve this problem.
此外，近三成的人會考慮尋求專業意見來協助他們解決這個問題。

2.

點出新產品企畫的宗旨

The new product concept aims to develop product that would assist consumers in . . . 

新產品概念旨在開發 產品，以協助顧客……

- The new product concept aims to develop toothpaste products that would assist consumers in getting their kids to brush their teeth regularly.
新產品概念旨在開發牙膏產品，以協助顧客讓他們的小孩按時刷牙。

3.

列出新產品的特色與功能

Highlights the Adj./N. and Adj./N. aspects of product.

突顯此 產品 的……與……的特點。

- Highlights the flavor and colorful-design aspects of Fresh Toothpaste.
突顯清新牙膏的味道與多彩設計的特點。

Focuses on how product can . . . by helping target consumers . . .  

焦點放在 產品 能如何藉由協助 目標消費者 ……來……

- Focuses on how Fresh Toothpaste can convey health benefits by helping children reduce cavities.
焦點放在清新牙膏能如何藉由協助孩童減少蛀牙來傳達健康益處。