

事物类（具象/抽象）

***Describe a successful small company**（其实和 2018 年 9-12 月考题 “一个家族企业” 基本一样，循环出现的所谓 “新题”）

You should say:

What it is

What it is like

How you knew it

And how you feel about it

Ok, so, the small business that I want to talk about today is, a noodle place right next to my home, in the neighbourhood. Actually, the family company that owns this restaurant is a very successful one, I mean, the company has three different restaurants/locations in my city.

(How I knew it) I knew this company because of the noodle restaurant in my neighbourhood. I think this restaurant is the first one and also the biggest one. Right after I moved to my neighbourhood XX years ago. One day, I was walking on the street trying to find a place to have dinner, then I saw this place, and it was a full house（全满了）. So, I let myself in, and ordered a bowl of Beef Noodle Soup（牛肉汤面）, and it was SO incredible/good/tasty. At that moment, I understood why there were so many people in the restaurant.

[Tara 老师口语课 -----盗版必究----- Tara 老师口语课]

(what it is like) The place is just regular restaurant, very simple decoration, nothing fancy. It's a very low-key（低调的）place, and that's why the food is cheap. Nobody is going there for the look（外观）of the restaurant; What people care about is that they can spend very little money and get very nice good. I guess, that's why the company is so successful.

(how you feel about it) I visit that place all the time, and see the owner of the place very often. One time, I got to talk to the owner. He told me that his father opened the noodle house 20 years ago, the place went from 10 m² to now 50 m², and three different locations. Now they have over 15 employees, at the

beginning, it was just his parents, doing everything. I really admire the owner and this small company. I think their success is very reasonable, it is because the whole family works very hard, pays attention to the details, cares a lot about their customers. Their diligence leads to the success today.

(拓展内容, 增加灵感: And every neighbourhood needs a place like this where people can enjoy good food and family time together, meanwhile the food is great and totally affordable.)

That's the small company I'd like to share with you today, thank you.

Part3:

关键词: state-owned company 国企; chain store:连锁店; franchised store: 加盟店; family business/company:家族企业/公司

拓展知识点:

Family firms 的优缺点 (就公司自己的角度来说)。优点: ① loyalty. Because everything earned will go to the family. The family members form (建立) a very solid and loyal foundation. They trust each other more. ② flexibility. Because it's a family firm, people are more tolerant and flexible towards each other when it comes to working hours, schedules, and even mistakes. 缺点: ① unprofessionalism. Because they only hire family members, sometimes including people from the family that are not qualified for the job. And that leads to inadequacy (能力不足). ② fights, conflicts and stress. For small family companies, sometimes they have limited resources to do things. there might be potential conflicts on decision-making, and also stress from the market and their clients.

Family firms 的优缺点 (就顾客的角度来说)。优点: Family businesses are normally smaller businesses. Therefore, they are closer to their customers. They are in a better position to get/receive feedbacks. They are faster on reaction. Many times, big companies are very slow, as there are more layers (公司的层级) in the organization and the structure is more complicated. You feel closer

to family firms, and they listen to you better, usually. Because they try to keep every client. They are more afraid of losing clients. 缺点: Family firms might fail. They are more vulnerable (脆弱的) than big non-family companies.

1. which do you prefer, family firms or nonfamily firms?

When it comes to buying things for daily needs, personally I prefer small family businesses simply because I like the way they treat their customers. You know, they are very friendly and warm, they know my name and my family, they grow with me. It feels closer and more personable (和蔼可亲的). And when it comes to things like doing financial investment, I would go for big financial companies, usually they are non-family ones, but they are more professional, resourceful, and they are less likely to fail. (分情况讨论)

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2. What are important factors in making a company successful?

Wow, that's a very difficult question, I have to say....uhmmmm,... the way I see it, the leadership (领导层/领导力) in that company is very important. I mean, the decision-making process, how to set up a goal, and make the plan, there are all very crucial for the company; and then, the people there, the employees, are also very essential. No matter how good the leadership is, a company can't run well without its people there. Everybody needs to take ownership (有一种主人翁心态). The what else, marketing is another key element. A company, a brand, needs sufficient/a lot of promotion in the market to be remembered by customers. (罗列。你自然不用说这么多, 可以挑着说)

(补充: 除了这些, 你还可以说 communication, great customers services, diligence/hard work, a great team, business idea...等等, 太多了)

3. What kinds of qualities should a successful businessman have?

You need to be really talented on doing business, and you need to know the market well, that is to say, you need to know where the market is, and what the market needs. A successful businessman should be able to come up with a

genius business idea what no one else sees. And then, you need to be very brave and willing to take risks (愿意冒险). For example, the owner of Alibaba Jack Ma, he is a big risk-taker/daredevil (冒险家). And he was the first man in China that saw the potential of E-commerce.... (罗列+举例)

4. What emerging industries do you know?

Uhhmm, off the top of my head, social media industry is definitely booming right now. It's so trendy now. Everybody is participating in this industry one way or the other (不管怎样). As long as you have a smartphone, for sure you will have your social media account. People are using those social networking sites to promote products, sell things, share their lives and make money. And then, what else, new energy, like solar power, and wind power, coz people care more about the earth. And then, maybe healthcare industry? Because people care more about their health as well. Now the cancer rates are growing, and the environment is getting worse, so, people are more concerned/worried. (罗列)

(补充: AI, Virtual Reality, fashion adviser, personal coach...)

人物类:

***describe a family member you spend most time with**

You should say:

Who this person is

What kind of person he/she is 他/她是一个怎样的人

What you usually do together

And explain why you spend most time with him/her

(父母, 丈夫, 妻子, 自己孩子, 祖父母都可以)

Okay, so the family member that I spend the most time with is my mother. I'm very close to both of my parents, and spend most time with both of them, but today I can only talk about one, so...I had to choose one.

（性格） My mom is an engineer professor. She's very smart, knowledgeable and capable at work. She's well-liked and respected by her co-workers（被所有人喜爱和尊重）. And, in life, she's very witty and funny when she's with her friends and family. You will never feel bored when you are with her. / She's the kind of person who can always make people around her feel happy and energized. Her personality is just charming/captivating. Her eyes are always bright and sparkly, and her smile is very beautiful as well.（从工作讲到生活再讲到性格，不一定都要照搬，挑一些内容）

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(What do you do) When we are together, we are like friends. Sometimes, we go to the movie theatre together. We actually have very similar taste in movies. We all like comedies and thrillers. I love watching movies with her, laugh about it, and comment on it, it's very fun. And, sometimes, we just take a walk and talk. We talk about anything. Politics, finance, movies, friendship, and gossips（此处应配合淡淡一笑）. We don't have to do things; we can just have a nice chat. She always can inspire me, as she reads a lot and knows a lot. I love spending time with her. I love the fact that she's not only my parent, but also my best friend.（分情况，你也可以说自己的版本，和爸爸一起打篮球，和妈妈一起逛街，在树下有野餐，都可以）

So, yeh, that's my mother. Thank you!（跳过了最后一题）

拓展知识：

描绘人物性格的词汇：

Positive, optimistic, brave, a fighter（勇士，战士）, kind and generous, love to help others, easy-going, out-going, introverted, extroverted, have a great sense of humor, witty, funny, fun to be with, friendly, talkative, knowledgeable, intelligent, smart, sharp, snappy, mature, open-minded, adventurous...

Get along with everyone; never say no to new things; willing to try new things; always kind to others;

Part3:

1. What are the benefits of younger and older generations living together?
Drawbacks?

Pros: Be able to take care of each other; keep each other company (陪伴彼此) ; for young people, sometimes living with their families means having free meals every day, so that's a money saver (省钱方式) ; Safer, living alone can be dangerous, you have a high chance of getting robbed or stolen, or falling into serious sickness when no one is there to help you.

Cons: Have no privacy; noises from other members; be controlled by other family members; have no enough storage...

2. Which one do you prefer, support from family members or friends? Why?

(这题的答案贡献来自于我爱人, 我问了这道题, 他的回答是) Well, friends come and go, but family will always be there for you. When I seek support from my friends and get refused, I will feel disappointed. But, I will feel much more disappointed if I get refused by my family when I turn to them for help. I guess, I count on my family much more than my friends. (分群体讨论)