

Describe a successful business person you know (e.g. running a family business) (成功的商人)

You should say:

Who this person is

How you knew him or her

What business he or she does

And explain why he or she is successful

知识点:

- **A business genius 一个商业奇才**
- **Have a fascination with the business world 对商业世界有一种向往**
- **Entrepreneurial spirit 创业者精神**
- **Diving to the world of entrepreneurship 进入创业的世界**
- **Innovative, creative, full of ideas 创新的, 点子多的**
- **Think outside the box 跳出条条框框, 创意无限**
- **Get out of her comfort zone 走出舒适区**
- **A local sensation 成为轰动一时的人物、事物**
- **A cultural hub 一个文化枢纽**
- **Vision, visionary 视野、有大视野的, 前瞻性**
- **Determination, determined 决心、有决心的**
- **Being able to see the bigger picture 能看到大画面, 有格局的**

So, when I saw this topic, the first person that pops up in my mind (映入眼帘) is my aunt. She's a true business genius (商业奇才).

She has a very intriguing/ interesting journey (有趣的历程) in the business world (商业世界). In a nutshell (长话短说, 简而言之), initially (最初), she

worked as a nurse in a local hospital in her city, which is a small city in China. But she wasn't really happy with her job and life. She always had a fascination with (有一种痴迷) the business world. Her entrepreneurial spirit (创业者精神) was already budding (发芽) when she was working at the hospital. Finally, at the age of 30, she made a bold decision (做出了大胆的决定) to leave her nursing career and dive into the world of entrepreneurship (进入创业的世界). That's when she opened her first bar with her husband, and they called it "The Walnut 胡桃里." Today they have 3 bars.

My aunt is a very innovative (有创新能力的) businessperson. She knows how to think outside the box (发散思维). In a small city in China where people go to bars only to drink and have some basic-level snack food (普通的零食小吃), my aunt introduced live bands, BBQ, cocktail show, and hosted a variety of fun performances and activities at her bar (我的姨妈引进了现场乐队, 烤肉, 鸡尾酒表演和组织各种表演活动).

Her creativity paid off soon (很快就有了回报). "The walnut" quickly became a local sensation (火了). It turned into a place where people not only enjoyed fantastic drinks and food, but also experienced unique entertainment. The atmosphere there was unparallel/ matchless (无敌的).

Moving on to what attributed to her success. First, her courage to step out of her comfort zone (走出舒适区) and pursue her passion (追寻梦想和激情) for business was inspiring. Her vision and determination (视野和决心) made it a reality. And then, her innovative ideas really made her bar stand out from the competition (鹤立鸡群). Like I said, she's a genius, a born entrepreneur (天生的创业者).

So, yeh, that's my aunt.

Part3:

1. What factors lead to success?

Well, take my aunt for instance. To achieve success, you really need a lot of courage to step out of your comfort zone (走出舒适区) because the road to success is rarely a smooth one (通往成功的道路往往都不平坦). You have to be willing to endure hardships (忍受困难) and make sacrifices (选择牺牲) along the way. Moreover, having a clear vision and innovative ideas that set you apart from the crowd (让你和其他人区别开) is crucial. Thinking outside the box can make a big difference. But it doesn't stop there (也不是到这儿就没了). Hard work and dedication are a must (一定要有努力工作和付出). Perseverance is key; you can't give up when things get tough (不能在情况不好的时候放弃). Lastly, there's also the element of luck (还有幸运的成分), which is often beyond your control/ out of your hand (不在你的控制范围). You don't get to choose it, but let's face it, sometimes a stroke of luck (一点点幸运) can boost you to the next level of success (让成功更上一层楼). (并列罗列)

2. What do people need to sacrifice for success?

Time, that's the first thing comes to mind (第一个想到的). Time with your family, time with your friends, time for leisure activities, etc. When you work long hours (工作小时长) chasing success, chances are you will sacrifice your time with people you love and things you enjoy doing. And then, you would sacrifice the sense of stability (稳定杆), financial stability (经济稳定) or personal stability (个人稳定). You wouldn't have a nine-to-five job (朝九晚五的工作) and feeling perfectly comfortable in your comfort zone, instead, you will be taking risks (冒险) and feeling stressed out. What's more, sleep, rest or even health. When you work long hours,

you don't get to rest and sleep as much as you want, and that can take a toll on (付出代价) your mental and physical health. (罗列)

3. Which is more likely to be successful, family businesses or large corporations?

It's really hard to say as both family businesses and large corporations have their own pros and cons (优缺点). Family businesses always have a personal touch (个人风格) and can provide personalized service which can foster customers' loyalty (培养顾客忠诚度). And on the other hand, large corporations have more resources and access to a bigger market; they normally have more employees, therefore, more people more ideas. It's hard to generalize. (分头讨论)

4. Is it easy for a business to be successful without affecting the environment?

Well, running a business while being eco-friendly can be really challenging (会很有挑战). I think it's almost impossible to find a business which is thriving (成功绽放) and at the same time not causing any burden to the environment (不给环境带来任何负担). However, many successful businesses nowadays are finding ways to reduce their environmental footprint (减少给环境带来的负担) by using sustainable strategies and making eco-friendly products (制作对环境友好的产品). Actually, some customers are really supporting/rooting for (支持) the idea of buying eco-friendly products, and it can even become a selling point (卖点) for some businesses. (转折)

5. Can you provide some examples of family businesses in your country?

Well, there are numerous business giants (商业巨头) that have their origins in family businesses. For instance, Wanda Group (万达集团), a highly successful business with interests in real estate, entertainment, and tourism (在房地产、娱乐和旅游业都相当成功的企业). Another example is

the Wahaha Group (娃哈哈), it's super famous and successful in China's food and beverage industry (餐饮行业). Personally, I have fond memories of growing up while enjoying their beverages. And then, there's the Midea Group (美的), a leading manufacturer (领衔制造商) of home appliances (家用电器). In my home, all our essential appliances, such as the washing machine, electric fan, and kitchen appliances are all from this brand. (举例子)

6. What qualities should be considered when recruiting employees?

First of all, of course, skills and experience are a must (一定要有) as you want somebody who can do the job right and do the job well. On top of that, attitude also is the key here. If a person is really eager to learn (渴望学习), to adapt, to grow in a company, this person can have a bright future. And then communication skills. A person who can actively listen and express their feelings and ideas clearly is really golden (难得). (罗列)