

Business Chinese Vocabulary: Sales

Chinese	Pinyin	English
客户	gù kè	customer
买方	mǎi fāng	buyer
卖方	mài fāng	seller
代理商	dài lǐ shāng	agent
零售	líng shòu	retail
批发	pī fā	wholesale
交易	jiāo yì	deal
商品交易会	shāng pǐn jiāo yì huì	trade fair
电子商务	diàn zǐ shāng wù	e-commerce
促销	cù xiāo	promotion
优惠券	yōu huì quàn	coupon
售后服务	shòu hòu fú wù	after sales service

Business Chinese Phrases: Meeting

Chinese	Pinyin	English
议程	yì chéng	agenda
出席者	chū xí zhě	attendee
缺席者	quē xí zhě	absentee
视频会议	shì pín huì yì	video conference
投票	tóu piào	ballot
决议	jué yì	decision
条款	tiáo kuǎn	item
提议	tí yì	proposal
任务	rèn wù	task
总结	zǒng jié	summary

Business Chinese Phrases: Bank

Chinese	Pinyin	English
公司	gōng sī	company
市场	shì chǎng	market
企业	qǐ yè	enterprise
投资	tóu zī	investment
银行	yín háng	bank
资金	zī jīn	capital
业务	yè wù	business
增长	zēng zhǎng	growth
产品	chǎn pǐn	product
价格	jià gé	price
管理	guǎn lǐ	management
经济	jīng jì	economy
贷款	dài kuǎn	loan
行业	háng yè	industry
金融	jīn róng	finance
生产	shēng chǎn	production
财经	cái jīng	finance and economics
客户	kè hù	customer
交易	jiāo yì	transaction
股票	gǔ piào	stock
品牌	pǐn pái	brand

Business Chinese Vocabulary: Trade

Chinese	Pinyin	English
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宣传	xuān chuán	advertise
广告	guǎng gào	advertisement
贸易	mào yì	business/trade
买	mǎi	buy/purchase
目录	mù lù	category
成本	chéng běn	cost
创造	chuàng zào	create
定制	dìng zhì	customize
运输	yùn shū	deliver
需求	xū qiú	demand
描述	miáo shù	description
设计	shè jì	design
发展	fā zhǎn	develop
分配	fēn pèi	distribute
出口	chū kǒu	export
著名的	zhù míng de	famous
反馈	fǎn kuì	feedback
进口	jìn kǒu	import
增加	zēng jiā	increase/rising
信息	xìn xī	information
介绍	jiè shào	introduce
商标	shāng biāo	label
发布	fā bù	launch
经理	jīng lǐ	manager
制造	zhì zào	manufacture
市场	shì chǎng	market
报价	bào jià	offer
机会	jī huì	opportunity
支出	zhī chū	outlay
产量	chǎn liàng	output
包装	bāo zhuāng	package
付钱	fù qián	pay
表现	biǎo xiàn	perform
流行	liú xíng	popular
能力	néng lì	power
利润	lì rùn	profit
促销	cù xiāo	promote
质量	zhì liàng	quality
排名	pái míng	rank
原材料	yuán cái liào	raw material
减少	jiǎn shǎo	reduce
偿还	cháng huán	refund
拒绝	jù jué	reject
样品	yàng pǐn	sample
节省	jié shěng	save
卖	mài	sell
服务	fú wù	service
支持	zhī chí	support
调查	diào chá	survey
目标	mù biāo	target
关税	guān shuì	tariff
税金	shuì jīn	tax
测试	cè shì	test
种类	zhǒng lèi	type
浪费	làng fèi	uneconomical
失业	shī yè	unemployment
单位成本	dān wèi chéng běn	unit cost
价值	jià zhí	value

卖主	mài zhǔ	vendor
行业	háng yè	vocation

Business Chinese Example Sentence

价格 [jià gé] - price

这家产品价格太贵了。

The price of this product is too expensive.

销售量 [xiāo shòu liàng] - sales volume

我注意到这几种型号的产品销售量最大。

I've noticed that sales volume of these types of products is the largest.

市场调查 [shì chǎng diào chá] - market survey

市场调查发现本地中高档市场有很大的增长潜力。

Markets surveys indicate that the local middle-high-grade market has a great growth potential.

市场份额 [shì chǎng fèn é] - market share

贵公司的市场份额一直在不断增加。

Your company's market share keeps increasing.

促销 [cù xiāo] - promotion

这家超市将举行促销活动。

This supermarket is going to launch a promotion campaign.

广告宣传 [guǎng gào xuān chuán] - advertising

报纸上到处是汽车的广告宣传。

The newspaper is full of advertisements for cars.

售后服务 [shòu hòu fú wù] - after-sale service

该公司希望能提高自己的售后服务水平。

The company hopes to increase its market share.

降低成本 [jiàng dī chéng běn] - cost-cutting

我们必须努力提高效率和降低成本。

We must strive to improve our efficiency and cut the cost.