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Vocabulary: business 商业

Imagine you were going to make a man's bag. A large, **luxury** bag that you could take away for the weekend. What features would you include?

Tanned leather? Of course. Handmade by skilled **craftsmen**? Yes. So beautiful that flight attendants line up to talk to you about it? OK. Now, think how much it would cost to make such a bag in America.



Nice bags don't come cheap

These were questions that **entrepreneur** Steven Fischer asked himself when developing the bag he has just **brought to market**. The answer he came up with is \$10,000. Seems like a lot for a bag. But there are good reasons why the price is so high.

His story started when he spotted an old leather bag in **auction**. He says it spoke to him emotionally, and he bought it on the spur of the moment. When a group of flight attendants said to him, "Sir, we don't know where you got that bag, but that is the most beautiful bag we've seen in a long time" he started to think about the **viability** of producing more, similar bags.

Finding suppliers was not easy - the **pool of talent** needed to make handmade products has shrunk enormously in America and other developed countries. Fischer spent months driving across America's mid-West finding **artisans**. But as time passed he built up a network of skilled workers including saddle makers and craftsmen from traditional Amish communities who reject modern technology.

The result is a highly desirable, 100% US-made bag. But will it find buyers? Industry experts are unsure. On the one hand, competition is fierce, and big **players** in the industry will always **have an edge** because they benefit from **economies of scale**. However, the experts also say there is a growing interest in the **provenance** of luxury goods.

词汇表请参看答案与词汇部分

Quiz 测验

阅读短文并回答问题。

1. What is the luxury bag made of?
2. Where did Fischer buy his original bag?
3. Who told him they thought the bag was beautiful?
4. What do some of the craftsmen who make the bags reject?
5. Who benefits from economies of scale?

Exercise 练习

请你在不参考课文的情况下完成下列练习。从每个表格中选择一个意思合适的单词填入句子的空格处。

1. A skilled local _____ makes these vases by hand.

entrepreneur	auction	luxury	artisan
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2. She's a great _____ – she's started four successful businesses.

entrepreneur	craftsman	artisan	auction
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3. All the wooden furniture we sell is of French _____.

economies of scale	provenance	viability	tanned leather
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4. We don't need to hire someone from overseas – we have a large enough _____ right here.

pool of talent	edge	economy of scale	market
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5. I like the idea for the new product, but I am not sure about its long-term _____.

auction	tanned leather	viability	edge
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Answers and Glossary 答案与词汇

Quiz 小测验

1. What is the luxury bag made of? **Tanned leather.**
2. Where did Fischer buy his original bag? **At an auction.**
3. Who told him they thought his bag was beautiful? **A group of flight attendants.**
4. What do some of the craftsmen who make the bags reject? **Modern technology.**
5. Who benefits from economies of scale? **Big players in the industry.**

Exercise 练习

1. A skilled local **artisan** makes these vases by hand.
2. She's a great **entrepreneur** – she's started four successful businesses.
3. All the wooden furniture we sell is of French **provenance**.
4. We don't need to hire someone from overseas – we have a large enough **pool of talent** right here.
5. I like the idea for the new product, but I am not sure about its long-term **viability**.

Glossary 词汇表

luxury	奢侈的
tanned leather	棕黄色的皮子
craftsmen	工匠, 手艺人
entrepreneur	企业家
brought to market	带入市场
auction	拍卖
viability	切实可能性
pool of talent	人才库
artisans	工匠
players	品牌, 公司
have an edge	有优势, 占上风
economies of scale	规模经济
provenance	起源, 出处