Trade and commerce Chinese vocabulary: Intermediate (HSK 4-6)

50 words with pinyin, 繁體 and meanings, 50 of them with an example sentence.
Every word here links to its entry on the site.

Trade and commerce Chinese vocabulary: Intermediate (HSK 4-6) on the web
The same words as a CSV, for Anki or a spreadsheet
A free account, which keeps 简体 or 繁體, pinyin or 注音 and the rest of how you read Chinese on every device

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Words

网购 網購
wǎnggòu Internet shopping / to purchase online

现在很多人喜欢网购。
Xiànzài hěn duō rén xǐhuan wǎnggòu.
Many people like to shop online these days.

广告 廣告
guǎnggào a commercial / advertisement / to advertise

他为一家广告公司工作。
Tā wèi yìjiā guǎnggào gōngsī gōngzuò.
He works for an advertising agency.

出口
chūkǒu an exit / to speak / to export / to leave port

出口在这里!
Chūkǒu zài zhèlǐ!
Here is the exit!

市场 市場
shìchǎng market / marketplace / market / bazaar

我要去市场。
Wǒ yào qù shìchǎng.
I will go to the market.

商品
shāngpǐn commodity / goods / merchandise

这家店的商品很便宜。
Zhè jiā diàn de shāngpǐn hěn piányi.
The goods in this shop are very cheap.

顾客 顧客
gùkè customer / client

今天顾客比较少。
Jīntiān gùkè bǐjiào shǎo.
There's not very many customers today.

快递 快遞
kuàidì express delivery

请帮我拆这个快递。
Qǐng bāng wǒ chāi zhège kuàidì.
Please help me open this package.

竞争 競爭
jìngzhēng to compete / competition

我和他竞争冠军。
Wǒ hé tā jìngzhēng guànjūn.
I competed with him for the championship.

生意
shēngyi business
shēngyì life force / vitality

生意怎么样?
Shēngyi zěnmeyàng?
How's business?

电子商务 電子商務
diànzǐshāngwù e-commerce

你对电子商务有兴趣吗?
Nǐ duì diànzǐshāngwù yǒu xìngqù ma?
Are you interested in e-commerce?

品牌
pǐnpái brand / brand name

她只穿这个品牌的鞋。
Tā zhǐ chuān zhège pǐnpái de xié.
She only wears shoes from this brand.

促销 促銷
cùxiāo to promote sales

商店为什么总在周末促销?
Shāngdiàn wèishénme zǒng zài zhōumò cùxiāo?
Why do stores always run promotions on weekends?

商业 商業
shāngyè business / trade / commerce

英语在商业中很有用。
Yīngyǔ zài shāngyè zhōng hěn yǒuyòng.
English is useful in commerce.

直播
zhíbō to broadcast live / live broadcast / to livestream / direct seeding

她每晚都在家直播做饭。
Tā měiwǎn dōu zàijiā zhíbō zuòfàn.
She livestreams herself cooking at home every night.

进口 進口

jìnkǒu to import / imported / entrance / inlet (for the intake of air, water etc)

> 我们从印度进口茶叶。
> Wǒmen cóng Yìndù jìnkǒu cháyè.
> We import tea from India.

合同

hétong contract / agreement

> 别用铅笔签合同。
> Bié yòng qiānbǐ qiān hétong.
> Don't sign the contract in pencil.

销售 銷售

xiāoshòu sales (representative, agreement etc) / to sell / to market

> 谁负责销售部门?
> Shéi fùzé xiāoshòu bùmén?
> Who's in charge of the sales section?

客户 客戶

kèhù client / customer

> 我是个客户。
> Wǒ shì gè kèhù.
> I'm a client.

商家

shāngjiā merchant / business / enterprise

> 很多商家都在打折。
> Hěn duō shāngjiā dōu zài dǎzhé.
> Many businesses are offering discounts.

商人

shāngrén merchant / businessman

> 我不相信商人。
> Wǒ bù xiāngxìn shāngrén.
> I don't trust businessmen.

产品 產品

chǎnpǐn goods / merchandise / product

> 本产品产自中国。
> Běn chǎnpǐn chǎn zì Zhōngguó.
> This product was made in China.

利润 利潤

lìrùn profits

> 利润这么低，他们还做吗?
> Lìrùn zhème dī, tāmen hái zuò ma?
> With profits this low, are they still going to do it?

成本

chéngběn (manufacturing, production etc) costs

> 怎么降低成本呢?
> Zěnme jiàngdī chéngběn ne?
> How do you keep costs down?

需求

xūqiú demand / requirement / to require

> 价格反映着需求。
> Jiàgé fǎnyìngzhe xūqiú.
> Price reflects demand.

合作

hézuò to cooperate / to collaborate / to work together

> 谢谢您的合作。
> Xièxie nín de hézuò.
> Thank you for your cooperation.

签订 簽訂

qiāndìng to agree to and sign (a treaty etc)

> 我和房东签订了合同。
> Wǒ hé fángdōng qiāndìngle hétong.
> I signed a contract with my landlord.

宣传 宣傳

xuānchuán to disseminate / to give publicity to / propaganda

> 宣传由我来负责。
> Xuānchuán yóu wǒ lái fùzé.
> I'm in charge of the propaganda.

运输 運輸

yùnshū to transport / to carry / transportation

> 这些水果要用冷藏车运输。
> Zhèxiē shuǐguǒ yào yòng lěngcángchē yùnshū.
> These fruits have to be transported in a refrigerated truck.

海关 海關

hǎiguān customs (i.e. border crossing inspection)

> 水果不能带过海关。
> Shuǐguǒ bùnéng dàiguò hǎiguān.
> You can't take fruit through customs.

货物 貨物

huòwù goods / commodity / merchandise

> 货物毫无损坏地到达了。
> Huòwù háowú sǔnhuài de dàodále.
> The goods arrived undamaged.

交易

jiāoyì to deal / to trade / to transact / transaction / deal

> 我和他达成了交易。
> Wǒ hé tā dáchéngle jiāoyì.
> I made a deal with him.

商务 商務

shāngwù commercial affairs / commercial / commerce / business

> 她在大学学商务英语。
> Tā zài dàxué xué shāngwù Yīngyǔ.
> She studied business English at university.

买卖 買賣

mǎimai purchase and sale / transaction / shop / store

mǎimài to buy and sell

> 他靠买卖旧车赚钱。
> Tā kào mǎimai jiù chē zhuànqián.
> He makes money buying and selling used cars.

协议 協議

xiéyì agreement / pact / protocol

> 最后我们达成了协议。
> Zuìhòu wǒmen dáchéngle xiéyì.
> In the end, we reached a compromise.

消费者 消費者

xiāofèizhě consumer

> 消费者可以退货吗?
> Xiāofèizhě kěyǐ tuìhuò ma?
> Can consumers return goods?

电商 電商

diànshāng e-commerce (abbr. for 電子商務|电子商务[dian4 zi3 shang1 wu4]) / to negotiate by telegram or telephone

> 现在做电商的人越来越多。
> Xiànzài zuò diànshāng de rén yuèláiyuè duō.
> More and more people are working in e-commerce now.

销量 銷量

xiāoliàng sales volume

> 我们的销量今年翻了一番。
> Wǒmen de xiāoliàng jīnnián fānle yìfān.
> Our sales doubled this year.

网店 網店

wǎngdiàn online shop

> 很多人开网店做生意。
> Hěn duō rén kāi wǎngdiàn zuòshēngyì.
> Many people run online shops to do business.

贸易 貿易

màoyì trade

> 贸易能带来共同利益。
> Màoyì néng dàilái gòngtónglìyì.
> Trade can bring mutual benefit.

订单 訂單

dìngdān order

> 您的订单确认如下。
> Nín de dìngdān quèrèn rúxià.
> We will confirm your order as follows.

供应 供應

gōngyìng to supply / to provide (goods, services etc)

> 粮食供应十分充足。
> Liángshi gōngyìng shífēn chōngzú.
> There is an abundant supply of foodstuffs.

代理

dàilǐ to act on behalf of sb in a responsible position / to act as an agent or proxy / surrogate / proxy

> 经理不在，谁来代理?
> Jīnglǐ bú zài, shéi lái dàilǐ?
> The manager is away, so who will fill in for him?

谈判 談判

tánpàn to negotiate / negotiation / talks / conference

> 谈判已经持续了三天。
> Tánpàn yǐjīng chíxùle sāntiān.
> The talks have already lasted three days.

货币 貨幣

huòbì currency / monetary / money

> 银行正在调整货币政策。
> Yínháng zhèngzài tiáozhěng huòbì zhèngcè.
> The bank is adjusting its monetary policy.

亏损 虧損

kuīsǔn deficit / loss

> 这家公司今年的亏损很大。
> Zhè jiā gōngsī jīnnián de kuīsǔn hěn dà.
> This company's deficit this year is very large.

商标 商標

shāngbiāo trademark / logo

> 公司申请了新的商标。
> Gōngsī shēnqǐngle xīn de shāngbiāo.
> The company applied for a new trademark.

采购 採購

cǎigòu to procure (for an enterprise etc) / to purchase

> 你在哪儿采购这些水果的?
> Nǐ zài nǎr cǎigòu zhèxiē shuǐguǒ de?
> Where did you buy this fruit?

履行

lǚxíng to fulfill (one's obligations) / to carry out (a task) / to implement (an agreement) / to perform

> 公司没有履行自己的义务。
> Gōngsī méiyǒu lǚxíng zìjǐ de yìwù.
> The company did not fulfil its obligations.

上市

shàngshì to hit the market (of a new product) / to float (a company on the stock market)

> 他们公司什么时候上市?
> Tāmen gōngsī shénme shíhou shàngshì?
> When is their company going public?

博览会 博覽會

bólǎnhuì an exposition / an international fair

> 博览会将举行六个月。
> Bólǎnhuì jiāng jǔxíng liù gè yuè.
> The exposition will be held for six months.