

# Competitors and Development Trend of Our Company

## 1. Useful Expressions

- What do you think are the biggest problems in our industry?
- In what ways do you think our industry should change in order to be **competitive**?
- Who do you think are our major **competitors**?
- What do you think is our biggest threat?
- What important trends do you see in our industry?
- What do you think are the **frontiers** or **cutting edge** issues in our industry?
- What are their **respective** advantages?

- In these hard times, many small firms have **gone to the wall** because they couldn' t **compete** with big businesses.
- That company **constitutes** our lone competitor in the field.
- That company is a strong competitor of us.

## 2. Keywords

competitive

competitor

frontier

cutting edge

respective

(价格等) 有竞争力的

竞争者, 对手, 敌手

尖端, 尚未开发的领域

尖端, 前沿

各自的, 各个的

go to the wall

compete

constitute

electronic

commerce

precaution

生意失败了

竞争，竞赛

构成，组成

电子的

商业，贸易，商务

预防措施

### 3. Conversation

A=Applicant I=Interviewer

#### Conversation 1

I: What important trends do you see in the **electronic commerce** industry?

A: From my own perspective, the recent trends are that people are increasingly accustomed to online purchasing and consumer confidence in online transactions is growing.

I: What do you think are the biggest problems in our industry?

A: I think people concern the safety of personal information online.

I: In what ways do you think our industry should change in order to be more competitive?

A: We need to strengthen information security systems and take extra **precautions** to ensure that customers' identify, credit card and other billing information is closely guarded.

## **Conversation 2**

I: What do you think are our major competitors?

A: Ever since the iPhone launched, different mobile phone manufacturers have done what they could to come up with phones that look and operate similar to the iPhone. From a recent market research, it is reported that the top iPhone competitors are HTC and Samsung.

I: What are their respective advantages?

A: The HTC Touch uses “TouchFLO” touchscreen technology that was developed by HTC. It runs Windows Mobile 6 and a rotating “cube” shows you icons of your contacts, music, and more. Unfortunately there’s no Wi-Fi which is one of the down-sides to this phone. Another competitor is Samsung’s Instinct and it is said that it may be the biggest thread to the iPhone because it’s about the same as the iPhone. Its battery life is right up there with 5.75 hours of talk-time.

## 面试技巧小贴士

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应聘者如要回答好面试官关于公司竞争对手及发展趋势的问题，需要在面试前了解该公司的基本情况，提前做好准备，以免措手不及。关于行业发展趋势，应聘者可以从该行业所面临的挑战，发展机遇，自身优势，整体经济形势，客户需求分析以及竞争对手的发展状况等方面来充分准备材料，以表明你对该行业的了解和认识。