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day 49 starting a business

Chinese HSK 5 in 80 days
unit 9 · money & business

Talk about starting a business: costs, risks, profit and clients, and say “by, on the strength of” with 凭.

Small businesses are everywhere in China, and everyone has an opinion on rent, profit and risk.

words

word	pinyin	meaning	example
创业	chuàngyè	to start a business	很多年轻人大学毕业以后选择创业。 Lots of young people start their own businesses after university.
开业	kāiyè	to open (for business)	这家饭馆下个月开业。 This restaurant opens next month.
企业	qǐyè	company, enterprise	这是一家有一百多年历史的企业。 This is a company with over a hundred years of history.
经营	jīngyíng	to run, manage (a business)	这家店经营得很好。 This shop is very well run.
营业	yíngyè	to be open, do business	这家超市24小时营业。 This supermarket is open 24 hours.
商家	shāngjiā	shop, merchant	节日的时候，很多商家都有优惠。 At festival time, lots of shops have special offers.
商人	shāngrén	businessman, merchant	他爷爷是一个茶叶商人。 His grandfather was a tea merchant.
商务	shāngwù	business (affairs)	这家酒店的客人很多是来谈商务的。 Many of this hotel’s guests are here on business.
商业	shāngyè	commerce, business	这里是北京的商业中心。 This is Beijing’s business district.
客户	kèhù	client, customer	我们要尽量满足客户的要求。 We should do our best to meet our clients’ needs.
资金	zījīn	funds, capital	开一家小店需要多少资金? How much money do you need to open a small shop?
成本	chéngběn	cost	房租太贵了，成本太高。 The rent is too high, so costs are too high.
风险	fēngxiǎn	risk	创业有风险，你要想清楚。 Starting a business is risky. Think it through.
利润	lìrùn	profit	这家店一个月的利润有两万块。 This shop makes twenty thousand yuan profit a month.
利益	lìyì	interest(s), benefit	做生意不能只{zhi3}想着自己的利益。 In business you can’t think only of your own interests.

亏	kuī	to lose (money)	开店第一年，他亏了不少钱。 In the shop's first year, he lost quite a lot of money.
损失	sǔnshī	loss; to lose	这次大雨让很多商家损失了不少钱。 The heavy rain cost lots of shops a fair amount of money.
凭	píng	by, on the strength of	凭这张票，可以免费喝一杯茶。 With this ticket you get a free cup of tea.
凭借	píngjiè	to rely on, by means of	他凭借自己的努力，开了三家店。 Through his own hard work, he opened three shops.
优势	yōushì	advantage	会说两种语言是你的优势。 Speaking two languages is your advantage.
实力	shílì	strength, capability	这家公司很有实力。 This company is very strong.
欠	qiàn	to owe	我还欠你一百块钱，明天还{huan2}你。 I still owe you a hundred yuan. I'll pay you back tomorrow.
规模	guīmó	scale, size	这家企业的规模越来越大。 This company keeps getting bigger.
大力	dàlì	vigorously, strongly	这个城市正在大力发展旅游。 This city is putting a lot into developing tourism.
发达	fādá	developed, well-developed	这里的交通很发达。 The transport here is excellent.

pattern 凭: by, on the strength of

凭 | a ticket / experience / proof | what you can do or get

凭 says what something is based on: a ticket, a card, experience, ability. 凭票入场 means entry with a ticket; 凭经验 means going by experience. In an argument, 你凭什么……? asks "what right do you have to…?"

凭这张会员卡，买茶有优惠。 **píng zhè zhāng huìyuán kǎ mǎi chá yǒu yōuhuì** With this membership card, you get a discount on tea.

他凭多年的经验，一眼就看出了问题。 **tā píng duō nián de jīngyàn yì yǎn jiù kàn chū le wèntí** Going by years of experience, he spotted the problem at a glance.

你凭什么说我错了？ **nǐ píng shénme shuō wǒ cuò le** What makes you think you can say I'm wrong?

dialogue ms zhang's business plan

ms zhang 安娜，你帮我看看我的创业计划。我爷爷以前就是茶叶商人呢。
Ānnà nǐ bāng wǒ kàn kan wǒ de chuàngyè jìhuà wǒ yéye yǐqián jiùshì cháyè shāngrén ne · Anna, have a look at my business plan for me. My grandfather was a tea merchant, you know.

anna 阿姨，您打算在哪儿开业?
āyí nín dǎsuàn zài nǎr kāiyè · Where are you planning to open, Auntie?

ms zhang 学校旁边。那里的商家不多，房租也不太贵，成本比较低。
xuéxiào pángbiān nàlǐ de shāngjiā bù duō fángzū yě bú tài guì chéngběn bǐjiào dī · Next to the school. There aren't many shops there, the rent isn't too high, so costs are fairly low.

xiaoming 可是学生钱不多，利润会不会太低?
kěshì xuéshēng qián bù duō lìrùn huì bu huì tài dī · But students don't have much money. Won't the profit be too low?

ms zhang 我不光卖茶叶，还经营一个小茶室，大家可以来喝茶、看书。
wǒ bùguāng mài cháyè hái jīngyíng yí gè xiǎo chá shì dàjiā kěyǐ lái hē chá kàn shū · I won't just sell tea leaves. I'll run a little tea room too, where people can come to drink tea and read.

anna 好主意！附近还有很多企业，他们的客户也需要谈商务的地方。
hǎo zhǔyi fùjìn hái yǒu hěn duō qǐyè tāmen de kèhù yě xūyào tán shāngwù de dìfang · Great idea! There are lots of companies nearby too, and their clients need somewhere to talk business.

ms zhang 对，我凭这么多年的经验，觉得这个地方有优势。
duì wǒ píng zhème duō nián de jīngyàn juéde zhège dìfang yǒu yōushì · Exactly. Going by all my years of experience, I think this spot has an advantage.

xiaoming 资金够吗？别为了开店欠银行很多钱。
zījīn gòu ma bié wèile kāi diàn qiàn yínháng hěn duō qián · Do you have enough money? Don't get into lots of debt with the bank just to open a shop.

ms zhang 放心，我的店规模不大，即使亏了，损失也不会太大。
fàngxīn wǒ de diàn guīmó bú dà jíshǐ kuī le sǔnshī yě bú huì tài dà · Don't worry. It's a small shop, so even if I make a loss, it won't be a big one.

anna 阿姨，您真有实力！开业那天我一定亲自来，大力支持您！
āyí nín zhēn yǒu shílì kāiyè nà tiān wǒ yídìng qīnzì lái dàlì zhīchí nín · Auntie, you've got it all worked out! I'll definitely come in person on opening day to cheer you on!

write it trace the grey, then write your own

创
chuàng
to create, found

亏
kuī
to lose (money)

欠
qiàn
to owe

good to know · 亏 is to lose money (亏了五万); 赚 is to make money. 不亏 is a modest way to say a business is doing fine. 凭 is often on signs: 凭票入场 (entry with a ticket), 凭小票退换 (returns with a receipt).

Rent, costs, profit and risk: you can now talk through a business plan in Chinese, and ask the hard questions kindly.
Do this day interactively, with audio and games, free at **wishyou.today/learning**

day 50 made in china

Talk about factories, products, sales and demand, and give a result in writing with ……，因而……

“Made in China” is everywhere, and so are the numbers behind it: output, sales and demand come up in every business news story.

words

word	pinyin	meaning	example
生产	shēngchǎn	to produce, manufacture	这家工厂生产手机。 This factory makes mobile phones.
产	chǎn	to produce (crops, goods)	这个地方产茶，也产大米。 This area produces tea, and rice too.
产量	chǎnliàng	output, yield	今年的茶叶产量比去年高。 This year’s tea harvest is bigger than last year’s.
产品	chǎnpǐn	product	这家公司的产品质量很好。 This company’s products are very good quality.
产业	chǎnyè	industry	茶叶是这里最重要的产业。 Tea is the most important industry here.
工业	gōngyè	industry (manufacturing)	这个城市的工业很发达。 This city has a lot of industry.
制造	zhìzào	to manufacture, make	这件衣服是中国制造的。 This top was made in China.
制作	zhìzuò	to make, produce	这些点心都是她自己制作的。 She made all these pastries herself.
加工	jiāgōng	to process	新鲜的茶叶要马上加工。 Fresh tea leaves have to be processed straight away.
货物	huòwù	goods, cargo	这些货物明天运到上海。 These goods are being shipped to Shanghai tomorrow.
库	kù	storehouse, warehouse	新到的茶叶都放在这个库里。 All the newly arrived tea is kept in this storeroom.
进口	jìnkǒu	to import	这种咖啡是从国外进口的。 This coffee is imported.
交易	jiāoyì	trade, deal	网上交易越来越方便了。 Buying and selling online is getting easier and easier.
销售	xiāoshòu	to sell; sales	她在一家公司做销售。 She works in sales at a company.
销量	xiāoliàng	sales (volume)	这种手机的销量非常好。 This phone is selling very well.
需求	xūqiú	demand, need	市场对绿茶的需求越来越大。 Demand for green tea keeps growing.
因而	yīnér	therefore, as a result	他每天坚持锻炼，因而身体很好。 He exercises every day, and as a result he’s

			very healthy.
大批	dàpī	large numbers of	每年春天，大批游客来这里看花。 Every spring, crowds of visitors come here to see the flowers.
巨大	jùdà	huge, enormous	这几年城市发生了巨大的变化。 The city has changed enormously in the last few years.
众多	zhòngduō	numerous, many	中国有众多的茶叶品种。 China has a great many kinds of tea.
大多	dàduō	mostly, for the most part	来这儿喝茶的大多是年轻人。 Most of the people who come here for tea are young.
将近	jiāngjìn	nearly, close to	他在这家工厂工作了将近二十年。 He's worked at this factory for nearly twenty years.
亿	yì	hundred million	中国有14亿多人。 China has over 1.4 billion people.
总体	zǒngtǐ	overall, as a whole	总体来说，今年的生意还不错。 Overall, business has been quite good this year.
比例	bǐlì	proportion, ratio	我们公司女员工的比例很高。 A high proportion of our staff are women.

pattern ……，因而……: and therefore

cause ，因而 result

因而 links a cause to its result, like 所以 but more written: you read it in reports, news and essays. The cause comes first, then 因而 and what follows from it.

这个城市的工业很发达，因而吸引了大批年轻人。 **zhège chéngshì de gōngyè hěn fādá yīnér xīyǐn le dàpī niánqīng rén** This city has a lot of industry, so it attracts crowds of young people.

这种茶需求很大，因而价格也比较高。 **zhè zhǒng chá xūqiú hěn dà yīnér jiàgé yě bǐjiào gāo** There's a lot of demand for this tea, so the price is fairly high too.

新鲜的茶叶一送到，工人们便开始加工。 **xīnxiān de cháyè yí sòng dào gōngrénmen biàn kāishǐ jiāgōng** As soon as the fresh tea leaves arrive, the workers start processing them.

dialogue at the tea factory

zhao yang 大家好！我现在在一家茶叶工厂，今天带大家看看茶是如何制作的。
dàjiā hǎo wǒ xiànzài zài yì jiā cháyè gōngchǎng jīntiān dài dàjiā kàn kan chá shì rúhé zhìzuò de · Hi, everyone! I'm at a tea factory, and today I'll show you how tea is made.

ms zhang 赵阳，你说拍就拍啊，我还没准备好呢！
ZhàoYáng nǐ shuō pāi jiù pāi a wǒ hái méi zhǔnbèi hǎo ne · Zhao Yang, you just start filming, just like that! I'm not ready yet!

zhao yang 阿姨，没关系！您看，新鲜的茶叶一送进来，工人们便开始加工。
āyí méi guānxi nín kàn xīnxiān de cháyè yí sòng jinlai gōngrénmen biàn kāishǐ jiāgōng · Don't worry, Auntie! Look: as soon as the fresh leaves come in, the workers start processing them.

ms zhang 原来要经过这么多环节。这里一年能产多少茶？
yuánlái yào jīngguò zhème duō huánjié zhèlǐ yì nián néng chǎn duōshao chá · So there are all these stages. How much tea does this place produce a year?

zhao yang 工厂的人告诉我，每年生产将近一千吨，大多在国内销售，也有一定的比例出口。
gōngchǎng de rén gàosu wǒ měi nián shēngchǎn jiāngjìn yìqiān dūn dàduō zài guó nèi xiāoshòu yě yǒu yídìng de bǐlì chūkǒu · The factory told me it's nearly a thousand tons a year. Most is sold in China, and a certain share is exported.

ms zhang 这么多！这几年喝茶的人越来越多，需求巨大。
zhème duō zhè jǐ nián hē chá de rén yuè lái yuè duō xūqiú jùdà · That much! More and more people are drinking tea these days. The demand is huge.

zhao yang 是啊，众多年轻人也开始喝茶了，因而茶叶产业发展得很快。
shì a zhòngduō niánqīng rén yě kāishǐ hē chá le yīnér cháyè chǎnyè fāzhǎn de hěn kuài · Yes, lots of young people have started drinking tea too, so the tea industry is growing fast.

ms zhang 我这次来，就是想买一批货物，开业的时候用。
wǒ zhè cì lái jiùshì xiǎng mǎi yì pī huòwù kāiyè de shíhou yòng · That's why I'm here: I want to buy a batch of stock for the opening.

zhao yang 您看，那边的库里都是今年的新茶。网上交易也很方便，下个月就能送到店里。
nín kàn nàbiān de kù lǐ dōu shì jīnnián de xīn chá wǎngshang jiāoyì yě hěn fāngbiàn xià gè yuè jiù néng sòng dào diàn lǐ · Look, the storeroom over there is full of this year's new tea. You can order online too, and it'll be delivered to the shop next month.

ms zhang 太好了！总体来说，这里的茶又好又不贵。
tài hǎo le zǒngtǐ lái shuō zhèlǐ de chá yòu hǎo yòu bú guì · Great! All in all, the tea here is good and not expensive.

write it trace the grey, then write your own

巨
jù
giant

亿
yì
hundred million

good to know · Big numbers: 万 is 10,000 and 亿 is 100,000,000. So a million is 一百万, and a billion is 十亿. 制造 is manufacturing (中国制造, made in China); 制作 is making with care, by hand or for a film: 制作点心, 制作视频. 出口 is the exit you know, and also a verb, “to export”: 出口到欧洲 export to Europe. Its opposite is 进口, to import.

Factories, output and demand: you can now follow a business report in Chinese, numbers and all.
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day 51 prices & money

Talk about prices, money, budgets and value, and make “if, supposing” plans with 假如……, 就……

Prices, budgets and “what if?” come up every time you plan something, from a shop to a holiday.

words

word	pinyin	meaning	example
人民币	rénmínbì	renminbi, Chinese yuan	这件衣服两百块人民币，不贵。 This top is two hundred yuan. That’s not expensive.
汇率	huìlǜ	exchange rate	今天的汇率是多少? What’s the exchange rate today?
黄金	huángjīn	gold	最近黄金的价格上涨了很多。 The price of gold has gone up a lot recently.
价值	jiàzhí	value, worth	这幅画的价值很高。 This painting is worth a great deal.
税	shuì	tax	这个价格已经包括税了。 This price already includes tax.
上涨	shàngzhǎng	to rise, go up	最近菜的价格上涨了不少。 Vegetable prices have gone up quite a bit recently.
富	fù	rich, wealthy	这个地方以前很不发达，现在大家都富了。 This place used to be very poor; now everyone is well off.
富有	fùyǒu	rich; full of	他不太富有，可是很快乐。 He isn’t rich, but he’s very happy.
繁荣	fánróng	prosperous, booming	这条街以前很安静，现在非常繁荣。 This street used to be quiet; now it’s booming.
大于	dàyú	greater than	假如成本大于收入，这家店就会亏钱。 If costs are higher than income, the shop will lose money.
小于	xiǎoyú	less than	第一年的成本最好小于收入。 In the first year, costs should ideally be lower than income.
等于	děngyú	to equal, be the same as	三加五等于八。 Three plus five equals eight.
超	chāo	to exceed; super-	这个月花的钱又超了。 I’ve overspent again this month.
超出	chāochū	to exceed, go beyond	这个价格超出了我能接受的范围。 That price is more than I can accept.
不足	bùzú	not enough; shortcoming	资金不足是开店最大的问题。 Not having enough money is the biggest problem in opening a shop.
充分	chōngfèn	full, ample	考试以前要做好充分的准备。 Prepare thoroughly before an exam.

度	dù	degree (temperature, angle)	今天最高35度，太热了！ It’s 35 degrees today. Far too hot!
范围	fànwéi	range, scope	这个问题不在考试范围里。 This question isn’t covered by the exam.
无数	wúshù	countless	每年有无数的人来这里旅游。 Countless people come here on holiday every year.
无限	wúxiàn	unlimited, infinite	年轻人有无限的可能。 Young people have endless possibilities.
单一	dānyī	single, one-sided, uniform	这家店的东西太单一了。 This shop doesn’t have enough variety.
个别	gèbié	a few, isolated; individual	大部分同学都来了，只{zhi3}有个别人没来。 Most of the class came; only one or two didn’t.
其余	qíyú	the rest, the others	这些茶我留两盒，其余的都卖了。 I’ll keep two boxes of this tea and sell the rest.
全体	quántǐ	all, the whole (group)	全体员工都参加了这次活动。 All the staff took part in this event.
需	xū	to need (written)	办会员卡需交一百块押金。 A membership card needs a 100-yuan deposit.

pattern 假如……，（就）……: if, supposing

假如 **condition** ，（就） **result**

假如 sets up a condition or an imagined situation, and the result follows, often with 就. It works like 如果 but sounds a little more written, and it’s good for plans and “what if?” questions.

假如明天35度，开业活动就改在店里。 **jiǎrú míngtiān dù kāiyè huódòng jiù gǎi zài diàn lǐ** If it’s 35 degrees tomorrow, the opening event will be held indoors.

假如成本大于收入，这家店就会亏钱。 **jiǎrú chéngběn dàyú shōurù zhè jiā diàn jiù huì kuī qián** If costs are higher than income, the shop will lose money.

假如价格超出了我们能接受的范围，我们就换一家。 **jiǎrú jiàgé chāochū le wǒmen néng jiēshòu de fànwéi wǒmen jiù huàn yì jiā** If the price is more than we can accept, we’ll try somewhere else.

dialogue doing the sums

ms zhang 安娜，你帮我看看这些茶的价格，定得合理吗？
Ānnà nǐ bāng wǒ kàn kan zhèxiē chá de jiàgé dìng de hélǐ ma · Anna, have a look at these tea prices for me. Are they reasonable?

anna 这种茶两百块一斤？假如学生来买，可能觉得有点儿贵。
zhè zhǒng chá liǎngbǎi kuài yì jīn jiǎrú xuéshēng lái mǎi kěnéng juéde yǒudiǎnr guì · Two hundred yuan a jin for this one? If students come to buy, they might find it a bit expensive.

ms zhang 这是好茶，价值很高。不过你说得对，我的茶不能太单一，也要有便宜的。
zhè shì hǎo chá jiàzhí hěn gāo búguò nǐ shuō de duì wǒ de chá bù néng tài dānyī yě yào yǒu piányi de · It's good tea, it's worth it. But you're right: I can't just have one kind. I need some cheaper ones too.

anna 对。个别好茶可以贵一点儿，其余的价格要让大家都能接受，不是每个人都那么富。
duì gèbié hǎo chá kěyǐ guì yìdiǎnr qíyú de jiàgé yào ràng dàjiā dōu néng jiēshòu bú shì měi gè rén dōu nàme fù · Exactly. A few top teas can cost more, but the rest should be priced so everyone can afford them. Not everyone is that well off.

ms zhang 我算了一下，房租、装修以及税，一共二十万，已经超了。
wǒ suàn le yíxià fángzū zhuāngxiū yǐjí shuì yígòng èrshí wàn yǐjīng chāo le · I've done the sums: rent, the decorating and tax come to two hundred thousand. I'm already over budget.

anna 超出多少？
chāochū duōshao · Over by how much?

ms zhang 两万多块人民币。资金有点儿不足。
liǎng wàn duō kuài rénmínbì zījīn yǒudiǎnr bùzú · A bit more than twenty thousand yuan. I'm a little short of money.

anna 假如资金不够，就先少进一些货。第一年的成本最好小于收入。
jiǎrú zījīn búgòu jiù xiān shǎo jìn yìxiē huò dì yī nián de chéngběn zuìhǎo xiǎoyú shōurù · If the money isn't enough, buy in less stock at first. In the first year, you want costs lower than income.

ms zhang 好主意。我要做好充分的准备，为的是开业以后少出问题。
hǎo zhǔyi wǒ yào zuò hǎo chōngfèn de zhǔnbèi wèi de shì kāiyè yǐhòu shǎo chū wèntí · Good idea. I want to be fully prepared, so there are fewer problems after we open.

anna 阿姨，您放心，开业那天，我们公司全体同事都来喝茶！
āyí nín fàngxīn kāiyè nà tiān wǒmen gōngsī quántǐ tóngshì dōu lái hē chá · Don't worry, Auntie. On opening day, everyone from my office is coming for tea!

write it trace the grey, then write your own

币
bì
currency

范
fàn
pattern, limit

余
yú
remaining

good to know · A 斤 is half a kilo. Tea, fruit and vegetables in China are usually priced per 斤. 大于, 小于 and 等于 are “greater than”, “less than” and “equals”. You’ll see them in maths and in reports: 成本大于收入. You met 假如 on day 41. Here is its full frame, 假如……，就……: the result after 就 can be a plan, a guess or advice.

Prices, budgets and “what if…”: you can now help a friend do the sums in Chinese, and keep the dream on track.
Do this day interactively, with audio and games, free at **wishyou.today/learning**

day 52 how big? how much?

Talk about size, amount, depth and difficulty, and brush something aside with 什么X不X的.

How big, how much, how hard: these "-degree" words are everywhere in Chinese, and 什么钱不钱的 is how friends wave away fuss.

words

word	pinyin	meaning	example
高度	gāodù	height, altitude; high degree	这座山的高度是一千多米。 This mountain is over a thousand metres high.
高级	gāojí	advanced, high-level, top-grade	她现在上高级汉语班。 She's in an advanced Chinese class now.
超级	chāojí	super	这部电影超级好看！ This film is super good!
广	guǎng	wide, broad	他的知识面很广。 He knows about a wide range of things.
广大	guǎngdà	vast; the broad mass of	这本书受到了广大读者的欢迎。 This book has been popular with readers everywhere.
广泛	guǎngfàn	wide-ranging, widespread	手机支付在中国已经被广泛使用。 Mobile payment is now widely used in China.
集中	jízhōng	to concentrate, focus; concentrated	上课的时候要集中注意力。 Concentrate in class.
急需	jíxū	to urgently need	这个地方急需医生。 This place badly needs doctors.
具体	jùtǐ	specific, concrete	你能说得具体一点儿吗? Could you be a bit more specific?
力	lì	strength, force; power	他的演讲很有说服力。 His speech was very convincing.
量	liàng	amount, capacity	他的饭量{liang4-5}很大。 He eats a lot.
难度	nándù	difficulty (level)	这次考试的难度比上次大。 This exam is harder than the last one.
排列	páiliè	to arrange, put in order	书架上的书是按大小排列的。 The books on the shelf are arranged by size.
齐	qí	neat, even; all present	人都到齐了，我们开始吧。 Everyone's here. Let's begin.
强度	qiángdù	intensity, strength	这份工作的强度太大了。 This job is far too demanding.
轻重	qīngzhòng	weight; relative importance	做事要知道轻重。 You need to know what matters most.
全力	quánlì	all-out effort; with all your strength	我们会全力支持你。 We'll back you all the way.

全面	quánmiàn	comprehensive, all-round	我们需要全面了解这个问题。 We need a full picture of this problem.
深度	shēndù	depth	这条河的深度有三米。 This river is three metres deep.
含量	hánliàng	content (amount in something)	这种饮料的糖含量很高。 This drink has a lot of sugar in it.
彻底	chèdǐ	thorough, complete	我们把房间彻底打扫了一遍。 We gave the room a thorough clean.
充满	chōngmǎn	to be full of	房间里充满了茶的香味。 The room was full of the smell of tea.
农民	nóngmín	farmer	这里的农民大多种{zhong4}茶。 Most of the farmers here grow tea.
农业	nóngyè	agriculture, farming	这个地区主要发展农业。 This area mainly focuses on farming.
纷纷	fēnfēn	one after another; in large numbers	下课了，同学们纷纷走出教室。 Class was over, and the students streamed out of the room.

pattern 什么x不x（的）: never mind x

什么 **X** 不 **X（的）**，**what really matters**

Repeat a word with 什么…不…的 to brush it aside: it doesn't matter, let's not fuss about it. 什么钱不钱的 means "forget the money". It's friendly and spoken, and usually followed by what really matters.

什么难度不难度的，试试就知道了。 **shénme nándù bù nándù de shì shi jiù zhīdào le** Never mind how hard it is. Try it and you'll see.

什么深度不深度的，大家看得懂就行。 **shénme shēndù bù shēndù de dàjiā kàn de dǒng jiù xíng** Forget about depth. As long as people can understand it, that's fine.

什么彻底不彻底的，差不多干净就行了。 **shénme chèdǐ bú chèdǐ de chàbuduō gānjìng jiù xíng le** Never mind "thorough". Clean enough will do.

dialogue up at the tea farm

zhao yang 大家看，我们现在在山上的茶园，这里的茶树排列得非常整齐。
dàjiā kàn wǒmen xiànzài zài shān shàng de chá yuán zhèlǐ de chá shù páiliè de fēicháng zhěngqí · Look, everyone, we're at a tea farm up in the hills. The tea bushes are planted in perfectly neat rows.

anna 好美啊！空气里充满了茶的香味。
hǎo měi a kōngqì lǐ chōngmǎn le chá de xiāng wèi · It's beautiful! The air is full of the smell of tea.

ms zhang 这里的农业主要是种茶。这份工作的强度很大，农民们早上五点就上山了。
zhèlǐ de nóngyè zhǔyào shì zhòng chá zhè fèn gōngzuò de qiángdù hěn dà nóngmínmen zǎoshang wǔ diǎn jiù shàng shān le · Farming here is mainly tea. It's hard work: the farmers head up the hill at five in the morning.

zhao yang 阿姨，买以前要全面了解一下。您要多少？具体的价格我帮您问问。
āyí mǎi yǐqián yào quánmiàn liǎojiě yíxià nín yào duōshao jùtǐ de jiàgé wǒ bāng nín wèn wen · Auntie, get the full picture before you buy. How much do you want? I'll ask about the exact price for you.

ms zhang 我的店不大，量不用太多，先买五十斤。
wǒ de diàn bú dà liàng búyòng tài duō xiān mǎi wǔshí jīn · My shop is small, so I don't need much. Fifty jin to start with.

anna 这么好的茶，是不是很贵？
zhème hǎo de chá shì bu shì hěn guì · Tea this good must be expensive, isn't it?

ms zhang 不贵。这里的茶不是什么高级茶，可是很好喝。
bú guì zhèlǐ de chá bú shì shénme gāojí chá kěshì hěn hǎo hē · Not at all. It's not some top-grade tea, but it tastes great.

zhao yang 什么高级不高级的，好喝就行！我要把这个茶园介绍给广大观众，我的视频很有说服力！
shénme gāojí bù gāojí de hǎo hē jiù xíng wǒ yào bǎ zhège chá yuán jièshào gěi guǎngdà guānzhòng wǒ de shìpín hěn yǒu shuōfú lì · Never mind top-grade: if it tastes good, that's what counts! I'll show this farm to all my viewers. My videos are very convincing!

anna 你的视频一发，大家一定纷纷来买。这里的农民急需更多客户。
nǐ de shìpín yì fā dàjiā yídìng fēnfēn lái mǎi zhèlǐ de nóngmín jíxū gèng duō kèhù · Once your video's out, people will come flocking to buy. The farmers here really need more customers.

ms zhang 那我们就全力帮他们！不过做事要知道轻重，先把我的店开好。
nà wǒmen jiù quánlì bāng tāmen búguò zuò shì yào zhīdào qīngzhòng xiān bǎ wǒ de diàn kāi hǎo · Then we'll help them all we can! But first things first: let's get my shop open.

write it trace the grey, then write your own

泛
fàn
to float; broad

彻
chè
to go through

good to know · 度 turns an adjective into a "how much" noun: 高度 height, 深度 depth, 难度 difficulty, 强度 intensity. 量 does the same for amounts: 产量 output, 销量 sales, 含量 content, 饭量 how much you eat.

Height, depth, amount and “never mind…”: you can now describe, measure and joke your way through a day out in Chinese.
Do this day interactively, with audio and games, free at **wishyou.today/learning**

day 53 a changing economy

Talk about change, trends, causes and results, and say “without X there would be no Y” with 没有……就没有……

China has changed fast, and talking about why and how things change is a core skill for HSK 5 reading and for real conversations.

words

word	pinyin	meaning	example
趋势	qūshì	trend	网上购物是一个大趋势。 Online shopping is a big trend.
上升	shàngshēng	to rise, go up	今年的销量上升了很多。 Sales have risen a lot this year.
扩大	kuòdà	to expand, enlarge	公司打算明年扩大规模。 The company plans to expand next year.
缩小	suōxiǎo	to shrink, narrow	城市和农村的差距正在缩小。 The gap between town and country is narrowing.
增	zēng	to increase, add (written)	今年的游客比去年增了三万人。 There were thirty thousand more visitors this year than last.
增强	zēngqiáng	to strengthen	这次比赛增强了我们的信心。 This match boosted our confidence.
增进	zēngjìn	to enhance, deepen (understanding)	多交流可以增进了解。 Talking more helps people understand each other better.
加速	jiāsù	to speed up	汽车开始加速了。 The car started to speed up.
促进	cùjìn	to promote, boost	旅游促进了当地的经济发展。 Tourism has boosted the local economy.
推动	tuīdòng	to drive, push forward	新技术推动了社会的发展。 New technology has driven society forward.
带动	dàidòng	to drive, bring along	一家大工厂带动了整个小城的发展。 One big factory has driven the growth of the whole town.
导致	dǎozhì	to lead to, cause	熬夜会导致睡眠不足。 Staying up late leads to lack of sleep.
造成	zàochéng	to cause, create	这场大雨造成了严重的堵车。 The heavy rain caused terrible traffic jams.
因素	yīnsù	factor	价格是很重要的因素。 Price is a very important factor.
后果	hòuguǒ	consequence	你想过这样做的后果吗? Have you thought about the consequences of doing this?
面临	miànlín	to face, be up against	很多小店面临很大的压力。 Lots of small shops are under a lot of pressure.

进步	jìnbù	to make progress; progress	你的汉语进步得真快! Your Chinese is improving so fast!
前进	qiánjìn	to move forward, advance	遇到困难也要继续前进。 Even when things get hard, keep moving forward.
实现	shíxiàn	to realise, achieve	她终于实现了自己的梦想。 She finally made her dream come true.
使得	shǐde	to make, cause	地铁的发展使得出门更方便了。 The growth of the underground has made getting around easier.
促使	cùshǐ	to prompt, push (someone to)	这次生病促使他开始锻炼身体。 Falling ill made him start exercising.
转变	zhuǎnbiàn	to change, transform	这几年人们的观念发生了很大的转变。 People's ideas have changed a lot in recent years.
推广	tuīguǎng	to promote, spread	这种新方法正在全国推广。 This new method is being rolled out across the country.
推进	tuījìn	to push ahead, advance	项目正在顺利推进。 The project is moving ahead smoothly.
变动	biàndòng	change; to change	计划有变动，会议改到明天了。 There's been a change of plan: the meeting has moved to tomorrow.

pattern 没有……就没有……: without x, there's no y

没有 **X** ，就没有 **Y**

This tight pattern says X is the condition for Y: take X away and Y can't exist. It often gives credit or states a principle: 没有付出，就没有收获, no pain, no gain.

没有付出，就没有收获。 **méiyǒu fùchū jiù méiyǒu shōuhuò** No effort, no reward.

没有交通的发展，就没有这里今天的繁荣。 **méiyǒu jiāotōng de fāzhǎn jiù méiyǒu zhèlǐ jīntiān de fánróng** Without better transport, this place wouldn't be booming as it is today.

没有你的帮助，就没有我的今天。 **méiyǒu nǐ de bāngzhù jiù méiyǒu wǒ de jīntiān** I wouldn't be where I am today without your help.

dialogue forty years of change

zhao yang 孙教授，您好！今天想请您谈谈这四十年来北京的变化。
Sūnjiàoshòu nín hǎo jīntiān xiǎng qǐng nín tán tan zhè sìshí nián lái Běijīng de biànhuà · Hello, Professor Sun! Today I'd like you to talk about how Beijing has changed over the last forty years.

professor sun 变化非常大。住在城里的人比四十年前增了一倍多，交通的发展也使得出门方便多了。
biànhuà fēicháng dà zhù zài chéng lǐ de rén bǐ sìshí nián qián zēng le yí bèi duō jiāotōng de fāzhǎn yě shǐde chūmén fāngbiàn duō le · It has changed enormously. More than twice as many people live in the city as forty years ago, and better transport has made getting around much easier.

zhao yang 是什么因素推动了这些变化?
shì shénme yīnsù tuīdòng le zhèxiē biànhuà · What factors have driven these changes?

professor sun 因素有很多。比如地铁，它带动了很多地区的发展，也使城市不断扩大。没有交通的发展，就没有今天的繁荣。
yīnsù yǒu hěn duō bǐrú dìtiě tā dàidòng le hěn duō dìqū de fāzhǎn yě shǐ chéngshì búduàn kuòdà méiyǒu jiāotōng de fāzhǎn jiù méiyǒu jīntiān de fánróng · There are many. Take the underground: it has driven growth in lots of areas and helped the city keep expanding. Without better transport, there'd be no boom today.

zhao yang 发展得这么快，有没有带来一些问题?
fāzhǎn de zhème kuài yǒu méiyǒu dài lái yìxiē wèntí · Has such fast growth brought any problems?

professor sun 当然有。车太多导致堵车，也造成了空气问题。不过这些年情况在转变，空气比以前好多了。
dāngrán yǒu chē tài duō dǎozhì dǔchē yě zàochéng le kōngqì wèntí búguò zhèxiē nián qíngkuàng zài zhuǎnbiàn kōngqì bǐ yǐqián hǎo duō le · Of course. Too many cars led to traffic jams and air problems. But things have been changing in recent years, and the air is much better than before.

zhao yang 那现在城市面临的最大问题是什么?
nà xiànzài chéngshì miànlín de zuì dà wèntí shì shénme · So what's the biggest challenge the city faces now?

professor sun 城市在加速发展，老人的需求也在上升，因而很多为老人提供的新服务正在推广。
chéngshì zài jiāsù fāzhǎn lǎorén de xūqiú yě zài shàngshēng yīnér hěn duō wèi lǎorén tígōng de xīn fúwù zhèngzài tuīguǎng · The city is developing faster and faster, and older people's needs are growing too, so lots of new services for the elderly are being rolled out.

anna 我来北京这几年，也看到了很多进步。这些变化也促使我留在了北京。不过，城市和农村的差距在缩小吗?
wǒ lái Běijīng zhè jǐ nián yě kàn dào le hěn duō jìnbù zhèxiē biànhuà yě cùshǐ wǒ liú zài le Běijīng búguò chéngshì hé nóngcūn de chājù zài suōxiǎo ma · In my years in Beijing I've seen a lot of progress too. These changes are part of why I stayed. But is the gap between town and country narrowing?

professor sun 在缩小。旅游和网上购物促进了很多农村的发展，这方面的工作还在推进，我们要继续前进。
zài suōxiǎo lǚyóu hé wǎngshang gòuwù cùjìn le hěn duō nóngcūn de fāzhǎn zhè fāngmiàn de gōngzuò hái zài tuījìn wǒmen yào jìxù qiánjìn · It is narrowing. Tourism and online shopping have boosted many rural areas, and that work is still going on. We have to keep moving forward.

write it trace the grey, then write your own

素 sù element



趋
qū
to hasten towards

good to know · 导致 and 造成 usually lead to bad results (导致堵车, 造成损失); 促进 and 推动 to good ones (促进发展). 增 words: 增强 strengthen (信心, 体力), 增进 deepen (了解, 友谊). The object tells you which one to use. 经济 “economy” is also an adjective, “economical, good value”: 又好吃又经济 tasty and cheap, 经济舱 economy class.

Trends, causes and results: you can now discuss how a city changes in Chinese, carefully and fairly. Do this day interactively, with audio and games, free at **wishyou.today/learning**

day 54 mission: the little tea shop

Follow a small business from the night before it opens to its first month, all in Chinese.

A mission puts days 49–53 to work together: starting up, products, prices, amounts and change, in one story.

chapter 1 the night before

ms zhang 小明，明天就开业了。货物都到了吗?
Xiǎomíng míngtiān jiù kāiyè le huòwù dōu dào le ma · Xiaoming, we open tomorrow. Has all the stock arrived?

xiaoming 都到了。茶叶都放在库里了，一共五十斤。
dōu dào le cháyè dōu fàng zài kù lǐ le yígòng wǔshí jīn · It all came. The tea's in the storeroom: fifty jin in all.

ms zhang 创业真不容易。经营一家店，资金、风险、客户，什么都要考虑。
chuàngyè zhēn bù róngyì jīngyíng yì jiā diàn zījīn fēngxiǎn kèhù shénme dōu yào kǎolǜ · Starting a business really isn't easy. Running a shop, you have to think about everything: money, risk, customers.

xiaoming 您别担心损失。凭借您的实力，一定没问题。这条街上的商家越来越多，商业很发达，附近的企业也有很多谈商务的客人。
nín bié dānxīn sǔnshī píngjiè nín de shílì yídìng méi wèntí zhè tiáo jiē shàng de shāngjiā yuè lái yuè duō shāngyè hěn fādá fùjìn de qǐyè yě yǒu hěn duō tán shāngwù de kèrén · Don't worry about losing money. With your ability, it'll be fine. There are more and more shops on this street, business is thriving, and the companies nearby have lots of clients coming for business meetings.

ms zhang 我爷爷是茶叶商人，他常说：做生意不能只看自己的利益。我欠银行的钱不多，营业以后很快就能还。
wǒ yéye shì cháyè shāngrén tā cháng shuō zuò shēngyi bù néng zhǐ kàn zìjǐ de lìyì wǒ qiàn yínháng de qián bù duō yíngyè yǐhòu hěn kuài jiù néng huán · My grandfather was a tea merchant. He always said: in business you can't look only at your own interests. I don't owe the bank much, and once we're open I can soon pay it back.

ms zhang 假如明天下雨，客人会不会很少?
jiǎrú míngtiān xià yǔ kèrén huì bu huì hěn shǎo · If it rains tomorrow, will there be hardly any customers?

xiaoming 别担心。我在网上发了一千张票，凭票可以免费喝一杯茶。
bié dānxīn wǒ zài wǎngshang fā le yìqiān zhāng piào píng piào kěyǐ miǎnfèi hē yì bēi chá · Don't worry. I've sent out a thousand vouchers online: with a voucher you get a free cup of tea.

xiaoming 我已经在网上大力推广了。
wǒ yǐjīng zài wǎngshang dàlì tuīguǎng le · I've already promoted it hard online.

ms zhang 一千张？成本会不会太高了?
yìqiān zhāng chéngběn huì bu huì tài gāo le · A thousand? Won't that cost too much?

xiaoming 一杯茶的成本不高。第一天让大家了解我们，比什么都重要。
yì bēi chá de chéngběn bù gāo dì yī tiān ràng dàjiā liǎojiě wǒmen bǐ shénme dōu zhòngyào · A cup of tea doesn't cost much. On day one, getting people to know us matters more than anything.

ms zhang 你说得对。我要尽量让每位客人都满意。
nǐ shuō de duì wǒ yào jǐnliàng ràng měi wèi kèrén dōu mǎnyì · You're right. I want every customer to leave happy, as far as I can.

xiaoming 早一点儿休息吧，明天会很忙!
zǎo yìdiǎnr xiūxi ba míngtiān huì hěn máng · Get some rest, Mum. Tomorrow's going to be busy!

chapter 2 opening day

zhao yang 各位，我们的节目即将开始！
gèwèi wǒmen de jiémù jíjiāng kāishǐ · Everyone, our show is about to start!

zhao yang 大家好！今天我在一家新开的茶叶店，老板就是我的阿姨！
dàjiā hǎo jīntiān wǒ zài yì jiā xīn kāi de cháyè diàn lǎobǎn jiùshì wǒ de āyí · Hi, everyone! Today I'm at a brand-new tea shop, and the owner is my aunt!

ms zhang 欢迎光临！今天开业，凭票免费喝茶。
huānyíng guānglín jīntiān kāiyè píng piào miǎnfèi hē chá · Welcome! It's our opening day: free tea with a voucher.

anna 阿姨，恭喜开业！我们公司来了十几个人，大家都来支持您。
āyí gōngxǐ kāiyè wǒmen gōngsī lái le shí jǐ gè rén dàjiā dōu lái zhīchí nín · Auntie, congratulations on the opening! More than ten of us have come from my office to support you.

manager lin 张女士，您好！听安娜说今天开业，我下了班就来了。
Zhāngnǚshì nín hǎo tīng Ānnà shuō jīntiān kāiyè wǒ xià le bān jiù lái le · Hello, Ms Zhang! Anna told me you were opening today, so I came straight after work.

ms zhang 林经理，太感谢了！请坐，尝尝我们的新茶。
Línjīnglǐ tài gǎnxiè le qǐng zuò cháng chang wǒmen de xīn chá · Manager Lin, thank you so much! Please have a seat and try our new tea.

manager lin 好香！这么好的茶，价格却不贵，您的优势很明显。
hǎo xiāng zhème hǎo de chá jiàgé què bú guì nín de yōushì hěn míngxiǎn · What a lovely smell! Tea this good, and not expensive. That's a clear advantage.

manager lin 这些茶是哪儿产的？
zhèxiē chá shì nǎr chǎn de · Where does this tea come from?

ms zhang 都是南方一个茶园生产的，我亲自去看过他们怎么加工。
dōu shì nánfāng yí gè chá yuán shēngchǎn de wǒ qīnzì qù kàn guo tāmen zěnme jiāgōng · It's all grown at a tea farm in the south. I went myself to see how they process it.

zhao yang 这个茶园的产量不大，可是产品质量很好，有一部分还出口到欧洲呢。
zhège chá yuán de chǎnliàng bú dà kěshì chǎnpǐn zhìliàng hěn hǎo yǒu yí bùfen hái chūkǒu dào Ōuzhōu ne · That farm doesn't produce much, but the quality is excellent: some of it is even exported to Europe.

manager lin 中国的茶叶产业真大，听说每天有好几亿人喝茶。
Zhōngguó de cháyè chǎnyè zhēn dà tīngshuō měi tiān yǒu hǎo jǐ yì rén hē chá · China's tea industry is so big: I hear several hundred million people drink tea every day.

anna 来喝茶的大多是年轻人，需求巨大。阿姨，这些茶杯是您自己制作的吗？
lái hē chá de dàduō shì niánqīng rén xūqiú jùdà āyí zhèxiē chá bēi shì nín zìjǐ zhìzuò de ma · Most of the people coming in for tea are young: the demand is huge. Auntie, did you make these cups yourself?

ms zhang 不是，是一家工厂制造的，那里是一个工业区。我店里也有几种进口的咖啡，不过销售的比例很小。
bú shì shì yì jiā gōngchǎng zhìzào de nàlǐ shì yí gè gōngyè qū wǒ diàn lǐ yě yǒu jǐ zhǒng jìnkǒu de kāfēi búguò xiāoshòu de bǐlì hěn xiǎo · No, a factory made them: it's in an industrial area. I also sell a few imported coffees, but they're only a small share of sales.

zhao yang 开业半天，就有将近两百位客人，网上的交易也有三十多笔。众多年轻人在看我的视频呢！
kāiyè bàntiān jiù yǒu jiāngjìn liǎngbǎi wèi kèrén wǎngshang de jiāoyì yě yǒu sānshí duō bǐ zhòngduō niánqīng rén zài kàn wǒ de shìpín ne · Half a day since opening, and nearly two hundred customers already, plus over thirty sales online. Loads of young people are watching my video!

zhao yang 你们看，门口的队伍越来越长，客人们纷纷进来了！
nǐmen kàn ménkǒu de duìwu yuè lái yuè cháng kèrénmen fēnfēn jinlai le · Look, the queue at the door keeps getting longer. The customers are pouring in!

ms zhang 没有大家的帮助，就没有今天这么热闹的开业！

méiyǒu dàjiā de bāngzhù jiù méiyǒu jīntiān zhème rènao de kāiyè · Without everyone's help, we'd never have had such a lively opening!

chapter 3 the tea runs out

xiaoming 妈妈，不好了！客人太多，因而茶叶快卖完了。
māma bù hǎo le kèrén tài duō yīnér cháyè kuài mài wán le · Mum, we've got a problem! There are so many customers that the tea is almost gone.

ms zhang 这么快？库里还有多少？
zhème kuài kù lǐ hái yǒu duōshao · Already? How much is left in the storeroom?

xiaoming 只剩下五斤了。我们急需再进一批货。
zhǐ shèng xià wǔ jīn le wǒmen jíxū zài jìn yì pī huò · Only five jin. We urgently need another batch.

anna 客人一多，小明就连忙去库里拿茶叶，我也急忙去帮忙。
kèrén yì duō Xiǎomíng jiù liánmáng qù kù lǐ ná cháyè wǒ yě jímáng qù bāngmáng · As soon as the customers piled in, Xiaoming dashed to the storeroom for tea, and I hurried to help.

ms zhang 今天的客人超出了我的想象。准备得不充分，茶叶不足了。
jīntiān de kèrén chāochū le wǒ de xiǎngxiàng zhǔnbèi de bù chōngfèn cháyè bùzú le · Today's customers went beyond anything I imagined. I didn't prepare enough, and we're short of tea.

xiaoming 进货的时候，我以为一百杯就等于一斤茶，结果算错了。
jìn huò de shíhou wǒ yǐwéi yìbǎi bēi jiù děngyú yì jīn chá jiéguǒ suàn cuò le · When we bought the stock, I thought a hundred cups equalled one jin of tea, but I got the sums wrong.

anna 我给茶园的农民打个电话吧，上次赵阳给了我他们的电话。
wǒ gěi chá yuán de nóngmín dǎ gè diànhuà ba shàng cì ZhàoYáng gěi le wǒ tāmen de diànhuà · I'll call the farmers at the tea farm. Zhao Yang gave me their number last time.

ms zhang 太好了！问问他们明天能不能送一大批过来。
tài hǎo le wèn wen tāmen míngtiān néng bu néng sòng yí dàpī guolai · Great! Ask them if they can bring a big batch over tomorrow.

anna 他们说没问题，明天一早就送到！
tāmen shuō méi wèntí míngtiān yì zǎo jiù sòng dào · They say no problem: it'll be here first thing tomorrow!

manager lin 张女士，我有一位外国客户也想买茶，他只有外国钱，汇率怎么算？
Zhāngnǚshì wǒ yǒu yí wèi wàiguó kèhù yě xiǎng mǎi chá tā zhǐ yǒu wàiguó qián huìlǜ zěnme suàn · Ms Zhang, a foreign client of mine wants to buy some tea too. He only has foreign money: how does the exchange rate work?

xiaoming 我们只收人民币。附近有银行可以换钱，今天的汇率还不错。
wǒmen zhǐ shōu rénmínbì fùjìn yǒu yínháng kěyǐ huàn qián jīntiān de huìlǜ hái búcuò · We only take renminbi. There's a bank nearby where he can change money, and the rate's good today.

anna 这种茶的价值很高，价格最近也上涨了。好茶像黄金一样，越来越贵。
zhè zhǒng chá de jiàzhí hěn gāo jiàgé zuìjìn yě shàngzhǎng le hǎo chá xiàng huángjīn yíyàng yuè lái yuè guì · This tea is worth a lot, and its price has gone up lately. Good tea is like gold: dearer all the time.

xiaoming 妈妈，今天的收入已经大于成本了！
māma jīntiān de shōurù yǐjīng dàyú chéngběn le · Mum, today's takings are already more than our costs!

ms zhang 别高兴得太早，还要交税呢。如果收入小于成本，就是亏了。
bié gāoxìng de tài zǎo hái yào jiāo shuì ne rúguǒ shōurù xiǎoyú chéngběn jiùshì kuī le · Don't celebrate too soon: there's tax to pay. If takings are less than costs, it's a loss.

anna 个别客人想买整盒的茶，其余的喝完就走了。我们公司全体同事都来过了！
gèbié kèrén xiǎng mǎi zhěng hé de chá qíyú de hē wán jiù zǒu le wǒmen gōngsī quántǐ tóngshì dōu lái guo le · A few customers wanted whole boxes of tea; the rest drank theirs and left. Every single colleague from my office has been in!

ms zhang 这条街以前很安静，现在很繁荣，大家的生活都好了，我们这一代人也比以前富有了。
zhè tiáo jiē yǐqián hěn ānjìng xiànzài hěn fánróng dàjiā de shēnghuó dōu hǎo le wǒmen zhè yídài rén yě bǐ yǐqián fùyǒu le · This street used to be quiet; now it's booming. Life is better for everyone, and our generation is better off than before.

ms zhang 安娜，今天你帮了这么多忙，我得给你钱。
Ānnà jīntiān nǐ bāng le zhème duō máng wǒ děi gěi nǐ qián · Anna, you've helped so much today. I have to pay you.

anna 什么钱不钱的！您请我喝茶就行了。
shénme qián bu qián de nín qǐng wǒ hē chá jiù xíng le · Forget the money! Just treat me to some tea.

chapter 4 the newspaper

dr li 你看，报纸上有一篇文章，我读给你听：
nǐ kàn bàozhǐ shàng yǒu yì piān wénzhāng wǒ dú gěi nǐ tīng · Look, there's an article in the paper. Let me read it to you:

dr li “近年来，喝茶的年轻人越来越多，茶叶的需求不断上升，这个趋势带动了农业和小商店的发展。专家认为，网上购物和视频推广促进了茶叶销售，也使得城市和农村的差距逐渐缩小。不过，很多小店也面临房租上涨的问题，需全面考虑风险。”
jìnnián lái hē chá de niánqīng rén yuè lái yuè duō cháyè de xūqiú búduàn shàngshēng zhège qūshì dàidòng le nóngyè hé xiǎo shāngdiàn de fāzhǎn zhuānjiā rènwéi wǎngshang gòuwù hé shìpín tuīguǎng cùjìn le cháyè xiāoshòu yě shǐde chéngshì hé nóngcūn de chājù zhújiàn suōxiǎo búguò hěn duō xiǎo diàn yě miànlín fángzū shàngzhǎng de wèntí xū quánmiàn kǎolǜ fēngxiǎn · “In recent years more and more young people drink tea, and demand keeps rising. This trend is driving the growth of farming and of small shops. Experts believe online shopping and video promotion have boosted tea sales, and helped the gap between town and countryside narrow. But many small shops also face rising rents, and need to weigh the risks carefully.”

ms zhang 报纸说得对，网上推广的力量真大。
bàozhǐ shuō de duì wǎngshang tuīguǎng de lìliàng zhēn dà · The paper's right: online promotion is so powerful.

dr li 你的店也赶上了这个趋势。是什么因素促使你开店的?
nǐ de diàn yě gǎnshàng le zhège qūshì shì shénme yīnsù cùshǐ nǐ kāi diàn de · Your shop has caught the trend too. What made you decide to open it?

ms zhang 我一直想实现自己的梦想。离职以后，我的生活彻底转变了。
wǒ yìzhí xiǎng shíxiàn zìjǐ de mèngxiǎng lízhí yǐhòu wǒ de shēnghuó chèdǐ zhuǎnbiàn le · I'd always wanted to make my dream come true. Since I left my job, my life has changed completely.

chapter 5 the first month's figures

dr li 店开了一个月了，怎么样？亏了还是挣了？
diàn kāi le yí gè yuè le zěnmeyàng kuī le háishi zhèng le · The shop's been open a month. How's it going? Losing money or making it?

ms zhang 没亏！总体来说还不错，这个月的利润有一万多块。
méi kuī zǒngtǐ lái shuō hái búcuò zhège yuè de lìrùn yǒu yí wàn duō kuài · No losses! On the whole it's going well: over ten thousand yuan profit this month.

dr li 真的？比我想象的好多了！
zhēn de bǐ wǒ xiǎngxiàng de hǎo duō le · Really? That's much better than I imagined!

ms zhang 赵阳的视频一发，客人越来越多，销量每个星期都在上升。
ZhàoYáng de shìpín yì fā kèrén yuè lái yuè duō xiāoliàng měi gè xīngqī dōu zài shàngshēng · Once Zhao Yang's video went out, we got more and more customers. Sales go up every week.

dr li 那你打算扩大规模吗？
nà nǐ dǎsuàn kuòdà guīmó ma · So are you planning to expand?

ms zhang 先不急。房租要是上涨，可能导致利润下降，造成损失。我得想好后果。
xiān bù jí fángzū yàoshi shàngzhǎng kěnéng dǎozhì lìrùn xiàjiàng zàochéng sǔnshī wǒ děi xiǎng hǎo hòuguǒ · No rush. If the rent goes up, the profit could drop and we could lose money. I have to think through the consequences.

xiaoming 没关系，我们一步一步推进，慢慢前进。下个月先增两个员工，增强服务。
méi guānxi wǒmen yí bù yí bù tuījìn màn màn qiánjìn xià gè yuè xiān zēng liǎng gè yuángōng zēngqiáng fúwù · Never mind: we'll push on step by step and move forward slowly. Next month we add two staff to strengthen the service.

dr li 开店的强度很大，你要知道轻重，别累坏了。
kāi diàn de qiángdù hěn dà nǐ yào zhīdào qīngzhòng bié lèi huài le · Running a shop is tough work: keep your priorities straight and don't wear yourself out.

ms zhang 放心。我现在集中力量做好服务，具体的事情小明会帮我。我们的茶叶排列得整整齐齐，客人都说很高级。
fàngxīn wǒ xiànzài jízhōng lìliàng zuò hǎo fúwù jùtǐ de shìqing Xiǎomíng huì bāng wǒ wǒmen de cháyè páiliè de zhěngzhěngqíqí kèrén dōu shuō hěn gāojí · Don't worry. I'm putting all my effort into good service, and Xiaoming will help with the details. Our tea is set out beautifully, and customers say it looks really high-class.

dr li 而且你的茶很经济，学生也买得起。喝茶还能增进朋友之间的了解，这也是一种进步。
érqiě nǐ de chá hěn jīngjì xuéshēng yě mǎidéiqǐ hē chá hái néng zēngjìn péngyou zhījiān de liǎojiě zhè yě shì yì zhǒng jìnbù · And your tea is good value: even students can afford it. Drinking tea together brings friends closer, too: that's progress of a kind.

zhao yang 阿姨，我的视频被广泛分享了，广大观众都说您的店超级好！
āyí wǒ de shìpín bèi guǎngfàn fēnxiǎng le guǎngdà guānzhòng dōu shuō nín de diàn chāojí hǎo · Auntie, my video has been shared everywhere: viewers all say your shop is super!

ms zhang 先不急。我想先把服务做好，再慢慢发展。
xiān bù jí wǒ xiǎng xiān bǎ fúwù zuò hǎo zài màn màn fāzhǎn · No rush. I want to get the service right first, then grow slowly.

dr li 说得好。等我退休了，就去你店里帮忙，凭我的经验，可以教客人怎么喝茶对身体好！
shuō de hǎo děng wǒ tuìxiū le jiù qù nǐ diàn lǐ bāngmáng píng wǒ de jīngyàn kěyǐ jiāo kèrén zěnme hē chá duì shēntǐ hǎo · Well said. When I retire, I'll come and help in the shop. With my experience, I can teach customers how to drink tea the healthy way!

ms zhang 好啊！你说什么就是什么，李医生！
hǎo a nǐ shuō shénme jiùshì shénme Lǐyīshēng · Deal! Whatever you say, Doctor Li!

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