

2018년 12월 4일 키워드 스피킹 방송 / 주제: 한국 전자상거래 시장

<광고>

	<p>『비즈니스 편』</p> <p>총 347 개의 고급 표현</p> <p>전략, 재무, 마케팅, 법무 등 비즈니스의 전 영역을 망라</p>		<p>『시사이슈 편』</p> <p>『키워드 스피킹』 팟캐스트 에서 다룬 표현들을 소개</p> <p>총 43개의 주제에 관한 유용한 문장들</p>
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Summary

Korea's e-commerce industry has rapidly increased in recent years. Its annual sales volume is now about 80 trillion won, **accounting for more than 30 percent of Korea's retail sales.**

Propelled by the recent success of amazon.com and the growth potential in the domestic market, Korea's e-commerce players are **beefing up their businesses.** Online retailer Coupang recently announced that it received a 2.2 trillion won investment from **business tycoon Masayoshi Son, better known with his Korean name Son Jeong Ui for many Koreans.** Focusing on its strength in delivery, Coupang declared it would become the Amazon of Korea. Traditional retail giant Shinsegae also announced a plan to **become a dominant player online.** With a trillion won investment, it is planning to **convert its success offline to online.**

While the stories of new investment are welcomed, the future for e-commerce players are not all that rosy. Despite the forecast for rapid growth, there are so **many major players competing neck and neck** in the market. Hearing news reports about Coupang and Shinsegae, some said **it will be a war on who can outspend the competition. Casualties of smaller companies are expected.**

Customers are curious who will be the winner **in this ever-changing and rapidly growing market** in five or ten years from now. **In the meantime, they will be able to enjoy more benefits that fierce competition brings.**

해석

1. accounting for more than 30 percent of Korea's retail sales 한국 전체 유통업체 매출의 30% 이상을 차지하다
2. Propelled by ~의 자극을 받아, ~이 원인이 되어
3. beefing up their businesses 비즈니스를 강화하다
4. business tycoon Masayoshi Son, better known with his Korean name Son Jeong Ui for many Koreans 한국에서는 손정이라는 이름으로 더 잘 알려진 일본의 비즈니스 거물 마사요시 손
5. become a dominant player online 온라인의 강자가 되다
6. convert its success offline to online 오프라인의 성공을 온라인으로 옮겨 가다
7. many major players competing neck and neck 치열하게 경쟁하는 주요 업체들
8. it will be a war on who can outspend the competition 누가 경쟁사보다 더 돈을 많이 쓸 수 있는가 하는 전쟁
9. Casualties of smaller companies are expected 작은 업체들의 피해가 예상된다, 소규모 업체들은 망할 것이다
10. in this ever-changing and rapidly growing market 계속 변화하고 빠르게 성장하는 시장에서

11. In the meantime, they will be able to enjoy more benefits that fierce competition brings. 그동안 소비자들은 치열해진 경쟁이 가져다 주는 더 많은 혜택을 누릴 수 있을 것이다.

Keywords / Key Sentences

1. 국내 전자 상거래 업계는 가파르게 성장하고 있으며 연간 거래액이 곧 100조원에 도달할 것으로 전망된다. Korea's e-commerce industry is growing fast, and its annual sales volume is expected to reach 100 trillion won soon. / The rapidly growing Korea's e-commerce market is forecasted to reach 100 trillion won in sales soon. / In the near future, 100 trillion won in sales is expected for the e-commerce market in Korea.
2. 모바일 쇼핑 거래액이 빠르게 증가하고 있고 전자상거래에서 차지하는 비중도 늘고 있다. Mobile shopping is growing rapidly, taking up an increasing portion in the total e-commerce market. / The e-commerce market is seeing a dramatic uptick of more people using their smartphones for shopping. / The use of mobile shopping has rocketed and is a huge portion of the total e-commerce market.
3. 온라인 쇼핑 사이트들뿐 아니라 전통적인 오프라인 유통 강자들도 온라인 시장에서 입지를 강화하고 있다. Traditional offline retailers, as well as online shopping sites, are trying to gain a stronger foothold in the industry. / Brick and mortar stores as well as online retailers are trying to keep up in this ever-expanding market. / Retail stores and online shopping websites are trying not to be left behind in this competitive market.
4. 이미 많은 기업들이 경쟁하고 있는 시장에서 경쟁이 더욱 격화되면 입지가 약한 기업들은 망할 수밖에 없다. The industry is growing fast, but the market is already filled with many strong players. Faced with stronger competition, some weak players in the market will have to go out of business. / As the industry grows, so will the amount of financially dominant companies. These companies will be able to outspend the competition, which will force smaller companies to exit the market. / A war of attrition is expected as larger companies will use their power and resources to dominate smaller companies in the market.