

# Unit

# 1

## An Overview of Logistics

## 物流概述

### Objectives

1. To know some major logistics companies at home and abroad
2. To understand the definition and components of logistics
3. To know the third party logistics and modern logistics
4. To be able to talk about logistics management
5. To know the processes of logistics

### Focus

- S:** Understanding of Logistics
- L:** Definition and Components of Logistics
- L:** Third Party Logistics
- S:** Change the Transportation Means
- S:** Transshipment
- R:** What Is Logistics Management?
- R:** Introduction to UPS Company
- W:** Write an Introduction to FedEx



## 1 Starter—Understanding of Logistics

- A. The following are some famous logistics companies both at home and abroad. Write the full names of the companies according to their logos. Give a short introduction to one of these companies.



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- B. What is logistics? Do you know where the word “logistics” comes from? Share with your classmates your understanding of the term “logistics”.



## 2 Definition and Components of Logistics

- A. Please answer the following questions according to what you’ve heard.

1. What is the definition of logistics according to the passage?

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2. What was the term *logistics* originally used to describe?

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3. What was logistics used to describe later on?

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## B. Fill in the blanks with the missing words.

Logistics involves the \_\_\_\_\_ of information, transportation, inventory, \_\_\_\_\_, material handling, and \_\_\_\_\_, and often security. Logistics is a \_\_\_\_\_ of the supply chain which adds the \_\_\_\_\_ of time and place utility.

Today the complexity of production logistics can be modeled, \_\_\_\_\_, visualized and \_\_\_\_\_ by plant simulation software.

## 3 Third Party Logistics

Listen to a short dialogue about third party logistics and choose the best answer to each question.

- Which of the following is NOT the reason for using a third party logistics company? ( )
 

A. Better performance.	B. Sharing responsibility.
C. Executive functions.	D. Freeing up resources.
- What is Mary's attitude to outsourcing their logistics to a third party logistics company? ( )
 

A. She's against it.	B. She's for it.
C. She's doubtful about it.	D. It's not mentioned.
- Why can third party logistics companies do better according to Jack? ( )
 

A. They're more professional.	B. They have the responsibility.
C. It is not mentioned in the dialogue.	D. They have their own assets and resources.

## 4 Change the Transportation Means

Make a dialogue according to the information given below.

*You, Miss Lin, are talking to Mr. Qin about changing the transportation means for your order. You want him to ship your goods by train not by truck because you think it's faster. Mr. Qin tries his best to make some explanations to you and finally you give up the idea of changing the transportation means.*

*Your partner, Mr. Qin, is trying to find a reason to politely refuse your request. He thinks they should ship the goods by truck according to the contract. He tells you that they will have no trouble in meeting your delivery date, and you must bear the additional charge if you request a carrier other than truck.*



## 5 Transshipment

Work in pairs to complete the conversation with the appropriate sentences given according to the information given below.

*Mr. Zhang, the client, is negotiating with the exporter, Mr. Smith, about the shipping date of the order. In order to ensure an earlier shipment, Mr. Zhang makes a compromise to allow transshipment in Hong Kong.*



**Mr. Zhang:** Can you ship the order within four or five weeks?

**Mr. Smith:** Did you say five weeks?



**Mr. Zhang:** Yes, four or five weeks. (1) \_\_\_\_\_, of course.

**Mr. Smith:** We could manage it in seven weeks.



**Mr. Zhang:** Seven weeks? We can't wait that long.

**Mr. Smith:** (2) \_\_\_\_\_, I'm afraid.



**Mr. Zhang:** Can't you make it six weeks?

**Mr. Smith:** (3) \_\_\_\_\_ That would probably satisfy your demand of the shipment.



**Mr. Zhang:** As a rule, we don't give exporters permission to transship goods. As you know it adds to the risks of pilferage and damage.

**Mr. Smith:** In that case, (4) \_\_\_\_\_.



In order to ensure earlier shipment, we'd like to make this an exception and agree to transshipment.

**Mr. Smith:**

(5) \_\_\_\_\_ in the contract.



OK!

- a. I'm afraid we can do very little about it
- b. What about transshipment in Hong Kong?
- c. That's the shipping date from Shanghai
- d. So we might as well mark "Transshipment in Hong Kong"
- e. That's the best we can do now



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## What Is Logistics Management?

Read the following passage and do the exercises.

"Logistics management is the science of planning, organization and execution that makes sure the required delivery is on time and at the right location."

There are some important aspects of logistics management that cannot be denied at all. These include: integration of information, transportation, inventory, warehousing, material handling, packaging, loading, security, time and location.

There is no denying that logistics management is a dynamic and pragmatic filed. There are some important benefits of logistics management. Read below: transparency, customer and employee satisfaction, improved performance of the entire system, increased sales volume, revenue generation, business identity development, improved order processing, high class manufacturing process, cost effective packaging and timely delivery of products or services.

If you want to improve your logistics process and gain profits, you will have to make full use of above mentioned benefits of logistics management as soon as possible.

**A. Complete the information according to the passage.**

1. Definition of logistics management: \_\_\_\_\_  
\_\_\_\_\_.
2. Some important aspects of logistics management: \_\_\_\_\_  
\_\_\_\_\_.
3. Benefits of logistics management: \_\_\_\_\_  
\_\_\_\_\_,  
business identity development, improved order processing, high class manufacturing process,  
cost effective packaging and timely delivery of products or services.
4. How to improve your logistics process and gain profits: \_\_\_\_\_  
\_\_\_\_\_.

**B. Match the following words with their Chinese meanings.**

- |                                   |          |
|-----------------------------------|----------|
| ( ) 1. required delivery          | a. 物料处理  |
| ( ) 2. integration of information | b. 成本效率  |
| ( ) 3. material handling          | c. 定单处理  |
| ( ) 4. customer satisfaction      | d. 要求交货  |
| ( ) 5. revenue generation         | e. 信息集成  |
| ( ) 6. order processing           | f. 客户满意度 |
| ( ) 7. cost effective             | g. 及时交货  |
| ( ) 8. timely delivery            | h. 创收    |



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**Introduction to UPS Company**

**Read the following passage and do the exercises.**

Founded in 1907 as a messenger company in the United States, UPS has grown into a more than USD 47 billion corporation by clearly focusing on the goal of enabling commerce around the globe. Today UPS is a global company with one of the most recognized and admired brands in the world. UPS has become the world's largest package delivery company and a leading global provider of specialized transportation and logistics services. Every day, UPS manages the flow of goods, funds, and information in more than 200 countries and territories worldwide.

No company in the world delivers more packages than UPS, moving more than 14 million packages and documents daily. In addition, UPS also operates one of the 9 largest airlines in the world, manages more than 500,000 ocean shipments annually and processes more than five million U.S. customs entry annually.

UPS commenced business in China in 1988. Since then, it has invested heavily in expanding its distribution network in China and providing more package delivery and supply chain services to reach its commitment to find innovative ways that will enable businesses in China to capitalize on global commerce.

The strength of UPS is its people, working together with a common purpose. Although methods, equipment, and procedures are important, and UPS constantly strives to improve them, its most valuable assets are loyal and capable people. UPS believes that its entire people, and the jobs they perform, can make important contributions to the company. UPS maintains an environment that enables its people to obtain personal satisfaction from their work.

#### A. Decide whether the following statements are true (T) or false (F).

- ( ) 1. UPS has grown into a big corporation from a small messenger company because it has a great amount of assets.
- ( ) 2. No company in the world delivers more packages than UPS.
- ( ) 3. Through a business with Shunfeng Express, UPS commenced business in China.
- ( ) 4. UPS operates one of the 9 largest airlines in the world.
- ( ) 5. The most valuable asset of the UPS is its staff.

#### B. Answer the following questions according to the passage.

1. When and where was UPS founded?

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2. What is the focus of UPS?

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3. What is UPS today?

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4. When did UPS began its business in China?

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5. What environment does UPS maintain?

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## Writing an Introduction to FedEx

Write a brief introduction to FedEx according to the information given below.

<b>Company Name</b>	FedEx Corporation
<b>Headquarters</b>	Memphis, Tennessee, the United States
<b>Date of Establishment</b>	1971
<b>Workforce</b>	More than 140,000 employees
<b>Air Fleet</b>	668
<b>Competitors</b>	United Parcel Service, DHL Express, TNT, etc.
<b>Service</b>	Logistics services including Critical Inventory Logistics, Transportation Management Services, Fulfillment Services, etc.
<b>Volume</b>	Approximately 3.5 million packages and 10 million pounds of freight daily
<b>Recognition</b>	The Customer Services of the Year Award 2011; The (MRM) Business Award, for the Supply Chain & Logistics category–2010



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## Further Reading

Read the passage and decide whether the following statements are true (T) or false (F).

- ( ) 1. The only purpose for packaging is to make it readily sellable.
- ( ) 2. Inventory is something that is to be invented from the raw materials that have not yet been sold.
- ( ) 3. Information could not be transported.
- ( ) 4. Forecasting is to tell whether an event would take place in the future.
- ( ) 5. Strategic planning often focuses on new products and new markets.

Modern logistics is related to the effective and efficient flow of materials and information that are of vital importance to customers and clients in various sectors of the economic society, which may include but by no means is limited to: packaging, warehousing, material handling, inventory, transport, forecasting, strategic planning and customer service.

Packaging is the wrapping of a product. It is the intended purpose of the packaging to make a

product readily sellable as well as to protect it against damage and prevent it from deterioration (变坏) when in stock. Furthermore, packaging is often the most relevant element of a trade mark and conduces (有益于) to advertising or communication.

Warehousing is sometimes needed, and can be provided, to complement inbound and outbound transportation services. Material handling is any kind of methods for moving material. Material can be moved directly by people lifting the items or using hand carts, slings (悬带, 吊索), and other handling accessories (manual lifting and handling).

Inventory is a detailed list of all the items in stock, such as a company's merchandise, raw materials, and finished and unfinished products which have not yet been sold.

Transport is the movement of people, signals and information from one place to another.

Forecasting is to estimate the likelihood (可能性) of an event taking place in the future, based on available data from the past.

Strategic planning is the planning which focuses on longer range objectives and goals. It is essentially direction-setting and often focuses on new products and new markets.

Customer service is the set of behaviors that a business undertakes during its interaction with its customers. It can also refer to a specific person or desk which is set up to provide general assistance to customers.



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## Surfing the Internet

**Google for the PDF document “Logistics Industry in China: Development Review and Policies”.**



# 11

## Task-based Activity

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Search the Internet for the top five domestic logistics enterprises and the top five foreign logistics companies. Try to find out their main features and services, scope of logistics activities and their advantages and then figure out the reasons for their success.

Work in groups and choose two companies from your search, one from China and the other from a foreign country. Make a comparison and prepare a report for the presentation of your group in class.

## Vocabulary

## New Words

logistics /lə'dʒɪstɪks/ <i>n.</i> 物流, 后勤	Logistics is the management of the flow of goods between the point of origin and the point of use in order to meet the requirements of customers or corporations.	1.1
express /ɪk'spres/ <i>n.</i> 快递服务; 快车	Please send this parcel by express delivery.	1.1
logo /'ləʊɡəʊ/ <i>n.</i> 标志; 徽标	It is black, with a Nike logo on it.	1.1
witness /'wɪtnɪs/ <i>v.</i> 看见, 目击	No one witnessed his presence.	1.1
facilitate /fə'sɪlɪteɪt/ <i>v.</i> 使便利, 促进	Zip codes are used to facilitate mail service.	1.1
origin /'ɒrɪdʒɪn/ <i>n.</i> 来源, 由来	Many words in the English language are French in origin.	1.2
consumption /kən'sʌmpʃn/ <i>n.</i> 消费, 消耗	The food was declared unfit for human consumption.	1.2
integration /,ɪntɪ'greɪʃn/ <i>n.</i> 一体化; 整合; 集成	Enterprise Application Integration (EAI) becomes an effective solution.	1.2
inventory /'ɪnvəntəri/ <i>n.</i> (商店的) 存货, 库存	The inventory showed that the store was overstocked.	1.2
warehousing /'weəhaʊzɪŋ/ <i>n.</i> 仓储	Our company is mainly engaged in customs declaration, warehousing, and transportation.	1.2
packaging /'pækɪdʒɪŋ/ <i>n.</i> 包装	The magazine reports the latest packaging technologies and products at home and abroad, which are helpful to lower packaging costs and increase production efficiency.	1.2
optimize /'ɒptɪmaɪz/ <i>v.</i> 使最优化, 使尽可能有效	Currently we should optimize the economic structure.	1.2
simulation /,sɪmjə'leɪʃn/ <i>n.</i> 模拟, 仿真	The results in Figs. 4 and 5 show the excellent agreement between simulation and experiment.	1.2
execute /'eksɪkjʊ:t/ <i>v.</i> 执行; 贯彻; 实施	The government had difficulty in executing the policy.	1.3
outsource /'aʊtsɔ:s/ <i>v.</i> 外包	The decision to outsource marketing was determined by the new boss.	1.3
competence /'kɒmpɪtəns/ <i>n.</i> 能力, 技能	Cultural strength is the source of core competence in enterprise.	1.3
bear /beə/ <i>v.</i> 承担, 负担; 忍受, 容忍	I'll bear my share of the expenses.	1.4

## English

additional /ə'dɪʃənəl/ <i>a.</i> 增加的, 额外的	Is it necessary to set down these additional rules?	1.4
carrier /'kæriə(r)/ <i>n.</i> 运输的工具; 运输公司; 承运人	There were armored personnel carriers and tanks on the streets.	1.4
transshipment /træns'sʃɪpmənt/ <i>n.</i> 转运, 转船	The Letter of Credit shall allow partial shipment and transshipment.	1.5
pilferage /'pɪlfəɪdʒ/ <i>n.</i> 行窃, 偷盗	Pilferage in the warehouse reduces the profit by about two percent.	1.5
security /sɪ'kjʊərɪti/ <i>n.</i> 安全	They lulled her into a false sense of security.	1.6
dynamic /daɪ'næmɪk/ <i>a.</i> 有活力的; 动态的	A dynamic government is necessary to meet the demands of a changing society.	1.6
pragmatic /præg'mætɪk/ <i>a.</i> 实际的; 实用主义的	We need to adopt a more pragmatic approach.	1.6
transparency /træn'spærənsɪ/ <i>n.</i> 透明度	Do not underestimate the power of transparency.	1.6
revenue /'revənju:/ <i>n.</i> 收益; 财政收入	The government's revenue and expenditure should be balanced.	1.6
delivery /dɪ'lɪvəri/ <i>n.</i> 送交, 递送, 交付	The strike caused a great delay in the delivery of the mail.	1.6
profit /'prɒfɪt/ <i>n.</i> 利润, 赢利	He got some profits from his earlier investments.	1.6
messenger /'mesɪndʒə(r)/ <i>n.</i> 信使, 送信人	The Messenger service has not been started.	1.7
corporation /,kɔ:pə'reɪʃn/ <i>n.</i> 公司; 法人团体	The British Broadcasting Corporation is very famous across the world.	1.7
territory /'terətɪ/ <i>n.</i> 领土, 领地	Our country has a large population, vast territory and abundant resources.	1.7
commence /kə'mens/ <i>v.</i> 开始; 着手	The factory will commence full scale operation next month.	1.7
distribution /,dɪstrɪ'bju:ʃn/ <i>n.</i> 分发, 分配; (商品) 经销, 分销	They could not agree about the distribution of the profits. I am responsible for product distribution.	1.7
commitment /kə'mɪtmənt/ <i>n.</i> 承诺; 保证	Don't make a commitment to the uncommitted man.	1.7
fleet /fli:t/ <i>n.</i> 舰队, 船队, 机队	The fishing fleet sails from the bay every morning.	1.8
freight /fret/ <i>n.</i> 货运; 货物; 运费	Normally, the seller is obligated to prepay the ocean freight.	1.8
recognition /,rekəg'nɪʃn/ <i>n.</i> 赞誉; 承认; 认可	The firm's money was another compliment — a recognition of his worth.	1.8

## Phrases and Expressions

flow of goods	货物流	1.2
material handling	物料输送, 物资搬运	1.2
supply chain	供应链	1.2
place utility	地点效用	1.2
raw material	原料	1.2
finished goods	成品	1.2
simulation software	仿真软件	1.2
third party logistics	第三方物流	1.3
on behalf of	代表	1.3
free up	腾出, 空出	1.3
meet the delivery date	按期交货	1.4
insist on	坚持	1.4
there is no denying that	不可否认	1.6
sales volume	销售量	1.6
make full use of	充分利用	1.6

## Proper Nouns

DHL-SINOTRANS	中外运敦豪	1.1
FedEx Corporation	联邦快递	1.1
TNT Express	Thomas National Transport 的简称。它是世界顶级的快递与物流公司, 公司总部设在荷兰的阿姆斯特丹。	1.1
United Parcel Service	联合包裹服务公司	1.1
NIPPON EXPRESS	日本运通公司	1.1
Shunfeng Express	顺丰快递	1.1
EMS	全球邮政特快专递	1.1
ShenTong Express	申通快递	1.1
Memphis	孟菲斯市 (美国田纳西州)	1.8
Tennessee	美国田纳西州	1.8