# Introduction to Logistics

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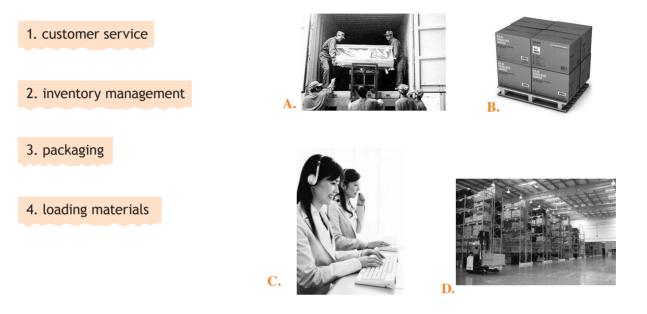
#### **Unit Objectives**

After studying this unit, you are able to:

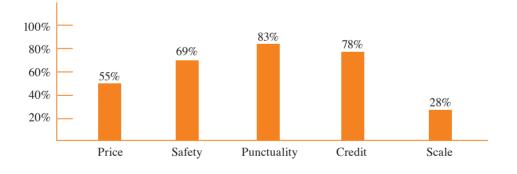
- know the situations that usually occur in the logistics industry
- know the careers in the logistics industry
- analyze the trend of the logistics industry
- introduce the elements of logistics



Task 1 Match each of the following pictures with its corresponding situation that might occur in logistics process.



Task 2 The following bar chart shows factors influencing a company's choice of logistics service. Analyze it and answer the questions that follow.



- 1. What is the most influential factor according to the chart?
- 2. Aside from the above five factors, what other factors may influence a company's choice?



Task 1 Before reading the passage, see how much you know about logistics by answering the following questions.

- 1. What is logistics?
- 2. Why do we need logistics in daily life?

## Introduction to Logistics

Logistics is the management of the flow of goods, information and resources between the point of origin and the point of consumption. It is a business concept that evolved during the 1950s due to the increasing complexity of supplying businesses with materials and transporting products in an increasingly globalized supply chain. The complexity led to a call for experts in the process who are called logisticians.

Logistics can be defined as "having the right item in the right place, at the right time, in the right quantity, at the right price and in the right condition, for the right customer".

There are two fundamentally different forms of logistics: one optimizes a steady flow of materials through a network of transport links and storage areas, while the other coordinates an effective sequence of resources in order to carry out a project.

Work in logistics involves the integration of information, transportation, inventory, warehousing, material handling, packaging, human resources and sometimes security. The goal is to manage the life cycle of a project from birth to completion. For example, a logistician would have to ensure that the supply chains work so that raw materials and/or parts arrive at a factory or on site in time and in the correct order. It would be very inefficient and wasteful if the roof tiles were delivered before the foundations have been dug and the walls built on a construction site, or, if large quantities of paper were delivered to a printer who had nowhere clean and dry to store it. These are very simple examples of an extremely complex and detailed process.

The main functions of a qualified logistician include inventory management, purchasing, transportation, warehousing, consultation and organizing and planning of these activities. Logisticians combine a professional knowledge of each of these functions to coordinate resources in an organization.

### Task 2 Read the passage and match each paragraph with the corresponding aspect of logistics.

Paragraph 1	• a. Definition of logistics
Paragraph 2	• b. Forms of logistics
Paragraph 3	• c. Evolution of logistics
Paragraph 4	• d. Functions of logisticians
Paragraph 5	• e. Main activities and goal of logistics

#### Task 3 Read the passage again and choose the correct answer for each statement.

- 1. The concept of logistics actually originated from military in ancient Greek.
  - True False Not mentioned
- 2. Logistics is the science of managing and controlling the flow of goods between the point of origin and the point of production.
  True False Not mentioned

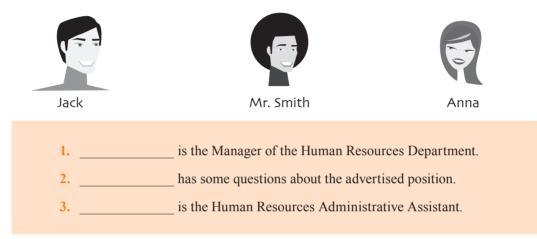
3. To satisfy the needs of suppliers is one of the goals of logistics.
True False Not mentioned
4. Material handling is one of the activities of logistics.
True False Not mentioned

Task 4 As a student majoring in logistics, what kind of work do you want to do in the future? Why? Share with your partner.



Task 1

The telephone operator of a company called JK is receiving a call from Jack, a college student who is just about to graduate. Listen to the conversation and match the people with the correct information.



### Task 2The operator makes the connection to Anna. Listen to the conversation and fill in the<br/>blanks with what you hear.

- Anna: Hello! This is Anna White. How may I help you?
- Jack: Hello, Miss White, I saw your advertisement for a(n) **1.** \_\_\_\_\_\_ for the Customer Service Manager in today's *Morning Post*. I'm very interested in the job.
- Anna: Are you a student?
- Jack: Yes, I am a student majoring in 2. \_\_\_\_\_. I'll graduate at the end of this month. I'd like to apply for the job and wonder if there is a(n) 3. \_\_\_\_\_ that I should complete.
- Anna: No. Just send us your résumé by email with a(n) 4. \_\_\_\_\_.
- Jack: OK, I'll send it immediately.
- Anna: Thank you. We'll call you for an interview if we think your 5. \_\_\_\_\_\_ are suitable.
- Jack: I look forward to that and greatly **6**. \_\_\_\_\_ your time and help.
- Anna: My pleasure!



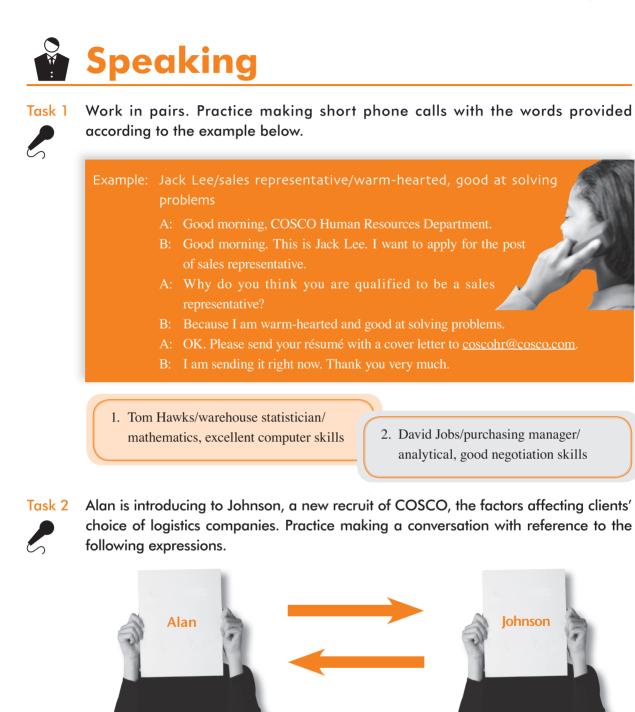
3 Jack was called for an interview a week later. Now he is talking with the Manager of the Customer Service Department, Cindy. Listen to the conversation and choose the best answer to each of the following questions.

1. Which university does Jack study in? B. Tianjin University. C. Tianjin Normal University. A. Peking University. 2. When will Jack graduate? A. Next year. B. At the end of this month. C. At the end of this year. 3. What degree will Jack get when he graduates? A. A bachelor's degree. B. A doctoral degree. C. A master's degree. 4. Which of the following courses is NOT mentioned by Jack? A. Economic law. B. International trade. C. Marketing.

5. Which of the following doesn't belong to customer services according to Cindy?A. Confirmation.B. Accounting.C. Reception.

Task 4Ben Taylor is a Supply Chain Manager at a global cosmetic firm, TMK. Now, he is<br/>being interviewed by a reporter, Mary Lee. Listen to the conversation and answer<br/>the following questions.

- 1. Which journal does Mary Lee work for?
  - 2. When do the phones in Ben's office start ringing in the morning?
  - 3. What does Ben's work include in a typical day?
  - 4. Where does Ben regularly go within the UK?



Nice to see you, Johnson. Before you start your work, I think it's necessary to let you know...

There are mainly three factors... First... Second... Third...

It depends on...

You're welcome.

Nice to meet you, Alan. That's so kind of you. I'm all ears.

What do you think is the most important...?

OK, I will keep that in mind. Thank you so much.



Task 3 Work in pairs. Johnson of AG Company is answering the enquiry of Joe Smith on the phone. Role-play it according to the instructions below.





Joe Smith

Tell the products involved and services needed (warehousing, transportation, etc.). Put forward special requirements.

Propose a field visit to the company. Express thanks.



Work in pairs. Joe Smith is visiting Johnson at AG Company. Practice making a conversation with reference to the following expressions.



are going to visit the warehouse, packaging plant...

We are planning to expand...

Thank you. We will not let you down.

Well, your facilities...

with you.

... increase my confidence to cooperate



### **Job Advertisements**

The following are job advertisements from the B&B Company, a leading baby products manufacturer based in France.

#### **I. Customer Service Representative**

#### Key Duties:

- Receive calls and provide accurate, updated information to customers
- Process orders
- Provide effective after-sales service

#### **Required Skills:**

- Fluent in both spoken Mandarin and French
- Excellent interpersonal skills
- Strong problem-solving skills

#### Career Path:

A successful Customer Service Representative may advance to Customer Service Director or Sales Manager.

#### 2. Purchasing Manager

#### Key Duties:

- Forecast procurement needs
- Communicate with suppliers
- Track purchasing activity

#### **Required Skills:**

- Good negotiation, persuasion and written communication skills
- Effective costs analysis skills
- Familiar with import/export processes

#### Career Path:

Success as a Purchasing Manager may lead to employment as a Logistics Manager or Materials Controller.

#### **3.** Supply Chain Manager

#### Key Duties:

- · Develop customized strategies to provide effective customer services and reduced costs
- Overall responsibility for efficient flow of products from suppliers to customers
- Communication with customers, suppliers and internal parties to ensure smooth operation

#### **Required Skills:**

- · Familiar with logistics and supply chain management
- Fluent in both spoken and written English
- · Minimum 3 years' work experience including handling shipping documents

#### Career Path:

A highly successful Supply Chain Manager may be promoted to Director of Materials Management or Director of Logistics.

We offer excellent benefits including medical insurance, paid holidays, tuition assistance and membership of our Provident Fund. If you are interested in joining us, please send a letter of application and résumé to hr@bblogistics.com.

#### Task 1 Read the advertisements and answer the following questions.

- 1. What is the main business of the company?
- 2. How many types of positions are advertised? What are they?
- 3. What may the positions lead to respectively?
- 4. How would candidates apply for jobs they are interested in?

#### Task 2 Match the following terms with their Chinese meanings.

1. process orders a. 解决问题的技能 2. after-sales service b. 处理订单 3. interpersonal skills c. 为客户量身定制的策略 4. problem-solving skills d. 售后服务 5. customer service representative e. 供应链管理 6. procurement f. 客服代表 7. customized strategies g. 人际交往技能 8. supply chain management h. 采购

#### Task 3 Translate the following passage into Chinese.

Logistics is one of the main functions within a company. The main targets of logistics can be divided into performance targets and cost targets. Specifically, they are high due-date reliability, short delivery time, low inventory level and high capacity utilization. But when decisions need to be made, there is always a trade-off among these targets.



Task Mary Lee, the Public Relations Manager of DHL, is introducing the company to Matt Freeman, a potential client. Read her introduction and fill in the blanks with the following sentences.

A. At the same time, the marketplace developed and became more complex.
B. From 1969 until today, our tenet has remained the same.
C. Over the 40-odd years, it has continued to expand at an impressive rate.
D. The years passed and the DHL network grew ever larger.

DHL was founded in San Francisco more than 40 years ago by three entrepreneurs. **1.** \_\_\_\_\_\_ Today, it is the global market leader of the international express and logistics industry.

Back in 1969, DHL took its first step for the future by personally shipping papers by airplane from San Francisco to Honolulu. 2. \_\_\_\_\_ Our business gradually reached out to new customers in every corner of the world. 3. \_\_\_\_\_ Therefore, DHL had to adapt to meet the changing needs of our customers. And our adaptation has been successful.

4. \_\_\_\_\_ Our success has always been based on delivering excellent services for our customers. At the heart of the success are our employees who focus on the customers' needs and provide individually customized solutions.



#### **Project Guidelines**

This project aims to go through the process of collecting and analyzing the information on logistics industry. The whole task is divided into three steps. Step One is about collecting information on famous companies in the logistics industry. Step Two focuses on comparison among those companies in terms of competitive advantages, features, etc. Step Three deals with analysis of what logistics will be like in the future.



Please follow the *Task Description* to complete the project.

#### **Task Description**

#### 🕴 Step One

- Work in groups of 4-6 in class;
- Each member chooses a famous logistics company and collect information on it.

#### Step Two

- Analyze the advantages and features of the companies mentioned in Step One;
- Choose one member from each group to make a presentation.

#### **Step Three**

- Discuss the future trend of logistics in groups;
- Choose one member from each group to make a presentation.



Rate your progress in this unit.	D	Μ	Ρ	F*
I know the situations that usually occur in the logistics industry.				
I can introduce the basic elements of logistics.				
I know about the careers in the logistics industry.				
I can analyze the trend of the logistics industry.				

\*Note: Distinction, Merit, Pass, Fail

# New Words and Expressions

### **Reading** A

#### **New Words**

complexity /kəm'pleksɪti/ *n.* 复杂性 consultation /ˌkɒnsəl'teɪʃən/ *n.* 咨询 coordinate /kəʊ'əːdɪneɪt/ *v.* 协调, 调节 evolve /ɪ'vɒlv/ *v.* 演变, 发展 fundamentally /ˌfʌndə'mentəli/ *ad.* 根本上地 integration /ˌɪntɪ'greɪʃən/ *n.* 集成, 综合 inventory /'ɪnvəntri/ *n.* 存货 logistician /ˌləʊdʒɪ'stɪʃən/ *n.* 物流学家, 物流从 业者 logistics /lə'dʒɪstɪks/ *n.* 物流 optimize /'ɒptɪmaɪz/ *v.* 使完善, 使优化 sequence /'siːkwəns/ *n.* 顺序, 次序 tile /taɪl/ n. 瓷砖, 瓦片 warehouse /'weəhaus/ v. 仓储

#### **Phrases & Expressions**

carry out 施行, 实现 supply sb. with sth. 给某人提供某物

#### **Technical Terms**

life cycle 生命周期 supply chain 供应链

### **Reading B**

#### **New Words**

accurate /'ækjurət/ a. 准确的 forecast /'fɔːkuːst/ v. 预测 interpersonal /ˌɪntə'pɜːsənəl/ a. 人际关系的 overall /,əuvər'ɔ:l/ a. 全部的, 全体考虑的 procurement /prəʊ'kjuəmənt/ n. 采购 provident /'prɒvɪdənt/ a. 顾及未来的, 未雨绸 缪的 tuition /tju'ɪʃən/ n. 学费



### Task 1 Fill in the blanks with the words from this unit that match the meanings in the column on the right. The first letters are already given.

- 1. f\_\_\_\_\_ to make a statement saying what is likely to happen in the future, based on
- the information that you have now
- 2. o\_\_\_\_\_ considering or including everything
- 3. o\_\_\_\_\_ to improve the way that something is done or used so that it is as effective as possible
- 4. c\_\_\_\_\_ to organize an activity so that the people involved in it work well together and achieve a good result
- 5. a\_\_\_\_\_ correct and true in every detail
- 6. t\_\_\_\_\_ the money you pay for being taught
- 7. i\_\_\_\_\_ relating to relationships between people
- 8. w\_\_\_\_\_ a large building for storing large quantities of goods
- 9. t\_\_\_\_\_ a flat square piece of baked clay or other material, used for covering walls, floors, etc.
- 10. i\_\_\_\_\_ the combining of two or more things so that they work together effectively

#### Task 2 Fill in each blank with the appropriate form of the word given in brackets.

- 1. The seller is expected to take \_\_\_\_\_\_ (responsible) for shipping the goods at the date agreed upon by both sides.
- 2. The committee made a rational decision through \_\_\_\_\_\_ (consult) and research.
- 3. When you have filled in the questionnaire, copy it and send the \_\_\_\_\_ (origin) to your employer.
- 4. Thousands of soldiers are working to \_\_\_\_\_\_ (distribution) food and blankets to the refugees.
- 5. We need more feedback from the \_\_\_\_\_ (consumption) in order to improve our goods.
- 6. For \_\_\_\_\_ (variety) reasons I'd prefer not to meet him.
- 7. Both he and I are \_\_\_\_\_\_ (satisfy) with the result.
- 8. With the help of computers, a highly \_\_\_\_\_\_ (inefficient) inventory system has been made possible.
- 9. The Independent Labour Party was \_\_\_\_\_ (foundation) in Bradford on January 13, 1893.
- 10. Economic and political ties accelerate the \_\_\_\_\_ (integrate) of different nations' culture.

### Task 3 Complete the following sentences with the words given below. Change the form if necessary.

	conduct problem-solving	•	-		
1.	The cargo is badly ne	eeded by the client	t who requires	speedy	
2.		med to	an inv	estigation into tl	he way public funds have
3.	been spent.	blems are often de	erived from sin	nple origins.	
4.	4. Sometimes, the buyer may require delayed shipment so as to save the cost from goods.				
5.	. Many experts found it hard to the weather with current technical means.				
6.	6. Qualified after-sales service personnel are often required to have excellent				
7.	7. In order to earn enough money for the of next term, he became a paper boy.				
8.	3. She went over the of events in her mind.				
9.	. International division of labor has made necessary and possible.				
10.	) speaking, it is your fault and you should apologize to your parents.				

### Task 4 Translate the following Chinese into English using the words or phrases given in brackets.

 The term "logistics" \_\_\_\_\_\_ (从一个被普遍用于军事中的 术语演变而来). (evolve from)
 The director of the President's Office \_\_\_\_\_\_ (负责安排会 议). (be responsible for)
 If you come down to the old price, we can \_\_\_\_\_\_ (向您大 量订货). (place a large order)
 The electronic order system \_\_\_\_\_\_ (已经进行了优化) so as to meet the ever growing client demands. (optimize)
 \_\_\_\_\_\_ (经过各方协调), the buyer finally persuaded the

seller into accepting his shipping terms. (coordination)



# Parts of Speech and Sentence Components

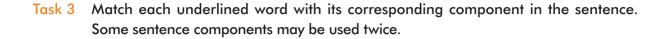
#### Task 1 Identify the part of speech of each underlined word in the following paragraph.

Andrew didn't go to the bar with other students. Rachel told him they were going there, but he wanted to finish his homework. Andrew isn't very sociable. He stays in his room and concentrates totally on his studies. He's an excellent student, but he doesn't have much fun.

1. to	prep.	9. sociable	
2. bar		10. in	
3. other		11. and	
4. told		12. totally	
5. they		13. an	
6. there		14. excellent	
7. he		15. but	
8. finish		16. fun	

#### Task 2 Identify the part of speech of the underlined word in each sentence.

1.	We went to a wonderful <u>show</u> in Beijing.	<u>n.</u>
2.	Jenny wanted to show Jack her photos.	
3.	Henry thought Claire looked beautiful.	
4.	A strange thought came into her head.	
5.	The windows are <u>clean</u> .	
6.	We should <u>clean</u> the windows.	
7.	Wendy is feeling quite <u>tired</u> now.	
8.	Studying all day had tired Wendy out.	
9.	We did some <u>hard</u> work.	
10.	They worked <u>hard</u> .	



1. <u>Time</u> flies.	•	)	• A. subject
2. The scenery is <u>beautiful</u> .	•		• B. predicate
3. My father works in a large company.	•		• C. object
4. <u>She</u> loves music very much.	•		• D. attribute
5. He passed me <u>a book</u> .	$\bullet$	)	• E. adverbial
6. The visitor gave an apple to <u>the monkey</u> .	$\bullet$	)	• F. complement
7. I have the <u>perfect</u> present for her.	•		• G. predicative
8. He came back <u>sick</u> .	•		• H. appositive
9. John runs <u>quickly</u> .	•		

10. We students should study hard.

#### Task 4 Fill in each blank with the proper form of the word given in brackets.

- 1. Living in the country is less <u>expensive</u> (expense) than living in the city.
- 2. We need to reduce our \_\_\_\_\_ (depend) on oil as a source energy.
- 3. The chairman emphasized his ideas by speaking more \_\_\_\_\_ (loud).
- 5. Some people do believe that smoking will \_\_\_\_\_\_ (certain) cause lung cancer.
- 6. I'm (real) sorry for the mistake our office worker made last month.
- 7. Her (beautiful) had faded over the years.
- 8. The sellers allowed us to pay them on a \_\_\_\_\_ (month) basis.
- 9. It's \_\_\_\_\_ (danger) for women to walk alone at night.
- 10. I was impressed by the \_\_\_\_\_ (deep) and complexity of the book.

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### 词类与句子成分

词类	缩写	中文名	例 子	概念或功能
noun	n.	名词	boy, milk, bike	表示人、物及抽象概念的名称,除谓语 (predicate)外,可充当句子任何成分。
pronoun	pron.	代词	you, I, my, yours	代替名词或起名词作用的短语、句子, 可充 当主语 (subject)、表语 (predicative) 和宾语 (object) 等。
adjective	adj.	形容词	good, happy, nice	描绘人或事物的特征、性质、状态,可作定语 (attribute)、表语、补语 (complement) 等。
adverb	adv.	副词	well, badly, quickly	修饰动词、形容词、副词或全句,表达时间、地点、程度、方式等概念,主要用作状语 (adverbial)。
verb	v.	动词	be, cut, run, jump	表示动作或状态,作谓语或作为系动词 (linking verb) 与表语连用。
numeral	num.	数词	two, third	表示数目多少或顺序,可作主语、宾语、定语、同位语 (appositive) 等。
article	art.	冠词	a, an, the	限定、说明名词的所指。
preposition	prep.	介词	at, in, with, for	表示词与词、词与句之间的关系,与介词 宾语构成短语,可作表语、定语、状语、补 语等。
conjunction	conj.	连词	and, so, because	连接词、短语或句子,表达逻辑关系。
interjection	interj.	感叹词	oh, yeah, ouch	表示喜怒哀乐等感情或情绪。

#### **Comprehensive Exercises**

#### Task 1 Cross out the wrong word in each word pair underlined.

Dear Christine,

Well, here I am in Australia. Thank you for your 1 kind/kindly letters. You ask me what it's like here. I must say it's pretty 2 good/well! The language school is very 3 efficient/efficiently organized. On the first morning we had to take a test, which I found rather 4 hard/hardly. However, I got a 5 surprising/surprisingly good mark, so I'm in the second class. I didn't take much at first, because I couldn't think of the words 6 quick/quickly enough, but 7 late/lately I've become much more 8 fluent/fluently. I'm staying with a family who live 9 near/nearly the school. They are quite 10 pleasant/pleasantly although I don't see much of them because I'm always so 11 busy/busily with my friends from school. I was surprised how 12 easy/easily I made friends here. They come from 13 different/differently parts of the world and we have some 14 absolute/absolutely fascinating discussions. I do hope you will be able to join me here next term. I'm sure we'd have 15 good/well fun together.

Best wishes,

Celia

#### Task 2 Rewrite each of the following sentences without changing its meaning.

1. The boy is a quick learner. The boy learns 2. The man can cook really well. The man is a(n) 3. Your behavior was quite foolish. You behaved 4. The hotel staff treated us in a very friendly manner. The hotel staff were 5. He proposed that we put off our meeting, which is unreasonable. that we put off our meeting is unreasonable. His 6. Philippa is usually a hard worker. Philippa usually works 7. Tom looked sad when he saw the injured dog. Tom looked 8. I wish you could swim fast. I wish you were a(n) 9. She speaks perfect English. She speaks English 10. I didn't go out because of the heavy rain. I didn't go out because it rained \_\_\_\_\_

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### Task 3 Identify the part of speech and sentence component of each underlined word or phrase in the following paragraph.

<u>Mike</u> thinks Lily is <u>beautiful</u>. <u>He</u> <u>loves</u> her <u>madly</u> and dreams of marrying <u>her</u>, but  $\boxed{1}$  <u>unluckily</u> he is rather <u>old</u> for her. <u>Today</u> they <u>are at a café</u>. <u>With their friends</u> <u>Jenny</u> and Lucy on  $\boxed{7}$  <u>(B)</u> <u>(D)</u> <u>(D)</u> <u>(D)</u> <u>(D)</u> <u>(D)</u> the spot, Mike can't get romantic with Lily. But he might buy her <u>some flowers</u> later to make  $\boxed{(D)}$  <u>(D)</u> <u>(</u>

her <u>happy</u>.

(16)	

Word/Phrase	Part of Speech	Sentence Component
1. 1 Mike		
2. <sup>(9)</sup> Today		
3. <sup>(1)</sup> Jenny		
4. (5) flowers		
5. <sup>(2)</sup> beautiful		
6. ⑧ old		
7. <sup>(1)</sup> some		
8. lb happy		
9. ④ loves		
10. <sup>1</sup> are		
11. 3 He		
12. 6 her		
13. S madly		
14. ⑦ unluckily		
15. ① at a café		
16. <sup>(1)</sup> With their friends		

#### Task 4 Fill in each blank with the proper form of the word given in brackets.

When Helen Keller was born she was a(n) 1 \_\_\_\_\_ (health) baby. But 2 \_\_\_\_\_ (unfortunate), when she was 19 months old, she had a sudden fever. Later, the fever 3 \_\_\_\_\_ (disappearance), but she became blind and deaf.

When Helen was seven years old, a teacher, Anne Sullivan, came to live with Helen's family. First, Anne taught Helen how to talk with her fingers. Then Anne taught Helen to read by the Braille system. Helen learned these things 4 \_\_\_\_\_\_ (quick). However, learning to speak was harder. Anne continued to teach Helen with 5 \_\_\_\_\_\_ (patient). 6 \_\_\_\_\_\_ (final), when Helen was 10 years old, she could speak 7 \_\_\_\_\_\_ (clear) enough for people to understand her.

Helen went to an institute for the blind, where she did very well in her studies. Then she went to college, where she graduated with honors when she was 24 years old. Helen traveled 8 \_\_\_\_\_\_ (extensive) with Anne. She worked 9 \_\_\_\_\_\_ (tireless), traveling all over America, Europe, and Asia to raise money to build schools for blind people. Her main message was that disabled people are like everybody else. They want to live life fully and 10 \_\_\_\_\_\_ (normal). Helen wanted all people to be treated equal.