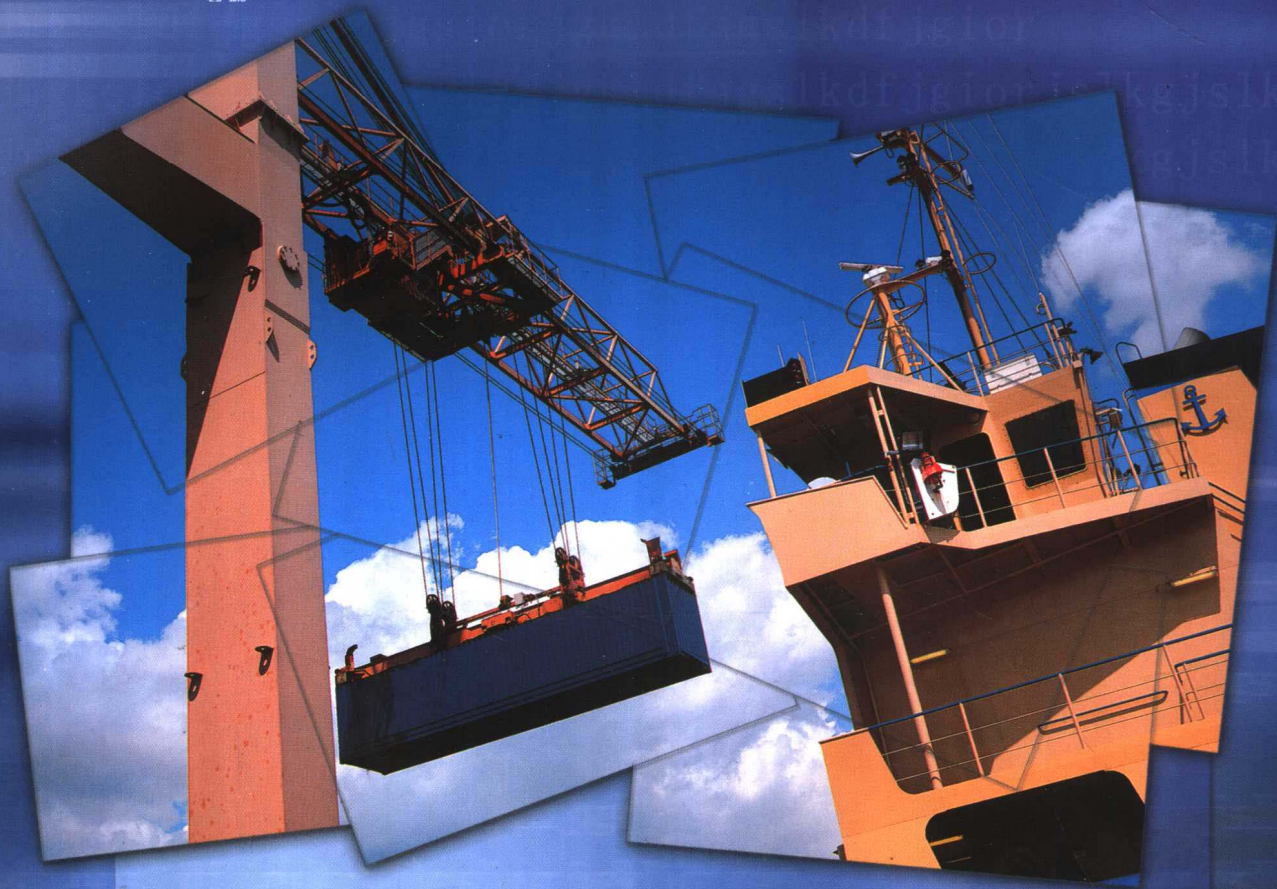




普通高等教育“十一五”国家级规划教材



全国高等职业教育规划教材·物流管理专业



# 物流专业英语

## (第2版)

庄佩君 主编 王晓萍 施 敏 副主编



电子工业出版社  
PUBLISHING HOUSE OF ELECTRONICS INDUSTRY

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# English for Logistics Management

(Second Edition)

## 物流专业英语

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北京·BEIJING

## 内 容 简 介

本书的内容包括了物流系统、供应链管理、货物运输、库存管理、物流信息、仓储、搬运、配送、包装、物流单证、函电、EDI 通信和电子商务各方面的专业基础知识及其专业英语表述。

本书采用了“主、副”课文制。每章分三课。前两课为主课文，是该章的基本专业知识，每篇课文后附有练习，用以巩固专业英语的语言知识，提高学生的英语能力。课后思考题紧扣课文内容以促进对有关内容的掌握。第三课为副课，较主课文难度大些，介绍物流专业相关的新技术、新理念和一些国际著名人的个案分析。

本书紧密结合专业知识，结构严谨、内容新颖、知识面广，注重实践操作相关知识，既保证了专业知识的系统性，也保证了英语语料的真实性。本书附有详细的教师参考用书和多媒体课件，方便教师授课。

本书可作为高等职业学校的物流专业英语教材，也可作为物流管理人员和学生自学的参考书。

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# 序

进入 21 世纪后,以新型流通方式为代表的连锁经营、物流配送、电子商务等产业发展迅速,服务业对整个国民经济的发展越来越重要。被誉为“21 世纪最具发展潜力”行业之一的物流业,已经成为中国经济发展的重要产业和新的经济增长点。

随着社会主义市场经济体系的建立,我国在物流教育方面已初步形成了一个较为完善的教育体系。但是,社会对物流人才的需求呈上升趋势,我国高校的物流教育大多仍处在自行设计课程与实践的阶段,与境外物流人才的培养相比,差距主要体现在物流从业人员的素质有待提高以及物流知识和技能与实践脱节等方面。

物流学科是一门综合学科,物流产业是一个跨行业、跨部门的复合产业,具有劳动密集型和技术密集型相结合的特征。发展物流高等职业教育是完善物流教育多层次体系的需要,也是满足对物流人才需求多样化的需要。

2004 年 1 月,电子工业出版社组织 30 余所高职院校的优秀教师,编写了“全国高等职业教育物流管理专业”系列规划教材,从 2004 年 8 月至 2005 年 3 月共出版教材 13 种。目前,这套教材中的大部分已有近 3 年的使用时间,得到了使用院校的普遍好评,其中多种教材被评为“普通高等教育‘十一五’国家级规划教材”。随着教育的不断深入及社会用人单位对高职毕业生要求的进一步提高,为使教材更好地适应教师教学和学生就业的需要,2007 年 1 月,电子工业出版社在上海召开了教材修订研讨会,在认真听取了到会老师意见的基础上,明确了修订教材的编写思路 and 原则。

作者根据修订教材的编写思路 and 原则,结合物流一线人员的意见和建议,已修正和完善了教材中的相关内容。修订版教材补充了大量新案例,采用了近年的最新数据,在内容方面体现了物流领域的新知识、新技术、新思想和新方法,在编写方法上注重了现实社会发展和就业的需求,更加突出了“实用性、技能性、应用性”,是一套能使物流及相关专业的学生拓展思路、丰富知识、贴近企业的素质性教育教材。

这套物流管理专业教材在对第 1 版教材进行修订的同时,还将根据专业发展和社会需求的变化不断补充新的教材。希望该套教材的出版和使用能为培养优秀的物流专业人才起到积极的推动作用。



教育部高等院校物流类教学指导委员会 主 任

中国物流学会 副会长

上海海事大学 副校长

2007 年 6 月

# 前 言

本书是高等职业学校物流专业英语教材,内容包括了物流系统、供应链管理、货物运输、库存管理、物流信息、仓储、搬运、配送、包装、物流单证、函电、EDI通信和电子商务各方面的专业基础知识及其专业英语表述。

本书采用了“主、副”课文制。每章分三课:前两课为主课文,是该章的基本专业知识,对主课文从注解和练习两方面进行了重点处理,用做教师课内重点讲解的内容;第三课为副课文,较主课文略有难度,介绍物流专业相关的新技术、新理念和一些国际著名企业的个案分析,主要供学有余力的学生课后自学或学生英文程度较好的学校选择授课,以便对主课文从语言 and 知识两方面起到巩固作用。

每篇课文后的练习用以巩固专业英语的语言知识,提高学生的英语能力,思考题紧扣课文内容以促进对有关内容的掌握。教师可视学生情况将思考题布置为口头或书面练习,以加强学生的口语或写作能力。新增的课堂活动设计有利于活跃课堂气氛,增加教师与学生、学生与学生之间的互动,既巩固专业知识又培养英语交际能力,这也是本教材的一大特点。

本书紧密结合专业知识,结构严谨、内容新颖、知识面广,注重实践操作相关知识,是物流专业教师与英语教师合作的结晶,既保证了专业知识的系统性,也保证了英语语料的真实性。本书不仅是物流专业学生学习专业英语的优秀教材,也是高等学校工商管理类专业学生学习物流专业知识、提高专业英语水平不可多得的读本。本书附有详细的教师参考用书和多媒体课件,方便教师授课。

本书由宁波大学庄佩君主编,王晓萍和施敏副主编,参加编写的还有广州航海高等专科学校肖奕珊、宁波工程学院陈金山和浙江省蛟川书院的胡文娜老师。各位编者长期从事物流管理课的双语教学和专业英语教学。

书中难免疏漏与不当之处,敬请读者赐教。

为方便教师教学,本书配有教学指南、电子教室及习题答案资料包。有需要的师生可登录华信教育资源网([www.huaxin.edu.cn](http://www.huaxin.edu.cn) 或 [www.hxedu.com.cn](http://www.hxedu.com.cn))查询。免费注册后再进行下载。有问题时请在网站留言板留言或与电子工业出版社联系(E\_mail: [hxedu@phei.com.cn](mailto:hxedu@phei.com.cn))。

编 者

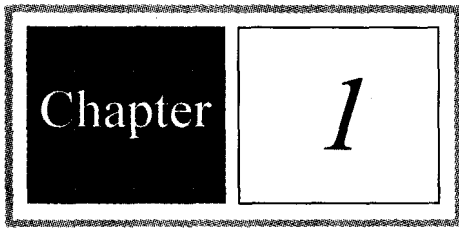
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# Logistics System



## Chapter Outline

### Part I Introduction To Logistics System

- The role of logistics
- The definition of logistics
- The definition of logistics management
- Components of a logistics system:

- Customer service
- Demand forecasting/planning
- Inventory management
- Logistics information
- Material handling
- Order processing

- Packaging
- Procurement
- Return goods handling
- Reverse logistics
- Transportation
- Warehousing

### Part II The Relationship of Logistics Activities to Logistics Costs

- Customer Service Levels
- Transportation Costs
- Warehousing Costs
- Order Processing /Information Systems Costs
- Lot Quantity Costs
- Inventory Carrying Costs

### Part III Supplementary Reading

- Royal Caribbean Cruises Ltd.





## Part I Introduction to Logistics System

### The Historical Perspective of Logistics

#### Logistics starts from military

Logistics is a concept familiar to students of military history. Long associated with the distribution and supply of armed forces in wartime, logistics is proving to be a source of the victory of a campaign.

In the early part of 1991 the world was given a dramatic example of the importance of logistics. During the Gulf War it had been necessary for the United States and its allies to move huge amounts of material great distances in what were thought to be impossibly short time-frames. Half a million people and over half a million tones of material and supplies were airlifted 12,000 kilometers with a further 2.3 million tones of equipments moved by sea—all of this achieved in months.

#### Logistics in the Second World War

In the Second World War logistics also played a major role. The Allied Forces' invasion of Europe was a highly skilled exercise in logistics, as was the defeat of Rommel in the desert. Rommel himself once said that '...before the fighting proper, the battle is won or lost by quartermasters'.

### The Modern Perspective of Logistics

#### Logistics is recognized only recently

Highlight the vital impact that logistics management can have however while the generals from the earliest times have understood the critical role of logistics, it is only in the recent past that business organizations have come to recognize the achievement of competitive advantage.

This lack of recognition partly comes from the low level of understanding of the benefits of integrated logistics.

It has taken a further 70 years or so for the basic definition of logistics and the basic principles of logistics management to be clearly defined.

### The Concept of Logistics

#### Logistics focus on customers

At its heart, logistics deals with satisfying the customer. A basic definition of logistics is the continuous process of meeting customers'



needs by ensuring the availability of the right benefits for the right customer, in the quantity and condition desired by that customer, at the time and place the customer wants all for a price the buyer is willing to pay.

## The Definition of Logistics Management

### Definition of Logistics Management by CLM

Then what is logistics management in the sense that it is understood today? There are many ways of defining logistics. The Council of Supply Chain Management Professionals (CSCMP) defines that: "Logistics management is that part of supply chain management that plans, implements, and controls the efficient, effective forward and reverse flow and storage of goods, services, and related information between the point of origin and the point of consumption in order to meet customers' requirements."

## Components of a Logistics System

### Customer service

A logistics system can be made up of many different functional activities, some of which are described briefly below.

- **Customer service:** Customer service is the output of a logistics system. It involves getting the right product to the right customer at the right place, in the right condition and at the right time, at the lowest total cost possible.

### Demand forecasting/ planning

- **Demand forecasting/planning:** Logistics usually becomes involved in forecasting how much should be ordered from its suppliers, and how much of finished product should be transported or held in each market. In some firms, logistics may even plan production.

### Inventory management

- **Inventory management:** Inventory management involves the balance of the level of inventory held to achieve high customer service levels with the cost of holding inventory.

### Logistics information

- **Logistics information:** Information links all areas of the logistics system together. Information processing is becoming increasingly automated, complex, and rapid. It is key to the efficient functioning of system.



**Material  
handling**

• **Material handling:** Material handling is a broad area concerning all movements of raw materials, work in process, or finished goods within a factory or warehouse.

**Order processing**

• **Order processing:** Order processing is the system a firm has for getting orders from customers, checking on the status of orders and communicating to customers about them, and actually filling the order and making it available to the customer.

**Packaging**

• **Packaging:** Packaging can convey important information to inform the customer and provide protection during storage and transport. Pleasing packaging also can attract the customer's attention.

**Procurement**

• **Procurement:** Procurement is the purchase of materials and services from outside to support the firm's operations from production to marketing, sales, and logistics.

**Return goods  
handling**

• **Return goods handling:** Returns may take place because of a problem with the performance of the item or simply because the customer changed mind. Return goods handling is complex and costly.

**Reverse logistics**

• **Reverse logistics:** Reverse logistics is involved in removal and disposal of waste materials left over from the production, distribution, or packaging processes.

**Transportation**

• **Transportation:** Transportation involves selection of the mode, the routing of the shipment, compliance with regulations in the region of the country, and selection of the carriers.

**Warehousing**

• **Warehousing:** warehousing and storage activities related to warehouse layout, design, ownership, automation, training of employees, and related issues.

## New Words and Expressions

logistics [lə'dʒɪstɪks] *n.*

物流, 后勤

familiar [fə'mɪljə] *adj.*

熟悉的, 常见的

military ['mɪlɪtəri] *adj.*

军事的, 军用的

associate [ə'səʊʃieɪt] *vt.*

使发生联系, 使联合

ally [ə'lai, æ'lai] *n.*

同盟国

airlift ['eəlift] *vt.*

空运



quartermaster [ 'kwɔ:təmə:stə(r) ] <i>n.</i>	军需官
critical [ 'kritikəl ] <i>adj.</i>	危急的, 临界的
vital [ 'vaitl ] <i>adj.</i>	重大的, 至关重要的
impact [ 'impækt ] <i>n.</i>	碰击, 影响
availability [ ə'veilə'biliti ] <i>n.</i>	有效, 有益, 可用, 可得到
implement [ 'implimənt ] <i>vt.</i>	实施
conform [ kən'fɔ:m ] <i>vt.</i>	使一致, 依照, 遵照
forecast [ 'fɔ:kə:st ] <i>vt.</i>	预测
inventory [ 'invəntri ] <i>n.</i>	存货, 库存
defective [ di'fektiv ] <i>adj.</i>	有缺陷的
procurement [ prə'kjʊəmənt ] <i>n.</i>	采购

## NOTES

1. Rommel 隆梅尔, 纳粹德国陆军元帅, 二次世界大战时任北非战场德军司令官。
2. The Council of Logistics Management (CLM) of America 美国物流管理协会, 是美国物流界的一个专业团体, 1963 年成立。
3. A basic definition of logistics is the continuous process of meeting customers' needs by ensuring the availability of the right benefits for the right customer, in the quantity and condition desired by that customer, at the time and place the customer wants them, all for a price the buyer is willing to pay. 物流的基本概念是按顾客期望的数量和条件, 在顾客需要的时间和地点, 以顾客愿意支付的价格, 确保合适的顾客的合理利益的可获得性而满足顾客需要的连续过程。
4. Logistics management is that part of supply chain management that plans, implements, and controls the efficient, effective forward and reverse flow and storage of goods, services, and related information between the point of origin and the point of consumption in order to meet customers' requirements. 物流管理是对从初始点至消费点之间为了满足客户需求而对物品、服务和相关信息有效快速的前向或逆向的流动和储存所进行的计划、实施、控制的那部分供应链管理。

## EXERCISE

### I. Phrases translation

物流管理	零配件和服务支持
客户服务	工厂及仓库选址
物资搬运	存货管理



订单处理

需求预测

退货处理

逆向物流

产出点

消费点

## II. Fill in the blanks and put the sentences into Chinese

1. A basic definition of logistics is the continuous process of \_\_\_\_\_ by ensuring the availability of the \_\_\_\_\_ benefits for the \_\_\_\_\_ customer, in the quantity and condition desired by that customer, at the \_\_\_\_\_ and place the customer wants all for a price the buyer is willing to pay.

2. Customer service involves getting the \_\_\_\_\_ product to the right customer at the right place, in the \_\_\_\_\_ condition and at the right time, at the lowest \_\_\_\_\_ possible.

3. \_\_\_\_\_ is key to the efficient functioning of system.

4. Order processing is the system a firm has for getting \_\_\_\_\_ from customers, checking on the status of orders and communicating to \_\_\_\_\_ about them, and actually \_\_\_\_\_ the order and making it available to the customer.

5. Factory and warehouse site selection is a \_\_\_\_\_ decision that affects the costs of \_\_\_\_\_, customer service \_\_\_\_\_ and \_\_\_\_\_ of response.

6. \_\_\_\_\_ is involved in removal and disposal of waste materials left over from the production, \_\_\_\_\_, or packaging processes.

## III. Fill out the following table according to the information you get from the text.

Components of a logistics system	Important factors
Inventory management	
Logistics information	



续表

Components of a logistics system	Important factors
Material handling	
Order processing	
Packaging	
Procurement	
Reverse logistics	
Transportation	
Warehousing	

#### IV. Challenging questions for discussion

1. What is the logistics?
2. In your opinion, what is the importance of logistics?
3. Please give a definition of logistics management.
4. What activities may be considered as part of the overall logistics process?
5. Why do we say determining the location of the company and warehouse is a strategic decision?
6. Why does return goods handling occur in a company?
7. What is reverse logistics?



## Part II The Relationship of Logistics Activities to Logistics Costs

Logistics costs are created by the activities that support the logistics process. Each of the major costs—customer service, transportation, warehousing, order processing and information, lot quantity and inventory carrying—is discussed below.

### Customer Service Levels

The key cost associated with varying levels of customer service is the cost of lost sales. Monies that are spent to support customer service include the costs associated with order fulfillment, parts, and service support. They also include the costs of return goods handling, which has a major impact on a customer's view of the organization's service as well as the final level of customer satisfaction.

#### Cost of lost sale

The cost of lost sales includes not only the lost of the current sale, but also potential future sales from the customer and from other customers due to word-of-mouth negative publicity from former customers. A recent estimate indicated that every unsatisfied customer tells an average of nine others about his or her dissatisfaction with the product or service. It is no wonder that it is extremely difficult to measure the true cost of customer service!

**The objective is to minimize total costs given the customer service objectives**

Thus, the best approach is to determine desired levels of customer service based on customer needs. The idea is to minimize the total costs, given the customer service objectives. Because each of the other five major logistics cost elements works together to support customer service, good data are needed regarding expenditures in each category.

### Transportation Costs

The activity of transporting goods causes transportation costs. Expenditures that support transportation can be viewed in many different ways. Costs can be categorized by customer, product line, type of channel such as inbound versus outbound, and so on. Costs vary with volume of shipment (cube), weight of shipment, distance, and point of origin and





destination. Costs and service also vary with the mode of transportation chosen.

## **Warehousing Costs**

Warehousing costs are created by warehousing and storage activities, and by the plant and warehouse site selection process. Included are all of the sites that vary due to a change in the number or location of warehouses.

## **Order Processing/Information Systems Costs**

This category includes costs related to activities such as order processing, distribution communications, and forecasting demand. Order processing and information costs are a very important investment to support good customer service levels and control costs. Order processing costs include such costs as order transmittal, order entry, processing the order, and related internal and external costs such as notifying carriers and customers of shipping information and product availability. Shippers and carriers have invested a great deal in improving their information systems, to include technology such as electronic data interchange (EDI), satellite data transmission, and bar coding and scanning shipments and sales.

## **Lot Quantity Costs**

The major logistics lot quantity costs are due to procurement and production quantities. Lot quantity costs are purchasing- or production-related costs that vary with changes in order size or frequency. Lot Quantity costs must not be viewed in isolation because they also may affect many other costs. For example, a customer goods manufacturer that produces large production runs may get good prices from suppliers and have long efficient production runs, but requires more storage space to handle large runs. Customer service levels may suffer as order fulfillment declines because products are produced infrequently, in large batches, and



with inventory going to zero and creating stockout situations in between runs. This may increase information and order processing costs, as customers frequently call to check on availability of back-ordered products, and cancel back orders.

Transportation costs also may rise as customers are sent partial or split shipments. Inventory carrying costs will rise as large quantities of inventory are held until used up, due to large batch sizes. The implication of one cost upon another must be carefully considered.

## Inventory Carrying Costs

The logistics activities that make up inventory carrying costs include inventory control, packaging, and salvage and scrap disposal. Inventory carrying costs are made up of many elements. The relevant inventory costs are those that vary with the amount of inventory stored including the four major categories as following:

- The relevant inventory costs are those that vary with the amount of inventory**
1. **Capital cost**, which is the return that the company could make on the money that it has tied up in inventory.
  2. **Inventory service cost**, which includes insurance and taxes on inventory.
  3. **Storage space cost**, which includes those warehousing space-related costs which change with the level of inventory.
  4. **Inventory risk cost**, including obsolescence, stealing, relocation within the inventory system, and damage.

## New Words and Expressions

expenditure [ 'iks'pendɪtʃə, eks- ] <i>n.</i>	支出, 花费
category [ 'kætɪgəri ] <i>n.</i>	种类, 类别
destination [ ,desti'neɪʃən ] <i>n.</i>	目的地
inbound [ 'ɪnbaʊnd ] <i>adj.</i>	往内开的
outbound [ 'aʊtbaʊnd ] <i>adj.</i>	向外开的
vary [ 'veəri ] <i>vt.</i>	不同
communication [ kə'mju:ni'keɪʃn ] <i>n.</i>	信息, 交流
forecast [ 'fɔ:kə:st ] <i>n. vt.</i>	预测