



高等学校教材

现代物流

王淑云 编著

(英 汉 对 照)



9.4:F252
6

人民交通出版社
China Communications Press

高等学校教材

现代物流
Contemporary Logistics
(英汉对照)

王淑云 编著

人民交通出版社

图书在版编目 (C I P) 数据

现代物流/王淑云编著.-北京:人民交通出版社,
2002.4
ISBN 7-114-04233-7

I . 物… II . 王… III . 物流-英语 IV . H31

中国版本图书馆 CIP 数据核字 (2002) 第 019151 号

高等学校教材

现 代 物 流

(英汉对照)

王淑云 编著

正文设计: 彭小秋 责任校对: 刘高彤 责任印制: 杨柏力

人民交通出版社出版发行

(100013 北京和平里东街 10 号 010-64216602)

各地新华书店经销

北京牛山世兴印刷厂印刷

开本: 787×1092 1/16 印张: 10.75 字数: 262 千

2002 年 6 月 第 1 版

2002 年 6 月 第 1 版 第 1 次印刷 总第 1 次印刷

印数: 0001-3000 册 定价: 22.00 元

ISBN 7-114-04233-7

F · 00378

前 言

20 世纪初,物流理论就为美国的学者所研究,50 年代得到进一步发展并传入日本,80 年代初由日本传入我国,主要应用于物资流通领域。物流在美国、日本等发达国家的国民经济中发挥了巨大作用。20 世纪 90 年代以来,物流成为我国理论界、学术界、物流业界、准物流业界(运输业、仓储业)关注和研讨的热点。有关物流的中文书籍已陆续问世,鉴于物流源于美国,为了更好地与国际接轨,本书力图以英汉对照的形式奉献给读者,以期为高等学校的企管、运管、商贸、财经、营销等专业的学生以及广大从业人员、准从业人员更好地掌握物流精髓、今后更好地实践物流业务提供有益帮助。本书既可作为普通高等学校、高等职业技术学院相关专业和相关课程的选用教材,亦可作为专业英语教材,也适合各层次教育、从业人员、准从业人员作为教学与学习的参考用书。

全书从现代物流理论及物流过程出发,包括了整个物流过程的管理内容。全书由十三个单元组成,每个单元又分英文知识、单词、短语与表达、难点注释、思考题、补充材料和中文对照等部分。英文内容主要是现代物流理论及物流管理各环节的基本概念与业务知识;思考题紧扣相关内容以促进对有关内容的掌握;补充材料着重强调了国际物流知识,以更好地应对 WTO 之挑战。

本书在撰写过程中,得到了作者的博士生导师北京航空航天大学陈良猷教授等不少专家学者的大量帮助,在此表示感谢。

由于本人水平有限,错误在所难免,敬请读者批评指正。

作 者

2002 年 2 月

CONTENTS

Unit One	What is Logistics Management?	1
	Reading Material: International Logistics	10
Unit Two	Recent Trends in Logistics	16
	Reading Material: Logistics into the Future	22
Unit Three	The Development of Logistical Integration	28
	Reading Material: Development of Green Logistics	32
Unit Four	Logistics and Corporate Profit Performance	36
	Reading Material: Financial Aspects of International Logistics	43
Unit Five	Materials Management	50
	Reading Material: Knowledge – based Strategy in Logistics Management	56
Unit Six	Purchasing	62
	Reading Material: Just – in – Time Systems	71
Unit Seven	Channel of Distribution	80
	Reading Material: International Distribution Channel Strategies	85
Unit Eight	Relationship of Customer Service to Successful Marketing	91
	Reading Material: Customer Service Strategies in International Market	96
Unit Nine	Transportation	100
	Reading Material: Transportation Strategies in International Trade	111
Unit Ten	Warehousing	118
	Reading Material: Warehousing and Storage in International Trade	123
Unit Eleven	Inventory	128
	Reading Material: Inventory Strategies in International Logistics	138
Unit Twelve	Order Processing and Information System	146
	Reading Material: Integrating Order Processing and the Company's Logistics Management Information System	150
Unit Thirteen	Introduction to Supply Chain Management	155
	Reading Material: Integrated Supply Chain Management	159

目 录

第一单元 什么是物流管理	11
阅读材料:国际物流	14
第二单元 物流新趋向	24
阅读材料:未来物流	26
第三单元 物流一体化的发展过程	33
阅读材料:开发绿色物流	35
第四单元 物流与公司的利润业绩	45
阅读材料:国际物流财务管理	48
第五单元 物料管理	58
阅读材料:物流管理知识战略	60
第六单元 采购	72
阅读材料:零库存系统	78
第七单元 分销渠道	87
阅读材料:国际分销渠道战略	89
第八单元 顾客服务与成功营销之间的关系	97
阅读材料:国际市场的顾客服务战略	98
第九单元 运输	113
阅读材料:国际贸易运输战略	117
第十单元 仓储	124
阅读材料:国际贸易中仓储和储存	126
第十一单元 库存	139
阅读材料:国际物流库存战略	144
第十二单元 订单处理与信息系统	152
阅读材料:订单处理与公司物流管理信息系统的一体化	154
第十三单元 供应链管理概述	160
阅读材料:一体化供应链管理	162
参考文献	164

Unit One

Text

What is Logistics Management?

The Definition of Logistics

The Council of Logistics Management (1992) defined the logistics as the process of planning, implementing and controlling the efficient, cost – effective flow and storage of raw materials, in – process inventory, finished goods and related information from point of origin to point of consumption for the purpose of conforming to the customer needs.

In practice, the terms “logistics” and “supply chain management” are now used interchangeably, so the Institute of Logistics (1998) can give the following definitions:

Logistics is the time related positioning of resource or the strategic management of the total supply – chain. The supply – chain is a sequence of events intended to satisfy a customer. It can include procurement, manufacture, distribution, and waste disposal, together with associated transport, storage and information technology.

Included within the definition of logistics are customer service, traffic and transportation, warehousing and storage, plant and warehouse site selection, inventory control, order processing, distribution communications, procurement, material handling, parts and service support, salvage and scrap disposal, packaging, return goods handling, and demand forecasting.

Efficient management of the flow of goods from point – of – origin to point – of – consumption at the macro society or micro firm levels requires successfully planning, implementing, and controlling a multitude of logistics activities. The activities may involve raw materials (subassemblies, manufactured parts, packing materials, basic commodities), in – process inventory (product partially completed and not yet ready for sale), and finished goods (completed products ready for sale to intermediate or final customers). Effective logistics management enhances the marketing effort of the firm (which can create differential advantage in the marketplace), the efficient movement of products to customers, and time and place utility of products. It can be treated, in accounting terms, as a proprietary asset of the company.

Activities Included in Logistics Management

1. **Customer service.** A pioneering study that examined the state of the art of customer service in major corporations defined customer service as “a customer – oriented philosophy that integrates and manages all of the elements of the customer interface within a predetermined optimum cost – service mix.”

Customer service acts as the binding and unifying force for all of the logistics management activities. Customer satisfaction—— an integral part of customer service will be met if a firm's overall marketing effort is successful. Each element of a firm's logistics system can affect whether a customer receives the right product at the right place in the right condition for the right cost at the right time. Thus customer service involves successful implementation of the integrated logistics management concept in order to provide the necessary level of customer satisfaction at the lowest possible total cost.

2. Order processing. "Order processing may be compared to the human body's central nervous system, triggering the distribution process and directing the actions to be taken in satisfying order demand". The components of the order processing activity may be broken down into three groups: (1) operational elements, such as order entry/editing, scheduling, order - shipping set preparation, and invoicing; (2) communication elements, such as order modification, order status inquiries, tracing and expediting, error correction, and product information requests; and (3) credit and collection elements, including credit checking and accounts receivable processing/collecting. The speed and accuracy of a firm's order processing have a great deal to do with the level of customer service the company provides. Advanced systems can reduce the time between order placement and shipment from a warehouse or storage facility. In many cases orders are transmitted from the buyer's computer to the vendor's computer. Advanced systems, although initially expensive to the company, can substantially improve both order processing accuracy and order response time. Often, saving in other logistics expenses (such as inventory, transportation and /or warehousing) or increased sales from improved customer service will justify the cost of the system.

3. Distribution communications. Success in today's business environment requires the management of a complex communications system. Effective communication must take place between: (a) the firm and its customers and its suppliers; (b) the major functional components of the company—— marketing, manufacturing, logistics, and finance/accounting; (c) the various logistics - related activities such as customer service, traffic and transportation, warehousing and storage, order processing, and inventory control; and (d) the various components of each logistics activity (within inventory control, for example, would be in - plant inventory, inventory in transit, and inventory in field warehouses). Communication is the vital link between the entire logistics process and the firm's customers. Accurate and timely communication is the cornerstone of successful logistics management.

A firm's communications system may be as sophisticated as a computerized management information system (MIS) or as simple as word - of - mouth communication between individuals. Whatever type of system used, vital information must be available and communicated to individuals who "need to know".

4. Inventory control. The inventory control activity is critical because of the financial necessity of maintaining a sufficient supply of product to meet both customers' needs and manufacturing requirements. Maintaining raw materials, parts, and finished goods inventory consumes both space and capital. Money tied up in inventory is not available for use elsewhere. It is sufficient to note that inventory carrying costs can range from 14 to over 50 percent, depending on the product. Successful inventory control involves determining the level of inventory necessary to achieve the desired level of customer service while considering the cost of performing other logistics activities.

5. Demand forecasting. Demand forecasting involves determining the amount of product and ac-

companying service that customers will require at some point in the future. The need to know precisely how much product will be demanded is important to all facets of the firm's operations—— marketing, manufacturing, and logistics. Marketing forecasts of future demand determine promotional strategies, allocation of sales force effort, pricing strategies, and market research activities. Manufacturing forecasts determine production schedules, purchasing and acquisition strategies, and in - plant inventory decisions. Logistics management forecasts of demand determine how much of each item produced by the company must be transported to the various markets the firm serves. Also, logistics management must know where the demand will originate so that the proper amount of product can be placed or stored in each market area. Knowledge of future demand levels enables logistics managers to allocate their resources (budgets) to activities that will service that demand. Decision making under uncertainty is less than optimal in most cases because it is extremely difficult to allocate resources among logistics activities without knowing what products and services will be needed. Therefore it is imperative that the firm undertake some type of demand forecasting and communicate the results to the marketing, manufacturing, and logistics departments. Sophisticated computer models, trend analysis, sales force estimates, or other methods can help develop such forecasts.

6. Traffic and transportation. One major component of the logistics process is the movement or flow of goods from point - of - origin to point - of - consumption——and perhaps their return as well. Traffic and transportation refers to managing the movement of products and includes activities such as selecting the method of shipment (air, rail, water, pipeline, truck); choosing the specific path (routing); complying with various local, state and federal transportation regulations; and being aware of both domestic and international shipping requirements.

Transportation is often the single largest cost in the logistics process. Therefore, it is an important component that must be managed effectively.

7. Warehousing and storage. Products must be stored at the plant or in the field for later sale and consumption unless consumers need them the instant they are produced. Generally, the greater the time lags between production and consumption, the larger the level of inventory required. Warehousing and storage are activities that manage the space needed to hold or maintain inventories. Specific storage activities include: decisions as to whether the storage facility should be owned, leased, or rented; warehouse layout and design; product mix considerations; safety and maintenance; security systems; personal training; and productivity measurement.

8. Plant and warehouse site selection. Whether facilities are owned, leased, or rented, the location of plants and/or warehouses (storage facilities) is extremely important. The strategic placement of plants and warehouses near the company's markets can improve the firm's customer service levels. Proper facility location can also allow lower volume - related transportation rates in moving product from plant to warehouse, plant to plant, or warehouse to customer.

The first consideration in selecting a site is the location of the firm's various markets. The needs of the customers and the location of raw materials, component parts and subassemblies are also major considerations, for the company must be concerned with inbound movement and storage of materials in addition to outbound flows. Other important factors include: labor rates; transportation services; city, county, and state taxes; security; legal concerns; local factors, such as the attitude of the community

toward new industry; land cost; and availability of utilities.

9. Material handling. Material handling is concerned with every aspect of the movement or flow of raw materials, in – process inventory, and finished goods within a plant or warehouse. The objectives of material handling are:

- To eliminate handling wherever possible;
- To minimize travel distance;
- To minimize goods in process;
- To provide uniform flow free of bottlenecks; and
- To minimize losses from wasting, breaking, spoiling and thieving.

A firm incurs costs every time an item is handled. Since handling generally adds no value to a product, these operations should be kept to a minimum. For items with low unit value, the proportion of material handling costs to total product cost can be significant. Poor material handling can lead directly to lost or damaged products, customer dissatisfaction, production delays, and idle employees and equipment. Material handling plays a vital role in reducing inventory, lowering costs, and increasing productivity.

10. Procurement. Every company relies to some extent on materials and services supplied by other firms.

Procurement is the acquisition of materials and services to ensure the operating effectiveness of the firm's manufacturing and logistics processes. The procurement function includes the selection of supply source locations, determination of the form in which the material is to be acquired, timing of purchases, price determination, quality control, and many other activities. The changing economic environment of recent years, marked by wide variations in availability and cost of materials, has made procurement even more important in the logistics process.

11. Parts and service support. In addition to the movement of raw materials, in – process inventory, and finished goods, logistics must be concerned with the many activities involved in repair and servicing of products. Logistics' responsibility does not end when the product is delivered to the customer. Part of the firm's marketing activity is to provide the customer with service after the sale. This involves providing replacement parts when products break down or malfunction. Automobile dealerships, for example, must have efficient service departments that offer complete servicing and auto repair. Adequate supplies of spare and replacement parts are vital to the service and repair activity—and logistics is responsible for making sure those parts are available when and where the customer needs them. In the industrial marketplace, where the product may be a piece of manufacturing equipment, downtime can be extremely costly to the customer if product failure results in a production – line slowdown or shutdown. The firm supplying the spare or replacement part must be able to respond quickly and decisively. Adequate parts and service support is extremely important whenever post – sale support is part of the firm's marketing effort.

12. Packaging. Packaging performs two basic functions—marketing and logistics. In a marketing sense the package acts as a form of promotion or advertising. Its size, weight, color, and printed information attract customers and convey knowledge about the product. From a logistics perspective, packaging serves a dual role. First, the package protects the product from damage while it is being stored or

transported. Second, packaging can make it easier to store and move products by reducing handling and thereby material handling costs. When firms are involved in international marketing, packaging becomes even more important. Products marketed in foreign countries travel greater distances and undergo more handling operations. In general, domestic packaging is not strong enough to withstand the rigors of export shipment. Specially, in many countries, management must deal with a lack of adequate material handling equipment and must rely on poorly trained personnel.

13. Salvage and scrap disposal. One by-product of the manufacturing and logistics process is waste material. If this material cannot be used to produce other products, it must be disposed of in some manner. Whatever the by-product—scrap, residue, or radioactive waste—the logistics process must effectively and efficiently handle, transport, and store it. If the by-products are reusable or recyclable, logistics administers their transportation to re-manufacturing or reprocessing locations.

14. Return goods handling. The handling of return goods, often referred to as reverse distribution, is an important part of the logistics process. Buyers may return items to the seller due to product defects, overages, incorrect items received, or other reasons. Reverse distribution has been likened to going the wrong way on a one-way street because the great majority of product shipments flow in one direction. Most logistics systems are ill-equipped to handle product movement in a reverse channel. In many industries in which consumers return products for warranty repair, replacement, or recycling, reverse distribution costs may be high. The cost of moving a product back through the system from the consumer to producer may be as much as nine times the cost of moving the same product from producer to consumer. Often the returned goods cannot be transported, stored, and/or handled as easily, resulting in higher logistics costs. Reverse distribution promises to become even more important as customers demand more flexible and lenient return policies.

New Words

implement	v.	carry an undertaking, agreement, promise into effect	实现, 完成, 履行
consumption	n.	using up; consuming (of food, energy, materials, etc)	消费
warehousing	n.	storing in a warehouse	仓储
procurement	n.	obtaining, esp. with care or effort	采办
illustrate	v.	explain by examples, pictures, etc	举例或以图画等说明
component	n.	part helping to form a complete thing	部分, 成分
multitude	n.	great number	多数, 大批
intermediate	a.	situated or coming between in time, space, degree, etc	中间的
enhance	v.	add to (the value, attraction, powers, price, etc)	增加
differential	a.	of, showing, depending on, a difference	有分别的, 基于差别的
integrate	v.	combine (parts) into a whole	连接成整体, 使完全
optimum	a.	best or most favorable	最佳的, 最适宜的, 最有力的
integral	a.	necessary for completeness	构成整体所需要的
trigger	v.	be the immediate cause of	引发, 引起
invoicing	n.	making a list of goods sold with the prices charged	开发票

expedite v.	help the process of; speed up	促进,加速发展
transmit v.	pass or hand on; send on	传送,传达,
vendor n.	seller	卖主
substantial a.	large, considerable	数量大的,相当可观的
vital a.	of, connected with, necessary for, living	有生命力的,维持生命所必需的
sophisticated a.	complex, with the latest improvements and refinements	复杂的,精良的,尖端的
facet n.	aspect, eg of a problem	(问题等的)一面
allocate v.	give, as a share or for a purpose	分配,分给,拨发
originate v.	have as a cause or beginning	起源
budget n.	estimate of probable future income and expenditure, made by a business company.	预算
imperative a.	urgent; essential; needing immediate attention	必要的,急切的
lease v.	give, take possession of by renting	出租,租借
eliminate v.	remove; take or put away, get rid of	除去,剔除
minimize v.	reduce to, estimate at, the smallest possible amount or degree	将……减至最小量或最低程度
acquire v.	gain by skill or ability by one's own efforts or behavior	获得
replacement n.	taking the place of	更换
adequate a.	satisfactory; sufficient	令人满意的,适当的,足够的
perspective n.	view; prospect	看法
reverse n.	opposite; contrary	相对,相反,反面
warranty n.	authority; written or printed guarantee	担保,保证
lenient a.	not severe (esp. in punishing people)	不严厉的,宽大的

Terms and Expressions

logistics system	物流系统
logistics management	物流管理
raw material	原材料
conform to	与……相符
supply chain management	供应链管理
time and place utility	时间与地点效应
customer service	顾客服务
inventory control	库存控制
demand forecasting	需求预测
traffic and transportation	交通运输
warehousing and storage	仓储和储藏
plant and warehouse site selection	厂址与仓储地点的选择

material handling	物料搬运
procurement	采办
parts and service support	零件及维修服务
packaging	包装
salvage and scrap disposal	残值及废物处理
return goods handling	退货处理
proprietary asset	专有资产

Notes

1. Included within this definition are customer service, traffic and transportation ...

这个定义包含顾客服务、交通运输... ..

此句为倒装句，正常语序应为 Customer service, traffic and transportation...are included within this definition. 在英语中，有的主语过长，如按正常语序放在句首，句子未免看上去头重脚轻，因此常把主语置于谓语后。

例如：

a. Before them lay thousands miles of rough, uncultivated land.

在他们面前是连绵数千英里的荒芜的未开垦土地。

b. Thus began the gold rush in American history that promoted the development of the West.

美国历史上促进了西部开发的淘金热就这样开始了。

c. Among its latest products are computerized air - conditioners and other computerized electrical appliances.

最新产品中有电脑空调和其他带电脑的电器。

2. Order processing may be compared to the human body's central nervous system.

订单处理可以被比作人体的神经中枢系统。

compare...to... 把.....比作..... 例如：

a. The booming enterprises in the newly - established developing zone are compared to mushrooms after rain.

新建的开发区的企业像雨后春笋般繁荣起来。

b. His father compared the goals which his ambitious son was trying hard to reach to castles in the sand.

当父亲的把雄心勃勃的儿子所努力追求的目标比作海市蜃楼。

3. The speed and accuracy of a firm's order processing have a great deal to do with the level of customer service the company provides.

公司对订单处理的速度和准确性与公司为消费者提供的服务水平有很大关系。

have (sth) to do with 与.....有关

have nothing to do with 与.....无关

a. He was accused of having sth to do with the case of drug smuggling.

他被指控与那宗走私案有关。

b. Your mother's illness has much to do with the poor ventilation in your house.

你母亲的病与房间里通风差有关。

c. Mr. Smith, chairman of the board of a big insurance company declared at the news conference that they had nothing to do with the damaged consignment because of breakage caused by rough handling.

一家大保险公司的董事长史密斯先生在一次新闻发布会上声称他们公司与这批受损的货物无关,因为破碎是粗鲁搬运造成的。

4. Successful inventory control involves determining the level of inventory necessary to achieve the desired level of customer service while considering the cost of performing other logistics activities.

成功的库存控制要求在考虑完成其他物流活动成本的同时,确定获得理想的顾客服务水平而必需的库存水平。

5. Logistics management forecasts of demand determine how much of each item produced by the company must be transported to the various markets the firm serves.

物流管理中对需求的预测能确定公司所生产的每一种产品有多少要投运到该公司供应的各类市场。

- | | |
|------------------|---------|
| 6. in most cases | 在大多数情况下 |
| in case | 免得,以防万一 |
| in that case | 那样的话 |

a. Sometimes delayed shipments do occur, but in most cases we execute delivery on or ahead of time stipulated in the letter of credit.

有时延迟发货确有发生,但在大多数情况下,我们都按信用证上规定的时间或提前发货。

b. Since the new product is our best seller, you'd better place an order promptly in case it is out of stock.

由于我们的新产品很畅销,贵方宜立即订货,免得该产品脱销。

c. Take the umbrella along with you in case it rains.

带上伞,万一下雨。

d. In your telex, you declared it would be a sacrifice on your part if you lower the price by 6 percent. In that case we can do nothing helpful but turn to other sources.

在电传中贵方声称若降价百分之六将使贵方亏本,那样的话,我方也无能为力,只好向别处进货。

7. Material handling plays a vital role in reducing inventory, lowering costs, and increasing productivity.

物料搬运在减少库存,降低成本和提高生产力方面起着至关重要的作用。

play a role 扮演角色,发挥作用

a. The studio invited a famous film star from Hollywood to play the role of a singer in that detective film. 这家制片厂从好莱坞邀请一位著名影星在该部侦探片中出演歌星的角色。

b. Division of labor has been playing an important role in the development of human civilization. 劳动分工在人类文明的发展中一直起着重要作用。

Exercises

I. Answer the Following Questions:

- a. What is logistics management?
- b. What are the activities included in logistics management?
- c. Why is the inventory control activity critical?
- d. What does the traffic and transportation activity refer to?
- e. What aspects are included in specific storage activities?
- f. What are the important factors that should be taken into consideration in selecting plant and warehouse sites?
- g. What are the objectives of material handling?
- h. From a logistics perspective, what functions does packaging perform?
- i. What respects are involved in the procurement function?
- j. Why does packaging become even more important when firms are involved in international marketing?
- k. How to dispose of salvage and scrap?
- l. What is reverse distribution?

II. Blank Filling:

1. Each element of a firm's logistics system can affect whether a customer receives the right _____ at the right _____ in the right _____ for the right _____ at the right _____.
2. The components of the order processing activity may be classified into three groups: _____, _____ and credit and collection elements.
3. Marketing forecasts of future demand determine _____, allocation of sales force effort, _____, and _____.
4. Manufacturing forecasts determine _____, _____, and in-plant inventory decisions.
5. It is imperative that a firm should undertake some type of demand forecasting and communicate the results to the marketing, manufacturing and logistics departments. _____, _____, _____, or other methods can help develop such forecasts.
6. Poor material handling can lead directly to lost or damaged products, _____, _____, and _____. Material handling plays a vital role in reducing inventory, lowering costs, and increasing productivity.
7. Packing performs two basic functions: _____ and _____. In marketing sense the package acts as a form of promotion or _____.
8. The cost of moving a product back through the system from the consumer to producer may be as much as _____ the cost of moving the same product from producer to consumer.
9. Order processing may be compared to the human body's central nervous system, triggering _____ and directing the actions to be taken in satisfying order demand.

III. Translation:

1. 物流过程的一个重要组成部分是运输或货物从产地到消费地的流动。交通运输活动指的是对产品位移的管理。它包括诸如选择运货方式(空运、铁路运输、水运、管道运输、公路卡车运输);选择特定的路线,符合地方、州和联邦政府的各项运输规定;通晓国内和国际的运货

要求等各项活动。

2. 包装执行两项基本功能,即销售和物流。从销售意义上说,包装表现为促销和广告形式。包装的尺寸、重量和包装上印制的说明吸引着顾客并传递产品信息。从物流的角度来看,包装承担着双重任务。第一,在储藏和运输中包装保护产品免于受损;第二,通过减少装卸进而降低物质产品的装卸成本。包装可使产品的储藏和流动更容易。一般来说,当公司涉及到国际销售时,包装变得更为重要。销往外国的产品要走更远的距离并经受更多的装卸活动,国内包装不够坚固,不足以承受货物出口的严峻考验。

Reading Material

International Logistics

As one writer noted "One of the most important phenomena of the 20th century has been the international expansion of industry. Today, virtually all major firms have a significant and growing presence in business outside their country of origin." Furthermore, current business conditions make the distinction between domestic and international distribution unimportant. Successful enterprises have realized that to survive and prosper in the business environment of today and tomorrow, they must go beyond the organizational structures and strategic approaches of the past, and adopt a worldwide, global view of business.

Now, an increasing number of companies are becoming involved in international markets through exporting, licensing, joint ventures, and ownership. This trend should continue. With this expansion into global marketing comes a need to develop worldwide logistics networks. The international logistics executive will have to acquire a wide range of skills not needed in domestic logistics – skills in areas such as international finance, documentation, political science, and foreign business practices and customs. As the firm expands internationally, the concepts of an integrated logistics management and total cost trade-off analysis become even more complex and difficult to manage.

In the future, several trends or events are expected to occur which will have an impact on those firms already involved in international logistics or those companies anticipating such involvement. These items include:

1. Increasing number of logistics executives with international responsibility and authority.
2. Expansion of the number and size of foreign trade zones.
3. Reduction in the amount of international paperwork and documentation especially the bill of lading and increase in standardization.
4. Increasing utilization of foreign warehousing owned and controlled by the exporting firm.
5. Increasing number of smaller firms engaging in exporting with larger firms utilizing licensing, joint venture, or direct ownership in lieu of exporting to foreign markets.
6. Domestically, especially in the United States, a trend toward foreign ownership of logistics service firms, e.g., public warehousing and transportation carriers.
7. Increasing vertical integration of the channel of distribution, including channel members from several different countries, especially in the acquisition of foreign sources of supply for certain raw materials.

As firms identify customer markets in foreign countries, they must establish logistics systems to provide the products and services demanded. The single most significant development in international logistics will be the increasing sophistication and expertise of global logistics executives and departments.

Words

phenomena	现象
domestic distribution	国内分销
international distribution	国际分销
enterprise	企业
organizational structure	组织结构
strategic approaches	战略方案
licensing	许可证交易
joint venture	合资经营
documentation	单证
trade - off	权衡
foreign trade zone	贸易区
bill of lading	提单
in lieu of	取代
acquisition	购置
sophistication	复杂性
expertise	专业性

第一单元 什么是物流管理

定义

物流管理协会(1992)把物流管理定义为:高效、低成本地计划、执行、控制原材料、在制品库存、产成品及相关信息自原产地至消费地的流动与储存,以满足客户的需要。

实践中,“物流”与“供应链管理”两个术语现已交替使用。因此物流协会(1998)给出了下述定义:

物流是指资源合适定位所及的全过程或战略供应链管理。供应链是指与满足顾客需求相关的一系列活动。它包括采办、制造、分销、废物处理以及相关的运输、储存和信息技术。

该定义所及的物流活动有:顾客服务、交通与运输、仓储、厂址与仓库地点的选择、库存控制、订单处理、分销信息、采购、物料搬运、提供零部件与维修服务、残值与废物处理、包装、退货处理与需求预测。

无论是宏观社会还是微观企业,要使货物从产地高效流通到消费地,必须成功地计划、执行与控制各种物流活动,主要包括加强对原材料(装配部件、零部件、包装材料、基本商品)、在制品库存(只完成了产品生产的一部分且不用于销售)与产成品(已完成了产品的全部生产过程并待销售,可以售给中间商或最终客户)的流通管理。有效的物流管理要求各企业强化营销