

全国高职高专经济管理类“十二五”规划理论与实践结合型系列教材·物流专业

校企合作优秀教材

# 物流英语

WULIU YINGYU

叶健恒 谢 飒 韦沛文 等编著



华中科技大学出版社

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编 著 叶健恒 谢 飒 韦沛文  
邱志鹏 陈菁菁

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责任编辑:史永霞

封面设计:龙文装帧

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# 总序

## GENERAL PREFACE

进入 21 世纪以来,随着中国社会主义市场经济体系的建立、世界经济一体化进程的加快和科学技术的飞速发展,物流产业作为国民经济中一个新兴的产业部门,将成为本世纪的重要产业和国民经济新的增长点。目前,物流作为提升市场核心竞争力的重要内容,其现代物流理念、先进的物流技术和现代物流模式已经被引入国家、地方经济建设中;许多市场意识敏锐的企业也把物流作为提升企业核心竞争力的重要手段,将现代物流管理方法融入企业的经营管理之中。

随着市场竞争的日益激烈、用户需求的不确定性和个性化需求的增加,以及高新技术迅猛发展、产品寿命周期缩短和产品结构越来越复杂,市场需要社会化、专业化、应用型人才帮助企业适应新的竞争环境。物流作为一个快速发展的行业,社会对物流专业的人才需求在逐年增加,据中国物流与采购联合会统计,物流专业人才已被列为我国 12 类紧缺人才之一,物流人才的年需求量为 600 余万人。统计显示,目前物流从业人员当中拥有大学学历以上的仅占 21%,许多物流部门的管理人员都是半路出家,很少受过专业培训。今后一段时期,除储存、运输、配送、货运代理等领域的物流人才紧缺外,相关的系统化管理人才、懂得进出口贸易业务的专业操作人才、电子商务物流人才、掌握商品配送和资金周转及成本核算等相关知识和操作方法的国际性物流高级人才将更加受到追捧,物流管理专业的毕业生在物流企业、港口、海关、货运公司、商贸企业等方向就业前景良好。

为了应对国际金融危机,2009 年国务院通过的《物流业调整和振兴规划》(以下简称《规划》)使物流业成为我国十大振兴产业之一,“加快物流人才培养”成为物流业振兴与发展的九大保证措施之一。《规划》指出,要加强物流人才需求预测和调查,制订科学的培养目标和规划,强化职业技能教育。《国家中长期教育改革和发展规划纲要(2010—2020 年)》提出大力发展职业教育,实行工学结合、校企合作、顶岗实习的人才培养模式的改革。《教育部财政部关于进一步推进“国家示范性高等职业院校建设计划”实施工作的通知》(教高[2010]8 号)提出要建立校企合作长效机制。

为了配合高等职业院校大力推行理论与实践相结合、校企合作的培养模式,结合物流行业发展的最新动态,华中科技大学出版社邀请我国职业教育领域的专家、企业技术专家、企业人力资源专家和高职院校的骨干教师进行了有意义的探索——相关教材的编写。

华中科技大学出版社的这一探索,有以下三个特点。

第一,建立标准。标准是建立在市场的基础上,建立在物流企业需求、服务地方经济建设的基础上的,在标准的基础上作出具有中国特色的高职高专物流教材。

第二,课程设置。针对专业所对应的职业领域,邀请相关企业的技术骨干、人力资源管理者及行业著名专家和院校骨干教师,通过访谈、问卷和研讨,由企业技术骨干和人力资源管理者提

出职业工作岗位对技能型人才在技能、知识和素质方面的要求,结合目前我国高职教育的现状,共同分析、讨论课程设置存在的问题,通过科学合理的调整、增删,确定课程门类及其教学内容。

第三,教学模式。针对高职教育对象的智力特点,积极探讨提高教学质量的有效途径,采用理论与实践相结合的项目式的引导模式,引入能够激发学习兴趣、贴近职业实践的工作任务,将项目教学作为提高教学质量、培养学生能力的主要教学方法,把适度、够用的理论知识按照工作过程来梳理、编排,以促进符合职业教育规律的新的教学模式的建立。

在此基础上,华中科技大学出版社组织出版了这套规划教材。我始终欣喜地关注着这套教材的规划、组织和编写。华中科技大学出版社敢于探索、积极创新的精神,应该大力提倡。我很乐意将这套教材介绍给读者,衷心希望这套教材能在相关课程的教学发挥积极作用,并得到读者的青睐。我也相信,这套教材在被使用的过程中,通过教学实践的检验和实际问题的解决,能够不断得到改进、完善和提高。

马士华 教授

2012 年 8 月

# 前言

## PREFACE

本书的出版顺应了国家改革开放的潮流,同时也是对教育部大力倡导的在高职院校各专业开展双语教学要求的积极回应。自 21 世纪之初,中国已成为世贸组织的成员,这标志着中国在对外开放的道路上迈出了历史性的一大步,同时也对国内的各行各业尤其是高等教育提出了新的要求。面对日益开放的社会,未来的知识型劳动大军和专业研究队伍如果不能娴熟地掌握英语这门世界的通用语言,则可能在竞争中落于人后。而英语的掌握与熟练运用,不仅意味着无障碍的日常会话与交流,对于正在接受高等教育、即将成为社会中流砥柱的高校学子来说,它更意味着高层次的学术交流和专业性极强的科学研究。本书就是要引导物流管理相关专业的学生直接阅读英文资料,在专业学习中巩固和提高英语水平,在英语学习中了解和研究专业知识。

物流管理学是一门成长中的、以外来文化为载体的学科,专业外语课程尤为重要。尽管近年来,尤其是 20 世纪 90 年代中期以来,物流学的教育与研究在中国获得了长足的发展,但是不容否认,物流学作为西方世界的舶来品,到目前为止,大多数学术和思想资源不在中国;而我们不无忧虑地看到,面对浩如烟海的英文文献和最新的研究成果,专业科研人员却将主要精力投入到虽在快速发展但仍然相对落后的国内文献研究。得风气之先的物流行业的飞速发展和对先进技术管理手段的渴求与国内相对滞后的物流专业英语教学与研究现状比较,形成了不小的落差,这样的现实激励着我们做一点实际的事情。本书虽然不能从根本上改变学术界目前的趋向,但是它表明了我们的一种力求为教学改革发挥作用的态度。

本书的内容和相应的体例安排表明,回归语言习得的本质,从做中学、在学中做是本教材编写的初衷。对于本书的出版,我们深感欣慰,因为在编撰过程中进一步体会到了本学科的光明前景;同时又微觉惶恐,因为任重道远和学识有限。本书有 8 章,其中 Chapter 1 由海南科技职业学院谢飒老师负责,Chapter 2 由深圳职业技术学院陈菁菁老师负责,Chapter 3 和 Chapter 4 由中山大学新华学院叶健恒老师负责,Chapter 5 和 Chapter 6 由广东工程职业技术学院邱志鹏老师负责,Chapter 7 和 Chapter 8 由中山大学新华学院韦沛文老师和叶健恒老师负责。南阳理工学院的周方、吴彬老师,河南工业职业技术学院的赵爽爽老师参与了本教材的组织工作,同时也参与了部分章节的编写工作。中山大学新华学院叶健恒副教授进行了全书统稿和体例编排工作,中山大学新华学院韦沛文教授审阅全稿。

我们深知,本教材的编撰是一种尝试、一场挑战,一定存在各种各样的缺点和不足。欢迎各界专家学者和广大学生提出批评,我们定虚心接受。

编 者

2013 年 5 月

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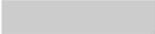
## **Chapter 1**

# **Introduction**



**WULIU YINGYU**

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 *Text 1 Logistics* **Part 1 The definition of logistics**

There are various definitions of different edition for logistics, but in general, the word “logistics” means the term of management of services and goods flow from the origin point and the consumption point to fulfill the customers’ requirement.

Logistics is much more and much wider than mere physical handling of goods. Logistics involves several other functions such as purchasing, plant location, plant layout, etc., and even the disposal of wastes. It covers astonishingly varied professional disciplines. They are:

1. Facility location
2. Planning
3. Forecasting and order management
4. Transportation; the mode and the route
5. Inventory management; all inventories
6. Warehousing
7. Protective packaging
8. Information; maintenance and flow

Logistics management is the mixture for the management of the production and its perfect supply to the market, the effective flow of the products, the storage of the goods, the information for the legal approval for business, etc. The logistician is the professional connected in this logistics management field.

Modern logistics is related to the factors in the economic activities, which may be by no means only these, we should say it from the early time. This implies that management must first understand what those requirements are before a logistics strategy can be developed and implemented to meet them. In practice, logistics refers to the systematic management of the various activities required from the point of production to the customer.

Logistics is the design and administration of systems to control movement and geographical positioning of raw materials, work-in-process, and finished inventories at the lowest total cost. Logistics management has evolved over the last three decades from the narrowly defined distribution management to the integrated management and to the global supply chains.

There has been the “move” of the goods since the beginning of human civilization, when it comes to modern logistics, most professionals in the business consider it one of the most competitive and exciting jobs, invisible as it is. So we should say, “logistics is anything but a newborn baby”. “Logistics is a unique global ‘pipeline’ that operates 24 hours a day, seven days a week and 52 weeks a year, planning and coordinating the transport and delivery of

products and service to customers the world over.”

The Council of Logistics Management has adopted this definition of logistics: Logistics is that part of the supply chain process that plans, implements, and controls the efficient, effective flow and storage of goods, services, and related information from the point of origin to the point of consumption in order to meet customers’ requirement.

As we entered into the 21st century, logistics is continuing to affect and influence the global economy. It is important to understand that the industry is constantly changing, and as soon as we come to understand some of these trends, they are already moving ahead with further developments. In short, logistics will continue to play a critical role in the global economy well into the near future.

## Part 2 The first logistics concept and it’s history

The first logistics concept, initially from the United States, and then by Japan to China. Before World War II, mankind has long been engaged in for thousands of years although the logistics activities and logistics with a certain sense, however, did not form a clear logistics concepts and theories.

Logistics, was first in World War II, centering on the war material supply, the US military to establish a “logistics” theory as the prototype. Then “logistics” refers to the wartime material production, procurement, transportation, rations and other activities as a unified whole arrangement, in order to lower the cost of supply of strategic goods. Later, the “logistics” system transplanted to modern economic life, was gradually evolved into today’s logistics.

In Chinese Logistics terms, logistics means the physical movement of goods from the supplier point to the receiver point. Based on practical need, integrated organically the variety of the basic functional activities including transportation, storage, loading and unloading, handling, package, distribution and information management, etc.

“Logistics” appears in the days of Chu-Han empire, China. The story of “The Three Heroes in the Early Han” is the idiosyncratic and valuable resource to define the term logistics. The logistics of Chang Liang is a sort of military strategy which requires the mastery in classical texts and tactics, and the combination of personal wisdom and environmental resources for providing the commander in chief with successful tactics for making decision and issuing orders to the field commander and soldier so as to attack cities and capture territories in a blow. In the struggle of Chu-Han, while “Hsiao Ho’s protectively and completely transporting foods and supplies by land and by water for avoiding the shortage of civilian and military goods as well as materials in Guanzhong around Xian area” is no doubt the most valuable logistics practice in creating sustained competitive advantage.

The English word “logistics” appears to have been derived from both the Greek word “logistikos” and the French word “logistique”. Logistikos is rooted in the concept of logic and means skilled in calculation. In addition to logistique, it is probably influenced by the French

loger meaning to quarter or lodge soldiers. The term received a written definition in 1905: logistics is a branch of the art of war pertaining to the movement and supply of armies.

“Logistics is to satisfy customer needs for the purpose of the goods, services and related information from origin to consumption land in an efficient, effective flow and storage planning, execution and control of the process.” Chinese translation for the distinction between these two concepts before and after the evolution of the former translated as “traditional logistics”, while the latter is translated as “logistics”. However, when it comes to modern logistics, most professionals in the business consider it one of the most competitive and exciting jobs, invisible as it is.

### Part 3 Logistics of the Gulf War

You will get some idea of what logistics is, from the fact that, in 1991 Gulf War, the US and allies airlifted half a million people and over half a million tons of materials over 12 000 km and moved additional 2.3 million tons of equipment by sea, in a short time frame. That kind of movement is more than physical handling. That is logistics.

The Persian Gulf War probably contributed to increased recognition because of the frequent mention by news commentators of the logistical challenges associated with the so-called 7 000-mile “supply pipeline” to support the war effort in the Persian Gulf countries. When operational plans are executed, logistics activities must provide support where, when, how, for whom, and in sufficient quantities. In the Gulf War, logistics forces transported almost everything required to fight and sustain. As a precursor to 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. The Gulf War was won by logistics and maneuverability, not brute force. Military logistics emphasize quick response and the flexibility to adapt to changing situations. Many businesses work in an environment where quick response and flexibility are important for commercial success.

Logistics was originally a military term, because it is a key factor in the success or failure of many wars. In fact, many military experts would say that logistics is the key to winning a war. Historically, logistics has been a leading factor in the success or failure of many military conflicts. Transportation gave countries ability to project power domestically, regionally and globally. It strengthened the economy by promoting trade that further improved the military powers.

### Part 4 The functions of logistics

“Logistics is the science and art of the design, superiority and management of networks for the time-related positioning of resource.” The modern definition of logistics reflects the broad scope of functions involved and the institute of logistics and transport’s definitions. There are three major functions of logistics as follows.

(1) Creating time value: The same goods can be valued differently at different times.

Goods often store during the transfer process, which is professionally called the storage of logistics. It creates the time value for goods.

(2) Creating location value: The same goods can be valued differently at different locations. The value added during the transfer process is the location value of logistics.

(3) Distribution processing value: Sometimes logistics create distribution processing value, which changes the length, thickness and packages of the goods. Like popular saying, “cutting into smaller parts” is the most commonly seen distribution processing within logistics create added value for goods.

In recent decades, logistics has become an important part of business success. It is important to recognize, though, that logistics is done by public and private sector organizations, and the ideas are still basically the same. The logistics of business is big and important.

## Comprehension Exercises

### I. Comprehension of the text.

1. Logistics \_\_\_\_\_.
  - A. is not the science and art of the design
  - B. management is only the management of the production
  - C. is much more and much wider than mere physical handling of goods
  - D. is the first logistics concept, initially from Japan, and then by US to China
2. Which of the following is NOT true according to the passage? \_\_\_\_\_.
  - A. Part 4 is mainly used to illustrate the functions of logistics
  - B. According to the text, there are five major functions of logistics
  - C. Logistics was originally a military term, because it is a key factor in the success or failure of many wars
  - D. The logistics of business is big and important
3. All of the following are mentioned or implied in the passage EXCEPT \_\_\_\_\_.
  - A. as we entered into the 21st century, logistics is continuing to affect and influence the global economy
  - B. the English word logistics appears to have been derived from both the Greek word *logistikos* and the French word *logistique*
  - C. the Gulf War was won by logistics and maneuverability, not brute force
  - D. logistics will not continue to play a critical role in the global economy well into the near future
4. Which of the following answer is false? \_\_\_\_\_.
  - A. Creating time value, the same goods can be valued differently at different times
  - B. Creating location value, the same goods can be valued differently at different locations
  - C. Distribution processing value, sometimes logistics create distribution processing value

D. Cutting into bigger parts is not the most commonly seen distribution processing within logistics create added value for goods

5. What can you learn from Part 1? \_\_\_\_\_.

A. There are various definitions of different edition for logistics

B. Compared with logistics, ships, trucks and trains are out of fashion

C. Logistics involves several other functions such as purchasing, plant location, plant layout, etc

D. Both A and C

## II. Fill in the blanks with the following words.

|         |         |         |          |            |
|---------|---------|---------|----------|------------|
| mixture | adopt   | mean    | written  | value      |
| science | involve | concept | economic | definition |

1. There are various \_\_\_\_\_ of different edition for logistics.

2. Logistics management is the \_\_\_\_\_ for the management of the production.

3. Modern logistics is related to the factors in the \_\_\_\_\_ activities.

4. The Council of Logistics Management has \_\_\_\_\_ this definition of logistics.

5. Logistikos is rooted in the \_\_\_\_\_ of logic.

6. In Chinese Logistics terms, logistics \_\_\_\_\_ the physical movement of goods from the supplier point to the receiver point.

7. The term received a \_\_\_\_\_ definition in 1905.

8. The modern definition of logistics reflects the broad scope of functions \_\_\_\_\_ and the Institute of Logistics and Transport's definitions.

9. Logistics is the \_\_\_\_\_ and art of the design, superiority and management of networks for the time-related positioning of resource.

10. Cutting into smaller part is the most commonly seen distribution processing within logistics create added \_\_\_\_\_ for goods.

## III. Fill in the blanks with the correct prepositions according to the text.

There are various definitions of different edition \_\_\_\_\_ logistics, but \_\_\_\_\_ general, the word "logistics" means \_\_\_\_\_ term of management of services and goods flow \_\_\_\_\_ the origin point and the consumption point \_\_\_\_\_ fulfill the customers' requirement. Logistics is much more and much wider than mere physical handling \_\_\_\_\_ goods. Logistics involves several other functions such as purchasing, plant location, plant layout, etc., and even the disposal \_\_\_\_\_ wastes. It covers astonishingly varied professional disciplines.

\_\_\_\_\_ recent decades, logistics has become an important part of business success. It is important \_\_\_\_\_ recognize, though, that logistics is done \_\_\_\_\_ public and private sector organizations, and the ideas are still basically the same. The logistics of business is big and important.

#### IV. Translate the following paragraphs into Chinese.

Logistics management has evolved over the last three decades from the narrowly defined distribution management to the integrated management and to the global supply chains. The mission of logistics management is to plan and coordinate all activities to achieve desired levels of delivered service and quality at the lowest possible cost. In order to succeed in today's global marketplace, companies must be ever cognizant of these trends and develop a logistics management strategy that capitalizes on the best-of-breed technology solution available today, so that they can meet the demands of their customers today and be well prepared for the future.

### Text 2 *The "L" in Logistics Stands for Location*

Always in my humble opinion, the "l" in logistics stands for location.

Many of the uninitiated think that to do logistics all you need is a warehouse, some inventory as well as the right people, equipment and systems to handle it. Modern logistics actually may also include packaging, transportation, strategic planning, material handling, forecasting and customer service. So what are some of the many factors that are important to take into account when choosing a location for your logistics operation?

First, you need to know all of the sources and destinations for the materials you will be handling, along with transportation modes, costs and service level requirements/lead times for all players. This information is utilized to create a logistics location strategy and a number of stocking locations model for the business.

However, once you've determined the correct strategic geographic and number of locations there're still many factors which must be taken into account in ultimate site/location selection.

The first is the availability of a workforce for your warehouse/distribution center.

You can build the greatest warehouse ever, but if you don't have a half decent pool of quality people to draw from, the operation will always be hamstrung by this deficiency. So in your location search, it's important to ensure a local workforce in the immediate area or that there's a reliable public transit service within commuting distance to communities with appropriate potential team members.

Please don't discount this one and just assume if you build it they will come. In fact I've even seen sites having to be relocated from one location to another simply for this reason, which was a very costly mistake and could potentially be your last if you're the person who made the incorrect initial site selection.

As well, when examining the people aspect of setting up a cost effective operation, you'll often find significant variances in what the average wage rate is from area to area which should also

be taken into account as part of your planning process.

Secondly, your site needs to be either on, or very close to a major highway from a transportation perspective, otherwise you could incur significant extra transport costs to get your shipments both inbound and outbound if you're too far off the beaten path. Again while we're talking transportation, many shippers working nationally or internationally will have a lot of intermodal freight, so proximity to intermodal terminals and/or ports also need to form part of the decision process.

Another important aspect of site location selection is the potential need for later site expansion. Is there land adjacent that you can put in a "right of first refusal" position to ensure space is available should it be needed later?

Also, what are the building and land tax rates in the area you're contemplating location of your building? Even in the same metropolitan area I've run across some municipalities with extremely punitive rates which can negatively impact the overall cost of your operations.

These days, you can often find areas wishing to attract operations with tax holidays or significant rate reductions. Just make sure all the other needed elements described in this article are there before signing on the dotted line or the tax "bargain" you just got might cost you a lot more than you planned in other areas.

Last but not least, once you've finally settled on a specific area for your operation is the selection of which site in that area. There are many factors at the site level which need to be analyzed and addressed otherwise you could again experience very large "surprise" costs.

## Comprehension Exercises

### I . Comprehension of the text.

1. According to the text, which one is NOT included in modern logistics? \_\_\_\_\_.  
A. Warehouse      B. Inventory      C. Equipment      D. Packaging
2. In the author's opinion, the first thing to think about in choosing a location is \_\_\_\_\_.  
A. material handling process      B. strategic planning  
C. transportation modes      D. costs and service levels required
3. It can be learned from the passage that some sites have to be relocated from one place to another mainly because \_\_\_\_\_.  
A. they are far from a major road      B. there is no space for later expansion  
C. workforce is not available      D. there is no reliable public transport
4. Many of the uninitiated think that to do logistics you need to consider all of the following EXCEPT \_\_\_\_\_.  
A. warehouse      B. the right people  
C. systems and equipment      D. climatic conditions
5. We can learn from the passage that \_\_\_\_\_.

- A. the potential need for later site expansion an area is a site for logistics operation
- B. even in the same area, building and land tax rates may vary
- C. choosing the right location is the most important factor in logistics operation
- D. the author himself has once made an incorrect initiate site selection

## II. Fill in the blanks with the following words.

|           |             |         |         |        |
|-----------|-------------|---------|---------|--------|
| discount  | selection   | utilize | iceberg | adds   |
| obstacles | challenging | attract | find    | create |

1. This information is utilized to \_\_\_\_\_ a logistics location strategy and number of stocking locations model for the business.
2. Please don't \_\_\_\_\_ this one and just assume if you build it they will come.
3. These days, you can often \_\_\_\_\_ areas wishing to attract operations with tax holidays or significant rate reductions.
4. Once you've finally settled on a specific area for your operation is the \_\_\_\_\_ of which site in that area.
5. You can often find areas wishing to \_\_\_\_\_ operations with tax holidays or significant rate reductions.
6. This information is \_\_\_\_\_ to create a logistics location strategy and a number of stocking locations model for the business.
7. Modern logistics is one of the most \_\_\_\_\_ and exciting jobs in the world.
8. Many experts hold the opinion that logistics is a \_\_\_\_\_, only the top of which is seen, what is unseen is much bigger.
9. Logistics \_\_\_\_\_ value to the supply chain process when inventory is strategically positioned to achieve sales.
10. The major \_\_\_\_\_ in maritime logistics are not the shipping capacity, but rather the infrastructure capacity.

## III. Fill in the blanks with the correct prepositions according to the text.

\_\_\_\_\_ my always humble opinion, the "I" \_\_\_\_\_ logistics stands \_\_\_\_\_ location.

Many of the uninitiated think that \_\_\_\_\_ do logistics all you need is a warehouse, some inventory as well as \_\_\_\_\_ right people, equipment and systems to handle it. Modern logistics actually may also include packaging, transportation, strategic planning, material handling, forecasting and customer service. So what are some \_\_\_\_\_ the many factors that are important to take into account when choosing a location \_\_\_\_\_ your logistics operation? First \_\_\_\_\_ you need to know all of the sources and destinations for the materials you will be handling, along with transportation modes, costs and service level requirements/lead times \_\_\_\_\_ all players. This information is utilized \_\_\_\_\_ create a logistics location strategy and a number of stocking locations model \_\_\_\_\_ the business.