

21世纪全国高职高专物流管理系列实用规划教材

# 物流专业英语

主 编 仲 颖 尹 新  
副主编 丛 倩 余 霞



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logistics



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## 内 容 简 介

本书是“21 世纪全国高职高专物流管理系列实用规划教材”之一,共 12 个单元,内容涉及物流基础知识、供应链管理、库存管理、配送管理、运输、包装、绿色物流、物流单证等方面。本书每个单元均由导入案例、课文、阅读材料和参考译文组成,并设置适当的习题供学生练习巩固知识。本书取材丰富,表述形式活泼,既有理论方面的内容介绍,又有具体的实践指导。

本书可作为高职高专物流管理专业及相关专业的公共必修课教材,也可作为物流从业人员的参考读物和培训资料。

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# 前 言

物流业虽然在我国起步较晚，但发展迅速，并且顺应了经济全球化和生产信息化的大趋势。这样一来，相应的物流学科的有关内容也处于不断的发展与完善之中。这本《物流专业英语》也是为了顺应高职院校全面化的物流人才培养编写而成的。

本书在选材上力求紧贴物流学科的发展趋势，反映现代物流的最新概念、技术与发展。全书由 12 个单元组成，内容涉及物流基础知识、供应链管理、库存管理、配送管理、运输、包装、绿色物流、物流单证等方面。本书每个单元均包括案例导入、正文、单词和词组注释、难点分析、练习题和补充阅读材料；每个单元均设有供学生讨论的话题或例子，以激发学生主动参与的兴趣并提高英文表达能力。

本书编写具有以下特点：

(1) 可读性。本书选材均为近两年来国内外物流领域的最新信息资料，语言原汁原味，非常适合高职学生阅读。

(2) 趣味性。本书每个单元讲述之前，都设计了一个能激发读者兴趣的导入话题或案例，有的单元是以游戏的形式开始的，令人耳目一新。

(3) 实用性。本书通过物流企业案例、通用国际惯例、实用物流术语注释等，来提高学生的专业知识水平和英语运用能力，并且每单元后附有适当的习题供其巩固和提高。

本书由仲颖、尹新担任主编，丛倩、余霞担任副主编。具体编写分工是：仲颖编写 Chapter 1 和 Chapter 9，丛倩编写 Chapter 2 和 Chapter 3，钟茂林编写 Chapter 4 和 Chapter 5，王慧编写 Chapter 6，余霞编写 Chapter 7，陈乃源编写 Chapter 8，徐凤编写 Chapter 10，高晓英编写 Chapter 11，尹新编写 Chapter 12。全书由仲颖统稿，由王慧主审。

由于编者水平有限，再加上编写时间仓促，书中的疏漏和不妥之处在所难免，恳请广大读者批评指正。

编 者  
2010 年 10 月



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# Chapter 1 Logistics Management



## *Case Study Wal-Mart Wins with Logistics*

Kmart and Wal-Mart were two retail merchandise chains that, a few years ago, looked alike, sold the same products, sought the same customers, and even had similar name. When the race began, people were quite familiar with the “big red K”, whose stores dotted metropolitan areas, but few had heard of Wal-Mart, whose stores were in rural settings. Considering the similarity of the stores and their mission, analysts attribute the fates of the two chains primarily to differing management philosophies.

In 1987, Kmart was far ahead, with twice as many stores and sales of \$26 billion, compared to \$16 billion for Wal-Mart. With its urban presence and a focus on advertising, Kmart had more visibility. In contrast, Wal-Mart began in stand-alone stores outside small towns, luring customers away from the stores in aging downtowns.

Kmart executives focused on marketing and merchandising, even using Hollywood star Jaclyn Smith to promote her clothing line. By contrast, Sam Walton, Wal-Mart’s founder, was obsessed with operations. He invested millions of dollars in a company-wide computer system linking cash registers to headquarters, enabling him to quickly restock goods. He also invested heavily in trucks and modern distribution centers. Besides enhancing his control of the supply chain, these moves sharply reduced costs. While Kmart tried to improve its image and cultivate store loyalty, Wal-Mart kept lowering costs, betting that price would prove more important than any other factor in attracting customers. Wal-Mart’s incredibly sophisticated distribution, inventory, and scanner systems meant that customers almost never encountered depleted shelves or price-check delays.

Meanwhile, Kmart’s mounted, as distribution horror stories abounded. Employees lacked the training and skill to plan and control inventory properly, and Kmart’s cash registers often did not have up-to-date information and would scan items and enter incorrect prices. This led to a lawsuit in California, and Kmart settled for \$985,000 for overcharging its customers.

Over the year, it has been Wal-Mart’s focus on logistical matters that enables it to keep its prices low and its customer happy and returning often. Today, Wal-Mart is nearly six times the size of Kmart.

Kmart continued its focus on ad circulars and promotional pricing into the 21st century, whereas Wal-Mart continued to focus more on supply chain efficiencies and less on advertising with the result that selling, administrative, and overhead costs were 17.3 percent for Wal-Mart and Kmart’s were 22.7 percent. Wal-Mart was able to achieve prices that average 3.8 percent below

Kmart's and even 3.2 percent below Target's. In 2002, Kmart went into bankruptcy and reorganization.

### Discussion:

Logistics management is a fundamental concept that has evolved to enable organizations to improve their efficiency and effectiveness in the twenty-first century. We start our study of logistics management by discussing the meaning of logistics management and the important management activities in the logistics functions. Then we discuss the components of logistic system.

## Text A The Definition of Logistics

After completing a commercial transaction, logistics will execute the transfer of goods from the supplier (seller) to the customer (buyer) in the most cost-effective manner.[1] This is the definition of logistics management. During the transfer process, hardware such as logistics facilities and equipment (logistics carriers) is needed, as well as information control and standardization. In addition, supports from the government and logistics association should be in place.

Logistics is a unique global "pipeline" [2] 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 all over the world. Coming into being with the advent of civilization, logistics is anything but a newborn baby.[3] However, when it comes to modern logistics, most professionals in the business consider it one of the most challenging and exciting jobs, invisible as it is.[4]

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

"Logistics is that part of the supply chain process that plans, implements and controls the efficient, effective flow and storage of goods, service and related information from the point of origin to the point of consumption to meet customers' requirements." Although this definition fails to incorporate all specific terms used in the study of logistics, it does reflect the need for total movement management from point of material procurement to location of finished product distribution.

### Words and Expressions

commercial [kə'mə:ʃəl]

adj. 商业的, 贸易的

transaction [træn'zækʃən]

n. 办理, 处理; 会报, 学报; 交易, 事务, 处理事务

supplier [sə'plaɪə]

n. 供应者, 补充者, 厂商, 供给者

customer ['kʌstəmə]

n. 消费者

definition [ˌdefɪ'nɪʃən]

n. 定义, 解说; 精确度, (轮廓影像等的)清晰度

hardware ['hɑ:dwɛə]

n. 五金器具, (电脑的)硬件, (电子仪器的)部件

equipment [i'kwɪpmənt]

n. 装备, 设备, 器材, 装置; 铁道车辆



unique [ju:'ni:k]	<i>adj.</i> 唯一的, 独特的
global ['gləubəl]	<i>adj.</i> 球形的; 全球的, 全世界的
pipeline ['paip.lain]	<i>n.</i> 管道, 传递途径
coordinate [kəu'ɔ:dinit]	<i>n.</i> 同等, 同等物, 坐标(用复数)
	<i>adj.</i> 同等的, 并列的
	<i>vt.</i> 调整, 整理
transport [træns'pɔ:t]	<i>n.</i> 传送器, 运输, 运输机; 激动, 流放犯; 狂喜
	<i>vt.</i> 传送, 运输; 流放, 放逐
delivery [di'livəri]	<i>n.</i> 递送, 交付; 分娩; 交货; [律]正式移交, 发送
come into being	[词组] 形成, 产生
newborn [nju:'bɔ:n]	<i>adj.</i> 新生的, 初生的
	<i>n.</i> 婴儿
professional [prə'feʃən]	<i>n.</i> 自由职业者, 专业人员, 职业运动员, 职业艺人 (professionals 为其复数形式)
	<i>adj.</i> 专业的, 职业的
challenging ['tʃælindʒɪŋ]	<i>adj.</i> 引起挑战性兴趣的, 挑逗的
invisible [ɪn'vɪsəbəl]	<i>adj.</i> 看不见的, 无形的
effective [ɪ'fektɪv]	<i>adj.</i> 有效的, 被实施的, 给人深刻印象的
efficient [ɪ'fɪʃənt]	<i>adj.</i> (直接)生效的, 有效率的; 能干的
vital ['vaɪtəl]	<i>adj.</i> 生死攸关的, 重大的, 生命的
client ['klaɪənt]	<i>n.</i> [计]顾客, 客户, 委托人
package ['pækɪdʒ]	<i>n.</i> 包裹, 包
	<i>vt.</i> 把……打包, 包装
warehouse ['weəhaʊs]	<i>n.</i> 仓库, 货栈, 大商店
	<i>vt.</i> 储入仓库, [俚][经]以他人名义购进(股票)
inventory ['ɪnvəntri]	<i>n.</i> 存货, 库存
forecast ['fɔ:kɑ:st]	<i>vt.</i> 预测

## Notes to Text A

[1] After completing a commercial transaction, logistics will execute the transfer of goods from the supplier (seller) to the customer (buyer) in the most cost-effective manner.

译为: 完成商贸交易之后, 物流以最大的成本效益, 将货物从供应商(卖家)转移到客户(买家)。

[2] Logistics is a unique global “pipeline”...

译为: 物流是一个独特的全球性的“通道”……

在修辞学中有一种修辞手法是比喻, 用于比较两种事物或人的相同点。比喻分为两类:

明喻和暗喻。明喻称被比喻的物体“像某个事物”, 用 like 表示; 暗喻称某个事物“是另一个事物”。



例如:

(1) 明喻: Steve Morris looks like a wonder boy.

(2) 暗喻: Steve Morris is a wonder.

[3] Coming into being with the advent of civilization, logistics is anything but a new-born baby.

译为: 文明伊始, 物流就已经存在, 因而不是新鲜事。

[4] When it comes to modern logistics, most professionals in the business consider it one of the most challenging and exciting jobs, invisible as it is.

译为: 说到现代物流, 几乎所有商业界专业人士认为, 现代物流尽管看不见摸不着, 却是最富有挑战性和最刺激的工作之一。

invisible as it is 是一个倒装句, 表示“尽管……”, “as”前面可加动词或形容词。

例如:

(1) Child as he is, he makes a living on his own. 尽管他还是小孩, 但已经自己谋生了。

(2) Difficult as it is, we still encourage each other. 尽管很困难, 我们仍然互相鼓励。

## Exercises

### Fill in the blanks with proper words and expressions.

1. Logistics is a unique global “\_\_\_\_\_” that operates 24 hours a day, seven days a week and 52 weeks a year.

2. Coming into being with the advent of civilization, logistics is anything but a \_\_\_\_\_ baby.

3. Logistics is that part of \_\_\_\_\_ process that plans, implements and controls the efficient, effective flow and storage of goods, service and related information from the point of origin to the point of consumption to meet customers' requirements.

### True or false.

1. When it comes to modern logistics, most professionals in the business consider it one of the worst jobs. ( )

2. Modern logistics is related to the effective and efficient flow of materials and information. ( )

3. Modern logistics may include only: packaging, warehousing, material handling, inventory, transport, forecasting, strategic planning, and customer service. ( )

### Translate Chinese into English.

1. 物流是供应链过程的一部分。

2. 文明伊始, 物流就已经存在, 因而不是新鲜事。

3. 几乎所有商业界专业人士认为现代物流是一个无形的、最有挑战性和令人兴奋的工作。

4. 现代物流关系货物流和信息流的有效性和高效率。

5. 对于经济社会中各个消费者和中间商来说, 货物流和信息流是非常重要的。



## Text B The Characters of Modern Logistics

The characters of modern logistics are huge quantity, quick response and globalization. [1] In order to meet the needs, information technology has become the brain to control. [2]

Three major functions of logistics:

(1) Creating time value: same goods can be valued different at different times. Goods often stop during the transfer process, which is professionally called the storage of logistics. It creates the time value for goods.

(2) Creating location value: 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.

Logistics is a new commercial area, developing from the traditional stage to a modern one. The main differences between these two stages include:

(1) Modern logistics adopts containerization techniques. The goods transfer process starts with packaging, followed by transportation, storage and distribution. The whole process is operated under logistics standards. [3] Based on the logistics base module of 600mm×400mm, from the logistics module of 1,200mm×1,000mm, and enlarge to the size of 2,591 mm×2,438mm—the size of height×width of the container, it can be adjusted to the standard sizes of containers for trains, trucks and ships. [4]

(2) Information technologies are most important for modern logistics. Bar Code, POS, EDI and GPS systems dramatically improve the efficiency and accuracy of the logistics activities. [5] Internet further assists the market development, operation and management of the logistics industry.

### Words and Expressions

response [ris'pɒns]

n. 回答; 响应, 反应

globalization [ˌɡləʊbəlaɪ'zeɪʃən]

n. 全球化, 全球性

information [ˌɪnfə'meɪʃən]

n. 通知, 报告; 消息; 情报

brain [breɪn]

n. 脑, 头脑

distribution processing

[词组] 流通加工

containerization [kənˌteɪnəraɪ'zeɪʃən]

n. 集装箱化

transportation [ˌtræns'pɔː'teɪʃən]

n. 运输, 运送

Bar Code

[词组] 条形码

POS(Point of Sells)

n. [专][计]电子收款机系统

EDI(Electronic Data Interchange)

n. [专] 电子数据交换; 无纸贸易

GPS(Global Position System)

n. [专]全球定位系统



dramatically [drə'mætɪkəli]

accuracy ['ækjʊərəsi]

adv. 戏剧性地; 引人注目地, 显著地

n. 精确(性), 精确(程度), 准确(性)

## Notes to text B

[1] The characters of modern logistics are huge quantity, quick response and globalization.

译为: 现代物流的特征为超大规模化、快速反应和全球化。

[2] In order to meet the needs, information technology has become the brain to control.

译为: 为了适应这种需求, 信息技术已成为现代物流管理的核心大脑。

[3] Modern logistics adopts containerization techniques. The goods transfer process starts with packaging, followed by transportation, storage and distribution. The whole process is operated under logistics standards.

译为: 现代物流采用了集装箱技术。商品物流往往从包装开始, 而后经历运输、储存和配送等过程。整个过程始终在物流标准化的前提下运行。

[4] Based on the logistics base module of 600 mm×400mm, from the logistics module of 1,200 mm×1,000mm, and enlarge to the size of 2,591mm×2,438mm-the size of height × width of the container, it can be adjusted to the standard sizes of containers for trains, trucks and ships.

译为: 以物流基础模数尺寸 600mm×400mm 为基础, 制定出物流模数尺寸 1 200mm×1 000mm, 并将其放大至 2 591mm×2 438mm, 即形成集装箱的高度与宽度标准尺寸, 并能调整成适合铁运、汽运和船运的集装箱标准规格尺寸。

[5] Bar Code, POS, EDI and GPS systems dramatically improve the efficiency and accuracy of the logistics activities.

译为: 条形码、电子收款机系统、电子数据交换系统、全球定位系统的使用, 极大地提高了物流活动的效率和精确程度。

## Exercises

### Complete the sentences.

- Logistics is referred to the ( ) flow, but not including the flow of the people.  
A. article  
B. merchants  
C. material  
D. thing
- The package for protecting goods is ( ).  
A. sales package  
B. consumption package  
C. outside package  
D. transport package
- Automated warehouse must be managed by ( ).  
A. computer  
B. computed  
C. information system  
D. Internet
- ( ) can create added value.  
A. Distribution processing  
B. Manufacture



- ### D. Selling

7





National Economic and Trade Committee, and one of the logistics leading companies awarded by Guangdong Province Government. China Logistics and Purchasing Association also names it as “China Logistics Role Model”. It is the first corporation to have this honor. PGL is the most valuable third party logistics service provider in China according to Mckinsey and Morgan Stanley’s analysis.

Recently, PGL is to build up about 10 distribution centers equipped with high efficient and advanced facilities and equipment, such as RF, dock leveler, racking and WMS systems etc..[2] The size of these distribution centers will be varied from 150,000 to 700,000 square meters. With completion of new DC’s, PCL will have an effective and responsive distribution network across China to support, but not limited to the following:

- (1) warehousing and inventory management;
- (2) dispatching and transportation management;
- (3) distribution in cities;
- (4) order management;
- (5) cross Docking;
- (6) value added service such as labeling, cutting, repackaging etc.;
- (7) product shows;
- (8) financial Transitions;
- (9) information providing and sharing;
- (10) customs Clearance and inspections related to import and export;
- (11) logistics research and development, training centers.

All in all, PCL will provide integrated total supply chain solutions to their customers both at home and abroad for them to grow their business.

#### **Discussion:**

1. Discuss the functions of the logistics.
2. Give some examples to illustrate the importance of a firm’s logistical activities.

## **参考译文**

### **单元一 物流管理**

#### **导入案例 沃尔玛赢在物流**

凯马特(Kmart)和沃尔玛(Wal-Mart)曾是两大零售商业连锁店。几年前, 两家很相似。它们都销售同样的产品, 寻找同样的客户, 甚至有着相近的名字。在竞争刚开始时, 人们对大红色的 K 字(凯马特的标志)耳熟能详, 他们的商店大多设在城市, 但是知道远在边远郊区的沃尔玛的人却寥寥无几。在综合考虑两家在店铺和职责的相似性后, 分析家们将他们不同的命运主要归结于他们不同的管理理念。



在 1987 年,凯马特遥遥领先于沃尔玛,店面数是沃尔玛的两倍,销售额为 260 亿,沃尔玛却仅为 160 亿。凯马特凭着他的都市形象与广告吸引着大众的视线。与此相反的是,沃尔玛在小镇之外设立独资商店,主要吸引那些成熟商务区以外的客户。

凯马特的管理者们侧重于市场营销与广告推销,甚至启用了好莱坞明星杰奎琳·史密斯来推销她的系列成衣。相反,沃尔玛的创始人(山姆·沃尔玛)却侧重于经营,他投入上百万美金,在公司计算机系统以及收银台和总部之间联网,使他能快速存补货。他同时大力投资于卡车和配送中心,这些措施除了增强他对供应链控制之外,也极大地降低了成本。当凯马特努力提高形象及培养客户忠诚度时,沃尔玛却在持续降低成本,它们认为在吸引客户方面,价格才是最重要的因素。沃尔玛极其复杂的配送、存货和扫描系统意味着客户们几乎不会遇到类似商品缺货以及价格查验延迟之类的问题。

同时,凯马特的潜在配送事故产生了。因为雇员缺少培训和相应的技能来恰当地计划和控制库存,收银台信息常常不能被及时更新,扫描后输入不正确的价格。这导致了一场发生在加州的客户诉讼案,因为向客户超额结算,凯马特被判赔了 985 000 美元。

多年来,正是因为沃尔玛致力于物流管理才使得他的产品价格低,客户满意,回头客增多。今天,沃尔玛已经几乎是凯马特的 6 倍规模。

直到 21 世纪,凯马特继续致力于循环广告和促销价格,而沃尔玛也继续侧重供应链,少量关注广告,结果是沃尔玛的销售、行政、管理费用只占成本的 17.3%,而凯马特则达到 22.7%。沃尔玛可以平均比凯马特的价格低 3.8%,并比预定目标成本低 3.2%。2002 年,凯马特进入破产和重组阶段。

### Text A 物流的定义

物流是指在完成商贸交易之后,以最大的成本效益,将货物从供应商(卖家)转移到客户(买家)。这就是物流的定义。在物流过程中,硬件设施如物流装置和设备(载重卡车)是必需的,信息控制和标准化也同样不可缺少。此外,政府和物流协会对物流公司的支持必须到位。

物流是一个独特的全球性的“通道”,它一年 52 周,一星期 7 天,每天 24 小时运作,它计划、调整产品和服务运输并交付到全世界的客户手中。文明社会伊始,物流就已经存在,因而不是新鲜事。然而说到现代物流,几乎所有商业界专业人士认为,尽管看不见、摸不着,物流却是最有挑战性和刺激性的工作之一。

现代物流关系到货物流和信息流的有效性和高效率。对于经济社会各个中间商和消费者来说,货物流和信息流是非常重要的,它包括但绝非局限于:包装、仓储、转移、存储、运输、预测、战略规划和客户服务几个方面。

“物流是供应链过程的一部分,它计划、实施和控制着高效的货物流动和储存、服务以及从原始点到消费终点的相关信息,以高效率、有效地满足客户的要求。”虽然以上定义与物流研究中所有的专业术语都不相符,但它反映了从物资采购点到成品分销地的整个货物流向管理需要。

### Text B 现代物流的特征

现代物流具有超大规模化、快速反应和全球化等特征。为了适应这种需求,信息技术成为现代物流管理的核心大脑。



物流具有三大主要功能:

(1) 创造时间价值。同样的货物在不同的时间价值不同。货物在流通过程中,往往会停留下来,这种停留专业上称为库存。库存能创造货物的时间价值。

(2) 创造场所价值。同种商品因所处位置的不同而有着不同的价值。这种因商品流转过程中而产生的附加增值称为物流的场所价值。

(3) 配送加工价值。有时,物流活动也能创造配送加工价值,这种物流加工主要改变商品的长度、厚度和包装形态。物流中经常提到的“分割成更小的部分”就是配送加工中最为常见的形式,大多数物流加工都能创造商品的附加价值。

物流作为新兴的商务领域,经历了从传统物流向现代物流发展的阶段。这两个阶段的不同主要体现在以下两个方面:

(1) 现代物流采用了集装技术。商品物流往往从包装开始,而后经历运输、储存和配送等过程。整个过程始终在物流标准化的前提下运行。以物流基础模数尺寸 600 毫米×400 毫米为基础,制定出物流模数尺寸 1 200 毫米×1 000 毫米,并将其放大至 2 591 毫米×2 438 毫米,即形成集装箱的高度与宽度标准尺寸,并能调整成适合铁运、汽运和船运的集装箱标准规格尺寸。

(2) 信息技术在现代物流中尤其重要。条形码、电子收款机系统、电子数据交换系统、全球卫星定位系统的使用,极大地提高了物流活动的效率和精确程度。而互联网更加有助于物流管理的市场开发、运营和管理。

### 阅读材料 宝供物流

宝供物流提供物流和供应链的全面解决方案。宝供物流可以为客户提供优化的物流网络设计、物流规划、运作管理以及和供应链相关的物流信息管理。

宝供集团在国内的中心城市设立了 40 多家分公司和办事处,形成了覆盖全国的服务网络,同时还在中国香港、泰国和澳大利亚等地建立办事机构,国际化业务初具规模。1997 年,宝供集团率先建立了基于国际互联网/企业内部网的信息管理系统,为客户提供在线的动态实时物流库存与运输管理信息。

“为客户创造价值”是宝供集团的核心经营理念。它汇集了一批既深谙中国国情又掌握西方管理方法的各类专业人才。宝供集团在日常业务中运用高新技术、高效的信息系统和管理经验,并通过一系列标准和操作程序不断提高物流运作的可靠性和客户满意度,因此备受国内外客户的信赖,被客户认为是中国最好的物流供应商之一,一些客户和他建立了长期战略合作关系。

宝供物流企业集团有限公司被原国家内贸局确定为发展商品物流配送的重点企业之一;被国家经贸委确定为 34 家最具物流业务增长潜能企业之一;被广东省评为流通龙头企业;被中国物流与采购联合会命名为“中国物流示范基地”,成为入选中国物流示范基地的首家第三方物流企业。麦肯锡以及摩根斯坦利对中国物流企业进行普遍调查后认为:宝供集团是中国目前领先的,最有价值的第三方物流企业。

当前,宝供集团又将兴建 10 个拥有无线射频、货架系统、装卸设备和仓储管理系统的高