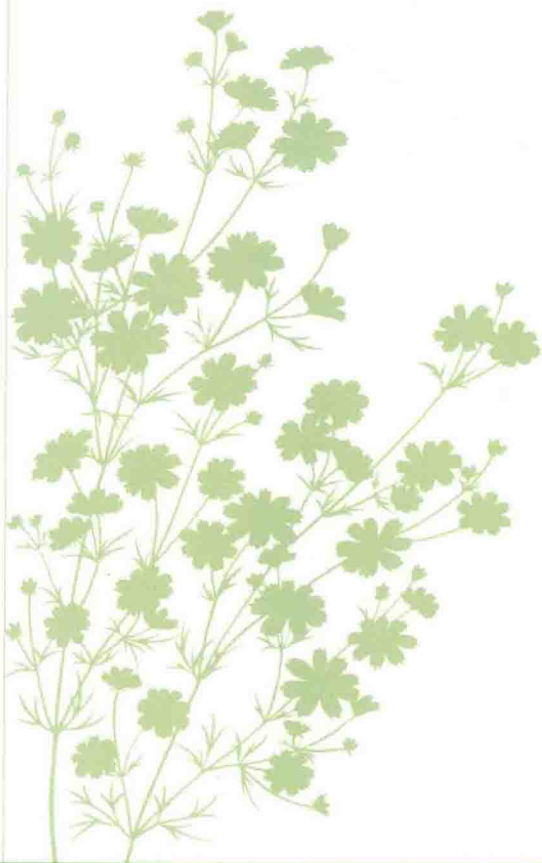


# 物流英语

刘晶璟 熊秀琼 ◎ 主编

刘英 徐斌华 ◎ 副主编



Logistics  
English

- ▶ 单元式教学，包含理论和实训
- ▶ 单词、短语、口语、游戏等不同类型的练习题
- ▶ 情境对话、单据制作等形式多样的技能训练



人民邮电出版社  
POSTS & TELECOM PRESS

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## 内 容 提 要

本书内容涵盖了物流系统中各环节的专业英语知识, 具体包括物流及供应链、运输、配送、库存管理、物料搬运、包装、客户服务、物流信息技术、国际采购、货运代理、物流单据、商务函件等。

全书分为12个单元, 每单元设理论教学和实训部分。理论教学部分根据单元主题编写两篇英文课文, 文章选材新颖、难度适宜, 每篇课文后设有单词表、注释及不同形式的练习题。实训部分特别设计了技能训练和实用短句, 训练形式多样, 采取情境对话、口语交流、场景模拟、单据制作等形式, 还穿插游戏等增加趣味性, 加深学生对物流英语知识和技能的掌握, 锻炼学生的英语实际应用能力, 突出高等职业教育的特点。

本书可作为高职院校物流专业英语教材, 也可作为企事业单位物流英语培训用书或物流从业者的自学材料。

世纪英才高等职业教育课改系列规划教材(经管类)

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随着全球经济一体化和社会经济的快速发展,世界经济与国际贸易的相互依赖与相互影响日趋紧密,国内和国际物流在社会经济生活中扮演着越来越重要的角色。现代物流行业对人才的需求不但需要具备物流方面的专业知识,还要具备一定的外语应用能力。

本书作为高等职业院校物流专业英语教材,内容涵盖了整个物流系统的各个环节,由浅入深地讲述了物流及供应链、运输、配送、库存管理、物料搬运、包装、客户服务、物流信息技术、国际采购、货运代理、物流单据、商务信件等方面的专业英语。全书共设计成 12 个单元,每单元有基础专业术语的学习、实际应用、实际技能训练等。

本书有如下特点。

(1) 由浅入深,循序渐进,围绕物流作业环节逐一展开,注重专业英语的应用。

(2) 各单元均设计有理论教学和实训部分,学与用紧密结合。

每单元理论教学部分有 2 篇英文课文,文章均紧密结合物流实践,选材新颖、难度适宜,每篇课文后有单词表、注释及不同形式的练习题,以巩固学习效果。

实训部分特别设计了技能训练和有用的句子这两个部分,实训形式多样,有情境对话、口语练习、场景模拟、单据制作等,锻炼学生的英语实际应用能力,学生可以在教师的指导下完成。

(3) 穿插使用游戏等形式增加趣味性,活跃课堂气氛,提高学生学习兴趣,使专业英语的学习不枯燥。

(4) 本书特别设计有物流单据填写、沟通交流、邮件写作部分,培养实际应用的能力,突出职业教育特点。

通过学习本书,学生能初步掌握物流行业的专业基础知识的英文表达,能具备一定的物流专业英文的读写、翻译知识和能力,具备一定的就专业问题进行英文沟通和交流等能力,并能在实际工作中较灵活地应对各类英文物流单证、商务信函等,为学生走向社会、提高就业能力奠定基础。

本书由武汉职业技术学院刘晶璟老师、湖北职业技术学院熊秀琼老师共同主编,由武汉职业技术学院刘英老师、湖北职业技术学院徐斌华老师担任副主编,参加编写的还有武汉铁路职业技术学院王爽老师和武汉软件职业学院黄芬老师。其中,刘晶璟老师编写了第 9、11 单元,熊秀琼老师编写了第 7、10、12 单元,刘英老师编写了第 1、2、4、6 单元,王爽老师编写了第 5、8 单元,黄芬老师编写了第 3 单元。各位编者长期从事高职物流专业英语的教学。

为方便教师教学,本书配有详细的教学资源包,包括电子教案、课后习题答案、课内外活动设计方案、全文翻译、多媒体资源等。

书中难免有疏漏和不当之处,敬请读者赐教。

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# Unit One Logistics and Supply Chain

## Part I Components of a Logistics System

### Lead In

Do you know how roast ducks from Beijing appear in American supermarkets? And why people can buy French perfume in China?



### Preview of the text



**Answer the following questions and discuss your answers in class.**

- 1) Do you think logistics is important? Tell us why?
- 2) Tell the class several logistics activities you know. In your opinion, which activities of logistics are the most important?

### Text: Logistics and the Components of a Logistics System

## Introduction

### Birth of Logistics

Logistics is a relatively new word used to describe a very old practice: the supply, movement and maintenance of an armed force both in peacetime and under operational conditions.

The birth of logistics can be traced back to ancient war times of Greek and Roman empires when military officers titled as 'Logistikas' were assigned the duties of providing services related to supply and distribution of



resources.

During the Second World War (1939-1945), logistics evolved greatly. The army logistics of United States and counterparts proved to be more than the German army could handle. The United States military ensured that the services and supplies were provided at the right time and at the right place. This also gave birth to several military logistics techniques which are still in use, although in a more advanced form.

### Logistics in Today's Society

A characteristic of today's society is its dependence on a wide variety of goods and services which are produced by many business organizations. These companies are highly competitive with each other in supplying goods and services. This competition occurs in three areas, in determining customers' wants, in arranging the production of goods to satisfy those wants, and in making those goods available to the customers. The last responsibility is the special objective of industry's newest management function-business logistics.

Logistics is the management of the physical and information flows of products and of all activities related to these flows. The physical flows of products include the movement of raw materials from suppliers (physical supply), the movement of goods in process within the firm, and the movement of finished goods from the firm to consumers (physical distribution). The information flows for products cover reports and documentation relating to goods movement.

## The Definition of Logistics

From the early 19<sup>th</sup> century till now, there are various definitions related to logistics.

- From the point of business, logistics is defined as business-planning framework for management of material, service, information and capital flows. It includes the increasingly complex information, communication and control systems required in today's business environment.
- Logistics is also defined 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 meeting customer requirement (from *Canadian Association of Logistics Management*).
- In our text, we would like to say that logistics is the continuous process of meeting customer needs by ensuring the availability of the

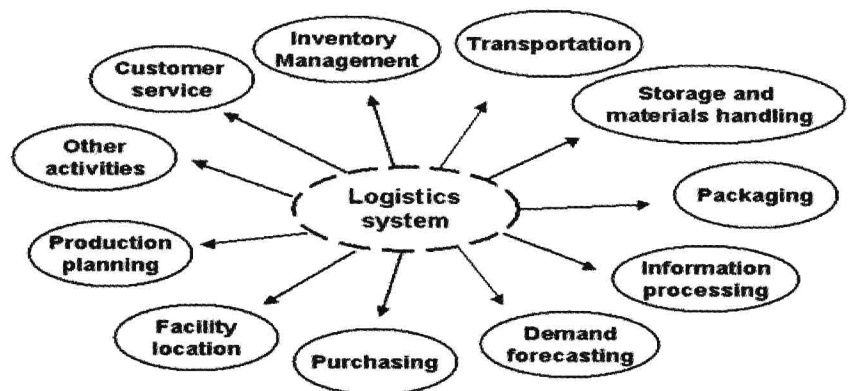
right benefits for the right customer, in the quantity and condition desired by that customer, at the time and place the customer wants them, all for a price the buyer is willing to pay.

Broadly speaking, its mission is to get the right materials to the right place at the right time, while optimizing a given performance measure and satisfying a given set of constraints. That means the six “rights”: ensuring that the right goods, in the right quantities, in the right condition, are delivered to the right place, at the right time, for the right cost.

### What are the Components of Logistics?

The activities related to logistics include: storage, inventory, packaging, materials handling, communication, site selection, transportation and so on.

More specifically, the logistics system consists of the following components (see Figure 1.1): Customer service, Inventory management, Transportation, Storage and materials handling, Packaging, Information processing, Demand forecasting, Production planning, Purchasing, Facility location and other activities.



(Figure 1.1 Components of Logistics System)

**Customer service** is a very important part of any organization's logistics effort. In a broad sense, it is the output of the entire logistics effort; that is, customer service and some resulting level of satisfaction are what the logistics system ultimately provides the buyer. Disappointment at this level can lead to dissatisfaction with the organization as a whole that effectively wastes the entire logistics effort.

**Inventory management** deals with balancing the cost of maintaining additional products on hand against the risk of not having those items when the customer wants them (i.e. the cost of lost sales).

This task has become more complex as firms have gradually lowered inventory levels. The challenge in this situation is to manage the rest of the logistics system to accommodate the lack of inventory so that customer service does not suffer.

The objective of inventory management is to control stock levels for minimizing total operating cost while satisfying customer service requirements. Inventory management is a key issue in logistics systems. Businesses choose to maintain inventories for a variety of reasons, including:

1. Improving service level.
2. Reducing overall logistics costs.
3. Making seasonal items available throughout the year.
4. Overcoming inefficiencies managing the logistics system.

**Transportation** refers to the physical movement of goods from a point of origin to a point of consumption. It can involve raw materials being brought into the production process and/or finished goods being shipped out to the customer. The main modes of transportation used by logistics system management are ship, rail, truck, air, and pipeline.

**Storage and materials handling** are the physical requirements of holding inventory. Storage includes the tasks necessary to manage whatever space is needed; materials handling is concerned with the movement of goods within that space. Thus, the former would consider issues related to warehouse number, size, layout, and design: the latter would focus on the systems needed to move goods into, through, and out of each facility.

Obviously, an organization's inventory policies have a direct impact on their storage and handling needs. Thus, one result of the move to smaller inventories is the requirement for less storage space.

**Packaging** focuses on protecting the product while it is being shipped and stored. And it can also convey important information to the customers.

**Information processing** is what links all areas of the logistics system together. Firms are now linking their internal logistics information systems with those of their vendors and customers. Such an open exchange of information can result in faster order placement, quicker benefit delivery, and greater accountability throughout the logistics process.

**Demand forecasting** involves in forecasting future customer needs. The logistics system ensures the right products and/or services are available to meet customer requirements.

**Production planning** can be included under logistics because manufacturing needs components and raw materials in order to make finished goods that are, in turn, demanded by a customer. Thus, production planning is likely at the center of the entire logistics process.

**Purchasing** deals with the buying of goods and services that keep the organization functioning. Since these inputs can have a direct impact on both the cost and quality of the final product / service offered to the consumer, this activity is vital to the overall success of the logistics effort.

**Facility location** addresses the strategic placement of warehouses, plants, and transportations resources to achieve customer service objectives and minimize cost. Although not necessarily made often, these decisions can have long term and potentially costly implications for the organization.

**Other activities for a specific organization** could include tasks such as after-sales parts and service support, maintenance functions, return goods handling and recycling operations.

### New Words and Expressions

logistics [lə'dʒɪstɪks] <i>n.</i>	物流
component [kəm'pəʊnənt] <i>n.</i>	组成部分
roast [rəʊst] <i>vt. &amp; vi.</i>	烤, 炙
maintenance ['meɪntɪnəns] <i>n.</i>	维持
traced back to	追溯到……
ancient ['eɪnʃənt] <i>adj.</i>	古代的, 古老的
empire ['empaɪə] <i>n.</i>	帝国
military ['mɪlətri] <i>adj.</i>	军事的; 武装部队的
assign [ə'saɪn] <i>vt.</i>	分配, 分派 (工作, 职责)
distribution [ˌdɪstrɪ'bjuːʃn] <i>n.</i>	配送; 分销
evolve [ɪ'vɒlv] <i>vt. &amp; vi.</i>	演变; 进化
counterpart ['kaʊntəpɑ:t] <i>n.</i>	对手
gave birth to	引起, 产生
responsibility [rɪ'spɒnsə'bɪləti] <i>n.</i>	责任
information flow	信息流
raw material	原材料
physical distribution	实物配送
framework ['freɪmwɜ:k] <i>n.</i>	构架, 框架
implement ['ɪmplɪmənt] <i>vt.</i>	贯彻, 实行, 履行 (决定、计划、协议等)
efficient [ɪ'fɪʃnt] <i>adj.</i>	效率高的

effective [i'fektiv] <i>adj.</i>	有效果的
in-process	在（生产）进行中
inventory ['inventəri] <i>n.</i>	库存
availability [ə'veilə'biliti] <i>n.</i>	可利用性、可得性
mission ['mɪʃn] <i>n.</i>	任务，使命
optimize ['ɒptimaɪz] <i>v.</i>	使优化
constraint [kən'streɪnt] <i>n.</i>	约束、限制
storage ['stɔːrɪdʒ] <i>n.</i>	储存
packaging ['pækɪdʒɪŋ] <i>n.</i>	包装
purchase ['pɜːtʃəs] <i>vt.</i>	采购
facility [fə'sɪləti] <i>n.</i>	设施
accommodate [ə'kɒmədeɪt] <i>vt.</i>	容纳
suffer ['sʌfə] <i>vi.</i>	受损害
pipeline ['paɪpleɪn] <i>n.</i>	管道

## Notes

1. From the point of business, logistics is defined as business-planning framework for management of material, service, information and capital flows. It includes the increasingly complex information, communication and control systems required in today's business environment.

从商业的角度来说，物流被定义为用来进行材料、服务、信息和资金流动管理的业务规划框架。它包含当今商业环境中所需要的日益复杂的信息、沟通和控制系统。

2. Logistics is also defined 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 meeting customer requirement.

物流也被定义为：为了满足客户的需要，以最低的成本，通过运输、保管、配送等方式，实现原材料、半成品、成品及相关信息由商品的产地到商品的消费地所进行的计划、实施和管理的全过程。

3. The logistics system consists of the following components: Customer service, Inventory management, Transportation, Storage and materials handling, Packaging, Information processing, Demand forecasting, Production planning, Purchasing, Facility location and other activities.

物流系统包括以下部分：客户服务、库存管理、运输、储存和物料搬运、包装、信息处理、需求预测、生产计划、采购、设施选址和其他活动。

4. Inventory management deals with balancing the cost of maintaining additional products on

hand against the risk of not having those items when the customer wants them. (i.e. the cost of lost sales).

库存管理用来平衡为维持现有多余产品所花的成本和当顾客需要这些多余产品而又没有备存的风险。(也就是销售丢失的成本。)

5. Storage includes the tasks necessary to manage whatever space is needed; materials handling is concerned with the movement of goods within that space.

存储包括管理需要什么样的空间这些必要任务;物料搬运关注的是在这一空间内货物的流动情况。

6. Thus, production planning is likely at the center of the entire logistics process.

因此, 生产计划可以说是在整个物流过程的中心。

7. Other activities for a specific organization could include tasks such as after-sales parts and service support, maintenance functions, return goods handling and recycling operations.

对于一个具体的机构其他活动可能包括的任务有售后零部件和服务支持、维护、退货和回收处理。

## Exercises

### I. Enhance Vocabulary ( match ) .

客户服务

需求预测

订单处理

配送

存货控制

运输

仓库管理

工厂和仓库的选址

物料搬运

采购

包装

物流信息

demand forecast

inventory control

distribution

customer service

transportation

warehouse management

packing

logistics information

order processing

material handling

purchase

factories and warehouses site selection

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

1. Logistics is the continuous process of \_\_\_\_\_ customer needs by ensuring \_\_\_\_\_, in the quantity and condition desired by that customer.

2. The logistics system consists of the following components: Customer service, \_\_\_\_\_, Transportation, Storage and materials handling, \_\_\_\_\_, Information processing, \_\_\_\_\_, Production planning, Purchasing, Facility location and other activities.

3. \_\_\_\_\_ focuses on protecting the product while it is being shipped and stored.

4. \_\_\_\_\_ deals with the buying of goods and services that keep the organization functioning.

5. \_\_\_\_\_ focus on the need for accurate information on future customer needs.

6. \_\_\_\_\_ would consider issues related to warehouse number, size, layout,

and design.

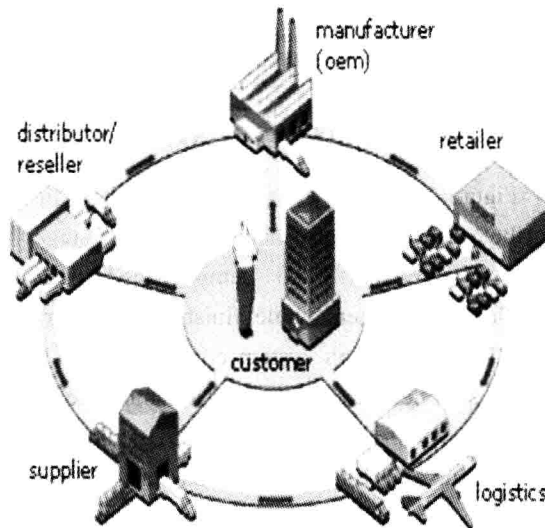
7. Each activity in the logistics cycle must contribute to excellence in \_\_\_\_\_. Logistics management includes several activities that support the \_\_\_\_\_. The logistics cycle emphasizes the \_\_\_\_\_ of the various activities.

8. Without information, the logistics system would not be able to run smoothly. Managers gather information about each activity in the system and \_\_\_\_\_ that information to \_\_\_\_\_ future actions.

## Part II Supply Chain Management

### Lead In

Could you use your own words to describe the supply chain according to the following picture?



### Preview of the text



**Answer the following questions and discuss your answers in class.**

- 1) What is a supply chain?
- 2) What are the differences between logistics and supply chain?

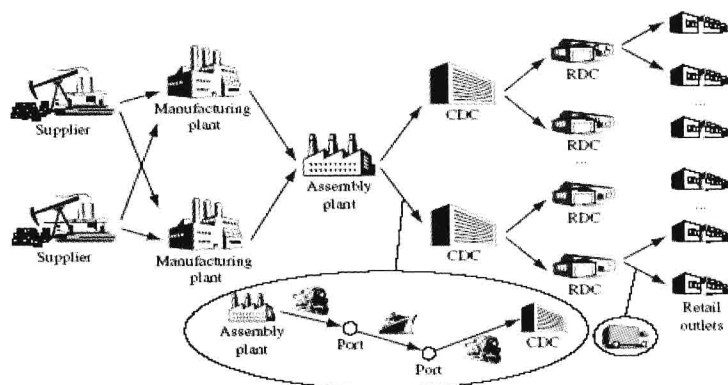
### Text: Supply Chain Management

#### Overview of Supply Chain

If your company makes a product, the parts are purchased from suppliers, and those products are sold to customers, then you have a supply chain. Some supply chains are simple, while others are rather complicated. The complexity of the supply chain will vary with the size of the business and numbers of items that are manufactured.

Supply chain is the network of the involved companies, through upstream and downstream linkages, in the different processes and activities that produce value in the form of products and services in the hands of the ultimate consumer.





(Figure 2.1 A Typical Supply Chain)

Figure 2.1 shows a typical supply chain in which the production and distribution systems are made up of two stages each. In the production system, components and semi-finished parts are produced in two manufacturing centers while finished goods are assembled at a different plant. The distribution system consists of two *central distribution centers* (CDCs) supplied directly by the assembly center, which in turn replenish two *regional distribution centers* (RDCs) each.

Of course, depending on product and demand characteristics it may be more appropriate to design a supply chain without separate manufacturing and assembly centers (or even without an assembly phase), without RDCs or with different kinds of facilities. Each of the transportation links in Figure 2.1 could be a simple transportation line (e.g. a truck line) or of a more complex transportation process involving additional facilities (e.g. ports) and companies (e.g. truck carriers). Similarly, each facility in Figure 2.1 comprises several devices and subsystems.

### Elements of the Supply Chain

\*Suppliers: They are organizations that provide goods and/or services to a purchasing organization ( a manufacturer or a distributor).

\*Manufacturers (producers): They are the companies that make a product. This includes companies that are producers of raw materials and companies that are producers of finished goods.

\*Distributors: They are companies that take inventory in bulk from producers and deliver a bundle of related product lines to customers. Distributors are also known as wholesalers.

\*Retailers: They are companies that stock inventory and sell in small quantities to the general public.

\*Customers: They are any organization that purchases and uses a product. A customer organization may purchase a product in order to incorporate it into another product that they in turn sell to other customers.