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序

进入 21 世纪，物流产业作为我国国民经济中的一个新兴的产业，已成为我国本世纪国民经济新的增长点。从中央到地方政府以及许多市场意识敏锐的企业，已把物流作为提高市场竞争能力和提升企业核心竞争力的重要手段，把现代物流理念、先进的物流技术和现代经营与管理模式引入国家、地方经济建设和企业经营与管理之中。但是，我国的物流教育仍十分滞后，造成了现代物流综合性人才、企业尤其是流通企业改造传统物流与加强物流管理、城市规划与物流系统运筹、第三方物流企业的运作技术操作等现代物流人才严重匮乏，阻碍了经济的发展和经济效益的提高。据各地初步统计，物流人才是全国 12 种紧缺人才之一，物流规划人员、物流管理人员、物流研究人员、物流师资全面紧缺。据预测：到 2010 年大专以上物流人才的需求量为 30~40 万人，物流技术操作和营销人才每年需要近三万人。不仅如此，根据我国加入 WTO 的承诺，物流和分销服务业是最早完全开放的行业之一，国内市场将会在一个高层次、高起点上展开激烈的竞争，这势必会使本身就匮乏的人才竞争加剧。如果我们不从长计议，加快我国现代物流管理与技术人才的培养，终将成为我国现代物流产业发展的瓶颈，物流产业化和成为 21 世纪新的经济增长点就成了一句空话。

因此，加速启动现代物流产业的人才教育工程，实施多层次、多样化的物流教育，是 21 世纪物流产业大发展中保证物流产业形成合理的人才结构，提高我国物流管理水平和经济效益的决定性因素。2001 年 4 月，中国物流与采购联合会确定了近两三年重点

抓好的十项工作，其中之一就是“编辑出版物流知识基础读本，加强物流学科建设。通过多种途径，大力培养物流专业人才，推动物流知识的普及与提高。”2001年6月，中国物流与采购联合会专门成立了现代物流系列教材编审委员会，精心组织长期从事物流管理、教学与研究的一线专家、学者、教授和企业家，编写出体现最新物流管理与技术，符合教学培养规律，具有一定权威性系列教材。第一套现代物流系列教材共11本，第二套现代物流系列教材共12本，由中国物资出版社出版发行后，引起了物流学术界和企业界的普遍关注，许多普通高等院校、高职高专院校，以及物流企业培训机构和读者纷纷来信来电，迫切要求我们尽快组织出版第三套现代物流系列教材。为此，我们根据教育部关于面向二十一世纪高等人才培养规格要求和物流师国家认证资格规定，组织全国一流物流专家、学者、教授编写了第三套现代物流系列教材，共计9本。经审定本套现代物流系列教材既可作为普通高等院校、高职高专院校的物流以及相关专业和相关课程的选用教材，亦可作为各层次成人教育和企业培训教材，也适合作为广大物流从业人员的自学参考用书。同时，对于参加物流师职业资格认证考试人员具有较高的参考价值。

本套现代物流系列教材在编写过程中，得到了许多院校和研究机构的专家、学者、教授以及物流企业领导的大力支持，在此一并致谢。由于编写时间仓促，加上编者水平所限，书中有不足之处在所难免，恳望广大读者提出宝贵意见，以日臻完善。

中国物流与采购联合会
《现代物流系列教材》编审委员会

前 言

为了适应高等院校物流管理专业英语教学的需要,面向 21 世纪,由中国物资出版社主持,根据普通高等院校学生培养目标和要求,参阅了大量国内外物流专业文献,编写了《物流英语》。目的是培养学生专业英语阅读能力及专业英语文献翻译的初步能力。

本书适用对象为已学完基础英语的物流管理专业普通高等院校的学生,也可作为从事物流管理专业人员进一步提高专业英语阅读能力的参考。

本书选题涉及物流概论、物流规划、采购与库存决策、运输决策、订单处理与信息系统等相关内容。本书共分 7 部分,每部分由不同数量的章节组成,包括精读课文、单词与专业术语、问答题和阅读材料。

本书由哈尔滨商业大学白世贞编著,参加编写的有:赵林度、霍红、赫莉、徐玲玲、付玮琼。

在本书编写的过程中,各兄弟院校及有关单位给予了帮助和支持,在此谨表衷心的感谢。由于条件所限,时间仓促,书中有不尽人意之处,敬请读者批评指正。

编 者

Table of Contents

Part I General Review of logistics

Chapter 1 Introduction to logistics	(3)
Introduction	(3)
Definitions	(3)
Elements of logistics	(5)
Importance of logistics	(6)
Summary	(7)
Chapter 2 Intergrated logistics and the supply chain	(9)
Introduction	(9)
The total logistics concept	(9)
Planning for logistics	(10)
Integrated systems	(13)
Logistics and supply chain management	(15)
Compleitive advantage through logistics	(16)
Summary	(18)
Chapter 3 Customer service and logistics	(20)
Introduction	(20)
The components of customer service	(21)
Customer service policy	(23)
Levels of customer service	(25)
Measuring customer service	(25)
Summary	(27)
Chapter 4 Key issues and challenges for logistics	(29)
Introduction	(29)
The external environment	(29)
Supply	(31)
Distribution	(32)

Retailing	(32)
The consumer	(33)
Summary	(35)

Part II Planning for logistics

Chapter 5 Planning framework for logistics	(39)
Introduction	(39)
Strategic planning overview	(39)
Logistics design strategy	(42)
Product characteristics	(44)
The product life cycle	(45)
Packaging	(47)
Unit loads	(48)
Summary	(48)
Chapter 6 Logistics processes	(50)
Introduction	(50)
The importance of logistics processes	(51)
Key logistics processes	(53)
Approach	(55)
Tools and techniques	(57)
Summary	(59)
Chapter 7 Planning physical distribution	(62)
Introduction	(62)
The role of depots and warehouses	(63)
Cost relationships	(65)
A planned approach or methodology	(69)
Matching logistics strategy to business strategy	(71)
Qualitative assessment	(71)
Depot site considerations	(72)
Summary	(74)
Chapter 8 Logistics management and organization	(77)
Introduction	(77)
Relationships with other corporate functions	(77)

Logistics organizational structures	(79)
Organizational integration	(81)
Payment schemes	(84)
Summary	(86)
Chapter 9 Distribution: tactical and operational techniques	(89)
Introduction	(89)
The selection of temporary staff and assets	(89)
Vehicle utilization	(91)
Vehicle capacity	(92)
Fleet utilization	(93)
Example	(93)
Vehicle monitoring	(94)
Zero – based budgets	(94)
Summary	(95)
Chapter 10 Manufacturing and materials management	(97)
Introduction	(97)
Manufacturing resource planning (MRP II)	(100)
Material requirements planning (MRP)	(101)
The MRP system	(102)
Flexible fulfillment (postponement)	(105)
The effects of distribution activities	(106)
Summary	(106)
 Part III Procurement and inventory strategies	
Chapter 11 Basic inventory planning and management	(111)
Introduction	(111)
The need to hold stocks	(111)
Types of stock – holding	(113)
The implications for other logistics functions	(114)
Inventory costs	(116)
Inventory replenishment systems	(117)
Reorder quantities	(119)
Demand forecasting	(121)

Summary	(122)
Chapter 12 Inventory and the supply chain	(124)
Introduce	(124)
Problems with traditional approaches to inventory planning	(125)
Different inventory requirements	(126)
The lead – time gap	(128)
Inventory and time	(128)
Analyzing time and inventory	(131)
Inventory planning for manufacturing	(133)
Inventory planning for retailing	(134)
Summary	(136)
Chapter 13 Procurement	(139)
Introduction	(139)
Setting the procurement objectives	(140)
Managing the suppliers	(144)
Summary	(146)

Part IV Warehousing and storage

Chapter 14 Principles of warehousing	(151)
Introduction	(151)
Strategic issues affecting warehousing	(152)
The role of warehouses	(154)
Types of warehouse or distribution centre	(155)
Warehouse operations	(157)
Objective and principles of good warehouse design and management	(159)
Environmental issues	(162)
Packaging and unit loads	(162)
Summary	(163)
Chapter 15 Storage systems and equipment	(165)
Introduction	(165)
Stock location	(167)
Palletized storage	(168)

Table of Contents

Small item storage systems	(172)
Tote bins	(172)
Other types of storage	(173)
Summary	(174)
Chapter 16 Handling system	(176)
Introduction	(176)
Powered industrial trucks and attachments	(177)
Cranes	(177)
Conveyors for unit load handling	(178)
Summary	(178)
Chapter 17 Order picking and replenishment	(180)
Introduction	(180)
Principles of order picking	(181)
Order picking regimes	(182)
Method of order picking	(184)
Information in order picking	(186)
Replenishment factors	(187)
Summary	(188)
Chapter 18 Advanced systems	(189)
Introduction	(189)
AS/RS systems for unit loads	(190)
Order picking systems	(193)
Sortation systems	(194)
Automated guided vehicles (AGVs)	(194)
Factors influencing the choice of technology	(195)
Summary	(197)
Chapter 19 Warehouse design	(199)
Introduction	(199)
Design procedure	(200)
External layout	(206)
Summary	(207)
Chapter 20 Warehouse management and information	(209)
Introduction	(209)

Performance monitoring	(209)
Information technology	(211)
Warehouse management computer package characteristics	(212)
Data capture and transmission	(213)
Radio data communication	(215)
Summary	(215)

Part V Transport strategy

Chapter 21 Transport fundamentals	(219)
Introduction	(219)
Importance of an effective transportation system	(219)
Agencies and small shipment services	(229)
Company – controlled transportation	(230)
International transportation	(230)
Transport cost characteristics	(232)
Summary	(237)
Chapter 22 Transport decision	(239)
Introduction	(239)
Transport service choice	(239)
Vehicle routing	(241)
Vehicle routing and scheduling	(243)
Freight consolidation	(247)
Summary	(247)

Part VI Order processing and information systems

Chapter 23 Order processing	(253)
Introduction	(253)
Defining order processing	(253)
Order – processing examples	(257)
Other factors affecting order – processing time	(258)
The logistics information system	(260)
Summary	(263)

Chapter 24 The monitoring and control of logistics	(266)
Introduction	(266)
Why monitor?	(267)
Monitoring and control: A general approach	(269)
What to measure against?	(270)
An operational planning and control system	(272)
Influencing factors	(274)
Detailed and key measures	(274)
Summary	(277)
Part 25 Benchmarking	(279)
Introduction	(279)
How to conduct a benchmarking exercise?	(281)
Setting benchmarking priorities	(285)
Summary	(287)

Part VII Associated factors

Chapter 26 Outsourcing: the selection process	(291)
Introduction	(291)
Approach	(291)
Summary	(297)
Chapter 27 Security and safety in distribution	(298)
Introduction	(298)
Vehicle security	(299)
The depot	(301)
Personnel	(303)
Safe practices	(305)
Summary	(306)
Chapter 28 Logistics and environment	(308)
Introduction	(308)
The European Union and environmental legislation	(309)
Logistics and environmental best practice	(311)
Summary	(317)

Chapter 29 New concepts in logistics	(319)
Introduction	(319)
Trading using the Internet	(320)
Home shopping	(322)
Lean thinking	(324)
The agile supply chain	(325)
Fourth – party logistics	(326)
Alternative fuels	(327)
Summary	(330)
Chapter 30 Logistics legislation	(331)
Drivers’ hours and tachographs	(331)
Tachographs	(335)
Goods vehicle operation licensing	(338)
Drivers’ licences	(339)
References	(343)

Part I

General Review of logistics

Introduction to logistics

Intergraded logistics and the supply chain

Customer service and logistics

Key issues and challenges for logistics

Chapter 1 General Review to logistics

Introduction

“Logistics” is a term, which originates from both the army and French. According to the French, the Baron of Swiss origin who had served in Napoleon’s army before joining the Russian’s and who later founded the Military Academy of St. Petersburg, first used the term in the early 19th century. So in a military sense, the term “logistics” encompasses transport organization, army replenishments and material maintenance.

In the business world however, the concept of “logistics” was applied solely to “Material Replenishments Programs” (MRP) and was confined to the manufacturing sector at the beginning. Therefore the extension of concept to company operations is a relatively new one and the earliest dates back to the 1950’s in the USA. Logistics starts with the provision of raw materials and semi – finished goods for the manufacturing process, and finishes up with the physical distribution and after sales service of the products.

Economically, this creates a new source of profit characterized by the development of mass distribution and attention to service quality. The two basic objectives in practicing business logistics, cost reduction and time saving, have enabled companies to profit not only in performance and quality but also in customer satisfaction.

Operationally, companies realize that the different aspects of logistics go instead of viewing them as separate processes, substantial savings can be made within their business’ outgoing expenditure.

Definitions

There are various definitions of different editions. The term was defined as follows:

- Logistics (business definition): Logistics is defined as business – plan-