

МИНИСТЕРСТВО ОБРАЗОВАНИЯ И НАУКИ РФ

ГОСУДАРСТВЕННОЕ ОБРАЗОВАТЕЛЬНОЕ УЧРЕЖДЕНИЕ
ВЫСШЕГО ПРОФЕССИОНАЛЬНОГО ОБРАЗОВАНИЯ
«САМАРСКИЙ ГОСУДАРСТВЕННЫЙ АЭРОКОСМИЧЕСКИЙ
УНИВЕРСИТЕТ имени академика С.П. КОРОЛЁВА
(НАЦИОНАЛЬНЫЙ ИССЛЕДОВАТЕЛЬСКИЙ УНИВЕРСИТЕТ)»

С.О. Воронкова, В.И. Стычкова

АНГЛИЙСКИЙ ЯЗЫК
ДЛЯ СТУДЕНТОВ СПЕЦИАЛЬНОСТИ
«ТРАНСПОРТНАЯ ЛОГИСТИКА»
Часть 2

*Утверждено Редакционно-издательским советом университета
в качестве учебного пособия по английскому языку*

Под общей редакцией Г.М. Дудниковой

САМАРА
Издательство СГАУ
2010

УДК 42
ББК СГАУ: Ш 143.21-923
В753

Рецензенты: доц. каф. иностр. яз. СГАУ С. М. Е р м и ш и н а,
д-р филол. наук, проф. СГАСУ Е. Г. В ы ш к и н

Воронкова С.О.
В753 **АНГЛИЙСКИЙ ЯЗЫК ДЛЯ СТУДЕНТОВ СПЕЦИАЛЬНОСТИ**
«ТРАНСПОРТНАЯ ЛОГИСТИКА». Ч.2: учеб. пособие по англ.
языку / *С.О. Воронкова, В.И. Стычкова; под общ. ред.*
Г.М. Дудниковой. – Самара: Изд-во Самар. гос. аэрокосм.
ун-та, 2010. – 80 с.: ил.

ISBN 978-5-7883-0815-9

Учебное пособие состоит из четко структурированных моделей, что обеспечивает поэтапную обработку материала и усвоение специальной терминологической лексики. Вариативные упражнения гармонично развивают навыки устной и письменной речи. Отличительной чертой пособия является акцент на развитие творческого мышления у студентов.

Предназначено для студентов II курса факультета "Инженеров воздушного транспорта", обучающихся по специальности "Организация перевозок на транспорте".

УДК 42
ББК СГАУ: Ш 143.21-923

ISBN 978-5-7883-0815-9

© Самарский государственный
аэрокосмический университет, 2010

Contents

Предисловие.....	2
Preface.....	3
Module 6. Packaging and Labeling.....	5
Module 7. Inventory. Warehousing.....	20
Module 8. Outsourcing.....	37
Module 9. Automated Logistics. E-Commerce.....	49
Module 10. Career in Logistics.....	60
Tapescript.....	74

ПРЕДИСЛОВИЕ

В настоящий момент, когда Россия принимает активное участие в политических, экономических, социальных процессах в общемировом масштабе, вступила в единое европейское образовательное пространство, излишне говорить о возрастающей роли английского языка как средства международного общения для специалистов с высшим образованием. Не последнюю роль в качественной подготовке студентов играет английский язык в профессиональных целях. В этой связи вопрос об эффективной подготовке будущих специалистов, востребованных на рынке труда, в том числе и специалистов логистического профиля, является очень актуальным. В стране ощущается нехватка современных и мотивирующих учебных пособий по английскому языку, ориентированных на узкую специальность. В связи с этим, данное пособие, помогающее формировать профессионально ориентированную иноязычную коммуникацию, является весьма актуальным и своевременным.

Пособие направлено на решение комплексной задачи развития навыков чтения, письма, аудирования и говорения на базе текстов, содержащих богатый аутентичный материал. Пособие состоит из 10 модулей, в которых дана информация об основных аспектах и составляющих транспортной логистики (транспортировка и контейнеризация, упаковка и маркировка, складирование, аутосортинг, автоматизированная логистика) и перспективах её развития.

Столь широкий спектр материалов и разноплановый характер задач, стоящих перед авторским коллективом, не явился препятствием для создания цельного, содержательного и четко организованного учебника, все компоненты которого подчинены единому замыслу и удачно дополняют друг друга. Авторы провели большую работу по отбору и систематизации наиболее интересных материалов, переработке современных методик обучения английскому языку, что позволило им создать оригинальный творческий проект, сочетающий в себе признаки достаточной профессиональной информативности и построенный по всем канонам лингвометодической науки.

Новизна пособия состоит в гармоничном соединении предлагаемой в нем информации со всеми аспектами учебной речевой деятельности на занятии по английскому языку в вузе. Безусловным достоинством пособия является включение в него коммуникативно-направленных упражнений и заданий, максимально отражающих реальные ситуации речевого общения, с которыми будущим логистам придется встречаться в их профессиональной деятельности. Подобные задания «обречены на успех» в студенческой аудитории и послужат прекрасным стимулом для естественной речевой коммуникации.

Характеристика учебного пособия была бы неполной, если не отметить очень важную, с методологической точки зрения, логически выдержанную структуру этой книги, что проявляется как в плане содержания, так и в плане выражения: от простого к сложному, от частного к обобщению. Удачное возвращение к предыдущим частям учебного пособия позволяет говорить о его целостной структуре как научного произведения и как о методически выверенном предмете лингвистических изысканий.

Удачное сочетание тематического и лингвометодического аспектов в пособии позволяет надеяться на то, что оно станет полезным для преподавателей и студентов специализированных факультетов и вузов.

Не вызывает сомнения, что учебное пособие будет мотивировать студентов-логистов на изучение английского языка благодаря разноплановой информации профессионального характера, представленной в книге, занимательной, ненавязчивой манере ее презентации, а также использованию современных методически грамотных приемов, которые будут способствовать активизации речевой и творческой деятельности студентов.

Г.М. Дудникова

PREFACE

The textbook “Logistics” is designed by a team of English teachers of Samara State Aerospace University, the Chair of Foreign Languages and is intended for intermediate students of technical universities (specialization “Logistics”).

The main goals of the textbook are to develop effective communication in English through fostering such skills as reading, writing, speaking and listening, as well as paying attention to pronunciation, grammar and vocabulary. The whole project is based upon learner-centered approach, motivating the students to think critically.

The textbook contains authentic texts on the topics that relate to Logistics. The information presented in the modules provides students with the main data on Supply-Chain Management, Transportation, Warehousing, Packaging and Labeling, Outsourcing etc. Each of the texts is accompanied by a series of exercises designed to check students’ comprehension, build up their vocabulary as well as improve their reading, speaking, writing, listening skills. The vocabulary used in the texts has been chosen on the basis of applicability in students’ professional activity.

The textbook starts with **“Coming to Terms” Puzzle** – a funny quiz based on general knowledge of Logistics. It is designed to introduce Logistics to the students and to involve them in the process of learning English. The modules contain the following sections.



Tune in focuses the students’ attention on the topic of the module, involving them into thinking over the main ideas of the given subject. It gives the opportunity to share their ideas and reflect on the information they already possess. This section provokes the students to learn more about the question discussed further in the module.



Reading consists of two parts; the first text introduces the topic to the students and gives general information about the subject of the module, the second one provides a more detailed insight into the problem. Each part contains pre-reading, while-reading and post-reading exercises: making students predict the main idea of the text, emphasize its importance, comprehension check, analyzing the information presented in the text, summarizing it. This section is based on authentic texts, and is created to develop students’ comprehension skills and to provoke them to speak about the logistics problems raised in the text.



Language Focus: Pronunciation helps students to build awareness and concern for pronunciation. The aim of this section is to concentrate on what is important in making sounds which will be readily understood and accepted.



Language Focus: Grammar deals with different aspects of areas of grammar, containing exercises based on the material presented in the text. It is aimed at developing their ability to use grammar patterns in real life situations. This section consists of challenging real-world tasks that encourage the students to sharpen their grammar skills.



Language Focus: Vocabulary, related to the students' specialism, is based upon specific vocabulary which has to be activated. This section is concentrated upon the active usage of words, including giving definitions, choosing synonyms and antonyms, making collocations, paraphrasing, putting words in a correct context. Great emphasis is placed on helping the learners boost their lexical range in terms of Logistics.



Listening features a wide variety of engaging listening texts giving constant opportunities for discussion and maximizing learners' involvement.



Speaking: Now You contains creative speaking tasks related to the topic of the module that enable the students to hone their ability to discuss controversial topics of perennial logistics business interest. This section develops key speaking skills through motivating activities that reflect the real world of modern logistics business. Students are supposed to experience different modes of interaction: individually, in pairs or in small groups.



Writing contains tasks intended to develop students' writing skills namely the ability to write formal and informal letters, essays, expressing their ideas and opinions, summaries of authentic texts.

Acknowledgements

We would like to express our gratitude to the people who have made this project possible and who supported our initiatives and helped us greatly:

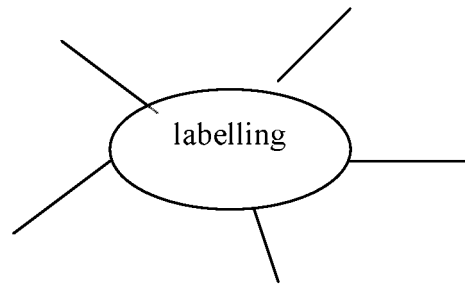
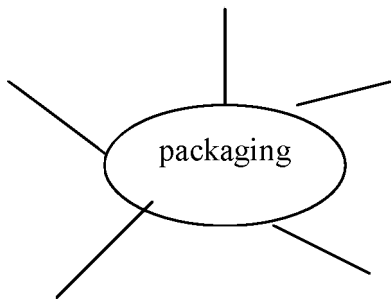
- to our facilitators Gulnara Dudnikova and Elena Shemshur – their input into our project has been tremendous and the end-product has benefited immeasurably from all their skill and hard work.
- special thanks should go to Ludmila Merkulova and Natalia Anshakova for organization of ESP seminars at SSAU, people who made it possible for us.
- we would like to thank British Council for such a great opportunity to take part in the course.

Module 6: Packaging and Labelling



Tune In

1. a) Look at the terms 'packaging' and 'labelling' and fill in a mind map. Share your ideas with the class. Define the difference between the terms.



b) Work out your definitions of the notions 'packaging' and 'labelling'.

c) Compare your definitions with the one given by Wikipedia (www.wikipedia.org).

Packaging is the science, art, and technology of enclosing or protecting products for distribution, storage, sale, and use. Packaging also refers to the process of design, evaluation, and production of packages.

Package Labelling refers to any written, electronic, or graphic communications on the packaging or on a separate but associated label.



Reading 1

1. a) Look at the following functions of packaging and labeling (a - g). Classify them into two groups: the ones related to packaging and the ones related to labelling, put P (packaging) or L (labelling) respectively.

a) Containment or Agglomeration

d) Convenience

f) Barrier Protection

b) Information transmission

e) Marketing

g) Physical Protection

c) Reducing theft

b) Skim the text and match the functions with their descriptions.

Packaging and Labelling.

Packaging is heavily integrated into our daily lives; we see it all around us, on everyday items such as chocolate bars and potato crisp (chip) packets. As explained below, the main use for packaging is protection of the goods inside, but packaging also provides us with a recognisable logo, we instantly know what the goods are inside.

Packaging and package labeling have several *objectives*:

- ✗ 1. _____ The objects enclosed in the package may require protection from, among other things, shock, vibration, compression, temperature, etc.
- ✗ 2. _____ A barrier from oxygen, water vapor, dust, etc., is often required. Package permeability is a critical factor in design. Some packages contain desiccants or oxygen absorbers to help extend shelf life. Modified atmospheres or controlled atmospheres are also maintained in some food packages. Keeping the contents clean, fresh, and safe is a primary function.
- ✗ 3. _____ Small objects are typically grouped together in one package for reasons of efficiency. For example, a single box of 1000 pencils requires less physical handling than 1000 single pencils. Alternatively, bulk commodities (such as salt) can be divided into packages that are a more suitable size for individual households.
- ✗ 4. _____ Information on how to use, transport, recycle, or dispose of the package or product is often contained on the package or label. With pharmaceutical, food, medical, and chemical products, some types of information are required by governments.
- ✗ 5. _____ The packaging and labels can be used by marketers to encourage potential buyers to purchase the product. Package design has been an important and constantly evolving phenomenon for dozens of years. Marketing communications and graphic design are applied to the surface of the package and (in many cases) the point of sale display.
- ✗ 6. _____ Products are exposed to many contacts in the supply chain. Persons handling could steal products (pilferage), replace full products with empty ones or add unwanted contaminants to the contents (tampering). Packaging that cannot be re-closed or gets physically damaged (shows signs of opening) is very helpful in the prevention of these acts. Packages also provide opportunities to include anti-theft devices, such as dye-packs or electronic article surveillance tags, that can be activated or detected by devices at exit points and require specialized tools to deactivate. Using packaging in this way is a common tactic for loss prevention.
- ✗ 7. _____ Packages can have features which add convenience in distribution, handling, display, sale, opening, reclosing, use, and reuse.

There are three *types* of packaging, depending on use. The container that directly holds the product is the PRIMARY (= sales) package. That may be a can, bottle, jar, tube, carton, drum, etc. Any outer wrappings that help to store, transport, inform, display and protect the product are SECONDARY (= group) packaging. Lastly, TERTIARY (= transport) packaging is the grouping of products for storage and transportation. The corrugated, brown carton is the most familiar. Large pallets of shrink-wrapped boxes are a common warehouse sight reflecting tertiary packaging. For any product, from one to all three types of packaging may be necessary depending on the intended purpose.

(edited from wordiq.com)

2. Look at the variety of materials fashioned into different types of packages and containers. Match the words with the pictures.

1) BAGS	A) 
2) BALES	B) 
3) BLISTER PACKS	C) 
4) BOTTLES	D) 
5) BOXES	E) 
6) CANS	F) 

1) CARTONS	A) 
2) CUSHIONING	B) 
3) FLEXIBLE PACKAGING	C) 
4) BUBBLE WRAP	D) 
5) BAGS-IN-BOXES	E) 
6) FOIL	F) 

3. Read the following sentences. Say if they are right or wrong. Correct the wrong ones.

1. Packaging serves for protection of the goods only.
2. Shock, vibration, temperature and compression are the factors that can damage the product.
3. The primary function of packaging is to ensure long operational life of a product.
4. Objects are generally packed together to reduce their maintenance cost.
5. Package design is important to encourage potential buyers to purchase the product.
6. Packaging that cannot be reclosed is helpful in pilferage or tampering.
7. The container used for transportation of large quantities of a product is called a sales package.
8. Pallets are a common warehouse sight reflecting group packaging.

4. Fill in the gaps with suitable prepositions. Give Russian equivalents to the underlined phrases.

with (3) into (2) on (2) by for to of

1. Bottles are suitable _____ liquids.
2. All the necessary information _____ the product is often contained _____ the package or label.
3. Bulk commodities can be divided _____ smaller packages.
4. Products are exposed _____ many contacts in the supply chain.
5. Sometimes people who handle products might steal items or replace them _____ empty ones.
6. Packaging is deeply integrated _____ our daily lives.
7. One of the main functions of packaging is to provide us _____ the recognizable logo.
8. Types of packages and labels should comply _____ the standards required _____ governments.
9. Some packages shouldn't be disposed _____, but recycled.

5. Match the words to make the possible combinations. More than one variant is possible.



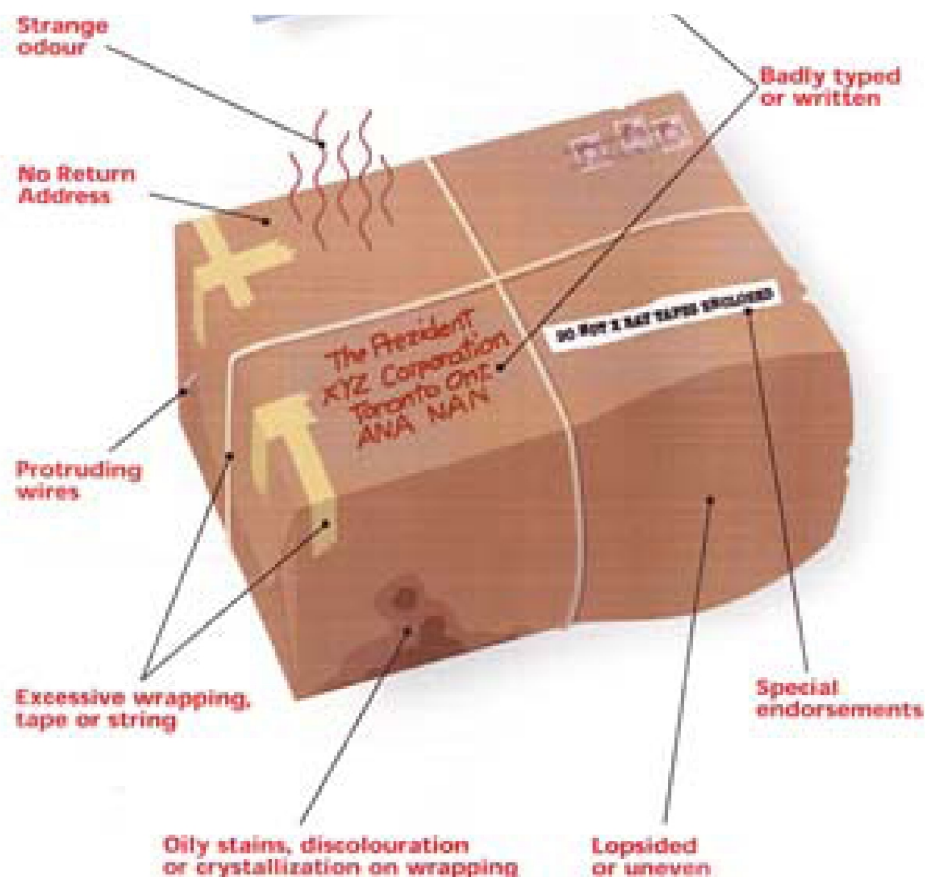
a bar	of wine
a bottle	of water
a packet	of pencils
a box	of apples
a carton	of honey
a can	of Cola
a jar	of chewing gum
a tube	of chocolate
a kilo	of milk
a litre	of toothpaste
a pad	of crisps



6. Match the words from the text with their definitions.

- | | |
|-------------------|---|
| 1. permeability | a. the act of stealing small amounts of things |
| 2. shelf life | b. having the cargo loose in the hold or not inclosed in boxes, bales |
| 3. to dispose of | c. to throw something away |
| 4. desiccant | d. the property of something to be passed through by a liquid, gas etc. |
| 5. tampering | e. a substance that absorbs water |
| 6. pilferage | f. the length of time a product will last without deteriorating |
| 7. contaminant | g. the act of altering something secretly or improperly |
| 8. bulk commodity | h. substance that makes something impure |

7. Work in pairs. Look at the picture and discuss the evidences of the product damage. Think of possible reasons that could have caused the damage.



🎵 Language Focus: Pronunciation

1. a) In the text (p.2) you came across the words which begin with re-. Analyze them and say if re- is a prefix or a part of a word root.

-  to require
-  to replace
-  to reuse
-  to reflect
-  to reclose

NB! Words with separable prefixes having a distinct meaning of their own are pronounced with two primary stresses.

b) Classify the verbs from the box into two groups: "re- - prefix" and "re- - part of a word root". Practise saying these words paying special attention to stresses.

rebalance resume record restore remain recharge reboot
 reactivate redesign reduce reengineer retain reveal registrate
 recycle redo report reattach respond repeat

prefix	part of a word root
-	-
-	-
-	-
-	-
-	-
-	-
-	-
-	-
-	-
-	-

c) Think of some other prefixes having meaning of their own. Form the new words with the help of prefixes from the box below. In brackets the meaning of these prefixes are given.

Trans(across)	tri(three)	pre(before)	uni(one)	mis(wrong)
ab(away)	bi(two)	sub(under)	inter(between)	

1. To ___ understand is to think that something means one thing when in fact it means something different.
2. ___ historic means connected with the time in history before anything was written down.
3. ___ sonic is slower than the speed of sound.
4. ___ form is a particular type of clothing worn by all the members of a group or organization.
5. ___ normal means very different from usual in a way that seems strange, wrong.
6. ___ face is a part of a computer system through which two different machines are connected.
7. ___ angle is a shape with three sides and three angles.
8. ___ lingual means written or spoken in two languages.
9. ___ Siberian railway is the railway that goes across the territory of the whole country.



Language Focus: Grammar

1. Cross the odd word out.

a bar of	soap	chocolate	bread
a bottle of	wine	watermelon	vinegar
a packet of	cheese	seeds	peas
a box of	apples	sweets	caviar
a carton of	fruit juice	cigarettes	poultry
a can of	Sprite	washing powder	tuna fish
a jar of	parsley	jam	honey
a tube of	glue	aroma oil	mustard
a pad of	chewing gum	cotton	salami

2. Choose the correct variant.

1. Much/many attention is paid to Just-In-Time manufacturing nowadays.
2. They failed to write a strategic plan for there was/were little time.
3. By the time the logistics specialist intervened there had been few/little hope to fulfill the order on time.
4. They gave us a/some really good advice to follow.
5. Only a little/a few companies in our country have logistics departments.
6. Modern cities suffer from heavy traffic/traffics during peak-hours.
7. No news is/are good news.
8. The manager is not sure about the future progress/progresses of the company.

3. a) Match pairs of words with similar meaning. Note which one is countable (C) and which one is uncountable (U), write C or U respectively.

money	furniture	luggage	tool	traffic	suggestion	job	dollar
bag	accommodation	advice	car	work	chair	equipment	flat

1. money (U) – dollar (C)
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____

b) Complete the following sentences using these pairs of nouns. Use articles and plural forms where necessary.

1. With the growing importance of logistics in the modern world transportation companies have plenty of _____ to do, so usually they offer lots of new _____.
2. While transporting _____ you should be careful not to damage limbs of _____.
3. You gave me good _____, really it was very nice _____.
4. I had to spend a pretty sum of _____ on this delivery, it cost me 250 _____.
5. The waiting room was so full of people and their _____, that I had to sit on my _____.
6. Fixing engines is not too difficult if you have got the right _____: different _____ for each separate part.
7. There was heavy _____ on the motorway because of the fog, lots of _____ making lots of noise.
8. The price for _____ has increased by 12% this year, so I have to pay more for my one-bedroom _____.



Reading 2

1. Think of examples of popular products which are packaged well or badly. Share your ideas with the group, think about protection, identification, transport, storage, display and security.

eye-catching	attention-grabbing	waterproof	shockproof	fire-retardant
child-resistant	tamper-resistant	consumer-friendly	pilfer proof	

2. a) Think of some food package and say what labels are usually included there.
- b) Read the text and see if you mentioned all the possible labels.

Food Labeling Regulations

Name – This must also inform the customer the nature of the product. It may also be necessary to attach a description to the product name. However, there are certain generic names which must be only used for their conventional uses, for example: Muesli, Coffee, prawns.

Ingredients – All ingredients of the food must be stated under the heading *Ingredients* and must be stated in descending weight. Moreover, certain ingredients must be identified by a specific name, such as preservatives must be identified as 'Preservatives', and then identified by its standardised European serial number, e.g. sodium nitrate or E250.

Date Tagging – There are two types of date tagging:

- **Use by Date** – 'Use by Date' must be followed by a day or/and month which the product must be consumed by. To be employed on perishable foods that usually would be kept cold, for example, fish, meat, dairy products and 'ready to eat' salads.
- **Best Before Date** – 'Best Before Date' is used as an indicator of when the product will begin to degrade from optimal quality: this includes when the food becomes stale, begins to taste 'off' or decays, rots or goes mouldy.

Place of Origin – The food is required to specify its place of origin, especially if the name or trademark is misleading - such as if the product is called 'English Brie Cheese' when it is produced in France.

Nutritional Information – Although it is not a legal requirement to declare Nutritional Information on the product, if the manufacturer makes claims that the product is 'Low in Sugar', it must be supported with nutritional information (normally in tabulated form). However, as a rule it is recommended to declare nutritional information as consumers more than ever are investigating this information before making a purchase.

Storage Conditions – If there are any particular storage conditions for the product to maintain its shelf life, these must be pointed out. However, as a rule it is recommended to always describe the necessary storage conditions for a food product.

Sectioning – All of the following must be in the same field of vision:

- Product name
- Date mark
- Weight
- Quantity
- Alcohol strength (if applicable)

Lot Mark or Batch Code – It must be possible to identify individual batches with a lot mark or batch code. Manufacturers must bear in mind that the smaller the size of a batch, the smaller financial consequences in the case of a product recall.

Presentation – The label must be legible and easy to read.

Instruction for Use – This is only necessary if it is not obvious how to use or prepare the product, in which case the consumer's own initiative must be used.

Business Name and Address – In addition to the business name and address, it is necessary to indicate the manufacturer or packager.

3. While reading the text distribute the following labels according to the fields from the text.

- Protein – 9.3 gr; Carbohydrate – 63.3 gr; Fat – 6.9 gr; Fibre – 7.2 gr; Sodium- 0.1 gr
- Torun Pacific CPP, 87-100 Torun, Szosa Lubicka str. 38/58, Poland
- Nestle Luxury Muesli Tropical
- 23.04.08 / 27.07.07
- Store in cool and dry place
- Oat flakes, wheat and corn flakes with sugar, salt and malt extract, fruit and nut blend

4. Look at the following labeling recommendations. Tick the obligatory ones, explain why you do not have to follow the others.

- ☐ Attach a description to the product name.
- ☐ Identify certain ingredients by a specific name.
- ☐ Support the product with nutritional information.
- ☐ Give the date which the product must be consumed by.
- ☐ Point out particular storage conditions if any.
- ☐ Indicate the manufacturer or packager.
- ☐ Specify product's place of origin.
- ☐ Give the instructions of its use.
- ☐ Indicate individual lot marks.

5. In the text, find 7 synonyms of the phrase "to go bad".

6. Match the words from the text with their definitions.

- | | |
|---------------|--|
| 1. a batch | a. from the highest to the lower quantity |
| 2. tagging | b. likely to go bad quickly |
| 3. misleading | c. the number of the whole product series |
| 4. descending | d. labeling smth |
| 5. perishable | e. an amount of product produced at one time |
| 6. lot mark | f. giving the wrong impression |



Language Focus: Vocabulary

1. Match the images with their meanings

Fragile	Keep away from rain	Use no hand hooks	Clamp as indicated
This way up	Centre of gravity	Do not clamp as indicated	Keep away from sunlight

			
1)	2)	3)	4)
			
5)	6)	7)	8)

2. Read the information on Large Transportation Box and Transportation Tube and complete the sentences below.

	Inside dimensions
	For Large Transportation Box are Length x width x height 45.5 x 30.5 x 7.5 For shipments weighing maximum 9.080 kg
	Inside dimensions
	For Transportation Tube are 95.5 x 15.4 x 15.4 Long wide high Maximum weight allowed 9.080 kg

- The Large Transportation Box is 30.5 cm _____ and 45.5 cm _____. It is 7.5 cm _____. When empty, the box _____ 400 g; it can be used to ship small parts or computer printouts up to 9 kg in _____.
- The Transportation Tube is 95.5 cm in _____ and 15.4 cm in _____ and _____. With a _____ of 450 g when empty, it can be used to ship plans, posters, blueprints, etc. _____ up to 9 kg.

3. a) Read the text below and fill in the gaps with the phrases from the box.

packaging requirements	tempering and pilferage	freight claims	in bulk
shockproof	surveillance tags	loss prevention	

Freight Packaging

Unlike small parcel shipping via Fed EX or UPS, shipping freight has a much higher likelihood of damage. Trucking companies pack lots of different types of freight (1)_____ onto lots of different trailers using forklifts and other heavy equipment, creating a harsh and dirty environment for freight, increasing the likelihood of (2)_____. Other shipments will be packed around and on top of your shipment; so all freight shipments should be packaged very carefully, using (3)_____ materials.

All shipments should be palletized and wrapped in plastic for (4)_____. Most shipments should be fully crated in order to ensure a damage free delivery. Shippers typically ask the carrier for the specific (5)_____ for each shipment. Also, since shipments may be reloaded several times, some companies prefer placing (6)_____ on their products. It is important that the packaging has all the shipper and consignee info clearly noted on at least two sides of the shipment. Filing (7)_____ with freight companies is a huge hassle and they are almost always denied; so shippers typically do as much as possible to avoid them.

b) Render the main idea of the text in Russian.

4. Translate the following sentences from Russian into English.

1. Первая функция упаковки – защищать продукт от удара, вибрации, сжатия, воздействия температур, а также от попадания кислорода, пара и пыли.

2. Сыпучие продукты, такие как крупа, сахар или соль, расфасованы по коробкам и пакетам для более удобного хранения и использования.

3. Яркие и привлекающие внимание упаковки могут использоваться специалистами по маркетингу для продвижения товаров на рынок.

4. Поскольку товар проходит через многие руки в цепи поставок, во многих упаковках содержатся устройства защиты от краж. Такие устройства также могут защищать продукт от попадания нежелательных примесей.

5. Контейнер, как алюминиевая банка, бутылка или тубик, который непосредственно вмещает продукт, называется первичной упаковкой.



6. Вторичная упаковка – это любая внешняя упаковка, которая используется для хранения и защиты товара.
7. Коробки из гофрированного картона являются примером транспортной упаковки, их часто можно увидеть на складе, уложенные на поддоны.
8. Маркировка – это информация о том, как использовать, транспортировать и хранить товар.
9. На упаковке продуктов питания должна содержаться информация об энергетической ценности, условиях хранения, номер и серия партии и срок годности.
10. Консерванты, входящие в состав продуктов, необходимо указывать в соответствии с их названием или присвоенным номером.

Listening

1. a) Before listening, make sure that you are familiar with all the packaging materials given in the box.

a) padding	b) styrofoam peanuts	c) moving blanket	d) sealing tape
	e) trunk	f) bin	g) strapping tape

b) Match the pictures with their names.



1.



2.



3.



4.



5.



6.



7.

2. Look through the following sentences and guess which of them are true. Listen to the recording and see if your guesses were right.

1. You don't need to be an expert to pack and transport your belongings successfully.
2. You shouldn't use blankets, towels and clothes as padding, use only specially designed stuff.
3. It's better to pack similar items in one box for convenience.
4. Lighter items should go on the bottom, while heavier items should go on top.
5. Rope protects your furniture from scratches and dirt.

3. Imagine that you have to move China tea set and the furniture set. Read the list of recommendations below and write CS (for China set), FS (for Furniture set) or CS/FS (for both). Listen to the tape again to help you.



-  It is suggested to write "fragile" on all the sides
-  Use tape or rope to keep the moving blankets
-  Wrap all small items individually in bubble wrap
-  Use crumple newspaper as padding
-  Cover and wrap the limbs carefully
-  Pack them in boxes full of styrofoam peanuts



Writing

1. Study the example letter below.

SALUTATION

Dear Sirs - if you are writing to a company or organization

Dear Sir/Madam - if you know the position, but not the name

Dear (name) - if you know the person's name

Common Titles

Mr. for men

Mrs. for married women

Miss for unmarried w.

Ms for women if you don't know or prefer not to specify marital status

Common Abbreviations

Re regarding

pp. (on behalf of) when you sign the letter for someone else

encs. documents are enclosed with the letter

Endings

Yours sincerely - if you know the person's name

Yours faithfully - if you don't know the person's name

Sign the letter, then print your name and position under your signature

Mr. Roberto Garcia
Universal Imports
28 Whitechapel Court

London E10 7NB

Dear Mr. Garcia

Re: Roxanna Garbey

Roxanna Garbey had been accepted for a position as Passenger Service Agent with far Eastern Airways at Gatwick Airport.

She must have a special PASS which would permit her to visit high security areas. I would appreciate it if you could complete the enclosed form and return it to us as quickly as possible.

Thank you for your cooperation. I enclose a stamped addressed envelope.

Yours sincerely

J.P. Dent
Personnel Manager

2. Imagine that you work in a Sales Department of Sony Corp. Write a letter to Ian Potowsky, a transportation manager of BestLogistics, the company you cooperate with. Cover the following issues:



-  Inform about the introduction of a new product (AIBO pet-robot);
-  Write about numerous orders and the necessity to transport it in special conditions;
-  Thank for long-lived and reliable cooperation;
-  Enclose technical description of AIBO



Speaking: Now You

1. Work in pairs. Student A refers to Card 1, Student B refers to Card
2. Make up a dialogue. Role play the situation.

Card 1. You are a representative of Sales Department at Sony Corp. Your task is to inform the transportation manager about the features of AIBO pet-robot. Discuss possible damages while transporting. Decide upon the most appropriate package.



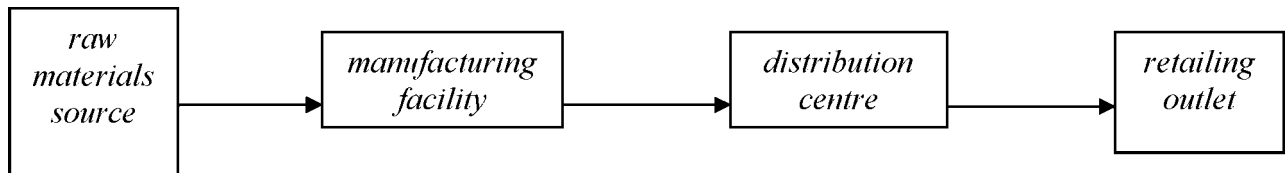
Card 2. You are a transportation manager at BestLogistics. Your task is to give professional information on suitable types of protective packaging for AIBO pet-robot. Discuss possible damages while transporting. Decide upon the most appropriate package.

MODULE 7. WAREHOUSING. INVENTORY.



Tune In

1. Look at the supply chain. Say at which link of the chain warehousing and inventory should be used. Explain your choice.



1. Brainstorm the main functions of warehousing and inventory.

Warehousing

Inventory

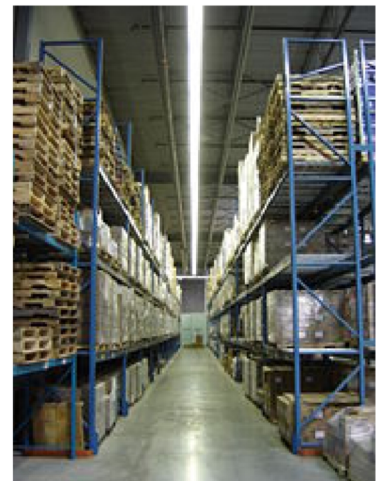


Reading 1

1. a). Look at the title of the text. Guess what aspects of warehousing the text deals with.
- b) Read the text to see if your guesses were right.

A Warehouse

A. A warehouse is a commercial building used to house goods. Warehouses are used by manufacturers, importers, exporters, wholesalers, transport businesses, customs, etc. They are usually large plain buildings in industrial areas of cities and towns. They come equipped with loading docks to load and unload trucks; or sometimes are loaded directly from railways, airports, or seaports. They also often have cranes and forklifts for moving goods, which are usually placed on ISO standard pallets loaded into pallet racks.



B. Some warehouses are completely automated, with no workers working inside. The pallets and product are moved with a system of automated conveyors and automated storage and retrieval machines. These systems are often installed in refrigerated

warehouses where temperatures are kept very cold to keep the product from spoiling, and also where land is expensive, as automated storage systems can use vertical space efficiently. These high-bay storage areas are often more than 10 meters high, with some over 20 meters high.



C. The direction and tracking of materials in the warehouse is coordinated by the WMS, or Warehouse Management System, a database driven computer program. WMS is a key part of the supply chain and primarily aims to monitor the movement and storage of materials within a warehouse and process the associated transactions, including shipping, receiving, putaway and picking. The WMS is used by logistics personnel to improve the efficiency of the

warehouse by directing putaways and to maintain accurate inventory by recording warehouse transactions.

D. Recent developments in marketing have also led to the development of warehouse-style retail stores with extremely high ceilings where decorative shelving is replaced by tall heavy industrial racks, with the items ready for sale being placed in the bottom parts of the racks and the crated or palletized and wrapped inventory items being usually placed in the top parts. In this way the same building is used both as a retail store and a warehouse.

(edited from <http://wikipedia.org>)

2. Look through the text again and match each paragraph (A-D) with its main idea. There are 3 extra ideas you don't need to use.

1. warehouse outlets
2. warehouse classification
3. warehouse software
4. warehouse definition and organization
5. warehouse future role
6. warehouse hardware
7. warehouse history

3. Find the words from the first column in the text. Work out their meaning. Match the words with their synonyms from the second column.

- | | |
|-----------------|---------------------|
| 1. to house | a. a shelf |
| 2. a rack | b. to perish |
| 3. putaway | c. to prevent |
| 4. to crate | d. to store |
| 5. to spoil | e. to control |
| 6. plain | f. to put in a box |
| 7. to monitor | g. ordinary, simple |
| 8. to keep from | h. placement |

4. a) Complete the table with the corresponding form of the verb/noun.

Verb	Noun
direct	
	storage
produce	
	retrieval
convey	
	transaction
move	
	building
maintain	
	management

b) Use these words in the sentences of your own.

5. a) Make the collocations noun-noun.



1. load
2. pallet
3. product
4. warehouse
5. retrieval
6. high-bay

- a. store
- b. storage
- c. racks
- d. track
- e. docks
- f. machines



b) Give the Russian equivalents of the collocations above. Note that the last word in a noun-noun collocation is the key word.

6. Look through the list of the means of warehousing optimization. Discuss which of them can be efficient and in what way as in the example. Expand the list.

- ✗ **Throw out the junk**
- ✗ **Move excess and out-of-season product to other storage areas**
- ✗ **Use the overhead space efficiently**
- ✗ **Make the aisle narrower**
- ✗ **Eliminate the space above the product in individual slots**
- ✗ **Stack pallets on top of each other**
- ✗ ...
- ✗ ...

EXAMPLE

Throw out the junk - Slow or non-moving products begin to cut into productive space. These need to be sold at discount. Additionally, profit opportunities may have been postponed for lack of space, actually reducing return on investment.



Language Focus: Grammar

1. a) Look at the following sentences and note their structure. Translate them into Russian,

I want you to help me. / I'd like you to help me.
I expect you to help me.
I know you to be helpful.
I made you help me.

- b) Paraphrase the following sentences using complex object.

1. I know that automated storage systems are able to use vertical space efficiently.
2. People expect that WMS coordinates the direction and tracking of materials in the warehouse.
3. I would like that you find out recent developments in marketing.
4. The importers want that our company representatives prepare all the necessary documentation in time.
5. Our partners expect that we use the building as a retail store and a warehouse.
6. I know that Sue is an expert in warehouse optimisation.

- c) Translate the following sentences into English using complex object.

1. Я рассчитываю, что инженеры оборудуют склады погрузочными доками для загрузки и разгрузки грузовиков.
2. Оптовики хотели бы, чтобы мы предоставили им складские помещения в промышленных зонах нашего города.
3. Мы принуждаем наших партнеров закупать оборудование согласно стандартам ISO.

4. Мы знаем, что различные системы автоматизации значительно облегчают работу на складе.
5. Специалисты по инвентаризации хотят, чтобы владельцы складов использовали интеллектуальные полки со встроенными датчиками.
6. Они ожидали, что руководство организует сотрудничество с опытными специалистами в этой области.
7. Все знали, что правительство закрывает этот склад на капитальный ремонт.

2. a) Look at the following forms and state the difference.

He is said *to work*

He was said *to work*

He is said *to be working*

He was said *to be working*

He is said *to have worked*

He was said *to have worked*

He is said to be fired

He is said to have been fired

b) Match the following constructions with their Russian equivalents.

- | | |
|--------------------------|---------------------------|
| 1...was said to... | a - Говорили, что... |
| 2...was seen to... | b - Полагали, что... |
| 3...was heard to... | c - Обнаружили, что... |
| 4...was supposed to... | d - Видели, что... |
| 5...was believed to... | e - Было известно, что... |
| 6...was expected to... | f - Предполагали, что... |
| 7...was reported to... | g - Объявили, что... |
| 8...was considered to... | h - Слышали, что... |
| 9...was thought to... | i - Ожидали, что... |
| 10...was found to... | j - Думали, что... |
| 11...was announced to... | k - Считали, что... |
| 12...was known to... | l - Сообщали, что... |

c) Translate into Russian.

1. Supply chain is known to be a complex process.

2. The inventory was supposed to have been completed by the end of the previous month.
3. A new warehouse was reported to be opening in Samara.
4. This company was believed to purchase extra loading equipment.
5. New age warehouses are expected to be equipped with smart shelves.
6. The pallets and product are considered to be moved with a system of automated conveyors and automated storage and retrieval machines.
7. These systems are often heard to be installed in refrigerated warehouses.

3. a) Look at the following sentences and state the difference.

- | | |
|---|---|
| 1. They loaded the trucks yesterday. | 2. They had the trucks loaded yesterday. |
|---|---|

b) Use the words in brackets to complete the sentences. Use the structure **have smth done**.

1. I think we should _____ (warehouses/automate).
2. They _____ (goods/load) directly from railways and airports.
3. To keep the product from spoiling the company _____ (refrigerators/install) in the warehouses.
4. They _____ (ready for sale goods/place) in the bottom parts of the racks.
5. They invite specialists to _____ (inventory/make).
6. To raise efficiency the company _____ (employees/train).
7. They _____ (all pallets and cartons/label).
8. Logistics personnel _____ (warehouse transactions/record) to maintain accurate inventory.

c) Answer the following questions using the structure **have smth done**. Use the verb from the box below.

retrieve	store	improve	maintain	move
----------	-------	---------	----------	------

1. Why do the manufacturers place their goods in warehouses?
2. Why do logisticians use WMS?
3. Why do they equip warehouses with cranes and forklifts?
4. Why do they use automated retrieval machines?
5. Why do they need a mechanic in a warehouse?



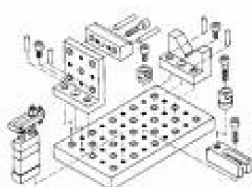
Reading 2

1. Write a definition of the term 'inventory' based on the information presented in the previous modules.

Inventory is _____

2. a) Skim the text to see if your idea of inventory coincides with the definition given in the text.

b) Before you read the text, make sure you understand the right meaning of the following words.



fixtures
(крепления)



lid
(крышка)



steel coil
(катушка листовой стали)



solder
(припой,
паяльный инструмент)

Inventory

In business management, **inventory** consists of a list of goods and materials held available in stock.

While inventory is usually discussed in terms of goods for sale, manufacturing and not-for-profit organizations also have inventories of fixtures, furniture, supplies, etc. that they do not intend to sell.

Manufacturers', distributors', and wholesalers' inventory is kept in warehouses. Retailers' inventory may be kept in a warehouse or in a shop or store accessible to customers. Inventories that are not intended for sale to customers or clients may be kept in any premises an organization uses. Manufacturing organizations usually divide their "goods for sale" inventory into:

- materials and components scheduled for use in making a product (**Materials and Components** or **Raw Materials**)
- materials and components that have begun their transformation to finished goods (**Work in Process**, or **WIP**)
- **finished goods** that are ready for sale to customers
- **goods for resale** - returned goods that are salable
- **spare parts**

Examples of inventory control.

❖ **Manufacturing:** A canned food manufacturer's materials inventory includes the foods to be canned, empty cans and their lids (or coils of steel or aluminum for constructing those components), labels, and anything else (solder, glue, ...) that will

form part of a finished can. The firm's work in process includes those materials from the time of release to the work floor until they become complete and ready for sale to wholesale or retail customers. Its finished goods inventory consists of all the cans of food in its warehouse that it has manufactured and wishes to sell to food distributors (wholesalers), to grocery stores (retailers), and even perhaps to consumers through arrangements like factory stores and outlet centers.

- ❖ **Logistics or distribution** includes the owners (wholesalers and retailers), manufacturer's agents, and transportation channels an item passes through between manufacture and purchase by a final consumer. At each stage, goods belong (are assets) to the seller until the buyer accepts them. Distribution includes four components:
- ❖ **Manufacturers' agents:** Distributors who hold and transport finished goods for manufacturers without ever owning it. Manufacturers' agents' inventory is called *material* to differentiate it from goods for sale.
- ❖ **Transportation:** The movement of goods between owners. Goods in transit are owned by the seller until the buyer accepts them. Sellers or buyers may transport goods but most transportation providers act as the seller's agents.
- ❖ **Wholesaling:** Distributors who buy goods from manufacturers and other suppliers (farmers, fishermen, etc.) for resale work in the wholesale industry. A wholesaler's inventory consists of all the products in its warehouse that it has purchased from manufacturers or other suppliers. A produce wholesaler (or distributor) may buy from distributors in other parts of the world or from local farmers. Food distributors wish to sell their inventory to grocery stores, other distributors, or possibly to consumers.
- ❖ **Retailing:** A retailer's inventory of goods for sale consists of all the products on its shelves that it has purchased from manufacturers or wholesalers. The store attempts to sell its inventory of soup, bolts, sweaters, or other goods to consumers.

(edited from <http://wordiq.com>)

Special terms used in dealing with inventory

- Stock Keeping Unit (SKU) is a unique combination of all the components that are assembled into the purchasable item. Therefore any change in the packaging or product is a new SKU. This level of detailed specification assists in managing inventory.
- Stockout means running out of the inventory of an SKU.
- "New old stock" (sometimes abbreviated NOS) is a term used in business to refer to merchandise being offered for sale which was manufactured long ago but that has never been used. Such merchandise may not be produced any more, and the new old stock may represent the only market source of a particular item at the present time.

3. Read the text again and say if these statements are true or false.
Correct the false ones.

1. Wholesalers' inventory is kept in stores.
2. Manufacturers have the inventory of raw materials and finished goods.
3. Packages and labels are included into the manufacturers' inventory.
4. Distributors and transportation providers own the products at some point of the transportation channel.

5. Suppliers sell goods to be resold.
6. Consumers can buy goods directly from the manufacturers.
7. Retailer's inventory is called the materiel.

4. a) Explain the following compound words in English.

- work-in-process
- not-for-profit organization
- manufacturer's agent
- transportation channel
- seller's agent
- factory store
- outlet centre
- work floor

b) Give the Russian equivalents of these words.

5. a) Match the words with their definitions.

- | | |
|---------------------|--|
| 1. assets | a. things that are provided or available to be used |
| 2. putaway | b. equipment at a factory necessary to make it suitable for work |
| 3. furniture | c. make an effort or to try |
| 4. materiel | d. to show that the two things are not the same |
| 5. supplies | e. property/things a company/person has |
| 6. arrangement | f. to have/possess sth |
| 7. to own | g. to sell what you have bought to another person |
| 8. to differentiate | h. product allocation |
| 9. release | i. materials which the product is made of/with |
| 10. to attempt | j. a way of doing sth |
| 11. to resale | k. making sth available, getting sth to some place |

b) Use the words in the sentences of your own.

6. a) Scan the text again and write out all the people who are involved in the process of inventory.

manufacturer

b) Put the participants of the process in the logical order.

supplier →



Language Focus: Vocabulary

1. a) Read the text and fill in the gaps with a suitable derivative of the word given in brackets.

Cooling in a Warehouse.

When it gets really hot in a warehouse you're going to lose (1) _____ (product). Depending upon the activities being performed and the (2) _____ (locate) and size of your facility you may find air conditioning to be a possible option, however, many warehouses will never experience this luxury. You can do a lot with (3) _____ (strategy) placed ceiling and (4) _____ (move) floor fans. There are also fans available as (5) _____ (add) to your forklifts. Fans are especially important on man-up vehicles such as order (6) _____ (select) and turret trucks since the temperature near the ceiling is dramatically warmer than at the floor level (even in winter). Also make sure (7) _____ (drink) water is available and encourage (8) _____ (employ) to drink often. Even very mild (9) _____ (hydrate) will impair your employees productivity.

b) Translate the text into Russian.

2. a) Match the words from the first column with the words from the second column to make collocations.

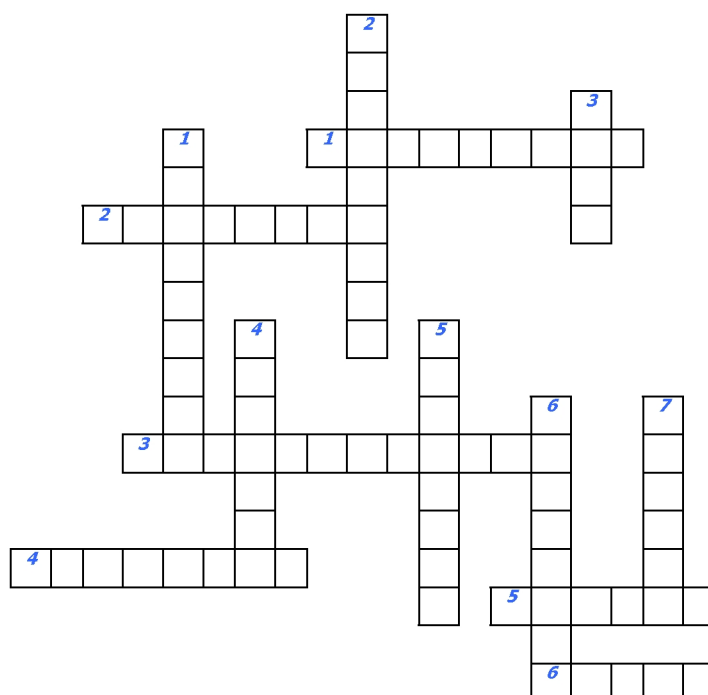
- | | |
|-----------------|-----------------|
| 1. storage | a. work |
| 2. warehouse | b. inventory |
| 3. resale | c. transactions |
| 4. outlet | d. storage |
| 5. material | e. centres |
| 6. high-bay | f. docks |
| 7. refrigerated | g. conveyors |

8. loading h. warehouses
9. automated i. systems
- 10 pallet j. racks

b) Fill in the gaps with the collocations above.

1. _____ systems are the most commonly used rack system because they are inexpensive and quick and easy to assemble.
2. _____ is an architectural fixture where trucks may be loaded and unloaded. They are commonly found on large commercial and industrial buildings.
3. _____ are able to safely transport materials from one level to another, which when done by human labour would be strenuous and expensive.
4. We make lockers, shelving, and _____ that are better engineered, stronger, safer and easier to install.
5. These _____ areas are often more than 10 meters high, with some over 20 meters high.
6. One popular way to shop is at the local _____, where top retailers offer discount merchandise to buyers.
7. The owner of a furnished house which is rented out is likely to have a _____ of all the furniture, fixtures, and fittings in the house.
8. _____ provides special equipment to prevent products from going bad.
9. He makes his living by purchasing online products for further _____.
10. We offer a wide range of logistics services – from transportation and _____ to marketing and distribution.

3. Do the following puzzle.



Across:

1. picking, grading (9)
2. a device for lifting heavy objects (8)

3. cooler, freezer (12)
4. materials and tools necessary for any work (8)
5. possessions, capital (6)
6. goods which are available (5)

Down:

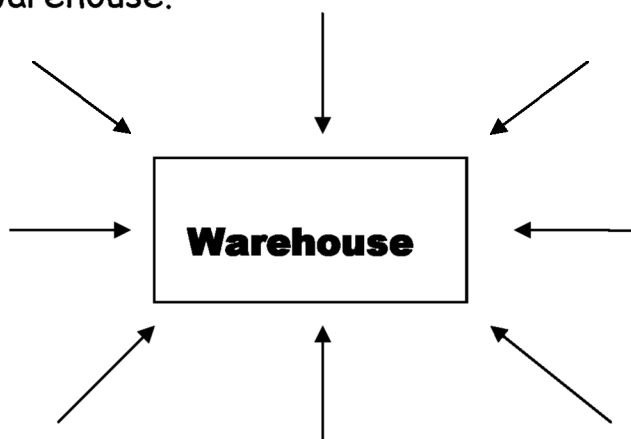
1. storehouse (8)
2. list of goods (9)
3. stand, shelf (4)
4. keeping sth in some place (7)
5. collection of information (8)
6. the building and land nearby that a business has and uses (8)
7. a store, a shop (6)

4. Translate the following sentences from Russian into English.

1. Складские помещения используются производителями, оптовыми торговцами, транспортными предприятиями, таможенными службами и т.д.
2. Склады обычно оборудованы погрузочными платформами и грузоподъемными кранами для перемещения товаров.
3. Автоматизированные конвейеры и машины для хранения и поиска товаров устанавливаются в многоярусных складах.
4. Работники складов контролируют перемещение товаров и ведут тщательную инвентаризацию.
5. Складские операции включают отгрузку товара, его прием, размещение и сортировку.
6. Товары для продажи располагаются на нижних полках торгового склада, в то время как верхние полки заняты упакованными товарами на поддонах.
7. Товары, не предназначенные для продажи, могут храниться в любом помещении организации.
8. Инвентаризация – это подробный список всего имущества производственной организации, включая сырье, полуфабрикаты, готовые товары и запчасти.
9. Торговые агенты, ответственные за материальную часть, должны регулярно производить инвентаризацию всех единиц хранения.
10. Интеллектуальные полки со встроенными датчиками оповещают об израсходовании запасов продукта на складе.

Listening

1. Brainstorm possible factors that can help optimize processes within the warehouse.



2. a) Match the following warehouse optimization techniques with their functions, each having two of them. Complete the table.

Optimization techniques	Functions
training	
equipment	
identification	
forms and paper work	
housekeeping	

- a) faster and more accurate order picking and putaway
- b) clear policies and procedures communication
- c) customs' documentation accuracy
- d) product transportation within the warehouse
- e) clean working environment
- f) filling-in simplicity
- g) better employees' supervision
- h) handling the storage
- i) safety in high traffic areas
- j) congestion elimination

b) Listen and check. Make sure you know the following words and expressions.

enormous impact return on investment readable labels

spreadsheet program documentation consistency implementing schedules

high-traffic areas slippery surfaces empty bins dispose of trash

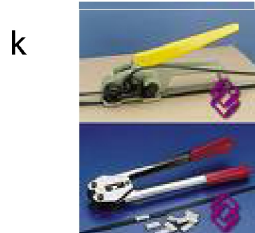
3. a) Look through the following items, choose three of them and explain how each of them can be used in a warehouse. Use the structure as in the example.

EXAMPLE. A pallet jack **is used to** lift cargo.

Warehouse Tools	
Pallet Jack (подъемная транспортная платформа)	
Hand Truck (ручная тележка)	
Stock Cart (внутрискладское транспортное средство)	
Rolling Ladder(роликовая лестница)	
Banding Dispenser (катушка с намотанной веревкой)	
Banding Cutters (резаки)	
Banding Crimpers(отжимные щипцы)	
Pry Bar (монтажка)	
Stretchwrap Dispenser (катушка с намотанной пленкой)	
Tape Dispenser (катушка с намотанной клейкой лентой)	
Pocket Calculators	
Clip Board	
Razor Knife and Blade	
Marker, Pen	
<u>CLEANING SUPPLIES</u>	
Broom (метла)	
Dust Pan (совок)	
Mop (швабра)	
Trash Container (контейнер для мусора)	

Safety Items	
Safety Glasses (защитные очки)	
Dust Mask (пылезащитная маска)	
Gloves (перчатки)	
Apron (фартук)	
Respirator (респиратор)	
Hard Hat (защитный шлем, каска)	
Wheel Choke (тормозной механизм)	

b) Look at the following images and say which items are pictured here. Consult the list above if necessary.



c) Listen to the recording and in the table from ex. 3a) tick the items you hear.



Writing

1. Read the sample of a business proposal letter. Why is it called so? What is being proposed?

Dear Mr. Frank,

How would you like to cut your printing costs by more than 40 percent per month? Give us a few minutes of your time and we'll show you how.

general proposal overview

We'll review every aspect of your current system and analyze its strengths and weaknesses. We'll look at a comparison of costs for other businesses of your size and provide a comprehensive report of short and long-term actions that will generate substantial savings for your company.

specific recommendations

The enclosed proposal outlines the details of what we'll do and how successful we've been at doing this for other businesses. In fact, we guarantee you'll save no less than 10 percent per year savings as a result of our efforts.

*total expense/
cost analysis*

We will call after you've had a chance to review our proposal.

enclosures

Sincerely,
Mark Hancock

(taken from www.writing-business-letters.com)

2. Imagine that you are the owner of a modern warehousing facility and you have to write a business proposal letter to one of the following people:

-  Dolly Wong, a project manager at www.shrimpsfrozen.com
-  Parker Bold, an analyst at Leather World
-  Maksim Bogdanov, a representative of Media Markt

Your letter should include a general overview of your warehouse, describe the facilities you have to attract potential customers, give the cost of your services per some period of time.



Speaking: Now You

1. a) Does the term "CASH & CARRY" sound familiar? What does it mean? What are the main features of Cash & Carry stores?
b) Compare your ideas with the definition given by www.wikipedia.org.

Cash and carry is a form of trade in which goods are sold from a wholesale warehouse operated either on a self-service basis, or on the basis of samples (with the customer selecting from specimen articles using a manual or computerized ordering system but not serving himself) or a combination of the two. Customers (retailers, professional users, caterers, institutional buyers, etc.) settle the invoice on the spot and in cash, and carry the goods away themselves.

2. a) Work in small groups. Choose one Cash & Carry store from the range presented below.



b) Search for the information about the company, which may include:

- ✗ about the store
- ✗ product range
- ✗ services
- ✗ special offers
- ✗ store location
- ✗ website design

c) Make a presentation of your project work to your group.

Module 8. Outsourcing.



Tune In

1. Read the legend and try to give the definition to the term 'outsourcing'.

PROBABLY, logistical outsourcing is as old as the hills. Its discoverer was, perhaps, one of our agricole (=farmer) ancestors who asked his neighbour – a cart owner – to carry another sack of grain to his wife trading in the market.

WHEN the agricole got tired of keeping sacks with grain at home and entrusted to the cart owner not only carrying the sacks to the market but also their storage in his, the neighbour's, barn, there arose the second (after **transport**) main component of logistical outsourcing – the **storage** one. Further on the agricole's neighbour, who became in the history logistics operator, started developing his business. Going to the market and on his way sending messenger-pigeons to the agricole ('Have just passed the Curved Rock, met no robbers'), he complimented the transport and storage components with one more – **information**. When he brought to the agricole the money earned by the agricole's wife in the market he also assumed part of **financial flows**.

Outsourcing is the process of

.....
.....



Reading 1

1. Read the quotation once said by Alphonso Jackson (Secretary of the United States Department of Housing and Urban Development). Do you agree with the statement? Why/Why not? Give reasons.

"... where the work can be done outside better than it can be done inside, we should do it."

2. a) Read the text to get the idea of outsourcing.

Understanding the Keys to Outsourcing

So, what is outsourcing? Outsourcing is contracting with another company or person to do a particular function. Typically, the function being outsourced is considered non-core to the business. An insurance company, for example, might outsource its janitorial operations to firms that specialize in those types of work since they are not related to insurance or strategic to the business. The outside firms that are providing the outsourcing services are third-party providers, or as they are more commonly called, service providers. Those processes could be done more efficiently, and therefore more cost-effectively, by other companies with specialized tools and facilities and specially trained personnel.

Currently, outsourcing takes many forms. Organizations still hire service providers to handle business processes. But some organizations outsource whole operations. The most common forms are information technology outsourcing (ITO) and business process outsourcing (BPO). Business process outsourcing encompasses call center outsourcing, human resources outsourcing (HRO), finance and accounting outsourcing, and claims processing outsourcing.

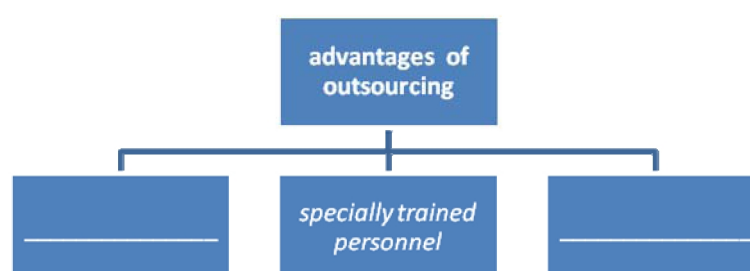
Some companies that are short on time and money apply outsourcing in order to speed up the time to launch. They hire a multitude of outsourcing service providers to handle almost all aspects of a new project, from product design, to testing, to localization, and even to marketing and sales.

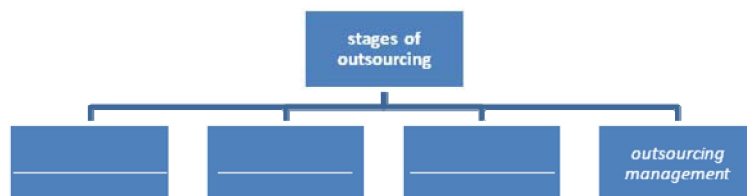
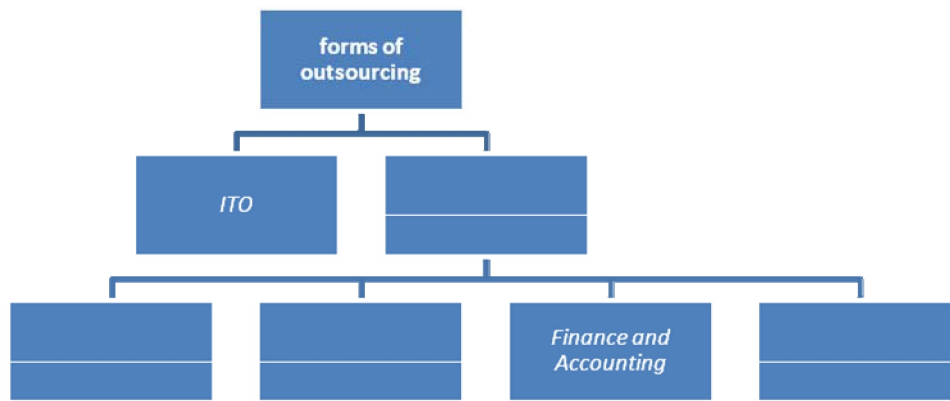
The process of outsourcing generally encompasses four stages: 1) strategic thinking, to develop the organization's philosophy about the role of outsourcing in its activities; 2) evaluation and selection, to decide on the appropriate outsourcing projects and potential locations for the work to be done and service providers to do it; 3) contract development, to work out the legal, pricing and service level agreement (SLA) terms; and 4) outsourcing management or governance, to refine the ongoing working relationship between the client and outsourcing service providers.

The challenges of outsourcing become especially acute when the work is being done in a different country (offshored), since that involves language, cultural and time zone differences.

(edited from <http://EzineArticles.com>)

b) Read the text again and fill in the charts.





3. Say if the following statements are true or false. Correct the false ones.

1. Core functions of the company are typically outsourced.
2. Catering is not a strategic operation for an insurance company.
3. The availability of specialized tools and facilities reduce the cost of operation.
4. To speed up the launch time is one of the main reasons for outsourcing.
5. It is not possible to outsource the whole operation.
6. Nowadays outsourcing takes only two forms – ITO and BPO.
7. Some new management structure helps to handle the ongoing working relationship between the client and service providers.
8. Language, cultural and time zone differences can become a barrier while offshoring.

4. Look through the text again and give the definitions of the following words.

Third party provider - _____

Offshoring - _____

5. Match the following words with their synonyms.

- | | |
|---------------|--------------------------|
| 1. acute | a. difficulties |
| 2. challenges | b. plenty of |
| 3. evaluation | c. important |
| 4. governance | d. secondary |
| 5. janitorial | e. maintenance, cleaning |
| 6. multitude | f. management |
| 7. non-core | g. rating |

6. Match the operations with the departments. Complete the table.

Call Centre	Human Resources	Finance and Accounting	Claim processing

- | | | |
|------------------------------------|--------------------------------------|-----------------------------------|
| 1. refund payment | 6. evaluating the validity of claims | 10. performance evaluation |
| 2. information inquiries | 7. customer support | 11. order handling |
| 3. training | 8. internal audit | 12. recording the value of income |
| 4. tax accounting | 9. loss and damage handling | |
| 5. record keeping of personal data | | |

Language Focus: Grammar

1. a) Study the following chart and compare pairs of sentences in each row.

Interrogative Pronouns

Who translated this article?
Whose answer was correct?
Whom did you give the book to read?
Which movies do you prefer?
Where do you study?
When did he come back?
Why was she crying?

Relative pronouns

The student *who* translated this article ...
 The girl *whose* answer was correct ...
 My friend *whom* I gave the book to read ...
 Movies *which/ that* I prefer ...
 The university *where* I study ...
 At the moment *when* he came back ...
 The reason *why* she was crying ...

b) Finish the sentences in the second column with your own ideas.

c) Match relative pronouns with the things they refer to in the sentences.

who/whose/whom	thing
which/that	reason
when	person
where	place
why	time

2. Combine the sentences 1-6 with those in the box to make complex sentences with relative clauses. Use one of the relative pronouns from the list in 1(c).

... provide companies with product/ service needed.
 ... a client asks for what is on offer.
 ... is aimed at reaching an agreement.
 ... the contract terms become active.
 ... a number of face-to-face competitions might be organized.
 ... take part in the same business with another company/
 person.

EXAMPLE:

A supplier is someone *who* provides companies with product/ service needed.

1. A partner is someone ...
2. A request of proposal is a formal letter ...
3. ~~A supplier is someone ...~~
4. Desire to clarify some details of the proposal is the reason ...
5. Negotiations are a discussion ...
6. The effective date is the time ...

3. a) Look at the two sentences and state the difference between them.

- ✚ The service commencement date is the date when the supplier will take over the services.
- ✚ The contract signature date, when each party signs the contract, is the first significant date at contract finalisation stage.

b) Read the sentences and put in commas where necessary.

1. The supplier who I told you about is the best in this field.
2. This is the date which is very important for our company.
3. It is essential to follow the contract terms that the companies sign up to.
4. The 8th stage of outsourcing is 'ongoing service delivery' which lasts for the term of the contract.
5. 'Termination or renewal' is the final stage when a decision is made to continue or to stop working with this supplier.



Reading 2

1. a) Read the title of the text and predict what the text is going to be about.

b) What do you think are the steps of outsourcing?

2. Read the text and match the headings A-I to paragraphs 1-9.

- A Ongoing service delivery
- B Negotiations
- C Transition
- D Contract finalisation
- E Deciding to outsource
- F Transformation
- G Termination or renewal
- H Supplier proposals
- I Supplier competition

Process of outsourcing

1 _____

The decision to outsource is taken at a strategic level and normally requires board approval. Outsourcing is the divestiture* of a business function involving the transfer of people and the sale of assets to the supplier. The process begins with the client identifying what is to be outsourced and building a business case to justify the decision. Only once a high-level business case has been established for the scope of services will a search begin to choose an outsourcing partner.

2 _____

A Request for Proposal (RFP) is issued to the shortlist* suppliers requesting a proposal and a price.

3 _____

A competition is held where the client marks and scores the supplier proposals. This may involve a number of face-to-face meetings to clarify the client requirements and the supplier response. The suppliers will be qualified out until only a few remain. This is known as down select in the industry. It is normal to go into the due diligence* stage with two suppliers to maintain the competition. Following due diligence the suppliers submit a "best and final offer" (BAFO) for the client to make the final down select decision to one supplier. It is not unusual for two suppliers to go into competitive negotiations.

4 _____

The negotiations take the original RFP, the supplier proposals, BAFO submissions and convert these into the contractual agreement between the client and the supplier. This stage finalizes the documentation and the final pricing structure.

5 _____

At the heart of every outsourcing deal is a contractual agreement that defines how the client and the supplier will work together. This is a legally binding* document and is core to the governance of the relationship. There are three significant dates that each party signs up to: the contract signature date, the effective date when the contract terms become active and the service commencement date when the supplier will take over the services.

6 _____

The transition will begin from the effective date and normally run until four months after service commencement date. This is the process for the staff transfer and the take-on of services.

7 _____

The execution* of a set of projects to implement the Service Level Agreement (SLA), to reduce the Total Cost of Ownership (TCO) or to implement new Services is known as the Transformation. Emphasis is made on 'standardisation' and 'centralisation'.

8 _____

This is the execution of the agreement and lasts for the term of the contract.

9 _____

Near the end of the contract term a decision will be made to terminate or renew the contract. Termination may involve taking back services (insourcing) or the transfer of services to another supplier.

(edited from <http://wikipedia.org>)

*Divesture** – process of selling off

*Shortlist** – list of selected candidates from which a final choice is made

*Due diligence** – reasonable steps taken in order to satisfy a legal requirement

*Binding** – involving an obligation that cannot be broken

*Execution** – carrying out a plan

3. Read the text again and identify the following:

- the first thing the client needs to do having decided to outsource
- the meaning of the term 'Down Select'
- the three significant dates that the client and the supplier sign up to
- the meaning of the term 'insourcing'

4. a) Decipher the abbreviations from the text and give their Russian equivalents.

Abbreviation	Meaning	Russian equivalent
RFP		
BAFO		
SLA		
TCO		

b) Make sure you remember the following abbreviations.

CEO
ISO
BPO
ITO
3PL
TEU...

5. Supply a suitable word or word combination underlined in the text to definitions 1-8.

1. scenario for the project planned
2. period when the contract is in effect/ force
3. both the client and the supplier who are involved in the agreement
4. process of moving somebody to another place
5. process of selling out company's property
6. events when you are with another person and talk to them
7. acceptance of the decision by company's authority
8. arrangement to do something in accordance with a contract

6. a) In a group, draw a scheme to show how the process of outsourcing works.



b) Exchange your schemes with other groups and discuss them.



Language Focus: Vocabulary

1. a) Match each verb A-J with the most appropriate words or word combinations in the second column to make verb phrases. Consult the texts in Reading 1 and Reading 2 if necessary.

A. build	a Request for Proposal
B. issue	a contract
C. launch	operations
D. submit	terms
E. work out	stages
F. encompass	a business case
G. implement	new services
H. offshore	a project
I. terminate	a contract
J. renew	a 'best and final offer'

b) Now complete the sentences below with the most appropriate verb phrases from 1(a).

1. When the client _____, the suppliers answer with a letter of proposal.
2. The client will probably _____ with the suppliers who satisfied him with its service.
3. The only way out was to _____ in order to speed up the product launch.
4. In order to be chosen at the final down select decision, suppliers need to _____ to the client.
5. If the client _____ with one of the suppliers, he might either insource or transfer the services to another supplier.
6. The usual legal procedure before contracting is _____.

2. a) Read the text and fill in the gaps with the words from the box.

to control some aspects	secret information	direct communication
solid relationships		a viable option
outsource providers	delayed communication	highly beneficial

There are some disadvantages to outsourcing as well. One of these is that outsourcing often eliminates (1) _____ between a company and its clients. This prevents a company from building (2) _____ with their customers, and often leads to dissatisfaction on one or both sides. There is also the danger of not being able (3) _____ of the company, as outsourcing may lead to (4) _____ and project implementation. Any (5) _____ is more vulnerable, and a company may become very dependent upon (6) _____, which could lead to problems

should the outsource provider back out on their contract suddenly. While outsourcing may prove (7) _____ for many companies, it also has many drawbacks. It is important that each individual company accurately assesses their needs to determine if outsourcing is (8) _____.

b) Translate the text into Russian.

3. Translate the following sentences from Russian into English.

1. Аутсорсинг – это привлечение сторонних ресурсов, обычно внешние услуги не являются профильными для организации-заказчика.
2. Некоторые компании используют внешние ресурсы для того, чтобы ускорить запуск продукции на рынок.
3. Поставщики услуг занимаются определенным аспектом проекта, это выгодно для организации-заказчика, поскольку не тратятся денежные средства на закупку специализированного оборудования и на обучение персонала.
4. Процесс аутсорсинга затрудняется, если услуги предоставляются за пределами страны из-за языковых, временных и культурных различий.
5. Как только принимается решение о привлечении сторонних ресурсов, компания подает запрос о представлении предложений на выполнение заказа.
6. Контрактное соглашение обычно включает в себя первоначальную информацию из запроса о представлении предложений, предложения поставщиков услуг, а также прописывается лучшее и окончательное предложение.
7. Процесс передачи дел начинается с того момента, когда контракт вступает в силу, и может занять до 4 месяцев.
8. По истечении сроков действия договора необходимо принять решение о прекращении или обновлении контракта.

Listening

1. a) Think of possible reasons for a company to outsource. Share your ideas with the group.
b) Listen to the tape. You will hear 5 people talking about outsourcing logistics operations. Tick the reasons that are mentioned by each speaker.

Reasons	S1	S2	S3	S4	S5
lack of experience					
lack of resources					
lack of time					
cost reduction					
flexibility					
need to remain competitive					
focus on core competency					

2. Put the number of the speaker (1-5) next to the statement they say.

1. It is better to buy some services than to spend time and money on running them by yourself.
2. Nowadays there is no problem with outsourcing because there are a lot of service providers on the market.
3. My company is doing only short-term contracts with the outsourcing partners.
4. You should concentrate on the main area and outsource the rest.
5. Outsourcing is an option only as a long-term partnership.

3. Listen to the tape again and fill in the gaps with suitable words or word combinations.

Marc H, Consultant at Cap Gemini

In the company I am currently doing a _____ mission for, outsourcing is the result of lack of _____, lack of _____ infrastructure, lack of practices etc... to cut short a long story a lack of experience and resources. Their key objective is to do _____ term contracts (about 5 years), get the know-how transferred in house.

Vignesh A, Senior Manager at Dell Australia Pty Ltd

Some of the key objectives would be _____, cost reduction, especially if the function is not a _____ strength of your business. Most of the benefits are dependent on how you setup _____ your _____ outsourced _____ partner. If your partner is stable and forward thinking, it'll be a good ride all the way, but if they are just in it for the short term it can be a very painful long journey.

Mario R, Director, Worldwide Purchasing at Eastman Kodak Co.

Typically, the outsourcing company comes to the conclusion that its core competency is not - _____, and they need to find an alternative in order to remain _____ in its chosen market. In my experience, the management team making the decision determines they don't want to spend the time, money, _____ to build a logistics system that they can usually "purchase" and _____ in a shorter time.

Chuck E, Operations Management

I worked in logistics for Cisco Systems and one of my tasks while there was to outsource part of the service logistics organization. There are many answers to why a company should outsource, but the main basic principal comes down to _____ and core competency. It needs to be done well but it doesn't add any additional _____ to the company. The key objectives of outsourcing logistics tasks are to maintain the same level of _____ capabilities, while reducing overall cost.

Jerome T, Logistics and Warehouse Manager

It was very useful and cost-effective for our company at the _____ period, when we didn't have enough _____ resources and time for operations. At present logistics suppliers come in large quantity therefore helping you to compare prices, _____ and so on.



Writing

1. a) Work in pairs. Study the following outsourcing examples. Choose one of them and define the main problem in the company.

Outsourcing Example 1

XYZ Ltd is a new business that sells specialised computer hardware from a small shop in the centre of town. It is a small business with 6 employees that all have specific roles.

For the first three months, sales have not reached expected figures and although costs are being covered, profits are not evident. However, the employees do not have sufficient skills in sales techniques other than 'direct' sales (on-site).

Outsourcing Example 2

ABC Ltd is an independent garage that sells second hand cars. The increasing local competition has forced ABC Ltd to consider increasing their services and communications in order to increase competitiveness and stimulate growth.

They have made plans to sell new cars and to provide a servicing department. In addition, they plan to provide a high degree of after-sales customer service by contacting customers by phone (courtesy calls, MOT/service reminders, etc).

b) Think of a possible way out and write the outsourcing scenario.

c) Take someone else's scenario and discuss it.



Speaking: Now You

1. a) Choose one of the following companies and find out what operations they outsource. Make a report containing the information on

- operations
- countries and 3rd party providers
- benefits of outsourcing for the company.

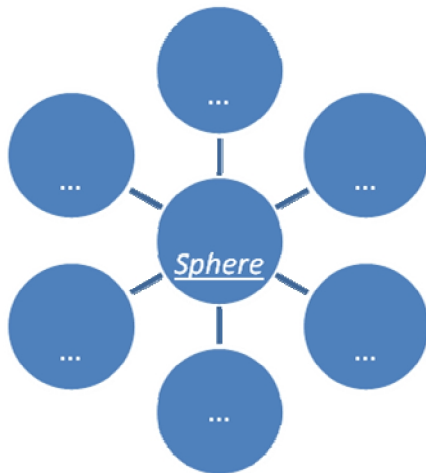


Module 9. Automated Logistics. E-Commerce



Tune In

1. Think about the spheres of life where automation is successfully applied. Name the benefits of automation.



Benefits:



Reading 1

1. a) Brainstorm how automation can be applied in logistics, specify the stage of the supply chain.
b) Read the text to learn more about automated logistics.

Automated Logistics

Logistics automation is the application of computer software and / or automated machinery to improve the efficiency of logistics operations. Typically this refers to operations which happen within a warehouse or distribution center.

Logistics automation systems can powerfully complement the facilities provided by these higher level computer systems. The focus on an individual node within a wider logistics network allows systems to be highly tailored to the requirements of that node.

Logistics automation systems comprise a variety of hardware and software components:

Fixed machinery

❖ Automated cranes (also called automated storage and retrieval systems): provide the ability to input and store a container of goods for later retrieval to a pick face location. Typically cranes allow many levels of stock to be stacked vertically, and allowing far high storage densities and better space utilisation than alternatives. Automated storage and retrieval systems use cranes to store and retrieve identified cases or pallets, typically into a highbay storage system which would be unfeasible to access using fork-lift trucks or any other means.

❖ Conveyors: automated conveyors allow the input of containers in different areas of the warehouse.

❖ Sortation systems: similar to conveyors but typically have higher capacity and can divert containers more quickly which are typically used to distribute high volumes of small cartons to a large set of locations.

❖ Industrial Robots which are four to six axis industrial robots, e.g. palletizing robots, are used for palletizing, depalletizing, packaging and order picking. Typically all of these will automatically identify and track containers based upon barcodes, or increasingly, RFID (radio frequency identification) tags.



Mobile technology

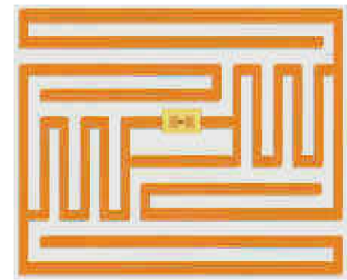
❖ Radio data terminals: these are hand held or truck mounted terminals which connect wirelessly to logistics automation software and provide instructions to operators moving throughout the warehouse. Many also have in-built barcode scanners to allow identification of containers.

Software

❖ Integration software: this provides overall control of the automation machinery and, for instance, allows cranes to be connected up to conveyors for seamless stock movements.

❖ Operational control software: provides low-level decision making, such as where to store incoming containers, and where to retrieve them when requested.

❖ Business Control software: provides higher level functionality, such as identification of incoming deliveries / stock and scheduling order fulfilment, assignment of stock to outgoing trailers.



(edited from <http://wikipedia.org>)

2. Answer the following questions.

1. At what stage of logistics operations is automation most typically applied?
2. What are the main components of logistics automation system?
3. What is the main purpose of using fixed machinery?
4. What is RFID? What is it used for?
5. What is the difference between operational control software and business control software?

3. In each group, underline the word which does not have a similar meaning to the other two words. Consult the dictionary if necessary.

1. node centre network
2. unfeasible impossible possible
3. input pick retrieve
4. seamless non-stop interrupted
5. overall separate holistic
6. arriving incoming outgoing
7. fail complete fulfill

4. Match the verbs on the left to the phrases on the right. Use the text to help you. Make sure you know the meaning of these collocations.

- | | |
|------------------|-------------------------------------|
| 1. to comprise | a. the stock vertically |
| 2. to complement | b. order fulfillment |
| 3. to tailor | c. a number of components |
| 4. to stack | d. containers |
| 5. to divert | e. the system to the requirements |
| 6. to retrieve | f. facilities |
| 7. to assign | g. products to a pick face location |
| 8. to schedule | h. the stock to trailers |

5. Think of examples of automation application at every stage of logistics operations: from supplier to customer. Complete the table.

<i>Supply Chain Link</i>	<i>Automation Example</i>
Manufacturing	
Transportation	
Warehousing	
Inventory	
Distribution	
Marketing	



Language Focus: Grammar

1. In the text "Automated Logistics" on p.1 underline the sentences which contain relative clauses.

2. Make one sentence from two using a relative clause. The first one was done for you.

Note: In a relative clause use a preposition + whom (people)/which (things).

1. This is the invoice. I told you about it. *This is the invoice about which I told you. This is the invoice which I told you about. (less formal)*

2. Mr. Brail is interested in our plan. I spoke to him on the phone yesterday.
3. Finally our order arrived. We had been waiting for it.
4. Fill in the claim. You can't get a refund without it.
5. The meeting took place last Friday. Only the top managers were invited to it.
6. Jill works for XL Logistics now. I worked for the same company 2 years ago.
7. Give me the reports. You have already looked through them.

3. a) Write sentences with all of/most of/ etc... + whom/which. Use the sentence in brackets to make a relative clause. The first one was done for you.

1. I have three brothers. (All of my brothers are logisticians). *I have three brothers, all of whom are logisticians.*
2. We were given a lot of information. (Most of the information was useless.)
3. There were a lot of people at the conference. (I had met only a few of these people before.)
4. I have sent Mr. Lewis 2 claims. (He received neither of these claims.)
5. Ten people applied for the job. (None of these people were suitable.)
6. Our company purchased 2 warehouses. (We hardly ever use one of them.)

b) Make up your own sentences using the grammatical structure below.

none of/ neither of/ any of/ either of
 some of/ many of/ much of/ (a) few of
 all of/ half of/ each of/ one of/ two of (etc)

+ whom (people)
 + which (things)

4. Join a sentence from Box A with a sentence from Box B to make a new sentence. Use **which**. The first one was done for you.

A. 1. Our flight was delayed. 2. I had to pay for the shipment. 3. She is not on the phone. 4. We signed the contract. 5. The manager offered me his help. 6. Our company has no storage facility. 7. The truck has broken down.	B. 1. This was very nice of him. 2. This is good news. 3. This means we can't deliver goods on time. 4. It cost me \$23. 5. This makes it difficult to stock the product. 6. This means we would be late for the conference. 7. This makes it difficult to contact her.
---	--

1. Our flight was delayed which means that we would be late for the conference.
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____

5. Translate the following sentences into English.

1. Скорость, с которой будет доставлен товар, зависит от места назначения и маршрута.
2. Они заключили контракт с компанией XL Logistics, с которой уже давно сотрудничают.
3. Та девушка, о которой я тебе рассказывал, - наш новый секретарь.
4. Во многих магазинах находятся сканеры, без которых невозможно считать информацию со штрих-кодов.
5. У нашей компании есть три складских помещения, два из которых мы используем очень редко.
6. Мы используем конвейеры, все они автоматически распознают и контролируют движение контейнеров.
7. Этот склад находится недалеко от железнодорожной станции, что очень удобно.
8. Многие логистические компании используют специальную технику и программное обеспечение, что позволяет оптимизировать процесс инвентаризации.



Reading 2

1. a) What is E-Commerce? What do you associate the word with? What does 'e-' stand for?



- b) Have you ever bought anything online? What are the positive/negative aspects of such kind of shopping? Share your experience with the group.

2. Read the text to learn more about E-Commerce and enlarge the list of your associations.

E-Commerce

Electronic commerce, commonly known as **e-commerce** or **eCommerce**, consists of the buying and selling of products or services over electronic systems such as the Internet and other computer networks. The 'electronic' or 'e' in e-commerce refers to the technology/systems; the 'commerce' refers to be traditional business models. E-commerce is the complete set of processes that support commercial business activities on a network. The amount of trade conducted electronically has grown dramatically since the wide introduction of the Internet. A wide variety of commerce is conducted in this way, including things such as electronic funds transfer, supply chain management, e-marketing, online transaction processing, electronic data interchange (EDI), automated inventory management systems, and automated data collection systems. A

small percentage of electronic commerce is conducted entirely electronically for "virtual" items such as access to premium content on a website, but most electronic commerce eventually involves physical items and their transportation in at least some way.

Many successful e-tailers deal with digital products, (including information storage, retrieval, and modification), music, movies, education, communication, software, photography, and financial transactions. Examples of this type of company include: Google, eBay and Paypal. Virtual marketers can sell some non-digital products and services successfully. Items which can fit through a standard letterbox — such as music CDs, DVDs and books — are particularly suitable for a virtual marketer, and indeed Amazon.com, one of the few enduring dot-com companies, has historically concentrated on this field. Products such as spare parts, both for consumer items like washing machines and for industrial equipment like centrifugal pumps, also seem good candidates for selling online. A factor for success in this niche can consist of providing customers with exact, reliable information about which part number their particular version of a product needs, for example by providing parts lists keyed by serial number. Products less suitable for e-commerce include products that have a low value-to-weight ratio, products that have a smell or taste component, products that need trial fittings — most notably clothing — and products which are perishable. Nonetheless, Tesco.com has had success competing with flesh-and-blood retailers delivering groceries in the UK, and clothing sold through the Internet is big business in the U.S.

Naturally, the e-commerce vendor must also perform such mundane tasks as being truthful about its product and its availability, shipping reliably, and handling complaints promptly and effectively. A unique property of the Internet environment is that individual customers have access to far more information about the seller than they would find in a brick-and-mortar situation.

(edited from <http://wordiq.com>)

3. Read the following statements. Say if they are true or false. Correct the false ones.

1. E-commerce is a traditional way of conducting a business with the addition of new technologies.
2. E-commerce works only with selling entirely virtual items.
3. Amazon.com deals mostly with digital services such as financial transactions.
4. Spare parts are not suitable for selling online, because you can never be sure if they are compatible with your equipment.
5. Some e-commerce vendors successfully sell food and clothes online.
6. One of the advantages of e-commerce is that you can always find information about the dot-com company and decide whether it is trustful or not.

4. In the text, find 4 expressions meaning "sellers providing online services", and 2 expressions standing for "companies serving customers in a physical facility".

5. a) Find these words in the text, match them with their synonyms.

- | | |
|--------------|---------------------------|
| 1. conduct | a. everyday, routine |
| 2. enduring | b. field, sphere |
| 3. mundane | c. administer, run |
| 4. promptly | d. quickly, at once |
| 5. niche | e. food, drinks |
| 6. groceries | f. long-lived, prosperous |

b) Use the words in your own contexts.

6. a) Individually, read the opinions some people have on e-commerce and the problems that may arise when shopping online. Pay special attention to the words in bold.

1. I am very **concerned about** security. I am afraid to use my credit cards over the Internet because of credit card fraud.

2. Oh, you know, when I buy a new dress, I want to wear it immediately and show it to everyone, but this **reward** does not exist when my dress does not arrive for days or weeks...

3. I love the social aspect of shopping. I enjoy talking to sales staff, to other shoppers – it's like retail therapy, which does not exist to the same extent in online shopping.

4. You know what **frustrates** me? - Poorly designed, **bug-infested** e-commerce web sites!!!

5. For me, the most important problem is **inconsistent return policies** among e-tailers or difficulties in exchange/return. I once made an expensive purchase, but it was of a different colour and size, I didn't know how to return it, so now it's just lying in a wardrobe.

b) Work in pairs, discuss possible solutions to the problems.

c) Choose one of the aspects and make up a dialogue.

Language Focus: Vocabulary



1. a) Fill in the missing verbs or nouns into the correct gaps.

<u>VERB</u>	<u>NOUN</u>
	RETRIEVAL
SURVEY	
MOVE	
	LOCATION
ASSIGN	
	COMPLAINT

b) Choose a pair of words (verb-noun) and use them in a sentence of your own as in the example.

Automatic retrieval systems help to retrieve the containers to a pick face location.

2. a) Match the following words to make verb-noun collocations.

to conduct	stock
to interchange	complaints
to pick	trade
to assign	funds
to transfer	container
to retrieve	data
to handle	order

b) Explain in English what these expressions mean.

3. Paraphrase the following sentences replacing the underlined phrases with the words from the box below. Make all the necessary changes.

unfeasible

return policy

premium content

seamless

wireless

shipping reliability

fraud

1. Upgrade your membership – only \$23.99 a month and you will get access to lots of extra information.
2. Bluetooth is a technology that does not need any direct connection.
3. If you buy anything online, you should inquire how the company deals with situations if the product doesn't suit you.
4. One of the most frequent crimes in e-commerce is stealing money from credit card.
5. Automated cranes are usually used in storage places where retrieving high bay containers is not possible for a man.
6. The main objective of the SCM optimization is ensuring a smooth logistics flow.
7. A trustful logistics partner is the one that can provide efficiency and security while transporting.

Listening

1. What is RFID? What does each letter in the abbreviation stand for? What is it used for?
2. a) Look at the pictures. Guess what might have provoked such a backlash (negative reaction).



- b) Listen to the news report to see if your guesses were right.
- c) Before you listen, make sure you know the meanings of the following words. Think how they can be related to RFID.

whereabouts

deter shoplifting

privacy

loyalty card

3. Listen to the recording again and choose the correct variant.

1. Katherine Albrecht is
a) a consumer advocate b) a US Senator
2. CASPIAN is
a) a supermarket b) a consumer rights organization
3. The consumer protest was against
a) Gillette b) Tesco
4. The product boycott took place in
a) England b) the USA
5. CASPIAN members refer to RFID as
a) a 'smart shelf' b) a 'spy chip'

4. Think about the positive and negative aspects of using RFID. Fill in the table below.

<i>Positive aspects</i>	<i>Negative aspects</i>

5. Summarize the information presented in the report using the following words and word combinations.

- ❖ consumer protest
- ❖ spy chips
- ❖ surveillance
- ❖ to affix to the product
- ❖ to deter shoplifting
- ❖ to remain functional
- ❖ not to be aware of the presence
- ❖ to report on the whereabouts
- ❖ credit card / loyalty card
- ❖ deduce the identity
- ❖ privacy



Writing

1. Read the following example of a complaint letter, paying attention to the words in bold. Discuss what points are included into it. Divide the letter into paragraphs.

Software Unlimited, Inc.
Attn: Customer Service

To Whom It May Concern

I'm writing to you because of the software I bought from you on May 13, 2008 (order # 73529). I was unable to use your software on my computer and loading it onto my computer gave me problems with other existing software. When **requesting a refund**, I was told by one of your phone assistants that I could not **cancel my account** by fax without losing \$ 50 **set-up fee**. I was also informed that I needed to write a letter of explanation to the Customer Service Department in order to get my money back. I find this system extremely **frustrating**. I must say I am **disappointed** with your software and your company. I should be able to receive **an approval of my refund** by fax (fax. no (263) 563-85-76) or phone call (tel. no (263) 563-85-75). Please cancel my account and give me a **full refund** on my credit card.

Yours truly,
Jane Cleaver

2. You have bought something online that doesn't suit you for some reason. Write a similar letter explaining the problem and expressing your request.



Speaking: Now You

1. a) Work in groups of 4. Think of a company that sells products online. Choose one to your liking (you don't have to choose from the range presented here).



b) Search for the information about the company, which may include:

- ✗ products and services
- ✗ payment and payment security
- ✗ shipping rates and policies
- ✗ return policy
- ✗ website / customer support
- ✗ any other information you find interesting

c) Make a presentation of your project work to your group.

MODULE 10. CAREER IN LOGISTICS.



Tune In

1. Look at the jobs presented in the box, distribute them according to the spheres of logistics. Complete the table.

Manufacturing	Marketing and Distribution	Transportation	Storage	Logistics Engineering / Automation
	<i>E.g. Promotion manager</i>			

Promotion manager, route driver, mechanical service superintendent, warehouse manager, freight forward logistician, service station manager, forklift operator, receiving supervisor, sales manager, conveyor operator, invoice clerk, antique dealer manager, e-commerce manager, location manager, traffic control officer, purchasing agent, inventory control supervisor, driver scheduler, factory superintendent, dispatch logistician, plant manager.



Reading 1

1. Explain what logistics specialists are needed in these companies for. Read the text to see if your guesses were correct.

- engineering company
- publishing firm
- automotive company
- food-selling company
- construction company
- telecommunication company
- architectural company
- clothes-selling company
- computer equipment company

The Rising Importance of Logistics Jobs

By [Mark Doherty](#)

The complexities of the modern economy in the United Kingdom, Europe, and the entire world have meant the increase in logistics needs. Logistics professionals essentially deal with the various shipping, production, and distribution methods as they happen in real time. Proper logistics planning ensures that all of the necessary resources, manpower, and structures are in place to complete the entire production and sales process. However, best laid plans can often go by the wayside due to a last minute client need or a production issue.

Logistics jobs are important to every industry but there are a number of industries particularly affected by logistics needs. Construction, architectural, and engineering firms are influenced greatly by logistics issues. On the job site, logistic professionals can help labourers and foremen by ensuring that they have the building supplies to complete the project. At architectural firms, logistics professionals are often the voices of reason in conceptual meetings by providing the financial and transportation realities of a specific project. Indeed, engineering firms need logistics professionals to ensure that every aspect of production is able to go off without a hitch for the same reasons as mentioned above.

Automotive companies need logistics professionals to stay ahead of the competition. Car, truck, and SUV producers have expanded to meet international needs. A good logistics department is able to ensure that production facilities have the raw resources they need, that designers have the information they need to create a reasonable product, and that dealerships are able to house a certain number of vehicles at their facility.

Companies with high volumes of sales for smaller consumer products are in need of exceptional logistics professionals. Warehouses, distribution centers, call centers, and retail outlets need to be coordinated in order to ensure that every customer gets what they need. Telecommunication companies need logistics professionals to coordinate shipping to get the most products possible to each outlet. Publishing firms need logistics professionals to coordinate author appearances with the shipment of the appropriate books to bookstores. Computing equipment companies need logistics professionals to ensure that equipment meets the standards expected by the client. Logistics professionals are need throughout the world to help keep the economy vibrant.

Mark Doherty is a Director of Alexander Chapel Associates. A specialist [sales recruitment](#) company with a focus in [IT sales jobs](#), logistics jobs and [supply chain recruitment](#)

2. Answer the following questions.

1. What does the work of a logistician provide for?
2. What spheres are logistics specialists most needed in?
3. What are the duties of a logistician in a company?
4. What explains the need of logistics specialists in the world?

3. Substitute the underlined words from the text with the words and word combinations given below.

to provide	materials	rise	store	highly-qualified
strategic	whole	problem	semi-skilled worker	
brigade head	to locate	customer	complications	
lively	appropriate	to fulfill	to occur	

4. Match the following phrases with their definitions.

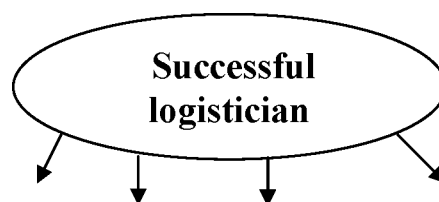
- | | |
|------------------------------|--|
| 1. best laid plans | a. information service |
| 2. to go by the wayside | b. a supply of people who are able to work |
| 3. manpower | c. to go without any problem |
| 4. job site | d. to go wrong |
| 5. to go off without a hitch | e. a place of work |
| 6. SUV / SubUrbanVehicle | f. to be the first/best |
| 7. call center | g. well thought programme |
| 8. to stay ahead | h. 4x4 |

5. Summarize the information presented in the text. Use the key patterns.



Reading 2

1. a) Brainstorm what qualities a successful logistician should possess.



b). Read the text and fill in the table.

Specialist	Qualities
Logistics manager	
Logistics analyst	
Supply Chain manager	
Logistics consultant	

Logistics Jobs Are Available - Is a Career in the Logistics Field Right for You?

Logistics departments in industries throughout the region are on the lookout for great graduates and experienced professionals to fill their open logistics positions. Logistics is the heart and soul of the modern corporation, whose distribution facilities and production plants are often far from one another. Logistics is a field which requires great attention to detail, knowledge of the particular industry in question, and a commitment to fulfilling job duties on a daily basis.

Logistics recruiters often utilize the Internet as a way of drawing in younger and more technically savvy applicants. Online job sites, company sites, and online trade publications are great venues for recruiters to meet with the busy professional or graduate. If you're interested in starting a career in the logistics field, at the minimum you should really plan on obtaining a degree in a related field like transport or supply chain management. A successful candidate also needs the ability to analyze large quantities of diverse data and an insight into all facets of business including transportation.

Logistics Manager: Must possess geographical, analytical and math aptitude, and be able to make quick decisions on a daily basis. Customer service, management, and people skills are required. The position frequently involves the necessity of working under short timelines and strict deadlines. As in all logistics positions, a familiarity with today's technology, such as e-mail, computer software and Internet usage are required.

Logistics Analyst: this position requires analyzing all facets of the logistical procedures in place with an eye towards possible improvements in efficiency and/or reduction of cost. The ability to write clearly and comprehensively and the knack for interfacing with all departments of the organization are requirements for this position.

Supply Chain Manager: will manage the organization's entire supply chain from beginning to end. The position requires expertise in employee supervision, customer service, purchasing, and all facets of warehousing.

Once you get some experience under your belt, you might be interested in becoming a *logistics consultant*. These individuals are engaged on a contract basis by companies who are considering implementing a logistics program or improving their current logistics situation. A consultant might be employed by one of the third party logistics providers (3PLs) or he could be in business for himself, which will appeal to those of you with an entrepreneurial bent.

These are just a few of the job titles available in the logistics field these days. There are many more, and today's technology means that positions that haven't even been thought of right now could be common in a few years.

(edited from <http://logjobs.com>)

2. a) In the text, find the words and word combinations from Column A and highlight them. Try to explain their meanings in your own words.

b) Match them with the words and expressions of similar meaning from Column B.

Column A

1. be on the lookout for
2. on a daily basis
3. duty
4. draw in
5. be the heart and soul
6. facet
7. interfacing
8. aptitude
9. with an eye towards
10. get experience under the belt
11. have entrepreneurial bent

Column B

- a. responsibility
- b. become more experienced
- c. involve
- d. search for
- e. communication
- f. every day
- g. be very important
- h. aspect
- i. be a born businessman
- j. concentrating upon
- k. natural ability

3. Match the words with their definitions. Use the text to help you.

- | | |
|------------------|---|
| 1. commitment | a. a place to meet |
| 2. fulfill | b. having practical knowledge |
| 3. savvy | c. different from each other and of various kinds |
| 4. venue | d. a will to work hard |
| 5. diverse | e. a point in time by which smth must be done |
| 6. deadline | f. expert knowledge in a particular job |
| 7. familiarity | g. for everyone to understand |
| 8. knack | h. knowing smth or recognizing smth well |
| 9. comprehensive | i. a special skill or ability |
| 10. expertise | j. do what is required or necessary |

4. a) Look at the following chart displaying qualities necessary for job applicants. Complete the table with suitable derivatives. Then choose two more words and complete the chart.

noun	adjective
responsibility	
	qualified
accountability	
	accurate
rationality	
	enthusiastic
open-mindedness	
	determined
professionalism	
	self-disciplined
persistence	
	punctual
sociability	
	innovative
creativity	
	diligent
attentiveness	
	trainable
concentration	
	motivated
mobility	
	versatile
...	
...	

b) Tick the ones you don't have yet and say how you will develop them.

EXAMPLE: *If I want to be ..., I will ...*

In order to become ..., one should ...



Language Focus: Vocabulary

1. Translate the following sentences into English.

1. Компании требуются профессионалы с опытом работы, знакомые с информационными технологиями.
2. Для завершения процесса поставки товаров необходимо проанализировать все данные еще раз.
3. Специалист по подбору персонала предложил выпускникам работу на контрактной основе.
4. Успешный деловой человек с предпринимательской жилкой должен обладать не только компетентностью в различных сферах бизнеса, но и умением общаться.
5. Работа с поставками предполагает выполнение заданий в сжатые сроки.
6. Правильное планирование гарантирует успешную работу.

7. Из-за плохой координации действий что-то пошло не так.
8. В условиях увеличения количества логистических организаций компаниям сложно оставаться конкурентоспособными.
9. Чтобы соответствовать современным стандартам в рекламе, арт-директор постоянно ищет новые тенденции.
10. Диспетчер должен отслеживать поставку товара в режиме реального времени.
11. Этому отделу требуются опытные претенденты, у которых есть способность к математике.
12. Чтобы выполнять ваши рабочие обязанности должным образом, вам необходимо сначала получить степень/квалификацию в этой области.

Listening

1. Do you have any working experience? Did you need a CV when you applied for the job? Was your job related to your major? Is it difficult for a graduate/undergraduate to get a job in the sphere of logistics?

2. a) Agree or disagree with the following pieces of advice about applying for that first job, the one you'd studied so hard to prepare for. Explain why.

- a. Attach a photograph to your application.
- b. Send your application only by email.
- c. Make your letter of application longer than one page.
- d. Don't mention your hobbies and interests.
- e. Tell the truth about yourself in your application.

b) Listen to 4 recruiters and see if your answers were right.

c) Write down three more points that weren't mentioned above.

- f. _____
- g. _____
- h. _____

4. Listen to the recording again and find synonyms to the underlined words.

full picture - _____

future employer - _____ , _____

genuinely interested - _____

5. In case your CV is selected, think how you can get ready for the interview. What questions can you ask a potential employer?



Writing

1. a) Look at the following cover (application) letter. State its purpose.

A. 2589 Jason Drive
Ithaca, NY 14850
April 3, 2008

B. Sharon A. Waters
Personnel Director
New York State Police Department
892 South Park
Albany, NY 11081

Dear Ms. Waters,

C. I enclose my resume in response to your November 12 listing in the Ithaca College Placement Office for a research and data analyst with your department.

D. The position interests me for several reasons. My education and work experience have prepared me for this position. On May 15 I will receive my B.S. degree in Criminal justice, with specialties in research and data analysis. I am familiar with the New York State Police operations based upon my work in your Albany office this summer and upon my research on apprehension rates.

E. The position you outline is the one which I feel I can enhance with my technical background as well as my active leadership roles which involve extensive planning, organizing and communicating. I am a responsible person who is concerned with performance and accountability.

F. I would appreciate an opportunity to discuss with you how I might best meet your needs. I will call your office next week to inquire about an interview.

Thank you for your consideration.

Sincerely,

Cheryl Ayers

b) Match the parts of the letter (A-F) with the information they present.

1. where the information about the vacancy was found
2. personal qualities
3. sender's address
4. question about the next step
5. education/work experience
6. addressee

2. Answer the following questions.

1. Where does Cheryl Ayers want to work?
2. What vacancy is she applying for?
3. What does BS stand for?
4. What was Cheryl's major at university?
5. What qualities does Cheryl have to help her get the job?

3. a) Scan the following CV to find sections to fill out. Which points seem to be the most difficult to fill?

NB! Education and work experience are filled beginning with the most recent ones.

CURRICULUM VITAE

SURNAME

FIRST NAME

ADDRESS

Your Photo

TELEPHONE _____ (WORK) _____
(HOME) _____
(FAX) _____
(E-MAIL) _____

EDUCATION

DATES	INSTITUTION	QUALIFICATIONS

WORK EXPERIENCE

DATES	COMPANY / ORGANIZATION	JOB TITLES / DUTIES

OTHER INFORMATION / SKILLS

HOBBIES AND INTERESTS

REFERENCES

b) Brainstorm on the following points.

- ✘ What skills are relevant in a CV?
- ✘ What hobbies can be included in a CV?
- ✘ What information should be presented in the reference section?

4. a) Read through the following CV. Do you think the company will consider the candidate? Why?

b) Work in pairs. Make corrections in the CV so that it looks appropriate.

McDONALDS APPLICATION

NAME: John Smith

SEX: Not yet. Still waiting for the right person.

DESIRED POSITION: Company's President or Vice President. But seriously, whatever's available. If I were in a position to be picky, I wouldn't be applying here in the first place.

DESIRED SALARY: \$185,000 a year plus stock options.

EDUCATION: Yes.

LAST POSITION HELD: Target for middle management hostility.

SALARY: Less than I'm worth.

MOST NOTABLE ACHIEVEMENT: My incredible collection of stolen pens and post-it notes.

REASON FOR LEAVING: It sucked.

HOURS AVAILABLE TO WORK: Any.

PREFERRED HOURS: 1:30-3:30 p.m., Monday, Tuesday, and Thursday.

DO YOU HAVE ANY SPECIAL SKILLS?

Yes, but they're better suited to a more intimate environment.

MAY WE CONTACT YOUR CURRENT EMPLOYER? *If I had one, would I be here?*

DO YOU HAVE ANY PHYSICAL CONDITIONS THAT WOULD PROHIBIT YOU FROM LIFTING UP TO 50 LBS? *Of what?*

DO YOU HAVE A CAR?

I think the more appropriate question here would be "Do you have a car that runs?"

DO YOU SMOKE? *On the job no, on my breaks yes.*

WHAT WOULD YOU LIKE TO BE DOING IN FIVE YEARS?

Living in the Bahamas with a fabulously wealthy dumb sexy blonde super model who thinks I'm the greatest thing since sliced bread. Actually, I'd like to be doing that now.

DO YOU CERTIFY THAT THE ABOVE IS TRUE AND COMPLETE TO THE BEST OF YOUR KNOWLEDGE?

Yes – Absolutely.

SIGN HERE: *Aries.*

5. You are applying for a certain position in a company. Fill in your Curriculum Vitae.



Speaking: Now You

1. a) Read the following job advertisement and answer the questions.

1. - What kind of company is advertising?
2. - Where is the company located?
3. - What special skills are required?
4. - How does the company pay?
5. - What is the first step to apply for this job?

b) Discuss which of these people you think would be the best candidate



Unique Logistics International is looking for a logistics manager to run its east African office. Based in Nairobi, you will work closely with supply chain specialists and play a leading role in all the company's commercial activities in the region.

The applicant should be a graduate with a working knowledge of English. He/she should also have geographical and analytical abilities and be apt for making quick decisions. Customer service and people skills are welcome. Computer and Internet usage are required.

In addition to a performance-related salary, we provide an attractive benefits package.

Please reply with CV to:

Holmes Executive Search, PO Box 4546, London, UK

for the job advertised. Give your reasons. Agree or disagree with your group mates. Make use of the following phrases.

- You're absolutely right.
- That's true.
- Exactly (so).
- No doubt about it.
- That's just what I was thinking.

- I wish I could agree, but...
- I'm not sure about it.
- I wouldn't say that.
- I guess you're mistaken.
- I see your point, but...



A 25-year-old graduate from Harvard Business School who grew up in Kenya.



A 35-year-old in the South African army who is looking for a new career.



A 40-year-old communications consultant who has worked in 12 different countries.

2. a) To make its decision for the best person for the job, the company needs to find out about these four areas:

- their skills
- their experience
- their personality
- their expectations

b) Now look at the questions below. Which of the four areas is each of the questions asking about?

1. Do you think you are a natural communicator?
2. What did you like most about your last job?
3. How do you try to motivate the people you manage?
4. How do you spend your free time?
5. What kind of job would you like to have in five years' time?
6. Why did you leave your last job?
7. What do you think are your weak points?
8. How much do you expect to earn?

c) Expand the list with some more questions to ask the applicant about each area.

3. a) Do the following quiz. Three people who give the maximum of right answers will be in the Board of Directors at ULI interviewing applicants for the position of a logistics manager.

Quiz

Module 1. Name 5 main functions of Logistics.

Module 2. Name 5 adjectives to describe a successful logistics operation.

Module 3. Draw a scheme presenting a smooth logistics flow.

Module 4. Name 5 main aspects a transportation specialist should consider while handling the freight.

Module 5. Name 4 modes of transportation and give 1 vehicle example to each of them.

Module 6. Name 3 types of package and give 1 example to each of them.

Module 7. Name 3 warehouse optimization techniques.

Module 8. Name 1 benefit of outsourcing.

Module 9. Name 2 reasons why logistics should be automated.

Module 10. Name the reason why you have chosen logistics as your future career.

b) According to the results of the quiz divide into two groups. Role play the job interview.

A. You are a graduate of SSAU and want to apply for the position of a logistics manager in ULI. Get ready to be interviewed. Think about the appropriate behaviour at the interview. Study the tips on the right

B. You are in the Board of Directors at ULI and are going to interview the applicants for the position of a logistics manager. Get ready to ask him/her a few personal and job-related questions.

c) The Board of Directors should decide upon the best candidate and explain their choice.

Getting ready for the INTERVIEW

- ☀ appearance – be neatly dressed and clean
- ☀ be in time – it's better you arrive 15 min early, because you might be asked to fill in some application forms
- ☀ try not to be nervous; firm handshake
- ☀ in advance try to find out some information about the company, get ready to ask questions: working hours, overtime, insurance, opportunities for promotion; the ? of the salary is not the first, but it can be asked, it's natural
- ☀ show confidence (maintain eye contact, but don't stare)
- ☀ highlight your advantages, but don't overdo
- ☀ don't be pushy; be pleasant & sincere
- ☀ stick to the point answering questions
- ☀ respond & show involvement: *Could you specify...? Am I right to understand that...?*
- ☀ make notes; the interviewer also does that
- ☀ make people feel you really want the job

Tapescript.

Module 6

Listening

- Hello, Welcome to our weekly show "Expert tips." Today our program is devoted to packing. Contrary to popular belief, you don't need to be or hire a packing expert to have your goods arrive safely and undamaged to its destination. What you will need is some good, common sense, a little advice, and a few basic packing materials. Packing your belongings yourself should save you time and money. Meet our special guest Debra Kent who will give us some tips on packing:

- Ok, You will need any good, clean, strong boxes, suitcases, trunks, and/or plastic or metal bins. You will also need some type of protective wrap or padding (for example: bubble wrap, styrofoam peanuts, packing paper, newspaper, moving blankets, plastic wrap, etc.), some sealing tape, and a marking pen.

HOW TO PACK -

- Wrap all small, loose items individually in packing paper, then crumple newspaper to use as padding (use at least 3 inches of crumpled newspaper or packing paper on the bottom and top of each box, bin, trunk, etc.), and then pack your wrapped items in them.
- You can also use blankets, towels, sheets, and even clothes for padding when packing your goods.
- Also, try to pack similar items in one box so everything is better organized and easily found (for example: pack books in one box, dishes in another, etc.). When packing books, keep in mind that books and magazines can be really heavy.
- So try to pack them in boxes, trunks, or bins no larger than 1.5 cubic feet. Use a sealing tape at least 1.5 inches wide and of good quality (strapping tape is the strongest choice), to seal your boxes, suitcases, trunks, and bins.
- Then use a permanent marker to label the contents of each box on the lid, side, etc.
- For fragile pieces it is best to use even greater cushioning and protection by wrapping each item in bubble wrap and packing them in boxes full of styrofoam peanuts.
- In addition to labelling your fragile item boxes with the contents, it is suggested to write "FRAGILE" on all sides as well. Also, for all goods, fragile or not, pack the larger, heavier items on the bottom and smaller, lighter items on top.

For big items or furniture, you can buy moving blankets or use plastic (saran wrap) to cover and wrap the limbs of your furniture. Then use tape or rope to keep the moving blankets and plastic in place. This protects your big items and furniture from scratches and dirt.

Module 7

Lestening

When people think of optimizing warehouse operations, they often forget about the “little things”. These little things usually require little to no investment and can sometimes have an enormous impact on operations.

Training. Training employees is inexpensive and will have the greatest return on investment. Lack of employee training leads to poor quality, low productivity and safety and a general lack of control. Supervisors and managers should tell the workers how they should be doing their jobs, communicate clear policies and procedures.

Low-cost equipment. Equipment helps increase productivity and safety in a warehouse. Make sure everything the worker needs to transport the products and allocate them to storage areas is available.

Identification. Clear identification of product and locations will make order picking and putaway faster and more accurate, while clear identification of storage areas will eliminate congestion. Use clearly readable labels on pallets and cartons. Use location labels on storage shelving and pallet rack positions.

Forms and paperwork. Create easy to fill out custom forms for any documentation requirements within the warehouse. It only takes a few minutes to create a simple form in a word processing or spreadsheet program. Using a custom form will ensure accuracy and consistency in your documentation. There is absolutely no extra cost in producing clear forms.

Housekeeping. Maintaining good housekeeping practices will result in improvements in safety and productivity. Implementing specific cleaning schedules will ensure a clean, safe working environment. Floors in high-traffic areas should be swept at least once each day, broken pieces of pallets should be picked up immediately as they are dangerous. Slippery surfaces like areas around machines should have a regular mopping or floor-scrubbing schedule. Empty bins should be available to ensure that employees can easily dispose of trash.

Tools. Making sure employees have the tools available to do their jobs can also have impact on operations. Time wasted by employees walking around the warehouse searching for a pallet jack or a tape dispenser will certainly be more ineffective to the bottom line than the cost of purchasing more of these low cost items. Be aware of the fact that items like pocket calculators, tape machines, markers, and razor knives will disappear. Whether they are lost, broken, or go home in someone's pocket, doesn't change the fact that you now have an employee that doesn't have the tools to do their job. You'd better have extras on hand than risking employees making counting errors because they don't have a calculator, risking product damage because they couldn't find a tape dispenser, or risking injury because someone couldn't find a pair of safety glasses. Also make sure you are purchasing high quality tools and supplies. It is also very useful to have specific areas for these tools to be stored within each department. Tools required for daily operations should be made quickly accessible to workers while items only used occasionally should be stored away from the high activity areas.

Module 8

Lestening

Marc H

Consultant at Cap Gemini

In the company I am currently doing a consulting mission for, outsourcing is the result of lack of knowledge, lack of IT infrastructure, lack of practices etc... to cut short a long story a lack of experience and resources. Their key objective is to do short term contracts (about 5 years), get the know-how transferred in house.

Vignesh A

Senior Manager at Dell Australia Pty Ltd

Some of the key objectives would be flexibility, cost reduction, especially if the function is not a core strength of your business. Most of the benefits are dependent on how you setup your outsourced partner. If your partner is stable and forward thinking, it'll be a good ride all the way, but if they are just in it for the short term it can be a very painful long journey.

Mario R

Director, Worldwide Purchasing at Eastman Kodak Co.

Typically, the outsourcing company comes to the conclusion that its core competency is not logistics, and they need to find an alternative in order to remain competitive in its chosen market. In my experience, the management team making the decision determines they don't want to spend the time, money, human resources to build a logistics system that they can usually "purchase" and implement in a shorter time.

Chuck E

Operations Management

I worked in logistics for Cisco Systems and one of my tasks while there was to outsource part of the service logistics organization. There are many answers to why a company should outsource, but the main basic principal comes down to cost and core competency. It needs to be done well but it doesn't add any additional value to the company. The key objectives of outsourcing logistics tasks are to maintain the same level of operational capabilities, while reducing overall cost.

Jerome T

Logistics and Warehouse Manager

It was very useful and cost-effective for our company at the starting period, when we didn't have enough physical resources and time for operations. At present logistics suppliers come in large quantity therefore helping you to compare prices, services and so on.

Module 10

Lestening

Hello, it's 10 o'clock news and I am Patricia de Lanna. A group of people gathered in front of the TESCO supermarket in Manchester today with signs and posters saying STOP RFID. Those were the supporters of the anti RFID campaign boycotting the products of Gillette company which uses the surveillance tags quite extensively. The use of RFID technology has risen considerable debates. [Katherine Albrecht](#), a consumer privacy advocate is a founder of CASPIAN (Consumers Against Supermarket Privacy Invasion and Numbering), and is a critic of the technology who refers to RFID tags as "[spychips](#)". Most concerns revolve around the fact that RFID tags affixed to products remain functional even after the products have been purchased and taken home and thus can be used for [surveillance](#) and other purposes unrelated to

their supply chain inventory functions. The two main privacy concerns regarding RFID are: 1) Since the owner of an item will not necessarily be aware of the presence of an RFID tag and the tag can be read at a distance without the knowledge of the individual, it becomes possible to gather sensitive data about an individual without an agreement. 2) If a tagged item is paid for by credit card or with use of a loyalty card, then it would be possible to indirectly deduce the identity of the purchaser by reading the globally unique ID of that item (contained in the RFID tag). The problem of consumer protests against RFID had long become international. As the California State Senator Debra Bowen said "How would you like it if, for example, one day you realized your underwear was reporting on your whereabouts?"

Module 10

Lestening

Samuel: My advice is this: especially with the first job, prospective employers want to get a complete picture of you. So include a section in your CV for the things which you like doing in your free time. These say a lot about you, and may make you a lot more interesting than many other graduates.

Salim: One thing I'd like to emphasise is that you've got to make yourself as attractive as possible to a potential employer, so make your good qualities stand out. On the other hand, don't ever tell a lie - you know you'll be found out. And when that happens, the only thing you'll achieve is a feeling of embarrassment.

Marta: If you're a non-native speaker writing your application in English, get someone to look it over before you send it, someone who speaks the language well. It's such a pity to lose the chance for a job interview because of some slight grammatical mistakes and they do give a difference to the impression you're giving.

Ivan: I get pages of applications every week, and I find it hard to sort people who are genuinely interested in working for us from the ones who just send the same application to every company. So my advice is follow up that application with a call to ask if your application has been received and to show that you really are interested.

Учебное издание

**Воронкова Светлана Олеговна
Стычкова Вероника Игоревна**

**АНГЛИЙСКИЙ ЯЗЫК
ДЛЯ СТУДЕНТОВ СПЕЦИАЛЬНОСТИ
«ТРАНСПОРТНАЯ ЛОГИСТИКА»
Часть 2**

Учебное пособие

Компьютерная верстка А.В. Ярославцева

Подписано в печать 30.11.2010 г. Формат 60х84/8.
Бумага офсетная. Печать офсетная. Печ. л. 10,0.
Тираж 100 экз. Заказ .

Самарский государственный аэрокосмический университет.
443086 Самара, Московское шоссе, 34.

Изд-во Самарского государственного аэрокосмического университета.
443086 Самара, Московское шоссе, 34.

