



Logistics

2

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Contents

- 1) The term of logistics, definition**
- 2) The fields of logistics**
- 3) Logistics and warehouses**
- 4) Inventory**
- 5) Green logistics**
- 6) The virtual logistics**
- 7) Customer service**
- 8) Well-known home and world logistics companies**
- 9) Quality management**
- 10) Partnership and strategic alliances**
- 11) The TLP training**
- 12) Hazardous material regulations**
- 13) Loss and damage claims**

**The term of logistics,
definition**

1. Discuss with your partner what a term logistics can cover.

2. Read the article below to find out about your guess.

The term logistics, definition

The *Oxford English Dictionary* defines logistics as "the branch of military science relating to procuring, maintaining and transporting material, personnel and facilities." However, the *New Oxford American Dictionary* defines logistics as "the detailed coordination of a complex operation involving many people, facilities, or supplies," and the Oxford Dictionary on-line defines it as "the detailed organization and implementation of a complex operation." As such, logistics is commonly seen as a branch of engineering that creates "people systems" rather than "machine systems."

According to the Council of Logistics Management, logistics includes the integrated planning, control, realization, and monitoring of all internal and network-wide material, part, and product flow, including the necessary information flow, industrial and trading companies along the complete value-added chain (and product life cycle) for the purpose of conforming to customer requirements.

Logistics is the process of planning, implementing, and controlling the effective and efficient flow of goods and services from the point of origin to the point of consumption.

Academics and practitioners traditionally refer to the terms operations or production management when referring to physical transformations taking place in a single business location (factory, restaurant or even bank clerking) and reserve the term logistics for activities related to distribution, that is, moving products on the territory. Managing a distribution center is seen, therefore, as pertaining to the realm of logistics since, while in theory the products made by a factory are ready for consumption they still need to be moved along the distribution network according to some logic, and the distribution center aggregates and processes orders coming from different areas of the territory. That being said, from a modeling perspective, there are similarities between operations management and logistics, and companies sometimes use hybrid professionals, with for ex. "Director of Operations" or "Logistics Officer" working on similar problems. Furthermore, the term supply chain management originally refers to, among other issues, having a global vision in of both

production and logistics from point of origin to point of production. All these terms may suffer from semantic change as a side effect of advertising.

(Logistics, Wikipedia, 2014)

Vocabulary

to procure (<i>tu:prə'kjʊə</i>)	získat, sehnat, dosáhnout, přimět
to pertain (<i>tu:pə'tein</i>)	náležet, příslušet, patřit
realm (<i>reɪlm</i>)	oblast, sféra, doména
to aggregate (<i>tu:'ægrɪgət</i>)	shromáždit, dát dohromady
perspective (<i>pə'spektɪv</i>)	pohled, hledisko, stanovisko, vyhlídka, perspektiva
semantic (<i>si'mæntɪk</i>)	významový
side effect (<i>saɪdɪ'fekt</i>)	vedlejší účinek

3. In pairs / small groups try to elicit the meaning of underlined expressions.

4. Fill in the gaps with the expressions below.

between distribution Furthermore global hybrid practitioners processes referring related reserve seen taking terms

Academics and _____ traditionally refer to the terms operations or production management when _____ to physical transformations _____ place in a single business location (factory, restaurant or even bank clerking) and _____ the term logistics for activities _____ to distribution, that is, moving products on the territory. Managing a distribution centre is _____, therefore, as pertaining to the realm of logistics since, while in theory the products made by a factory are ready for consumption they still need to be moved along the distribution network according to some logic, and the _____ centre aggregates and _____ orders coming from different areas of the territory. That being said, from a modelling perspective, there are similarities _____ operations management and logistics, and companies sometimes use _____ professionals, with for ex.

"Director of Operations" or "Logistics Officer" working on similar problems. _____, the term supply chain management originally refers to, among other issues, having a _____ vision in of both production and logistics from point of origin to point of production. All these _____ may suffer from semantic change as a side effect of advertising.

5. Read the article one more time and then take turns with your schoolmate in retelling. Then write notes to enable you to give a talk on the topic.

6. In small groups think of five questions related to the article (using at least in two of them with BETWEEN, AMONG / AMONGST) . The rest of class will answer them.

1) _____

2) _____

3) _____

4) _____

5) _____

Short topic outline

The term of logistics, definition

Definitions according to:

- a) The Oxford English Dictionary
- b) New Oxford American Dictionary
- c) Council of Logistics Management
- d) Academics and practitioners

Logistics - process of planning, implementing, controlling the effective and efficient flow of goods and services

Short grammar outline

Between, among (amongst)

Use: prepositions of place

Between – used with two or more people / things who / which can be seen as individuals

The lamp stands between the sofa and the armchair.

I can see the bus standing between the road, the shop and the factory.

Among – used with more people / things who / which are seen as a group

The warehouse is situated among trees.

Test

- 1 The crowd were outside the palace, waitingarrive.
A the queen's B the queen to C for the queen D for the queen to
- 2 She interrupted the minister's speech,made him angry.
A which B that C what D who
- 3 The new offices arethe other side of the river.
A by B for C in D on
- 4 How long can you stay under water without coming to the ?
A level B ground C surface D sea
- 5 I'm not going to walk to the village. It's 20 miles !
A away B far C long D distance
- 6 We've reminded him several times, but hehasn't paid us.
A yet B already C still D even
- 7 We can buy some foodour way home.
A in B on C at D by
- 8 Theyhim of killing the dog.
A accused B blamed C punished D attacked
- 9 The service at the hotel wasso I'll be happy to stay there again.

A very well B regular C satisfactory D sympathetic

10 I would like youattention, please.

A to pay B pay C paying D that you pay

(Fowler, 2005)

Key

4. Fill in the gaps with the expressions below.

Academics and #practitioners traditionally refer to the terms operations or production management when #referring to physical transformations #taking place in a single business location (factory, restaurant or even bank clerking) and #reserve the term logistics for activities #related to distribution, that is, moving products on the territory. Managing a distribution centre is #seen, therefore, as pertaining to the realm of logistics since, while in theory the products made by a factory are ready for consumption they still need to be moved along the distribution network according to some logic, and the #distribution centre aggregates and #processes orders coming from different areas of the territory. That being said, from a modelling perspective, there are similarities #between operations management and logistics, and companies sometimes use #hybrid professionals, with for ex. "Director of Operations" or "Logistics Officer" working on similar problems. #Furthermore, the term supply chain management originally refers to, among other issues, having a #global vision in of both production and logistics from point of origin to point of production. All these #terms may suffer from semantic change as a side effect of advertising.

Test

1 D

2 A

3 D

4 C

5 A

6 C

7 B

8 A

9 C

10 A

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WIKIPEDIA. *Logistics*. [online]. 2014, [cit. 2014-14-8]. Available at WWW <http://en.wikipedia.org/wiki/Logistics>

The fields of logistics

1. Discuss with your partner which branches / fields of logistics do you know and what are their responsibilities.

2. Read the article below and match the headings with the correct paragraphs.

Logistics fields

Distribution logistics	<input type="text" value="1"/>	<input type="text"/>	denotes all those operations related to the reuse of products and materials. The reverse logistics process includes the management and the sale of surpluses, as well as products being returned to vendors from buyers.
Procurement logistics	<input type="text" value="2"/>		Reverse logistics stands for all operations related to the reuse of products and materials. It is "the process of planning, implementing, and controlling the efficient, cost effective flow of raw materials, in-process inventory, finished goods and related information from the point of consumption to the point of origin for the <u>purpose</u> of recapturing value or proper disposal. More precisely, reverse logistics is the process of moving goods from their typical final destination for the purpose of capturing value, or proper disposal. The opposite of reverse logistics is forward logistics.
Green Logistics	<input type="text" value="3"/>		
RAM Logistics	<input type="text" value="4"/>		
Reverse logistics	<input type="text" value="5"/>		
Disposal logistics	<input type="text" value="6"/>	<input type="text"/>	(see also Logistic engineering) combines both business logistics and military logistics since it is concerned with highly complicated technological systems for which Reliability, Availability and Maintainability are essential, e.g.: telecommunication systems and military supercomputers.
Production logistics	<input type="text" value="7"/>		

connects procurement to distribution logistics. Its main function is to use available production capacities to produce the products needed in distribution logistics. Production logistics activities are related to organizational concepts, layout planning, production planning, and control.

has, as main tasks, the delivery of the finished products to the customer. It consists of order processing, warehousing, and transportation. Distribution logistics is necessary because the time, place, and quantity of production differs with the time, place, and quantity of consumption.

has as its main function to reduce logistics cost(s) and enhance service(s) related to the disposal of waste produced during the operation of a business.

consists of activities such as market research, requirements planning, make-or-buy decisions, supplier management, ordering, and order controlling. The targets in procurement logistics might be contradictory: maximizing efficiency by concentrating on core competences, outsourcing while maintaining the autonomy of the company, or minimizing procurement costs while maximizing security within the supply process.

(Logistics, Wikipedia, 2014)

Vocabulary

procurement (<i>prəˈkjuːmənt</i>)	zprostředkování, zaopatření
outsourcing (<i>ˈaʊtsɔːsɪŋ</i>)	zadávání subdodavatelských zakázek, využívání subdodavatelských vztahů
to maintain (<i>tuːmeɪnˈteɪn</i>)	udržovat, zachovávat, starat se
layout (<i>ˈleɪaʊt</i>)	plán, nákres, návrh
warehousing (<i>ˈweəhaʊzɪŋ</i>)	skladování
disposal (<i>dɪˈspəʊzəl</i>)	odstranění, likvidace
to enhance (<i>tuːmˈhɑːnts</i>)	zvýšit, zvětšit, pozvednout
reverse logistics (<i>rɪˈvɜːsləˈdʒɪstɪks</i>)	reverzní logistika
to denote (<i>tuːdɪˈneɪt</i>)	označovat, pojmenovávat, vyjadřovat, ukazovat (na co)
reuse (<i>ˌriːˈjuːs</i>)	opětovné použití
surplus (<i>ˈsɜːpləs</i>)	přebytek, nadbytek
vendor (<i>ˈvendɔːr</i>)	prodejce
raw material (<i>rɔːməˈtɪəriəl</i>)	surovina, základní materiál
inventory (<i>ˈɪnvəntri</i>)	inventář, zásoba
to recapture (<i>tuːˌrɪːˈkæptʃə</i>)	znovunabýt, získat
proper (<i>ˈprɒpə</i>)	pořádný, patřičný, náležitý, vhodný
attempt (<i>əˈtempt</i>)	pokus
to achieve (<i>tuːəˈtʃiːv</i>)	dosáhnout, dokázat
intermodal (<i>ˌɪntəˈməʊdəl</i>)	kombinovaný (vice druhů přepravců)
freight (<i>fret</i>)	náklad, nákladní doprava,
path (<i>pɑːθ</i>)	dráha, trasa
saturation (<i>ˌsætʃərˈeɪʃən</i>)	nasycování, přesycování

3. In pairs / small groups try to elicit the meaning of underlined expressions.

4. Fill in the gaps with the expressions below.

efficient implementing moving opposite precisely process products purpose raw recapturing related returned reuse Reverse surpluses value

_____ logistics denotes all those operations related to the _____ of products and materials. The reverse logistics _____ includes the management and the sale of _____ , as well as products being _____ to vendors from buyers. Reverse logistics stands for all operations related to the reuse of _____ and materials. It is "the process of planning, _____ , and controlling the _____ , cost effective flow of _____ materials, in-process inventory, finished goods and _____ information from the point of consumption to the point of origin for the purpose of _____ value or proper disposal. More _____ , reverse logistics is the process of _____ goods from their typical final destination for the _____ of capturing _____ , or proper disposal. The _____ of reverse logistics is forward logistics.

5. Read the article one more time and then choose one field of logistics and give its description for the class. You schoolmates are supposed to guess what field you have described. Afterwards, write your description down.

6. In small groups think of five questions related to the article (using at least in two of them INTERROGATIVE ADVERBS) . The rest of class will answer them.

1) _____

2) _____

3) _____

4) _____

5) _____

Short topic outline

The fields of logistics

Procurement logistics - market research, requirements planning, make-or-buy decisions, supplier management, ordering, and order controlling

Production logistics - using available production capacities to produce the products needed in distribution logistics

Distribution logistics - delivery of the finished products to the customer

Disposal logistics - reducing logistics cost(s) and enhancing service(s)

Reverse logistics includes the management and the sale of surpluses, products being returned to vendors from buyers

Green Logistics - attempts to measure and minimize the ecological impact of logistics activities

RAM Logistics - combines both **business logistics** and **military logistics** since it is concerned with highly complicated technological systems

Short grammar outline

Interrogative adverbs

- usually placed at the beginning of the sentence

Why

Why does RAM logistics combine business and military logistics?

Where

Where can be green logistics used?

How

How does disposal logistics reduce costs?

When

When is procurement logistics applied?

Test

- 1 It's a very good car but it's too expensive. I can'tit.
A pay B spend C afford D cost
- 2 No one expected the President tohis rival in the election.
A beat B win C lose D gain
- 3 That's the trouble with politicians. You can't trust them,they say.
A however B whatever C for all D for much
- 4 He had to give up the house because he couldn't pay the
A salary B rent C hire D fare
- 5 That was a nasty thing to do. You should beof yourself.
A ashamed B disgusted C sorry D amazed
- 6 She wasn'tto lift the heavy box.
A so strong B as strong C enough strong D strong enough
- 7 You'd already read the book,you?
A hadn't B didn't C wouldn't D shouldn't
- 8 It takes the children over an hour toto school with all this traffic.
A arrive B reach C get D approach
- 9 Our cook has just left, so we'll have tofor another one.
A announce B advise C advertise D notice
- 10 There's a policeman over there. the way.
A Ask him B Ask him for C Demand him D Demand him for

Key

2. Read the article below and match the headings with the correct paragraphs.

Procurement logistics

consists of activities such as market research, requirements planning, make-or-buy decisions, supplier management, ordering, and order controlling. The targets in procurement logistics might be contradictory: maximizing efficiency by concentrating on core competences, outsourcing while maintaining the autonomy of the company, or minimizing procurement costs while maximizing security within the supply process.

Production logistics

connects procurement to distribution logistics. Its main function is to use available production capacities to produce the products needed in distribution logistics. Production logistics activities are related to organizational concepts, layout planning, production planning, and control.

Distribution logistics

has, as main tasks, the delivery of the finished products to the customer. It consists of order processing, warehousing, and transportation. Distribution logistics is necessary because the time, place, and quantity of production differs with the time, place, and quantity of consumption.

Disposal logistics

has as its main function to reduce logistics cost(s) and enhance service(s) related to the disposal of waste produced during the operation of a business.

Reverse logistics

denotes all those operations related to the reuse of products and materials. The reverse logistics process includes the management and the sale of surpluses, as well as products being returned to vendors from buyers. Reverse logistics stands for all operations related to the reuse of products and materials. It is "the process of planning, implementing, and controlling

the efficient, cost effective flow of raw materials, in-process inventory, finished goods and related information from the point of consumption to the point of origin for the purpose of recapturing value or proper disposal. More precisely, reverse logistics is the process of moving goods from their typical final destination for the purpose of capturing value, or proper disposal. The opposite of reverse logistics is forward logistics.

Green Logistics

describes all attempts to measure and minimize the ecological impact of logistics activities. This includes all activities of the forward and reverse flows. This can be achieved through intermodal freight transport, path optimization, vehicle saturation and city logistics.

RAM Logistics

(see also Logistic engineering) combines both business logistics and military logistics since it is concerned with highly complicated technological systems for which Reliability, Availability and Maintainability are essential, e.g.: telecommunication systems and military supercomputers.

4. Fill in the gaps with the expressions below.

#Reverse logistics

denotes all those operations related to the #reuse of products and materials. The reverse logistics #process includes the management and the sale of #surpluses, as well as products being #returned to vendors from buyers. Reverse logistics stands for all operations related to the reuse of #products and materials. It is "the process of planning, #implementing, and controlling the #efficient, cost effective flow of #raw materials, in-process inventory, finished goods and #related information from the point of consumption to the point of origin for the purpose of #recapturing value or proper disposal. More #precisely, reverse logistics is the process of #moving goods from their typical final destination for the #purpose of capturing #value, or proper disposal. The #opposite of reverse logistics is forward logistics.

Test

1 C

2 A

3 B

4 B

5 A

6 D

7 A

8 C

9 C

10 A

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Logistics and warehouses

1. Discuss with your partner what the main responsibilities of warehouses are.

2. Read the article below to see how you did with your guess.

Logistics and Warehouses

A warehouse is a commercial building for storage of goods.

Warehouses are used by manufactures, importers, exporters, wholesalers, transport businesses etc. They are usually large plain buildings in industrial areas of cities, towns and villages, strategically positioned to be close to main transport facilities such as ports, roads, stations and rivers. They usually have loading docks to load and unload goods from trucks. Sometimes warehouses are designed for the loading and unloading of goods directly from railways, airports, or seaports. They often have cranes and forklift trucks for moving goods, which are usually placed on ISO standard pallets loaded into pallet racks. Stored goods can include any raw materials, packing materials, spare parts, components, or finished goods associated with agriculture, manufacturing, or commerce. Organizing a warehouse well is essential for efficient loading, storing and unloading of goods, as it saves time, space and therefore money. Over the last twenty years warehouses have changed a lot, mainly due to new technology and business demands. Modern warehouses are now almost fully automated – they require very few people to run them – and they employ ‘Just in Time’ techniques, so goods are never stored for very long, meaning savings in space and money.

(D’Acunto, 2012)

A **warehouse management system** (WMS) is a key part of the supply chain and primarily aims to control the movement and storage of materials within a warehouse and process the associated transactions, including shipping, receiving, put away and picking. The systems also direct and optimize stock putaway based on real-time information about the status of bin utilization. A WMS monitors the progress of products through the warehouse. It involves the physical warehouse infrastructure, tracking systems, and communication between product stations.

More precisely, warehouse management involves the receipt, storage and movement of goods, (normally finished goods), to intermediate storage locations or to a final customer. In the multi-echelon model for distribution, there may be multiple levels of warehouses. This

includes a central warehouse, a regional warehouses (serviced by the central warehouse) and potentially retail warehouses (serviced by the regional warehouses).

Warehouse management systems often utilize automatic identification and data capture technology, such as barcode scanners, mobile computers, wireless LANs and potentially radio-frequency identification (RFID) to efficiently monitor the flow of products. Once data has been collected, there is either batch synchronization with, or a real-time wireless transmission to a central database. The database can then provide useful reports about the status of goods in the warehouse.

Warehouse design and process design within the warehouse is also part of warehouse management. Warehouse management is an aspect of logistics and supply chain management.

(Warehouse management system, Wikipedie, 2014,)

Vocabulary

wholesaler (<i>'həʊl,seɪləʳ</i>)	velkoobchodník
crane (<i>kreɪn</i>)	jeřáb
forklift truck (<i>'fɔːklɪftʁʌk</i>)	vysokozdvížený vozík s vidlicovým nástavcem
ISO (International Organization for Standardization) (<i>,ɪntə'næʃə'nəl,ɔːgə'nai'zeɪʃə'nfɔːr,stændədai'zeɪʃən</i>)	mezinárodní organizace pro normalizaci
rack (<i>ræk</i>)	stojan, regál
spare part (<i>speə'pa:t</i>)	náhradní část
due to (<i>djuː tuː</i>)	kvůli čemu
to require (<i>tuːrɪ'kwaɪəʳ</i>)	vyžadovat
bin (<i>bɪn</i>)	popelnice, koš (odpadkový), přihrádka, police
tracking system (<i>'trækɪŋ'sɪstəm</i>)	sledovací systém
multi-echelon (<i>mʌlti'eʃələn</i>)	multi-echelon
to intermediate (<i>tuː,ɪntə'miːdiət</i>)	zprostředkovat

batch (<i>bætʃ</i>)	hromada, řada, série
shipping (<i>ˈʃɪpɪŋ</i>)	doprava, přeprava

3. In pairs / small groups try to elicit the meaning of underlined expressions.

4. Fill in the gaps with the expressions below.

by close demands docks employ essential fully have in loaded moving ports savings se aports storage storing transport trucks villages

A warehouse is a commercial building for _____ of goods. Warehouses are used _____ manufactures, importers, exporters, wholesalers, _____ businesses etc. They are usually large plain buildings _____ industrial areas of cities, towns and _____, strategically positioned to be _____ to main transport facilities such as _____, roads, stations and rivers. They usually have loading _____ to load and unload goods from _____. Sometimes warehouses are designed for the loading and unloading of goods directly from railways, airports, or _____. They often have cranes and forklift trucks for _____ goods, which are usually placed on ISO standard pallets _____ into pallet racks. Stored goods can include any raw materials, packing materials, spare parts, components, or finished goods associated with agriculture, manufacturing, or commerce. Organizing a warehouse well is _____ for efficient loading, _____ and unloading of goods, as it saves time, space and therefore money. Over the last twenty years warehouses _____ changed a lot, mainly due to new technology and business _____. Modern warehouses are now almost _____ automated – they require very few people to run them – and they _____ ‘Just in Time’ techniques, so goods are never stored for very long, meaning _____ in space and money.

5. Read the article one more time and then in small groups google (if necessary) what the multi-echelon model for distribution is. Put your answers down.

6. In small groups think of five questions related to the article (using at least in two of them some of the following verbs and their prepositions DIS/APPROVE OF, DESCRIBE AS COMPLAIN ABOUT, CONCENTRATE ON, RELY ON) . The rest of class will answer them.

1) _____

2) _____

3) _____

4) _____

5) _____

Short topic outline

Logistics and warehouses

A warehouse is a commercial building for storage of goods

Warehouses - used by manufactures, importers, exporters, wholesalers, transport businesses

Large plain buildings in industrial areas

They often have cranes and forklift trucks for moving goods

Organizing a warehouse well is essential for efficient loading, storing and unloading of goods

Just in Time techniques

A warehouse management system

Key part of the supply chain

It aims to control the movement and storage of materials within a warehouse and process the associated transactions, including shipping, receiving, put away and picking

Monitoring the progress of products through the warehouse

It involves the receipt, storage and movement of goods

Multi-echelon model for distribution

The use of automatic identification and data capture technology

Warehouse design

Short grammar outline

Verbs + preposition

Dis/approve of

I disapprove of this way of distributing.

Describe as

It was described as wonderful technology.

Complain about

They have recently complaint about the warehouse design.

Concentrate on

The staff concentrates on moving the goods with the cranes and fork trucks.

Rely on

Suppliers rely on the stocks in warehouses.

Test

- 1 We had the first snow of the winterdays
A few ... since B a few ... since C few ... ago D a few ... ago
- 2 Hegetting into trouble by refusing to be involved.
A resists B avoids C prevents D overcomes
- 3 I'm sorry. Iyou about the change in the dates but I forgot.
A should have told B must have told C ought to tell D would tell
- 4 I knew she was married because she wasa wedding ring.
A carrying B bearing C dressing D wearing
- 5 Your wife rangyou that you're meeting her after work.
A for reminding B to remind C for remembering D to remember
- 6 So far no one hasfor the job of chief of police.
A appointed B applied C presented D appeared
- 7 He wasn't elected,the efforts of his team.
A despite B although C nevertheless D however

- 8 when there is ice on the roads very dangerous.
 A Riding ... is B The riding ... is C Riding ... it is D The riding ... it is
- 9 The method sounds old-fashioned but it workswell as
 A as ... never B as ... ever C so ... never D so ... ever
- 10 When you've been playing as long as I have, one game is very like
 A other B each other C another D one other

(Fowler, 2005)

Key

4. Fill in the gaps with the expressions below.

A warehouse is a commercial building for #storage of goods. Warehouses are used #by manufactures, importers, exporters, wholesalers, #transport businesses etc. They are usually large plain buildings #in industrial areas of cities, towns and #villages, strategically positioned to be #close to main transport facilities such as #ports, roads, stations and rivers. They usually have loading #docks to load and unload goods from #trucks. Sometimes warehouses are designed for the loading and unloading of goods directly from railways, airports, or #seaports. They often have cranes and forklift trucks for #moving goods, which are usually placed on ISO standard pallets #loaded into pallet racks. Stored goods can include any raw materials, packing materials, spare parts, components, or finished goods associated with agriculture, manufacturing, or commerce. Organizing a warehouse well is #essential for efficient loading, #storing and unloading of goods, as it saves time, space and therefore money. Over the last twenty years warehouses #have changed a lot, mainly due to new technology and business #demands. Modern warehouses are now almost #fully automated – they require very few people to run them – and they #employ 'Just in Time' techniques, so goods are never stored for very long, meaning #savings in space and money.

5. Read the article one more time and then in small groups google (if necessary) what the multi-echelon model for distribution is.

In such multi-echelon networks, new product shipments are first stored at a regional or central facility. These central facilities are the internal suppliers to the customer-facing locations. This is a common distribution model for many retail chains as well as for large distributors and manufacturers.

(Lee, B.C. 2003)

Test

1 D

2 B

3 A

4 D

5 B

6 B

7 A

8 A

9 B

10 C

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WIKIPEDIA. *Warehouse Management System*. [online]. 2014, [cit. 2014-14-8]. Available at WWW http://en.wikipedia.org/wiki/Warehouse_management_system.

Inventory

1. Discuss with your partner what the inventory is good for, the inventory purpose, the pros and cons of having inventory. Share your knowledge with the class.

2. Read the article below.

Inventory – Who Needs It?

All organizations keep inventory. “Inventory” includes a company’s raw materials, work in process, supplies used in operations, and finished goods.

Inventory can be as simple as a bottle of glass cleaner used as part of a building’s custodial program or as complex as a mix of raw materials and subassemblies used as part of a manufacturing process.

INVENTORY COSTS

Inventory brings with it a number of costs, including:

- Dollars
- Space
- Labor to receive, check quality, put away, retrieve, select, pack, ship, and account for the item(s)
- Deterioration, damage, and obsolescence
- Theft

Inventory costs generally fall into ordering costs and holding costs. Ordering, or acquisition, costs come about regardless of the actual value of the goods. These costs include the salaries of those purchasing the product, costs of expediting the inventory, and so on.

Holding costs include the cost of capital tied up in inventory; storage costs such as rent; and costs of handling the product such as equipment, warehouse and stock-keeping staff, stock losses/wastage, taxes, and so on.

Acquisition/ordering costs come about regardless of the actual value of the goods. These costs include the salaries of those purchasing the product, costs of expediting the inventory, and so on.

THE PURPOSE OF INVENTORY

So why do you need inventory? In a just-in-time manufacturing environment, inventory is considered waste. However, in environments where an organization suffers from poor cash flow or lacks strong control over (1) electronic information transfer among all departments and all significant suppliers, (2) lead times, and (3) quality of materials

received, inventory plays important roles. Some of the more important reasons for obtaining and holding inventory are:

- *Predictability*: To engage in capacity planning and production scheduling, you need to control how much raw material and how many parts and subassemblies you process at a given time. Inventory buffers what you need from what you process.
- *Fluctuations in demand*: Inventory protects you from unreliable suppliers of when an item is scarce and a steady supply is difficult to ensure. Whenever possible, unreliable suppliers should be rehabilitated through discussions or replaced.
- *Price protection*: Buying quantities of inventory at appropriate times helps avoid the impact of cost inflation
- *Quantity discounts*: Often bulk discounts are available if you buy in large rather than in small quantities.
- *Lower ordering costs*: If you buy a larger quantity of an item less frequently, the ordering costs are less than buying smaller quantities over and over again.

TYPES OF STOCK

Inventory is basically divided into raw materials, finished goods, and work-in-process.

Remember:

- *Raw materials*: Used to produce partial products or completed goods.
- *Finished product*: This is product ready for current customer sales.
- *Work-in-process (WIP)*: Items are considered to be WIP during the time raw material is being converted into partial product, subassemblies, and finished product.

Other categories of inventory should be considered from a functional standpoint:

- *Consumables*: Light bulbs, hand towels, computer and photocopying paper, brochures, tape, envelopes, cleaning materials, lubricants, fertilizer, paint, dunnage (packing materials), and so on are used in many operations. These are often treated like raw materials.
- *Service, repair, replacement, and spare items (S&R items)*: These are after-market items used to “keep things going.”

(Muller, 2011)

Vocabulary

custodial (<i>kʌs 'təʊdiəl</i>)	zajišťovací
subassembly (<i>sʌbə 'sembəl</i>)	montážní skupina
to retrieve (<i>tu:ri 'tri:v</i>)	znovunabýt, získat, najít
deterioration (<i>di,tɪəriə 'reiʃən</i>)	zhoršení, zkažení, úpadek
obsolescence (<i>ˌɒbsə 'lesənts</i>)	zastaralost, morální opotřebení
regardless (<i>ri 'gɑ:dləs</i>)	bez ohledu na, přes to
ordering costs (<i>'ɔ:rdərɪŋkɒsts</i>)	objednací náklady
holding costs (<i>həʊldɪŋkɒsts</i>)	náklady na držbu
to lack (<i>tu:læk</i>)	postrádat, mít nedostatek
significant (<i>sɪg'nɪfɪkənt</i>)	významný, podstatný
lead time (<i>ledtaɪm</i>)	dodací lhůta
to engage (<i>tu:ɪn 'geɪdʒ</i>)	zabývat se, zapojit se, zavázat se
to buffer (<i>tu:'bʌfə</i>)	zmenšit, snížit, ulevit
scarce (<i>skeəs</i>)	nedostatečný, vzácný
to ensure (<i>tu:ɪn 'ʃɔ:r</i>)	zajistit, postarat se
to rehabilitate (<i>tu:ri:hə 'bɪlɪteɪt</i>)	renovovat, modernizovat
bulk (<i>bʌlk</i>)	velikost, masa
partial (<i>'pa:ʃl</i>)	částečný
dunnage (<i>'dʌnɪdʒ</i>)	vycpávka, výstelka

3. In pairs / small groups try to elicit the meaning of underlined expressions.

4. Fill in the gaps with the expressions below.

among appropriate demand discounts engage given holding important just-in-time lacks less over raw replaced scarce suffers unreliable waste

THE PURPOSE OF INVENTORY So why do you need inventory? In a _____ manufacturing environment, inventory is considered _____. However, in environments where an organization _____ from poor cash flow or _____ strong control _____ (1) electronic information transfer _____ all departments and all significant suppliers, (2) lead times, and (3) quality of

materials received, inventory plays _____ roles. Some of the more important reasons for obtaining and _____ inventory are:

- Predictability: To _____ in capacity planning and production scheduling, you need to control how much _____ material and how many parts and subassemblies you process at a _____ time. Inventory buffers what you need from what you process.
- Fluctuations in _____ : Inventory protects you from _____ suppliers of when an item is _____ and a steady supply is difficult to ensure. Whenever possible, unreliable suppliers should be rehabilitated through discussions or _____ .
- Price protection: Buying quantities of inventory at _____ times helps avoid the impact of cost inflation
- Quantity discounts: Often bulk _____ are available if you buy in large rather than in small quantities.
- Lower ordering costs: If you buy a larger quantity of an item _____ frequently, the ordering costs are less than buying smaller quantities over and over again.

5. Read the article one more time and then write what you remember about the types of stocks. Your schoolmate will add, if needed, the missing information.

6. In small groups think of five questions related to the article (using at least in two of them DUE TO, CAUSED BY, THE RESULT OF, BECAUSE OF). The rest of class will answer them.

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____

Short topic outline

Inventory

Inventory includes a company's raw materials, work in process, supplies used in operations, and finished goods

Inventory can be simple and complex

Inventory costs

Inventory purpose: *Predictability*

Fluctuations in demand

Price protection

Quantity discounts

Lower ordering costs

Types of stock: *Raw materials*

Finished goods

Work-in-process

Other categories of inventory: *Consumables*

Service, repair, replacement, and spare items

Short grammar outline

Cause / result links

Due to

Due to the lack of inventory, the supplier fail to deliver the required items.

Caused by

This situation was caused by the lack of the staff.

The result of

It was the result of the recent recession.

Because of

They said the new procedure was introduced because of the frequent mistakes made by the old one.

Test

- 1 She seems very keen on discipline but I wonderin class.
A what she is like B what is she like C how she is D how is she
- 2 That's the third time this week that the machine has been out of
A work B order C practice D force
- 3 She's still very beautiful. I wish Iher when she was young.
A would have known B have known C knew D had known
- 4 By the time they change the law, the damagebeen done.
A shall have B will have C had D must have
- 5 I don't want to stop in the forest butbe a village quite near.
A there may B it may C there can D it can
- 6 It's a dangerous occupation. I don't do it for theof my health.
A cause B desire C reason D sake
- 7 Shethe cloth and put it away in the drawer.
A folded B bent C twisted D curved
- 8 Iexpecting a storm like this several days now.
A am ... for B am ... during C have been ... for D have been ... during
- 9 We've appealed for witnesses buthas come forward.
A none B no-one C anyone D any one
- 10 Heto me for the mistake.
A excused B forgave C pardoned D apologised

(Fowler, 2005)

Key

4. Fill in the gaps with the expressions below.

THE PURPOSE OF INVENTORY

So why do you need inventory? In a #just-in-time manufacturing environment, inventory is considered #waste. However, in environments where an organization #suffers from poor cash flow or #lacks strong control #over (1) electronic information transfer #among all departments and all significant suppliers, (2) lead times, and (3) quality of materials received, inventory plays #important roles. Some of the more important reasons for obtaining and #holding inventory are:

- **Predictability:** To #engage in capacity planning and production scheduling, you need to control how much #raw material and how many parts and subassemblies you process at a #given time. Inventory buffers what you need from what you process.
- **Fluctuations in #demand:** Inventory protects you from #unreliable suppliers of when an item is #scarce and a steady supply is difficult to ensure. Whenever possible, unreliable suppliers should be rehabilitated through discussions or #replaced.
- **Price protection:** Buying quantities of inventory at #appropriate times helps avoid the impact of cost inflation
- **Quantity discounts:** Often bulk #discounts are available if you buy in large rather than in small quantities.
- **Lower ordering costs:** If you buy a larger quantity of an item #less frequently, the ordering costs are less than buying smaller quantities over and over again.

Test

1 A

2 B

3 D

4 B

5 A

6 D

7 A

8 C

9 B

10 D

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FOWLER, W. S. *Penguin Readers Teacher's Guides: Placement Tests*. Harlow : Pearson Education, 2005. ISBN 0 582 47380 2.

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The green logistics

1. Discuss with your partner your ideas about the expression of green logistics, what it covers.

2. Read the article below to see to what extent you have managed to meet the meaning.

Green logistics

Demand for action

Organizations have to face changing circumstances for several years. In addition to increasing diversity and dynamics, environmental issues become more important. Social, political and economic demands for sustainable development force organizations to reduce the impact on the environment of their supply chains and to develop sustainable transport and supply chain strategies.

There are strong interactions between logistics, environment and natural resources. In addition, the approach of logistics is interdisciplinary, holistic and cross-company

Ecological concern

The "ecological concern" in logistics determines how far the logistics or the supply chain of a company is faced with the issue of environmental protection and resource conservation. Basically, a supply chain is affected of various influencing factors in this context. The main influencing factors are the stakeholders of the organization and the rising costs of energy and commodity.

Some of the key stakeholders in this context are:

- The state with growing international and national regulations
- Customers and consumer with increasing awareness and demand for eco-friendly products and (logistics) services
- Employees who want to work in an environmentally and socially responsible company
- Society with increasing claims for more corporate social responsibility (CSR)
- Companies themselves; dealing with their own motivation

There is also the pressure of lenders, investors, insurers and investors.

Approaches

Logistics has a whole range of measures to protect the environment and resources. Some are new, others long-known. These actions can be assigned to different levels – maturity, range, scope, capital expenditure and resource requirements.

Corresponding to the holistic approach of green logistics, logistics has five starting points to implement measures for environmental protection and resource conservation:

- customer, market and product (level 1)
- structures and planning (level 2)
- processes, control and measurement (level 3)
- technologies and resources (level 4)
- employees, suppliers and service providers (level 5)

Examples:

- More efficient packing
- Route optimization
- Load optimization
- Formation of corporate networks, which are connected by logistics service
- Optimizing physical logistics processes by providing a sophisticated IT support

The first four levels form a hierarchy and influence each other sequentially. Decisions on one level define the scope for further decisions on the following levels. Decisions at higher levels reduce the freedom for the following levels. Example: The determination of the packing mass of a product on the Level one defines the volume and weight of a product and therefore the maximum number of items per carrier (e.g., container). Thus, the decision made on level one influences the maximum capacity of a container. The impacts on the environment – as carbon-dioxide (CO₂) emissions per transported product – therefore are strongly influenced by the decisions made on level one. But also decisions made on levels two and three, such as route optimization have an impact on carbon-dioxide emissions.

(Green logistics, Wikipedia, 2014, abridged)

Vocabulary

circumstance (<i>'sɜ:kəmstænts</i>)	okolnost
sustainable (<i>sə'steɪnəbəl</i>)	trvale udržitelný
approach (<i>ə'prəʊtʃ</i>)	přístup
holistic (<i>həʊ'listɪk</i>)	celostní
in addition (<i>ɪnədɪ'tɪʃən</i>)	kromě toho, navíc, mimo to
to determine (<i>tu:di'tɜ:mɪn</i>)	určovat, stanovit, rozhodnout (se)
awareness (<i>ə'veə'nəs</i>)	povědomí, všímavost
stakeholder (<i>'steɪk,həʊldə'</i>)	podílník
measures (<i>'meʒəz</i>)	opatření
to assign (<i>tu:ə'saɪn</i>)	zadat, převést, uložit
scope (<i>skəʊp</i>)	rozsah, záběr (působnosti)
determination (<i>dɪ,tɜ:mɪ'neɪʃən</i>)	určení, stanovení, rozhodnutí

3. In pairs / small groups try to elicit the meaning of underlined expressions.

4. Fill in the gaps with the expressions below.

between chain circumstances commodity conservation context cross-company determines dynamics environment stakeholders sustainable

Demand for action Organizations have to face changing _____ for several years. In addition to increasing diversity and _____, environmental issues become more important. Social, political and economic demands for _____ development force organizations to reduce the impact on the _____ of their supply chains and to develop sustainable transport and supply _____ strategies. There are strong interactions _____ logistics, environment and natural resources. In addition, the approach of logistics is interdisciplinary, holistic and _____. Ecological concern The "ecological concern" in logistics _____ how far the logistics or the supply chain of a company is faced with the issue of environmental protection and resource _____. Basically, a supply chain is affected of various influencing factors in this _____. The main influencing factors are the _____ of the organization and the rising costs of energy and _____.

5. Read the article one more time and then write what you remember about the ecological concern. Then compare it with your schoolmate and he / she will add, if needed, the missing information.

6. In small groups think of five questions related to the article (using at least in two of them prepositional phrases UNDER CONTROL, OUT OF CONTROL, IN REACH, OUT OF REACH, IN SIGHT, OUT OF SIGHT). The rest of class will answer them.

1) _____

2) _____

3) _____

4) _____

5) _____

Short topic outline

Green logistics

Social, political and economic demands for sustainable development

Organizations are to reduce the impact on the environment

There are strong interactions between logistics, environment and natural resources

Ecological concern

The main influencing factors : stakeholders of the organization

rising costs of energy and commodity

Key stakeholders: state

customers and consumer

employees

society with increasing claims

companies themselves

Approaches

Short grammar outline

Prepositional phrases

Under control

The cash flow is under control.

Out of control

Unfortunately, the procedure is out of control.

In reach

All equipment is in reach.

Out of reach

The signal is out of reach.

In sight

The employees of assembly lines are in sight.

Out of sight

The offices are out of sight from here.

Test

- 1 If he'd worked as hard as we have, hetired.
A has felt B had felt C feels D would feel
- 2 I can't find my glasses. Ithem at the office.
A had to leave B could leave C must have left D can have left
- 3 You've had a lot to drink so youbetter let me drive.
A should B would C had D ought
- 4 They aren't going to raise taxes – at , that is what they promised.
A least B last C first D once
- 5 Come on! I don't wantthe start of the match.
A that we miss B to miss C that we lose D to lose
- 6 My neighbours are a bit They believe in ghosts and magic.
A weird B wicked C rare D decayed

- 7 If you don't do what the boss tells you, you'll befrom the firm.
A rejected B resigned C retired D sacked
- 8 Those boys climbed up thetower last night.
A church's B churches' C church D churches'
- 9 They made a serious mistake and their opponents tookof it.
A profit B benefit C advantage D gain
- 10 Sheat me and then went on reading.
A glanced B viewed C regarded D responded

(Fowler, 2005)

Key

4. Fill in the gaps with the expressions below.

Demand for action

Organizations have to face changing #circumstances for several years. In addition to increasing diversity and #dynamics, environmental issues become more important. Social, political and economic demands for #sustainable development force organizations to reduce the impact on the #environment of their supply chains and to develop sustainable transport and supply #chain strategies.

There are strong interactions #between logistics, environment and natural resources. In addition, the approach of logistics is interdisciplinary, holistic and #cross-company.

Ecological concern

The "ecological concern" in logistics #determines how far the logistics or the supply chain of a company is faced with the issue of environmental protection and resource #conservation. Basically, a supply chain is affected of various influencing factors in this #context. The main influencing factors are the #stakeholders of the organization and the rising costs of energy and #commodity.

Test

1 D

2 C

3 C

4 A

5 B

6 A

7 D

8 C

9 C

10 A

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WIKIPEDIA. *Green logistics*. [online]. 2014, [cit. 2014-14-8]. Available at WWW http://en.wikipedia.org/wiki/Green_logistics

The virtual logistics

1. Discuss with your partner the task of computers in the virtual logistics field. Share your knowledge with the class.

2. Read the article below.

Computer Programs

No one operates without a computer today. It is essential that TLPs be computer literate and skilled in all basic PC software, including word processing, spreadsheet, and database. But, this is not enough...

In addition to PC programs, TLPs should be familiar with:

Custom programs – These allow to access freight rates, route planning, scheduling, load planning, fleet management, and warehouse management.

Other departments' system – Be knowledgeable of shipping, receiving, inventory, and customer service systems, in addition to your own systems.

Carrier information systems – Electronic Data Interchange (EDI) with the carriers can provide valuable data. Transmitting standardized data electronically between shippers and carriers has the potential for ultimately achieving the highly touted paperless society.

Hand/held scanners and bar coding – Many carriers use hand-held scanners to capture data from bar codes affixed to packages. This information may be uploaded in batch when the driver returns to a terminal. Other companies use wireless networks to get the information into the computer system immediately, for real-time tracking.

Radio frequency identification tags – These basically address many of the same needs as bar coding and are increasingly being used by carriers and warehousing firms.

Mobile data communication – This can take several different forms, including: satellite, cellular, wireless packet data networks, specialized mobile radio (SMR), and private radio networks.

Vehicle positioning programs – These enable the carrier to locate a truck or shipment and see that location a digital map or in a text display.

Imaging technology – This enhances package tracing capability by providing load transaction data. Scanning documents and strong them electronically reduces paperwork.

The U.S. Global Positioning System (GPS) – GPS, a navigation satellite constellation under the control of the Defence Department, offers tremendous potential for the transportation industry. All modes are using satellite navigation to increase efficiency and operational safety. GPS has been used by commercial fishermen, recreational boaters and

hikers, and general aviation pilots since the mid-1980s. Current or likely future uses of GPS include navigation on the high seas, vessel traffic services, harbour facility management, locating containers in marine terminals, and navigation for truck drivers. Railroads are also using GPS to help keep trains using the same tracks safely separated. The Federal Aviation Administration uses GPS for its air traffic control system.

(Stroh, 2006)

Vocabulary

literate (<i>'litərət</i>)	gramotný, vzdělaný
spreadsheet (<i>'spredʃi:t</i>)	excel
custom program (<i>'kʌstəm 'prəʊgræm</i>)	vlastní program
freight (<i>freit</i>)	náklad, dopravné
fleet (<i>fli:t</i>)	lodstvo, flotila
knowledgeable (<i>'nɒlɪdʒəbəl</i>)	dobře informovaný
shipping (<i>'ʃɪpɪŋ</i>)	doprava, přeprava
to provide (<i>tu:prəʊ'vaɪd</i>)	dodat, poskytnout, zajistit
ultimately (<i>'ʌltɪmətli</i>)	nakonec
to tout (<i>tu:təʊt</i>)	nabízet, snažit se získat, propagovat
to capture (<i>tu:'kæptʃə'</i>)	zachytit, ovládnout, dobýt
affixed (<i>ə'fɪksd</i>)	připojený
batch (<i>bætʃ</i>)	hromada, balík, houf
tag (<i>tæg</i>)	etiketa, štítek, cenovka, cedulka
to address (<i>tu:ə'dres</i>)	oslovit, určit
cellular (<i>'seljələ'</i>)	buněčný, mobilní (a.e.)
to enable (<i>tu:ɪ'neɪbəl</i>)	umožnit
shipment (<i>'ʃɪpmənt</i>)	náklad, lodní přeprava
to enhance (<i>tu:ɪn'hɑ:nts</i>)	zvýšit, zvednout, pozdvihnout
tremendous (<i>tri'mendəs</i>)	ohromný, velký, strašný
hiker (<i>haɪk</i>)	turista
vessel (<i>'vesəl</i>)	lod'

3. In pairs / small groups try to elicit the meaning of underlined expressions.

4. Fill in the gaps with the expressions below.

enable enhances fishermen future hikers its navigation Railroads them trains vessel

Vehicle positioning programs – These _____ the carrier to locate a truck or shipment and see that location a digital map or in a text display. Imaging technology – This _____ package tracing capability by providing load transaction data. Scanning documents and strong _____ electronically reduces paperwork. The U.S. Global Positioning System (GPS) – GPS, a navigation satellite constellation under the control of the Defence Department, offers tremendous potential for the transportation industry. All modes are using satellite _____ to increase efficiency and operational safety. GPS has been used by commercial _____ , recreational boaters and _____ , and general aviation pilots since the mid-1980s. Current or likely _____ uses of GPS include navigation on the high seas, _____ traffic services, harbour facility management, locating containers in marine terminals, and navigation for truck drivers. _____ are also using GPS to help keep _____ using the same tracks safely separated. The Federal Aviation Administration uses GPS for _____ air traffic control system.

5. Read the article one more time and then write what you remember about vehicle positioning programs. If you use it yourself, you can add your experience.

6. In small groups think of five questions related to the article (using at least in two of them HOWEVER, IN SPITE OF, DESPITE) . The rest of class will answer them.

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____

Short topic outline

Virtual logistics

Custom programs –allow to access freight rates, route planning, scheduling, load planning, fleet management, and warehouse management

Carrier information systems –provide valuable data.

Hand/held scanners and bar coding

Radio frequency identification tags –a bar coding

Mobile data communication –can take several different forms, including: satellite, cellular, wireless packet data networks

Vehicle positioning programs –enable the carrier to locate a truck or shipment

Imaging technology –tracing capability

The U.S. Global Positioning System (GPS)

Short grammar outline

Concession links

However

However, he has decided against it.

In spite of

In spite of using a GPS, they got lost.

Despite

Despite the scheduling of all activities, they are behind the original plan.

Test

- 1 He just failed to win the race,his great effort.
A despite B although C nevertheless D however
- 2 Hurry up! I wouldn't likethe start of the film.
A that we miss B to miss C that we lose D to lose
- 3 How many candidates havefor the job?
A appointed B applied C presented D undertaken
- 4 They arrived in the neighbourhooddays
A few ... since B a few ... since C few ... ago D a few ... ago

- 5 She wasdark glasses because she didn't want to be recognised.
A carrying B holding C bearing D wearing
- 6 The shop rangthat your new dress is ready.
A for saying B to say C for telling D to tell
- 7 Hello! Iyou before now but I've been very busy.
A should have rung B must have rung C had to ring D ought to ring
- 8 I'd like to takeof this opportunity to thank you for your help.
A profit B benefit C advantage D occasion
- 9 He always looks brave on the screen but I wonderin real life.
A what he is like B what is he like C how he is D how is he
- 10 She's recovered from her illness and is playingwell as
A as ... never B as ... ever C so ... never D so ... ever

(Fowler, 2005)

Key

4. Fill in the gaps with the expressions below.

Vehicle positioning programs – These #enable the carrier to locate a truck or shipment and see that location a digital map or in a text display.

Imaging technology – This #enhances package tracing capability by providing load transaction data. Scanning documents and strong #them electronically reduces paperwork.

The U.S. Global Positioning System (GPS) – GPS, a navigation satellite # constellation under the control of the Defence Department, offers tremendous potential for the transportation industry. All modes are using satellite #navigation to increase efficiency and operational safety. GPS has been used by commercial #fishermen, recreational boaters and #hikers, and general aviation pilots since the mid-1980s. Current or likely #future uses of GPS include navigation on the high seas, #vessel traffic services, harbour facility management, locating containers in marine terminals, and navigation for truck drivers. #Railroads are also using GPS to help keep #trains using the same tracks safely separated. The Federal Aviation Administration uses GPS for #its air traffic control system.

Test

1 A

2 B

3 B

4 A

5 D

6 B

7 A

8 C

9 A

10 B

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Customer service

1. Talk to your partner about your experience with a customer service in your home country as well as from abroad.

2. Read the article below.

Customer service

The TLP has two primary goals, cost control and customer satisfaction. Too often the TLP emphasizes cost minimization to the detriment of customer service. This is false economy. Without the customer, there is no need to control costs; there is no business.

Most of the emphasis in this handbook is on costs, but it must be remembered that the goal is to minimize costs at the required level of customer service (also called customer satisfaction). In other words, provide exceptional customer service at the lowest possible cost.

The goal is not to minimize costs and maximize service. This is not possible. The customer is usually not willing to pay for maximum service (especially if this means premium transportation charges). The TLP must first determine the required level of customer service and then determine how to minimize costs, while providing that level.

The TLP must inform management (or the salesperson or marketing department) about how much a given level of customer service will cost. For example, if salesperson offers next day delivery to a customer, the TLP should make sure that salesperson knows the cost.

The ability to provide extra value-added service may be the competitive edge for the company.

The TLP must be flexible, able to react on short notice, willing to go the extra mile, be totally dedicated to customer satisfaction, and at the same time control costs...not an easy task.

What exactly is customer service? Like most things, customer service is in the eye of the beholder. It's a matter of perspective. Some firms do a good job of conveying to their employees and to their customers that they are a customer-oriented firm. They have the slogans, and they *talk the talk*. They also may do a good job of answering customer complaints and providing service after the sale. They may have a good customer service department.

But, is this sufficient? No! Customer service for the TLP is more than all of this, and the key is in one word: *measurement*.

If you don't measure customer service, you really don't know if you're doing a good job, and you certainly don't know the cost, or if it's worth it.

What sorts of customer service factors should you measure?

Here are a few possibilities:

- What percentage of the time do you ship within 24 hours of receiving the customer's order?
- What percentage of the time is the order received by the customer without error?
- What percentage of the time does the carrier deliver within 3 days of shipment?
- What percentage of the time is there loss or damage?

(Southern, 1997)

Vocabulary

to emphasize (<i>tu: 'empfəsaɪz</i>)	
detriment (<i>'detrɪmənt</i>)	
premium (<i>'pri:miəm</i>)	
charge (<i>fɑ:dʒ</i>)	
edge (<i>edʒ</i>)	
beholder (<i>bɪ 'həʊldə</i>)	
perspective (<i>pə 'spektɪv</i>)	
to convey (<i>tu:kən 'veɪ</i>)	

3. In pairs / small groups try to elicit the meaning of underlined expressions.

4. Fill in the gaps with the expressions below.

a carrier complaints exactly eye few firm loss measure perspective receiving sufficient without worth

What _____ is customer service? Like most things, customer service is in the _____ of the beholder. It's a matter of _____. Some firms do ___ good job of conveying to their employees and to their customers that they are a customer-oriented

_____ . They have the slogans, and they talk the talk. They also may do a good job of answering customer _____ and providing service after the sale. They may have a good customer service department. But, is this _____ ? No! Customer service for the TLP is more than all of this, and the key is in one word: measurement. If you don't _____ customer service, you really don't know if you're doing a good job, and you certainly don't know the cost, or if it's _____ it. What sorts of customer service factors should you measure? Here are a _____ possibilities: • What percentage of the time do you ship within 24 hours of _____ the customer's order? • What percentage of the time is the order received by the customer _____ error? • What percentage of the time does the _____ deliver within 3 days of shipment? • What percentage of the time is there _____ or damage?

5. Read the article one more time and write what is said about the customer service in the article (based on your memory).

6. In small groups think of five questions related to the article (using at least in two of them LOOK, SEEM, APPEAR) . The rest of class will answer them.

1) _____

2) _____

3) _____

4) _____

5) _____

Short topic outline

Customer service

The TLP has two primary goals: cost control

customer satisfaction

A matter of perspective

The key is in one word: **measurement**

Customer service factors to measure: shipping time

order delivery without a failure

damages, losses

Short grammar outline

Describing using the sensory perception

Look

All customers looked satisfied with the delivery date.

Seem

The whole department seemed to be working on the improving of customer service.

Appear

The parcel appeared to be damaged.

Test

- 1 It looks as if the lift is out ofso we'll have to walk up the stairs.
A practice B order C running D work
- 2 One flight across the ocean is very like
A other B each other C another D one other
- 3 We're late. By the time we get there, the filmstarted.
A shall have B will have C has D must have
- 4 She's very nice. I wish Iher as a teacher when I was at school.
A would have had B have had C had D had had

- 5 Ito him for the error.
A excused B forgave C pardoned D apologised
- 6 I can't find my umbrella. Iit on the train.
A had to leave B could leave C must have left D can have left
- 7 I don't believe in ghosts – or, at I've never seen one.
A least B last C first D once
- 8 Shethe letter carefully and put it in an envelope.
A folded B bent C twisted D curved
- 9 Very few people make this journey for theof pleasure.
A reason B cause C desire D sake
- 10 They keep the bird in a cage toit from flying away.
A avoid B prevent C contain D resist

(Fowler, 2005)

Key

4. Fill in the gaps with the expressions below.

What #exactly is customer service? Like most things, customer service is in the #eye of the beholder. It's a matter of #perspective. Some firms do #a good job of conveying to their employees and to their customers that they are a customer-oriented #firm. They have the slogans, and they talk the talk. They also may do a good job of answering customer #complaints and providing service after the sale. They may have a good customer service department.

But, is this #sufficient? No! Customer service for the TLP is more than all of this, and the key is in one word: measurement.

If you don't #measure customer service, you really don't know if you're doing a good job, and you certainly don't know the cost, or if it's #worth it.

What sorts of customer service factors should you measure?

Here are a #few possibilities:

- What percentage of the time do you ship within 24 hours of #receiving the customer's order?
- What percentage of the time is the order received by the customer #without error?
- What percentage of the time does the #carrier deliver within 3 days of shipment?
- What percentage of the time is there #loss or damage?

Test

1 B

2 C

3 B

4 D

5 D

6 C

7 A

8 A

9 D

10 B

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**Well-known home / world
logistics companies**

1. Do you know any of the home / world shipping companies? Which one? Discuss it with your partner.

2. Read the article below.

Maersk Logistics Czech Republic s.r.o.

The Czech Republic has an excellent strategic location in Central Europe, with good access to established Western, and emerging Eastern markets.

Over the past few years, many global companies such as Siemens, Volkswagen, Matsushita, Phillip Morris, Kimberly - Clark, Philips and Foxconn have invested in the Czech Republic.

The availability of technically educated graduates, at a fraction of Western labour cost, creates an outstanding environment for manufacturing companies.

In view of these developments, Maersk Logistics Czech Republic s.r.o. was established in 1995 to deliver sophisticated Supply Chain Management solutions. Today, over 150 dedicated, educated, and experienced employees are offering the local market a full range of high-end logistics services.

(Expats, 2014, abridged)

Joppa Logistics s.r.o.

Joppa Logistics s.r.o. was founded as a transport and forwarding company in 2000. We offer high-quality and comprehensive services in the field of transport, forwarding, logistics, storage.... .. Our offices and warehouses are located at Písečná Street in Brno close to an important transport centre in the direction to Prague, Vienna, Bratislava and Olomouc, nearby international airport. Our main goal is customer satisfaction and high-quality services offered at affordable prices.

Since the beginning we have been focusing on domestic and international transport of goods using our own cars. We transport goods of all sizes from small consignments weighing a few kilograms up to extraordinarily large and heavy cargos.

(Joppa Logistics, 2014, abridged)

2013 Top 50 Global & Domestic Third-Party Logistics Providers

Finding the right third-party logistics provider (3PL) always involves considerable due diligence - it may also mean leaving an existing partner for a set of collaborators that can deliver on the promise of a seamless global network.

Leading industry analysts and consultants maintain that the landscape for global and domestic 3PLs may be shifting this year, but shippers can hedge their bets by vetting asset-based and non-asset players when planning future networks.

A healthy service provider portfolio, say our analysts, includes a bit of both.

In fact, this year's list of Top 50 Global 3PLs, compiled by market consultancy Armstrong & Associates, validates the observation that shippers need a variety of options when it comes to moving freight this year.

“Shippers would prefer to work with a few providers, but the performance scale of operations often requires them to hire several 3PLs in order to optimize global procurement,” says Evan Armstrong, the consultancy's president. “In the domestic arena, it's more centralized.”

On the domestic front, both Coyote Logistics and XPO Logistics have broken the \$2 billion revenue barrier through acquisition.

“With other major competitors such as Total Quality Logistics and Echo Global Logistics growing rapidly as well, this intense competition will continue to heat up,” says Armstrong. “In the end, it will mean increased operational performance levels for shippers and further consolidation within the small freight broker ranks.”

(Burnson,P., 2014)

Vocabulary

emerging (i'mɜːdʒɪŋ)	nově vznikající
fraction ('frækfʌn)	zlomek
to involve (tuːm'vɒlv)	zahrnovat
considerable (kən'sɪdʒrəbəl)	značný, velký, významný
due (djuː)	příčinný, náležitý, řádný
diligence ('dɪlɪdʒənts)	píle, pracovitost, vytrvalost
seamless ('siːmləs)	souvislý, nepřerušovaný
leading ('ledɪŋ)	hlavní
to maintain (tuːmeɪn'teɪn)	udržovat, starat se, zachovávat
to hedge (tuːhedʒ)	omezit, zablokovat, zabránit
to vet (tuːvet)	prověřit, schválit, zkontrolovat
to compile (tuːkəm'paɪl)	sestavit, sebrat
to validate (tuː'vælɪdeɪt)	potvrdit, učinit platným
procurement (prə'kjʊəmənt)	zprostředkování, zaopatření
scale (skeɪl)	rozsah, škála
revenue ('revənjuː)	tržba, výnos
to heat up (tuːhiːtʌp)	zintenzivňovat se

3. In pairs / small groups try to elicit the meaning of underlined expressions.

4. Fill in the gaps with the expressions below.

*a both centralized.” collaborators compiled consultants continue diligence freight freight
t hedge increased networks optimize portfolio promise Providers revenue right shifting
that*

2013 Top 50 Global & Domestic Third-Party Logistics _____ Finding the
_____ third-party logistics provider (3PL) always involves considerable due
_____ - it may also mean leaving an existing partner for a set of
_____ that can deliver on the _____ of a seamless global
network. Leading industry analysts and _____ maintain that the
landscape for global and domestic 3PLs may be _____ this year, but shippers

can _____ their bets by vetting asset-based and non-asset players when planning future _____ . A healthy service provider _____ , say our analysts, includes a bit of both. In fact, this year’s list of Top 50 Global 3PLs, _____ by market consultancy Armstrong & Associates, validates the observation _____ shippers need a variety of options when it comes to moving _____ this year. “Shippers would prefer to work with ___ few providers, but the performance scale of operations often requires them to hire several 3PLs in order to _____ global procurement,” says Evan Armstrong, the consultancy’s president. “In the domestic arena, it’s more _____ On the domestic front, _____ Coyote Logistics and XPO Logistics have broken the \$2 billion _____ barrier through acquisition. “With other major competitors such as Total Quality Logistics and Echo Global Logistics growing rapidly as well, this intense competition will _____ to heat up,” says Armstrong. “In the end, it will mean _____ operational performance levels for shippers and further consolidation within the small _____ broker ranks.”

5. Read the article one more time and then rewrite the information on at least one company. Your schoolmate will add, if needed, the missing information.

6. In small groups think of five questions related to the article (using at least in two of them FEEL, SOUND) . The rest of class will answer them.

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____

Short topic outline

Well-known home / world logistic companies

Maersk Logistics Czech Republic s.r.o.

Good access to established Western and emerging Eastern markets

Maersk Logistics Czech Republic s.r.o. was established in 1995 to deliver sophisticated Supply Chain Management solutions

Joppa Logistics, s.r.o.

High-quality and comprehensive services in the field of transport, forwarding, logistics, storage

Our main goal is customer satisfaction and high-quality services offered at affordable prices

Focus on domestic and international transport of goods

We transport goods of all sizes from small consignments weighing a few kilograms up to extraordinarily large and heavy cargos

2013 Top 50 Global & Domestic Third-Party Logistics Providers

Leading industry analysts and consultants maintain that the landscape for global and domestic 3PLs

Short grammar outline

Describing using the sensory perception

Feel

The material feels rough.

Sound

Your attempt sounds great to us.

Test

- 1 There's ice on the road so youbetter drive carefully.
A should B would C had D ought
- 2 He looked round to make sure thatwas following him.
A none B no-one C anyone D any one
- 3 Iexpecting trouble some time now.
A am ... for B am ... during C have been ... for D have been ... during
- 4 If he hadn't eaten so much, hesick.
A hasn't felt B didn't feel C hadn't felt D wouldn't feel
- 5 He has some veryhabits. He has a bath with his clothes on!
A odd B decayed C rare D wicked
- 6 down a mountain at this speed very dangerous.
A Skiing ... is B The skiing ... is C Skiing ... it is D The skiing ... it is
- 7 Heout of the window for a moment and then went on working.
A glanced B viewed C saw D regarded
- 8 He's beenfrom the company because he wasn't doing his job.
A rejected B retired C resigned D sacked
- 9 We're short of petrol butbe a garage near here.
A there may B it may C there can D it can
- 10 They're carrying out repairs to thebuilding.
A school old B school's old C old school D old school's

(Fowler, 2005)

Key

4. Fill in the gaps with the expressions below.

2013 Top 50 Global & Domestic Third-Party Logistics Providers

Finding the right third-party logistics provider (3PL) always involves considerable due diligence - it may also mean leaving an existing partner for a set of collaborators that can deliver on the promise of a seamless global network.

Leading industry analysts and consultants maintain that the landscape for global and domestic 3PLs may be shifting this year, but shippers can hedge their bets by vetting asset-based and non-asset players when planning future networks.

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On the domestic front, both Coyote Logistics and XPO Logistics have broken the \$2 billion revenue barrier through acquisition.

"With other major competitors such as Total Quality Logistics and Echo Global Logistics growing rapidly as well, this intense competition will continue to heat up," says Armstrong. "In the end, it will mean increased operational performance levels for shippers and further consolidation within the small freight broker ranks."

Test

1 C

2 B

3 C

4 D

5 A

6 A

7 A

8 D

9 A

10 C

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EXPATS.CZ. *Maersk Logistics Czech Republic, s.r.o.* [online]. 2014, [cit. 2014-14-8]. Available at WWW: <http://www.expats.cz/prague/czech/parcel-services/maersklogisticsczechrepublicsro/>

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Quality management

1. Discuss with your partner the possible ways how to manage and keep the quality.

2. Read the article below.

Total Quality Management

No one can argue against quality in today's competitive environment. The emphasis on quality is nothing new. It has long been recognized as an essential part of a firm's marketing strategy. The customer deserves quality. Never before has there been so much talk about customer satisfaction.

In recent years, the concept of quality has become more sophisticated. Total Quality Management (TQM) is one example of a management quality technique.

TQM means different things to different people. There are numerous TQM experts who have implemented quality programs in companies across the land, with differing degrees of success.

Generally speaking, the TQM programs that have been most successful have had certain common characteristics, focusing on five essential elements: customer focus, total involvement, measurement, systematic support, and continuous improvement.

- **Customer focus:** The traditional view of customer focus has been towards external customers, such as shippers, consignees, and carriers. The TQM program emphasizes internal customers (other employees or associates), as well. By treating all people with whom we interact as customers, we can better serve the ultimate customer. Remember that quality is defined by the customer.

ISO 9000

More and more companies are requiring that their suppliers be ISO certified; the suppliers are responding by going through the certification process.

The purpose of becoming ISO 9000 certified is *quality, quality, quality*.

ISO 9000 is a series of five international standards for quality management and quality assurance. It was developed in 1989 and promoted by the International Organization for Standardization (ISO), a world policy-making body in Geneva, Switzerland.

The objective of an ISO 9000 quality system is to create and continuously improve the means by which the organization meets customers' needs.

Vocabulary

involvement (<i>in 'vɒlvmənt</i>)	účast, zapojení
shipper (<i>'ʃɪpə</i>)	lodní / námořní přepravce
consignee (<i>,kɒnsaɪ 'ni:</i>)	příjemce, adresát
carrier (<i>'kæriə</i>)	doprovce, přepravce, letecká dopravní společnost
to treat (<i>tu:tri:t</i>)	zacházet, jednat, nakládat (s), chovat se (k)
assurance (<i>ə 'ʃʊ:rənts</i>)	ujištění, zapletení
international organization for standardization (iso) (<i>,ɪntə 'næʃənl, ɔ: gə'naɪ 'zeɪʃənfɔ: r, stændədai 'zeɪʃən</i>)	Mezinárodní organizace pro normalizaci
policy-making body (<i>'pɒləsi, meɪkɪŋ 'bɒdi</i>)	orgán, který tvoří koncepci

3. In pairs / small groups try to elicit the meaning of underlined expressions.

4. Fill in the gaps with the expressions below.

about across against as becoming by certified deserves of on on sophisticated to towards whom

Total Quality Management No one can argue _____ quality in today's competitive environment. The emphasis ____ quality is nothing new. It has long been recognized as an essential part ____ a firm's marketing strategy. The customer _____ quality. Never before has there been so much talk _____ customer satisfaction. In recent years, the concept of quality has become more _____. Total Quality Management (TQM) is one example of a management quality technique. TQM means different things ____ different people. There are numerous TQM experts who have implemented quality programs in companies _____ the land, with differing degrees of success. Generally speaking, the TQM programs that have been most successful have had certain common characteristics, focusing ____ five essential elements: customer focus, total involvement, measurement, systematic support, and continuous improvement. • Customer focus: The traditional view of customer focus has been _____ external customers, such as shippers, consignees, and carriers. The TQM program emphasizes internal customers (other employees or associates), ____ well. By treating all people with _____ we interact

as customers, we can better serve the ultimate customer. Remember that quality is defined _____ the customer. ISO 9000 More and more companies are requiring that their suppliers be ISO _____ ; the suppliers are responding by going through the certification process. The purpose of _____ ISO 9000 certified is quality, quality, quality.

5. Read the article one more time and then write what you remember about the ISO 9000. Afterwards compare your notes with your schoolmate.

6. In small groups think of five questions related to the article (using at least in two of them AFFORD, EXPECT, HOPE, NEED) . The rest of class will answer them.

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____

Short topic outline

Quality management

Essential part of a firm's marketing strategy

The customer deserves quality

Total Quality Management (TQM) is one example of a management quality technique.

TQM means different things to different people

There are numerous TQM experts who have implemented quality programs in companies with differing degrees of success.

Generally speaking, the TQM programs focusing on five essential elements:

customer focus

total involvement

measurement

systematic support

continuous improvement

ISO 9000

The purpose of becoming ISO 9000 certified is quality
ISO 9000 is a series of five international standards for quality management and quality assurance

Short grammar outline

Verbs which take an infinitive with TO

Afford

The companies cannot afford to pay for being ISO certified.

Ask

The superior asked him to schedule all events.

Expect

They have expected not to fail recently.

Hope

The TQM expert hopes to keep the current customers satisfied with new quality techniques.

Need

We need to change the approach.

Test

- 1 Judging by the smell, this can seems to be filled.....petrol.
A by B from C of D with
- 2 I don't get much chance to read the books.....when I'm on holiday.
A only B except C just D until
- 3 If you've got a student card you can get into the exhibition free of.....
A cost B price C charge D expense
- 4 You must be ready to leave at a moment's In case there's an emergency.
A notice B call C advice D instruction
- 5 He's always complaining.....the noise the neighbours make.
A for B from C of D about

- 6 Don't forget to put.....with your address on them on all your suitcases.
A notices **B** tickets **C** labels **D** badges
- 7 It's hard for an actor to make enough money to.....
A live with **B** live through **C** live up to **D** live on
- 8 I'd be no good at First Aid because I can't.....the sight of blood.
A have **B** bear **C** look **D** resist
- 9 My wife and I are very keen Scottish dancing.
A on **B** of **C** in **D** about
- 10 He's a good friend and he never.....to send me a birthday card each year.
A ignores **B** stops **C** fails **D** misses

(O'Connell, 1997)

Key

4. Fill in the gaps with the expressions below.

Total Quality Management

No one can argue #against quality in today's competitive environment. The emphasis #on quality is nothing new. It has long been recognized as an essential part #of a firm's marketing strategy. The customer #deserves quality. Never before has there been so much talk #about customer satisfaction.

In recent years, the concept of quality has become more #sophisticated. Total Quality Management (TQM) is one example of a management quality technique.

TQM means different things #to different people. There are numerous TQM experts who have implemented quality programs in companies #across the land, with differing degrees of success.

Generally speaking, the TQM programs that have been most successful have had certain common characteristics, focusing #on five essential elements: customer focus, total involvement, measurement, systematic support, and continuous improvement.

- Customer focus: The traditional view of customer focus has been #towards external customers, such as shippers, consignees, and carriers. The TQM program emphasizes internal customers (other employees or associates), #as well. By treating all people with #whom we interact as customers, we can better serve the ultimate customer. Remember that quality is defined #by the customer.

ISO 9000

More and more companies are requiring that their suppliers be ISO #certified; the suppliers are responding by going through the certification process.

The purpose of #becoming ISO 9000 certified is quality, quality, quality.

Test

1 D

2 B

3 C

4 A

5 D

6 C

7 D

8 B

9 A

10 C

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SOUTHERN, R. N. *Transportation and Logistics Basics*. Memphis: Continental Traffic Service, 1997. S. 316. ISBN 0-9655014-0-X.

Partnership and strategic alliances

1. Discuss with your partner what the main tasks and responsibilities of partnerships and alliances are.

2. Read the article below.

Partnerships and Strategic Alliances

Partners are concerned about one another's welfare. Their goal is a *win-win* relationship. Unfortunately, the traditional way to deal with carriers and other suppliers has been to *play hardball*, to take advantage of one another as much as possible.

A more effective way is to develop a relationship that ultimately becomes a partnership or strategic alliance. The idea is for each side to *open the books* to one another, an effort to assist each other in meeting their mutual goals.

Some carriers and third-party logistics providers have such a solid partnership that they place an on-site person with the shipper and, in some cases, the shipper places an on-site person with the provider. Mutual trust is the key to a successful partnership.

The necessity for the formation of partnerships is obvious from the history of logistics. Many approaches have been tried. Two examples are QR and ECR.

Quick Response

Quick Response (QR) was introduced in the *textile and apparel industry* and has spread throughout general merchandising. QR became a business strategy of formulating strategic exchange relationships between suppliers and customers and applying the interdependence opportunities of the relationships to the supply chain channel (Gary Forger, "Getting the Kinks Out Of Distribution," *Modern Materials Handling*, Vol. 49, Issue 2, February 1994, pp. 46-47).

The purpose of QR is to shorten the cycle time for a product to be made, distributed, and sold through some type of retail outlet. At the same time, inventory is reduced.

QR is an integration of the members and activities of the channel with coordination at each stage of level of the supply chain. The key ingredients are information system technologies of EDI and bar coding and the philosophy of just-in-time.

Efficient Consumer Response (ECR) is an innovative strategy adapted from QR, intended to streamline *the grocery supply chain*. ECR strategy involves the food manufacturer (supplier), the grocery retailer, and the distributor and/or the food broker in a trading exchange partnership.

The ECR strategy focus particularly on four major opportunities to improve efficiency:

1. Optimizing store assortments and space allocations to increase category sales per square foot and inventory turnover.
2. Streamlining the distribution of goods from the point of manufacture to the retail shelf.
3. Reducing the cost of trade and consumer promotion.
4. Reducing the cost of developing and introducing new product.”

QR and ECR have been two of the most successful strategic alliance programs. Other programs have not been as successful because they lacked mutual trust and motivation.

Source: “Progressive Grocer Executive Report: ECR,” 1994, Joint Industry Project for Efficient Consumer Response, Performance Measurement, 1994).

Vocabulary

to be concerned about (<i>tu:bi:kən 'sɜ:ndə 'baʊt</i>)	zabývat se (čím)
welfare (<i>'welfeə</i>)	blaho, prospěch
a win-win relationship (<i>eɪwɪnwɪnrɪ 'leɪfʷnʃɪp</i>)	vztah, ve kterém profitují obě strany, je příznivý pro zúčastněné
to play hardball (<i>tu:pleɪ 'hɑ:dbɔ:l</i>)	hrát tvrdě, jít někomu po krku
to develop (<i>tu:di 'veləp</i>)	vyvíjet, rozvinout
on-site person (<i>ɒnsaɪt 'pɜ:sɪn</i>)	kontaktní osoba na místě
trust (<i>trʌst</i>)	důvěra
obvious (<i>'ɒbvɪəs</i>)	zřejmý, očividný
approach (<i>ə 'prəʊf</i>)	přístup
apparel (<i>ə 'pærəl</i>)	šaty, oděv, oblečení
to spread (<i>tu:spred</i>)	rozprostřít, rozložit, roztáhnout
throughout (<i>θru 'aʊt</i>)	po celou dobu
interdependence (<i>ˌɪntədi 'pendənts</i>)	vzájemná závislost
purpose (<i>'pɜ:pəs</i>)	účel
to intend (<i>tu:m 'tend</i>)	mít v úmyslu, hodlat
grocery (<i>'grəʊsəri</i>)	potravinry

assortment (ə 'sɔ:tmənt)	směs, kolekce, sortiment
streamlining ('stri:mlaɪn)	zmodernizování
promotion (prə 'mɔʊʃn)	propagace, podporování

3. In pairs / small groups try to elicit the meaning of underlined expressions.

4. Fill in the gaps with the expressions below.

about another approaches carriers cases exchange for inventory involves just-in-time key mutual obvious shorten streamline textile third-party

Partnerships and Strategic Alliances Partners are concerned _____ one another's welfare. Their goal is a win-win relationship. Unfortunately, the traditional way to deal with _____ and other suppliers has been to play hardball, to take advantage of one _____ as much as possible. A more effective way is to develop a relationship that ultimately becomes a partnership or strategic alliance. The idea is _____ each side to open the books to one another, an effort to assist each other in meeting their _____ goals. Some carriers and _____ logistics providers have such a solid partnership that they place an on-site person with the shipper and, in some _____, the shipper places an on-site person with the provider. Mutual trust is the key to a successful partnership. The necessity for the formation of partnerships is _____ from the history of logistics. Many _____ have been tried. Two examples are QR and ECR. Quick Response Quick Response (QR) was introduced in the _____ and apparel industry and has spread throughout general merchandising. QR became a business strategy of formulating strategic _____ relationships between suppliers and customers and applying the interdependence opportunities of the relationships to the supply chain channel. The purpose of QR is to _____ the cycle time for a product to be made, distributed, and sold through some type of retail outlet. At the same time, _____ is reduced. QR is an integration of the members and activities of the channel with coordination at each stage of level of the supply chain. The _____ ingredients are information system technologies of EDI and bar coding and the philosophy of _____. Efficient Consumer Response (ECR) is an innovative strategy adapted from QR, intended to _____ the grocery supply chain. ECR

strategy _____ the food manufacturer (supplier), the grocery retailer, and the distributor and/or the food broker in a trading exchange partnership.

5. Read the article one more time and then write what you remember about quick response (QR) and efficient consumer response (ECR).

6. In small groups think of five questions related to the article (using at least in two of them WHO, WHOM, WHOSE, WHICH, THAT). The rest of class will answer them.

1) _____

2) _____

3) _____

4) _____

5) _____

Short topic outline

Partnership and strategic alliances

Goal is a *win-win* relationship

A more effective way is to develop a relationship that ultimately becomes a partnership or strategic alliance

Mutual goal

Mutual trust is the key to a successful partnership

The necessity for the formation of partnerships is obvious from the history of logistics

Many approaches have been tried: Quick Response

Efficient Consumer Response

Quick Response (QR) was introduced in the textile and apparel industry and has spread throughout general merchandising

QR became a business strategy of formulating strategic exchange relationships between suppliers and customers and applying the interdependence opportunities

Efficient Consumer Response (ECR) is an innovative strategy adapted from QR, intended to streamline the grocery supply chain

Short grammar outline

Relative pronouns

Who

The man who lives near the city centre is the manager of our department.

Whom (formal)

For whom are these instructions?

Whose

What's the name of the employee whose car is parked in the place for the guests only?

Which

They have lost the file which I handed in last week.

That

Are you going to the company ball that is held in the City hall?

Test

1 There's always a lot of office work to.....after the holiday.

A take over from B get away with C catch up with D set out on

2 After he had finished his medical course, he.....research into the causes of heart disease.

A did B made C took D followed

3 The bank robber was described by the police.....dark-haired and in his late twenties.

A for B as C like D with

4 I've found the dishwasher so useful that I don't think I could.....without it now.

A go B pass C get D do

5 I only bought the book because I was.....by its cover.

A interested B attracted C invited D pleased

6 Heme gently on the shoulder and told me I was in the wrong seat.

A stamped B slapped C punched D tapped

- 7 My speech isn't ready yet but I'll have time to prepare it.....the journey, I hope.
A for B through C in D during
- 8 He enjoyed playing computer games at first, but afterhe got bored with them.
A little time B no time C a while D while
- 9 Mark was.....that he should apply for a university place.
A suggested B advised C recommended D explained
- 10 The school has.....rules about wearing jewellery.
A strong B stiff C strict D sharp

(O'Connell, 1997)

Key

4. Fill in the gaps with the expressions below.

Partnerships and Strategic Alliances

Partners are concerned #about one another's welfare. Their goal is a win-win relationship. Unfortunately, the traditional way to deal with #carriers and other suppliers has been to play hardball, to take advantage of one #another as much as possible.

A more effective way is to develop a relationship that ultimately becomes a partnership or strategic alliance. The idea is #for each side to open the books to one another, an effort to assist each other in meeting their #mutual goals.

Some carriers and #third-party logistics providers have such a solid partnership that they place an on-site person with the shipper and, in some #cases, the shipper places an on-site person with the provider. Mutual trust is the key to a successful partnership.

The necessity for the formation of partnerships is #obvious from the history of logistics. Many #approaches have been tried. Two examples are QR and ECR.

Quick Response

Quick Response (QR) was introduced in the #textile and apparel industry and has spread throughout general merchandising. QR became a business strategy of formulating strategic

#exchange relationships between suppliers and customers and applying the interdependence opportunities of the relationships to the supply chain channel.

The purpose of QR is to #shorten the cycle time for a product to be made, distributed, and sold through some type of retail outlet. At the same time, #inventory is reduced.

QR is an integration of the members and activities of the channel with coordination at each stage of level of the supply chain. The #key ingredients are information system technologies of EDI and bar coding and the philosophy of #just-in-time.

Efficient Consumer Response (ECR) is an innovative strategy adapted from QR, intended to #streamline the grocery supply chain. ECR strategy #involves the food manufacturer (supplier), the grocery retailer, and the distributor and/or the food broker in a trading exchange partnership.

Test

1 C

2 A

3 B

4 D

5 B

6 D

7 D

8 C

9 B

10 C

Bibliography

O'CONNELL, S. *Focus on First Certificate for the revised exam*. Harlow : Longman, 1997. ISBN 0-175-56997-5.

SOUTHERN, R. N. *Transportation and Logistics Basics*. Memphis: Continental Traffic Service, 1997. stránky 304-306. ISBN 0-9655014-0-X.

The TLP training

1. Discuss with your partner what kind of education is required in transport and education. What are the main skills?

2. Read the article below.

TLP training

There are all kinds of education: formal and informal, practical training, and advanced degree higher education. There is education that you received years ago, and there is education that you are receiving continuously.

No aspect of business has changed more in recent years than transportation and logistics. The TLP must know more about the marketplace. He or she must know more about information technology and corporate finance, not to mention global logistics, marketing, negotiations, and inventory management.

In transportation, what are the two ***most important skills*** that you should have?

Number one is interpersonal skills. In today's environment, you must get along with and understand your co-workers, and you definitely must be able to communicate well with carriers and other suppliers with whom you deal. You must relate well in a team situation, Be a good listener and exhibit enthusiasm.

Secondly, you must be computer literate. Technology is changing at such a rapid rate that you will be buried if you don't keep up. You must know the basics, like word-processing, spreadsheet, and database. You must also know your own custom software. And, you must know your carriers' technology (EDI).

Professional Organizations

The Council of Logistics Management (CLM) is a not-for-profit organization of business personnel who are interested in improving their logistics and/or distribution management skills. It works in cooperation with private industry and various organizations to further the understanding and development of the logistics concept (Council of Logistics Management, 2803 Butterfield Road, Suite 380 Oak Brook, IL 60521).

Delta Nu Alpha Transportation Fraternity (DNA) was established in 1945. Its mission statement reads as follows: "Our mission is to promote fraternity and education to all individuals who have a personal or professional interest in transportation and logistics. We will also serve as a sustaining resource for future needs." (Delta Nu Alpha Transportation Fraternity, 530 Church Street, Suite 300, Nashville, TN 37219).

The National Industrial Transportation League (NIT League) has served as the voice of shippers across the nation since 1907. As the oldest and largest broad-based shippers' organization in the United States, the League actively represents shippers in the constantly changing legislative, judicial, and regulatory arenas (National Industrial Transportation League, 1700 North Moore Street, Suite 1900, Arlington, VA 22209).

The Warehousing Education and Research Council (WERC) is a professional society of members having an interest in the fields of warehousing and distribution. Individuals join WERC in order to stay abreast of trends in warehousing through educational programs and publications as well as through contact with other warehousing professionals (Warehousing Educational and Research Council, 1100 Jorie Boulevard, Oak Brook, IL 60521).

(Southern, 1997)

Vocabulary

to get along with (<i>tu: getə 'lɒŋwið</i>)	vycházet s někým
to relate (<i>tu: ri 'leit</i>)	navazovat kontakt, komunikovat, souviset s něčím
to be buried (<i>tu: bi 'berid</i>)	být ztracen, neorientovat se dále (v oboru)
to keep up (<i>tu: ki: pʌp</i>)	držet krok s
to further (<i>tu: 'fɜ: ðə'</i>)	podporovat, prosazovat
fraternity (<i>frə 'tɜ: nəti</i>)	společenství
sustaining (<i>sə 'stemɪŋ</i>)	opěrný, přispívající
regulatory (<i>'regjələtəri</i>)	regulační
to stay abreast (<i>tu: steɪə 'brest</i>)	držet krok
spreadsheet (<i>'spredʃi: t</i>)	excel

3. In pairs / small groups try to elicit the meaning of underlined expressions.

4. Fill in the gaps with the expressions below.

about along at carriers corporate higher In interpersonal kinds know literate negotiations No practical

TLP training

There are all _____ of education: formal and informal, _____ training, and advanced degree _____ education. There is education that you received years ago, and there is education that you are receiving continuously. ____ aspect of business has changed more in recent years than transportation and logistics. The TLP must know more _____ the marketplace. He or she must know more about information technology and _____ finance, not to mention global logistics, marketing, _____, and inventory management. ____ transportation, what are the two most important skills that you should have? Number one is _____ skills. In today's environment, you must get _____ with and understand your co-workers, and you definitely must be able to communicate well with _____ and other suppliers with whom you deal. You must relate well in a team situation, Be a good listener and exhibit enthusiasm. Secondly, you must be computer _____. Technology is changing ____ such a rapid rate that you will be buried if you don't keep up. You must know the basics, like word-processing, spreadsheet, and database. You must also _____ your own custom software. And, you must know your carriers' technology (EDI).

5. Read the article one more time and then write briefly (in about five sentences) about your own studies and a possible follow-up training.

6. In small groups think of five questions related to the article (using at least in two of them adjectives and prepositions ANGRY ABOUT / WITH, INTERESTED IN, KEEN ON, EXCITED ABOUT, SURPRISED AT / BY, PLEASED WITH) . The rest of class will answer them.

1) _____

2) _____

3) _____

4) _____

5) _____

Short topic outline

The TLP training

Two most important skills: interpersonal
computer literate

Professional Organizations

The Council of Logistics Management (CLM) is a not-for-profit organization of business personnel who are interested in improving their logistics and/or distribution management skills

Delta Nu Alpha Transportation Fraternity

The National Industrial Transportation League

The Warehousing Education and Research Council

Short grammar outline

Adjectives with prepositions

Angry about / with

They were angry about the test results.

Interested in

Our employees are interested in further education.

Keen on

Are they keen on getting more information on the issue?

Excited about

I've never seen him so excited about anything.

Surprised at / by

They were surprised how quickly he got his qualification.

Pleased with

Overall, everyone is pleased with their marks.

Test

- 1 I'm afraid I didn't hear the doorbell when you rang. I.....in the garden at the time.
A worked **B** have worked **C** was working **D** have been working
- 2 He always.....paying the bills for as long as possible.
A puts off **B** puts away **C** puts out **D** puts aside
- 3 We had to move the furniture toroom for the new piano.
A make **B** give **C** set **D** do
- 4 Each student must be.....for his or her own belongings.
A interested **B** responsible **C** careful **D** aware
- 5 I have two assistants in my department and we work together as a.....
A crew **B** team **C** band **D** gang
- 6 He soon realised that his girlfriend's only interest was.....his money.
A for **B** about **C** with **D** in
- 7 I wouldn't mind if he didn'tme like a servant.
A treat **B** behave **C** pretend **D** speak
- 8 How much do you need to spend.....books for your course?
A for **B** with **C** on **D** in
- 9 The watch I bought is fine but the strap won't go round my.....
A waist **B** wrist **C** ankle **D** elbow
- 10 we do the same work, she earns more than I do.
A Despite **B** However **C** In spite **D** Although

(O'Connell, 1997)

Key

4. Fill in the gaps with the expressions below.

TLP training

There are all #kinds of education: formal and informal, #practical training, and advanced degree #higher education. There is education that you received years ago, and there is education that you are receiving continuously.

#No aspect of business has changed more in recent years than transportation and logistics. The TLP must know more #about the marketplace. He or she must know more about information technology and #corporate finance, not to mention global logistics, marketing, #negotiations, and inventory management.

#In transportation, what are the two most important skills that you should have?

Number one is #interpersonal skills. In today's environment, you must get #along with and understand your co-workers, and you definitely must be able to communicate well with #carriers and other suppliers with whom you deal. You must relate well in a team situation, be a good listener and exhibit enthusiasm.

Secondly, you must be computer #literate. Technology is changing #at such a rapid rate that you will be buried if you don't keep up. You must know the basics, like word-processing, spreadsheet, and database. You must also #know your own custom software. And, you must know your carriers' technology (EDI).

Test

1 C

2 A

3 A

4 B

5 B

6 D

7 A

8 C

9 B

10 D

Bibliography

O'CONNELL, S. *Focus on First Certificate for the revised exam*. Harlow : Longman, 1997. ISBN 0-175-56997-5.

SOUTHERN, R. N. *Transportation and Logistics Basics*. Memphis: Continental Traffic Service, 1997. stránky 154-158. ISBN 0-9655014-0-X.

Hazardous material regulations

1. Discuss with your partner what hazardous materials you know and what regulations you would introduce if asked to do it.

2. Read the article below.

Hazardous Materials Regulations

The DOT and the states are serious about enforcing hazardous materials regulations. Unfortunately, the average shipper and carrier do not have a good understanding of the regulations and often do not even know where to find them.

A TLP whose firm handles hazardous materials is responsible for ensuring that hazardous materials are handled safely. There are federal and international regulations for packaging the product, marking and labelling the package, placarding the vehicles, and providing the correct information on shipping documents.

It is required that personnel involved in the handling of hazardous materials have the proper training and knowledge of such materials.

The DOT created and enforces the following regulations, which are found in Title 49 CFR.

Transportation of Hazardous Materials: Driving and parking rules are found in 49 CFR Part 397. Included are rules concerning attendance and surveillance of motor vehicles, parking, fires, smoking, fuelling, tires, and instructions and documents. Other rules in this part include routing of hazardous materials and pre-emption procedures.

49 CFR Parts 171-80 include the following:

Definition: “A hazardous material is a substance or material, which has been determined by the Secretary of Transportation to be capable of posing an unreasonable risk to health, safety, and property when transported in commerce.”

Classes: Hazardous materials are divided into ten classes (in each class, there are divisions):

Class 1 – Explosives

Class 2 – Gases

Class 3 – Flammable and combustible liquids

Class 4 – Flammable solids

Class 5 – Oxidizers and organic peroxides

Class 6 – Poisons

Class 7 – Radioactive materials

Class 8 – Corrosives

Class 9 – Miscellaneous

Class 10 – ORM-D (other regulated material)

Shipping papers: Hazardous materials must be listed on the bill of lading first, before any non-hazardous materials, or they may be listed in colour or by placing an **X** in a column captioned **HM**. When a driver is at the controls, the shipping papers must be within his immediate reach when he is restrained by the seat belt. If the driver is not in the vehicle, the shipping papers must be either in the holder on the door or on the driver's seat.

Labels: The shipper is required to affix diamond shaped labels, as specified by the DOT, before offering the shipment to the carrier. Each hazardous material class has a different label.

(Southern, 1997)

Vocabulary

DOT (Department of Transportation) (di 'pɑ:tməntɒv, træntspɔ: 'teɪfʒn)	Ministerstvo dopravy (A.E.)
to enforce (tu:ɪn 'fɔ:s)	vynutit, vymáhat
to handle (tu: 'hændl)	zacházet, naložit, zařídit
labelling ('leɪbəlɪŋ)	značení, oštitkování
placard ('plækɑ:d)	plakát, poutač
attendance (ə 'tendənts)	přítomnost
surveillance (sɜ: 'veɪlənts)	dozor, dohled
fuelling ('fju:əlɪŋ)	tankování
pre-emption (,pri: 'empfʒn)	preventivní akce
to pose (tu:pəʊz)	představovat (riziko), znamenat, klást, položit
flammable ('flæməbəl)	hořlavý
combustible (kəm 'bʌstəbəl)	hořlavý, zápalný, spalitelný
solid ('sɒlɪd)	pevná látka

oxidizer (<i>'ɒksɪdaɪz</i>)	oxidační činidlo
miscellaneous (<i>,mɪsəl'emiəs</i>)	různý, rozmanitý
bill of lading (<i>bilɒv'leɪdɪŋ</i>)	konosament (potvrzení o převzetí nákladu na loď)
to restrain (<i>tu:ri'strem</i>)	omezovat, kontrolovat
to affix (<i>tu:'æfɪks</i>)	připojit, přilepit

3. In pairs / small groups try to elicit the meaning of underlined expressions.

4. Fill in the gaps with the expressions below.

attendance average combustible fuelling into knowledge materials on personnel procedures regulated safely states where whose

Hazardous Materials Regulations

The DOT and the _____ are serious about enforcing hazardous materials regulations. Unfortunately, the _____ shipper and carrier do not have a good understanding of the regulations and often do not even know _____ to find them. A TLP _____ firm handles hazardous materials is responsible for ensuring that hazardous materials are handled _____. There are federal and international regulations for packaging the product, marking and labelling the package, placarding the vehicles, and providing the correct information ____ shipping documents. It is required that _____ involved in the handling of hazardous materials have the proper training and _____ of such materials. The DOT created and enforces the following regulations, which are found in Title 49 CFR. Transportation of Hazardous Materials: Driving and parking rules are found in 49 CFR Part 397. Included are rules concerning _____ and surveillance of motor vehicles, parking, fires, smoking, _____, tires, and instructions and documents. Other rules in this part include routing of hazardous materials and pre-emption _____. Classes: Hazardous materials are divided _____ ten classes (in each class, there are divisions):

Class 1 – Explosives

Class 2 – Gases

Class 3 – Flammable and _____ liquids

Class 4 – Flammable solids

Class 5 – Oxidizers and organic peroxides

Class 6 – Poisons

Class 7 – Radioactive _____

Class 8 – Corrosives

Class 9 – Miscellaneous

Class 10 – ORM-D (other _____ material)

5. Read the article one more time and write what you remember about the shipping papers when transporting the hazardous materials. Then you can compare the information with your schoolmate.

6. In small groups think of five questions related to the article (using at least in two of them the fixed expressions with do: DO GOOD, DO HARM, DO WORK, DO BUSINESS, DO A FAVOUR, DO AN EXPERIMENT, DO ONE’S BEST). The rest of class will answer them.

1) _____

2) _____

3) _____

4) _____

5) _____

Short topic outline

Hazardeous material regulations

TLP whose firm handles hazardous materials is responsible for ensuring that hazardous materials are handled safely

There are federal and international regulations for packaging the product, marking and labelling the package, placarding the vehicles, and shipping documents

Personnel involved in the handling of hazardous materials ought to have the proper training and knowledge

Classes: Hazardous materials are divided into ten classes:

Class 1 – Explosives

Class 2 – Gases

Class 3 – Flammable and combustible liquids

Class 4 – Flammable solids

Class 5 – Oxidizers and organic peroxides

Class 6 – Poisons

Class 7 – Radioactive materials

Class 8 – Corrosives

Class 9 – Miscellaneous

Class 10 – ORM-D (other regulated material)

Shipping papers

Labels

Short grammar outline

Used to + infinitive

Do good

Not to keep the deadlines doesn't do good to the company reputation. We might lose our most of our customers.

Do harm

Transporting the hazardous materials without the proper labelling can do harm.

Do work

Who did the work that I assigned last week? I'm sure it wasn't Peter.

Do business

We ought to find new partners to do business with.

Do a favour

I wonder if you could do me a favour and give me hand with the labelling.

Do an experiment

Please don't do any experiments with flammable materials on your own.

Do one's best

He said he had done his best, however he forgot the shipping papers on his desks.

Test

- 1 I hear that theat the end of the match was 2-0.
A account **B** total **C** score **D** number
- 2 Most people.....to pay their bills by cheque nowadays.
A tend **B** used **C** require **D** practise
- 3 My company is very.....of the importance of advertising.
A interested **B** anxious **C** keen **D** conscious
- 4 When I first started learning to play golf it was just.....fun.
A for **B** as **C** in **D** by
- 5 All this running up and down stairs will keep me, if nothing else!
A able **B** fit **C** sound **D** fine
- 6 You must.....in mind that you are not as fit as you used to be.
A take **B** bear **C** put **D** think
- 7 He doesn't take much exercise,from walking the dog.
A alone **B** besides **C** except **D** apart
- 8 My new job is the complete opposite.....the one I had before.
A for **B** from **C** of **D** to
- 9 Will he be good enough to.....in the Junior Championships?
A attempt **B** enter **C** compete **D** go
- 10 I don'tof smoking at all.
A agree **B** approve **C** allow **D** accept

(O'Connell, 1997)

Key

4. Fill in the gaps with the expressions below.

Hazardous Materials Regulations

The DOT and the states are serious about enforcing hazardous materials regulations. Unfortunately, the average shipper and carrier do not have a good understanding of the regulations and often do not even know where to find them.

A TLP whose firm handles hazardous materials is responsible for ensuring that hazardous materials are handled safely. There are federal and international regulations for packaging the product, marking and labelling the package, placarding the vehicles, and providing the correct information on shipping documents.

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Class 4 – Flammable solids

Class 5 – Oxidizers and organic peroxides

Class 6 – Poisons

Class 7 – Radioactive materials

Class 8 – Corrosives

Class 9 – Miscellaneous

Class 10 – ORM-D (other regulated material)

Test

1 C

2 A

3 D

4 A

5 B

6 B

7 D

8 C

9 C

10 B

Bibliography

O'CONNELL, S. *Focus on First Certificate for the revised exam*. Harlow : Longman, 1997. ISBN 0-175-56997-5.

SOUTHERN, R. N. *Transportation and Logistics Basics*. Memphis: Continental Traffic Service, 1997. stránky 276-277. ISBN 0-9655014-0-X.

Loss and damage claims

1. In pairs discuss your experience (if you have any) with damages, losses. There is no need discussing only your personal experience.

2. Read the article below.

Loss and Damage Claims

Loss and damage claims (also called freight claims) are a *lose-lose* situation for all parties, the shipper, the consignee, and the carrier.

The TLP's carrier selection decision should definitely include carriers' frequency of loss and damage record, and how well they pay their claims.

In recent years, according to the National Freight Claims and Security Council, the industry loss and damage claim ratio average has been approximately 1.3 percent. Visible damage accounts for 56 percent of all claims, shortage 33 percent, and concealed damage 4 percent, and wreckage 3 percent.

Carriers assume liability for cargo loss and damage claims under the Carmack Amendment (49 USC, Section 11707) and the terms and conditions of the Uniform Straight Bill of Lading. Generally speaking, carriers' liability is limited to:

- (1) the actual value, or
- (2) the released value provided in the NMFC.

What are the common rules of loss and damage claims?

1. Either the shipper or the consignee or a third party who may have claim or title to the freight may file a freight claim.
2. The claim may be filed with either the origin carrier or the delivery carrier (if more than one carrier is involved).
3. The claim must be filed within 9 months of delivery of the shipment (if not delivered, within 9 months of reasonable time for delivery).
4. If the carrier declines payment, the claimant has 2 years from date of denial to file a lawsuit.
5. The claimant and the carrier may jointly agree to submit the claim to the Transportation Arbitration Board (TAB) for binding arbitration.
6. The claimant is entitled to file for the *actual loss*.
7. Concealed loss and damage occurs when the shipment is delivered in apparent good condition but later found to be damaged. If you discover concealed loss or damage, report it promptly to the carrier (at least within 15 days). Hold the shipping containers and

contents in the same condition they were in when the damage was discovered. In these cases, the burden is on the claimant to prove that the damage occurred while in the carrier's possession.

8. The carrier is **not liable** if the damage was caused solely by:

- Act of God (absolutely unavoidable, due to natural catastrophe such as earthquake or tornado).
- Act of the public enemy (war-time conditions).
- Act of public authority (government intervention, such as search for drugs).
- Act of the shipper (e.g., inadequate packaging – this is the number one reason carriers deny claims).
- The inherent nature of the goods (e.g., perishability – this is the number two reason)

9. The primary burden of proof is on the carrier.

Vocabulary

a lose-lose situation (<i>eɪluːzluːz, sɪtʃuː'eɪʃən</i>)	situace ztráty
carrier (<i>'kæriə</i>)	dopravce, přepravce
shipper (<i>'ʃɪpə</i>)	lodní/námořní přepravce
consignee (<i>,kɒnsaɪ'niː</i>)	příjemce, adresát
damage (<i>'dæmɪdʒ</i>)	poškození
claim (<i>kleɪm</i>)	nárok, žádost, požadavek
party (<i>'paːti</i>)	účastník
ratio (<i>'reɪʃiəʊ</i>)	poměr, procento
to account (<i>tuːə'kaʊnt</i>)	způsobit, zapříčinit, zodpovídat
shortage (<i>'ʃɔːtɪdʒ</i>)	nedostatek
concealed damage (<i>kən'siːld'dæmɪdʒ</i>)	skryté poškození
wreckage (<i>'rekɪdʒ</i>)	vrak, trosky, zbytky
to assume (<i>tuːə'sjuːm</i>)	předpokládat, domnívat se
liability (<i>,laɪə'bɪləti</i>)	odpovědnost
amendment (<i>ə'mendmənt</i>)	pozměňovací návrh, oprava
actual (<i>'æktʃuəl</i>)	skutečný, současný
released value (<i>rɪ'liːst'væljuː</i>)	zveřejněná hodnota

to file (<i>tu:faɪl</i>)	podat (stížnost)
reasonable (<i>'ri:zənəbəl</i>)	rozumný, soudný
to decline (<i>tu:di'klaɪn</i>)	odmítnout, nepřijmout
denial (<i>di'naɪəl</i>)	popření, zamítnutí
claimant (<i>'kleɪmənt</i>)	žadatel, uchazeč
to submit (<i>tu:səb'mɪt</i>)	předložit, odevzdat
binding arbitration (<i>'baɪndɪŋ, a:brɪ'treɪfən</i>)	závazné řízení
to be entitled to (<i>tu:bɪm'taɪtədltu:</i>)	mít právo, být k něčemu oprávněn, mít nárok
apparent (<i>ə'pærənt</i>)	zřejmý, jasný, očividný
promptly (<i>prɒmptli</i>)	ihned, okamžitě
burden (<i>'bɜ:dən</i>)	břemeno, zátěž
solely (<i>səʊli</i>)	výhradně, jedině, pouze
inherent nature (<i>ɪn'herənt'neɪʃər</i>)	přirozená povaha
perishability (<i>ˌperɪʃə'bɪləti</i>)	kazivost

3. In pairs / small groups try to elicit the meaning of underlined expressions.

4. Fill in the gaps with the expressions below.

carrier claim common condition containers denial entitled prove submit time

What are the _____ rules of loss and damage claims?

1. Either the shipper or the consignee or a third party who may have claim or title to the freight may file a freight _____ .
2. The claim may be filed with either the origin carrier or the delivery _____ (if more than one carrier is involved).
3. The claim must be filed within 9 months of delivery of the shipment (if not delivered, within 9 months of reasonable _____ for delivery).
4. If the carrier declines payment, the claimant has 2 years from date of _____ to file a lawsuit.
5. The claimant and the carrier may jointly agree to _____ the claim to the Transportation Arbitration Board (TAB) for binding arbitration.
6. The claimant is _____ to file for the actual loss.

7. Concealed loss and damage occurs when the shipment is delivered in apparent good _____ but later found to be damaged. If you discover concealed loss or damage, report it promptly to the carrier (at least within 15 days). Hold the shipping _____ and contents in the same condition they were in when the damage was discovered. In these cases, the burden is on the claimant to _____ that the damage occurred while in the carrier's possession.

5. Read the article one more time and then write down as many common rules of loss and damage claims as you remember.

6. In small groups think of five questions related to the article (using at least in two of them the phrasal verb get: GET OFF, GET ON, GET ON WITH, GET OUT OF) . The rest of class will answer them.

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____

Short topic outline

Loss and Damage Claims

Loss and damage claims are a *lose-lose* situation for all parties,

Visible damage accounts for 56 percent of all claims, shortage 33 percent, concealed damage 4 percent, and wreckage 3 percent.

Generally speaking, carriers' liability is limited to: the actual value
the released value

Common rules of loss and damage claims

The carrier is *not liable* if the damage was caused solely by:

Act of God

Act of the public enemy

Act of public authority

Act of the shipper

The inherent nature of the

Short grammar outline

Phrasal verb GET

Get off

We need to get off the bus now. This stop is ours.

Get on

Get on the train, there's not much time.

Get on with

How do you get on with your new colleagues? Well?

Get out off

There's no way to get out of this duty. It must be done by the end of this week. So everybody here has to participate.

Test

- 1 Don't you regret before the end of the course?
A leave B to leave C leaving D to have left
- 2 I've sent the children outside to play. They were getting in my.....all the time.
A place B hands C nerves D way
- 3 You should try to get a good night's sleep.....much work you have to do.
A whatever B however C no matter D although
- 4 He hates washing up so he actually tries to.....doing it.
A get out of B get away with C get by D get over
- 5 The doctor recommended me.....on a strict diet.
Ago B going C to go D I should go
- 6 It's only a bruise and the pain will.....after a while.
A wear out B wear off C clear up D clear off

- 7 I don't think it's.....! She does exactly the same job as me but she earns more.
A even **B** equal **C** kind **D** fair
- 8 The children have.....lots of new friends since we moved to this town.
A formed **B** become **C** made **D** got
- 9 There is a (n) training period before you start work.
A initial **B** first **C** primary **D** beginning
- 10 I'll buy my ticket on the train if the guard willme go through the barrier.
A allow **B** let **C** permit **D** agree

(O'Connell, 1997)

Key

4. Fill in the gaps with the expressions below.

What are the #common rules of loss and damage claims?

1. Either the shipper or the consignee or a third party who may have claim or title to the freight may file a freight #claim.
2. The claim may be filed with either the origin carrier or the delivery #carrier (if more than one carrier is involved).
3. The claim must be filed within 9 months of delivery of the shipment (if not delivered, within 9 months of reasonable #time for delivery).
4. If the carrier declines payment, the claimant has 2 years from date of #denial to file a lawsuit.
5. The claimant and the carrier may jointly agree to #submit the claim to the Transportation Arbitration Board (TAB) for binding arbitration.
6. The claimant is #entitled to file for the actual loss.
7. Concealed loss and damage occurs when the shipment is delivered in apparent good #condition but later found to be damaged. If you discover concealed loss or damage, report it promptly to the carrier (at least within 15 days). Hold the shipping #containers and contents in

the same condition they were in when the damage was discovered. In these cases, the burden is on the claimant to #prove that the damage occurred while in the carrier's possession.

Test

1 C

2 D

3 B

4 A

5 C

6 B

7 D

8 C

9 A

10 B

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