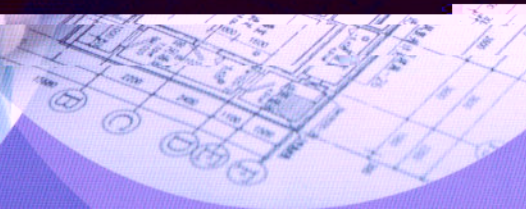
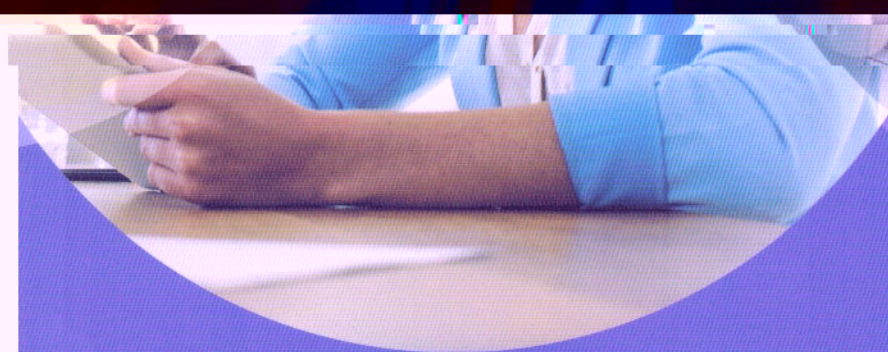


新理念 职业英语

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学生用书 STUDENT'S BOOK



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Use the Right Mode of Transport for Your Goods

When choosing a mode of transport, businesses should consider the following factors:

the products you sell (e.g. perishables¹ or non-perishables)

supplier production lead times²

customer lead times

customs and Excise³ rules (e.g. duty or quarantine⁴)

you can use one method for all your transportation needs or a combination⁵. Here are the main types,

their advantages and disadvantages:

- Product availability
- Source of supply (e.g. China or abroad)
- Volume

Air freighting is commonly used by businesses for the delivery of goods from distant suppliers. This mode of transport is useful to deliver products with short lead times, fragile⁶ goods and products that are bulky⁷. Products in high demand and in short supply may also be air freighted in order to meet customer demands. The bulk/value ratio will be a determining⁸ factor.

Air freighting is fast. Usually an air delivery can be completed between 24 and 48 hours, so the customer won't be kept waiting for order fulfillment and the lead time on supplies is greatly reduced.

However, flights can be delayed or cancelled due to bad weather, and the cost of air freighting can be very high.

Sea

Sea transportation is also used by businesses for the delivery⁹ of goods from distant suppliers. Most sea transportation is conducted in containers which vary in size. Goods can be grouped into a container (LCL) or fill a container (FCL). Sea tankers¹⁰ are used for bulk shipments of loose goods such as oil, grain and coal.

Sea transportation is ideal for heavy and bulky goods and it's suitable for products with long lead times.

But its longer lead/delivery time sometimes makes it difficult to monitor the exact location of goods in

transit especially in bad weather. And in Customs and Excise restrictions may lead to high costs.

Rail

Businesses use rail transportation for the delivery of a wide range of goods including post, coal, steel and other heavy goods.

Rail transport is an energy-efficient and capital-intensive means of mechanized¹² land transport, and its fast delivery and safety make it the most reliable¹³ mode of transport for clients. However, the reliance on rail freight operator's timetable makes rail transportation subject to unforeseeable delays. Moreover, clients and suppliers are not always located near a rail freight depot¹⁴, therefore the delivery to/from the depot can

be costly and time-consuming.

Road

It's a very popular mode of transport used by suppliers and businesses to deliver orders. Many transport companies provide scheduled delivery days and next day delivery services, depending upon your needs.

Goods can be packed/grouped in box vans or in containers with a trailer for sea transportation.

As it's easy to monitor location of goods and communicate with drivers, it's ideal for sending perishables (e.g. fruits and vegetables) and shortages to clients by courier¹⁵. But road transportation can also

be delayed for bad weather or traffic jams, and goods are very likely to get damage from careless driving.

Pipeline

Pipelines are used to transport liquids and gases which are chemically stable, for example, crude oil and natural gas. But the construction and maintenance of the system requires a large amount of investment.

1 n. 容易腐坏的东西 2 从订货到交货的时间 3 关税和消费税 4 n. 检疫; 检疫期 5 n. 组合 6 a. 脆的; 易碎的 7 a. 庞大的; 笨重的
8 a. 决定的 9 n. 运输; 投递 10 n. 油轮 11 n. 限制; 限制条例 12 a. 机械化的 13 a. 可靠的; 可信赖的 14 n. 火车站; 仓库 15 n. 快递

Exercises

A List the 7 factors that are considered when choosing the right mode of transport.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____

B List the advantages and disadvantages of the following modes of transport.

	Advantages	Disadvantages
Air		
Road		
Rail		
Sea		
Pipeline		

C Decide whether the following statements are correct or not. Put a checkmark to the correct ones and a "x" to the incorrect ones.

1. You can use one method for all your transportation needs or a combination.
2. Sea transportation is used to deliver products with short lead times, fragile goods and products that are not bulky.
3. Air freighting is the most expensive and slowest mode of transport.
4. Customs and Excise restrictions may lead to high costs.
5. Many transport companies provide scheduled delivery, 'day days' and 'next day' delivery services, depending upon customer's needs.

D If you send the following goods, what mode of transport will you choose?

1. Fresh flowers from Kunming to Beijing: _____
2. Jewelry from Hong Kong to Shanghai: _____
3. Bulky coal from Anshan to Tianjin: _____
4. A parcel from Hainan to a small village in Sichuan: _____
5. Furniture from China to America: _____
6. Crude oil from Xinjiang to Chongqing: _____