

9 Logistics

Starting point

1 What does the term 'logistics' mean?

2 Have you ever experienced problems with the delivery of goods at home or at work? What happened?

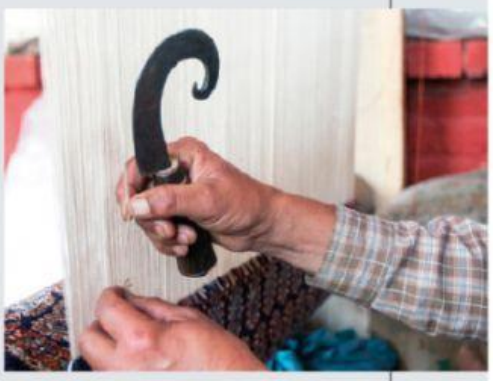
Working with words | Logistics and supply chains

1 When businesses import products from different countries around the world, what do they have to consider?

2 Read the interview with Emad Razavi and answer the questions.
1 What are the main stages of importing his goods?
2 What does he have to consider about each stage?

Business-owner Emad Razavi imports and sells **handmade** rugs. In this interview, he talks about the challenges of managing a **supply chain** that begins in some of the remotest regions of Asia and ends in one of Europe's busiest capitals.

Who exactly are your suppliers?
Each rug is individual, so we buy them from different nomadic tribes in countries and regions such as Turkey, Afghanistan, the Caucuses and Armenia. I've collected rugs from a very young age, so I have solid contacts with many of these tribes. I also work with **middlemen** who I've known for a very long time and I can trust.



So when you have a large shipment of new stock, what transportation do you use?
It depends on where they come from. They can arrive by road from Turkey in about five days. For countries further away, I could ship them but that can take three to five weeks, and they might get damaged. Personally, I prefer to pay extra and transport them by air. It costs a little extra but they arrive in about three days and in excellent condition.

How do you keep track of stock at the warehouse?
Well, we aren't the same as other companies. Normally, if you **run low on** an item, you reorder it. But each of our rugs is unique, so we keep an **inventory** with information about the **origin**, size and colour. And, of course, we can email a photo when a client contacts us. They can also visit us at our **showroom** and talk about what they are looking for – it's a very personal service.

Glossary
nomadic tribe *(n)* group of people (often related families) with the same language and culture who move from place to place

LIVEWORKSHEETS

3 Match the words in **bold** from the text in **2** to definitions 1–9.

1 a series of processes and people or companies involved in the production and distribution of a product _____
2 made by a person, not a machine _____
3 a list of items in stock _____
4 where a product came from (e.g. country or region) _____
5 a retail outlet where customers can look at goods before buying _____
6 people who buy product from a supplier and sell it on to seller (e.g. a distributor) _____
7 a large amount of goods sent together _____
8 to not have many in stock _____
9 to have information about where something is _____

4 In the interview, Emad says the following are important to his business. Are they also important for your type of business? Why/Why not?

- Solid contacts with suppliers
- Working with middlemen you can trust
- Costs of transportation
- Keeping track of stock
- Providing a personal or unique service

5 ▶9.1 Listen to an interview with another business owner and answer the questions.

1 In what way is Steve's company similar to Emad Razavi's?
2 How does he manage his stock?
3 How does he keep track of his orders?

6 ▶9.1 Listen again. Complete the phrases in *italics*.

1 That means you have to *keep* a lot of components _____ *stock*.
2 How do you make sure that you don't *run* _____?
3 It tells us what we have left, if it's _____ *order* …
4 Will it order automatically if you're *running* _____ on something?
5 You don't want to *stock* _____ *on* components which are not going to sell.

7 Which phrase in **6** means …?

- to have a product available for sale _____
- to not have many _____
- to not have any _____
- to buy a lot of something _____
- to be waiting for a delivery _____

8 Work with a partner. Think of a product you often order or buy, or use one of the ideas in the list below. Describe what happens in each stage of the supply chain, from production to delivery to the customer.

- Ink cartridge for a printer
- Replacement light bulb
- Groceries in a shop
- New item of clothing
- Cup of tea or coffee
- Meal in a restaurant

LIVEWORKSHEETS

Language at work | Direct and indirect questions

1 Look at the pictures and compare these three ways of transporting goods. What do you think are the advantages and disadvantages of each one?



2 ▶9.2 Listen to a customer enquiry.

1 What do they want to deliver?
2 What type of transportation are they going to use?

3 ▶9.2 Read the five pairs of questions. Listen again and tick (✓) the questions you hear (a or b).

1 a I was wondering if I could get a quote. ___
  b Could I get a quote? ___
2 a I'd like to know how much it costs to send a package. ___
  b How much does it cost to send a package? ___
3 a Could you tell me how big the package is? ___
  b How big is the package? ___
4 a Do you have any idea how long that takes? ___
  b How long does that take? ___
5 a Would you mind telling me what the price is? ___
  b What's the price? ___

4 Which questions in **3** are direct? Which are indirect? Underline the phrases which introduce the indirect questions.

Example: *I was wondering if I could get a quote.*

5 Compare the pairs of questions in **3**. Choose the correct option to complete the explanations in the *Language point*.

LANGUAGE POINT

1 We often use indirect questions to sound *more / less* polite.
2 We often ask *indirect / direct* questions at the beginning of an enquiry.
3 For indirect questions with a 'yes' or 'no' answer, we use *if / what*.
4 With indirect *wh-* or *how-* questions, the subject comes *before / after* the verb.

6 Work with a partner. Think of one direct and one indirect question to ask for each of these situations.

Example: *You want to speak to the manager of a shop.*
When will the manager be back? Do you know when the manager will be back?

1 You are arranging a delivery for an important client. You want to know whether morning, afternoon or evening would be the most convenient time.
2 You are importing some items by ship but they still haven't arrived. Call the shipping company to find out about the shipment.
3 A customer has called with an enquiry but it's a bad line. It's difficult to understand what she is saying.
4 A customer is calling again with a complaint. You need to know which of your colleagues the customer spoke to last time.

LIVEWORKSHEETS

7. **Work with a partner. You are going to make two phone calls. Use the information below. Think about what questions you might need to ask to get the information you need. (Use a mix of indirect and direct questions).**

Student A

Call 1:
You work for a shipping company. Use this information to answer your partner's questions about a shipment from Singapore to New York.

Size of containers	Price	Time for shipment
67 cubic metres	£5,000	6 weeks (approximately)
33 cubic metres	£3,500	

Warehouse storage: First seven days free. After that, minimum of $100 a week (depending on size of order).

Note: For insurance enquiries, please contact our agent on 0044 235 4756.

Call 2:
You want to transport some handmade goods from Istanbul to London by road. Call the transport company for a quote. Find out about:

- price for up to 1,000 kilos
- delivery time
- any additional costs
- warehouse storage for two days
- insurance for goods

Student B

Call 1: You want to ship a container of handmade goods from Singapore to New York. Call the shipping firm for a quote. Find out about:

- the size of the containers
- the price per container
- the approximate time for a shipment
- warehouse storage in New York for two weeks
- insurance

Call 2: You work for a road transport company. Use this information to answer your partner's questions about a delivery from Istanbul to London.

Prices	Delivery times	Additional costs
Minimum: £150 Up to 1,000 kilos: £270	10–14 days	Customs clearance: £50 per order Warehouse storage: We can only store the items for up to 48 hours. Price includes insurance for goods. Full details emailed on request.

LIVEWORKSHEETS