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Get Ready for Career

高阶 ②

学生用书 STUDENT'S BOOK

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4 Read for Real

Choose the Right Mode of Transport for Your Goods

Track 36

Businesses rely on transportation to receive goods from their suppliers as well as deliver orders to their customers. The type of transport your business uses will depend on a number of factors:

- The products you sell (e.g. perishables[1] or non-perishables)
- Supplier production lead times[2]
- Product availability
- Customer lead times
- Source of supply (e.g. China or abroad)
- Customs and Excise[3] rules (e.g. duty or quarantine[4])
- Volume

5

You can use one method for all your transportation needs or a combination[5]. Here are the main types, and their advantages and disadvantages:

Air

10   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, fragile[6] goods and products that are not bulky[7]. 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 determining[8] factor.

     Air freighting is fast. Usually an air delivery can be completed between 24 and 48 hours, so the

15 customer won't be kept waiting for order fulfillment and the lead time on supplier 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 delivery[9] of goods from distant suppliers. Most sea

20 transportation is conducted in containers which vary in size. Goods can be grouped into a container (LCL) or fill a container (FCL). Sea tankers[10] 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

25 transit especially in bad weather. And the Customs and Excise restrictions[11] 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.
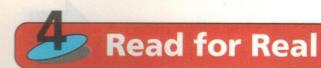
     Rail transport is an energy-efficient and capital-intensive means of mechanized[12] land transport, and its

30 fast delivery and safety make it the most reliable[13] 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 depot[14], therefore the delivery to/from the depot can be costly and time consuming.

Road

35   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 which are also used 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 courier[15]. But road transportation can also

40 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.

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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

4 Read for Real

Exercises

(A) List the 7 factors to be considered when choosing the right mode of transport.

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

(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 "✓" to the correct ones and a "×" 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 among all modes of transport.
☐ 4. Customs and Excise restrictions may lead to high costs.
☐ 5. Many transport companies provide scheduled delivery 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: _____