

CLS2307

ภาษาอังกฤษสำหรับ

งานโลจิสติกส์และซัพ

พลายห่วงธุรกิจ 1

(English for Supply Chain 1)

Unit 3

Inventory

Management and

procurement



## STARTER

Check your knowledge of key terms in inventory management and procurement by choosing the best definitions for these terms.

- 1 Economies of scale:
  - a Reducing costs per unit by increasing production
  - b Cutting costs by reducing output
- 2 Buffer stock:
  - a Goods kept in store to cover seasonal demand e.g. Christmas sale
  - b Goods kept in store to cover unforeseen shortages or fluctuations in demand
- 3 Factory gate pricing:
  - a Transport costs are not included in the purchase price of a product
  - b The price is lower because you buy directly from the manufacturer
- 4 Supply chain:
  - a The close co-operation of all parties involved in the making, selling, and delivering of a product
  - b Network of stores that supply customers with a wide variety of products
- 5 Tender:
  - a An assessment or calculation of the approximate cost or value of a product or service
  - b An offer for goods or services that follows a request for a quotation made by an official body, e.g. local government



# Match the beginnings of the sentences

1. **Lead time** is the time.....
2. **Procurement** is.....
3. A **retailer** is a business.....
4. **Customer order cycle time** is the time.....
5. A **wholesaler** is.....
6. **JIT - just in time** is a concept.....

**A. customers are prepared to wait for the delivery of their order.**

**B. of reducing inventories by co-ordinating the delivery of materials just before they are needed.**

**C. it takes to produce and supply a product.**

**D. an intermediary between manufacturers and retailers which buys in large quantities and resells in smaller quantities.**

**E. that buys products from wholesalers or manufacturers and resells them to the ultimate consumer.**

**F. the purchasing of goods (materials, parts, supplies, equipment) required to run an enterprise.**

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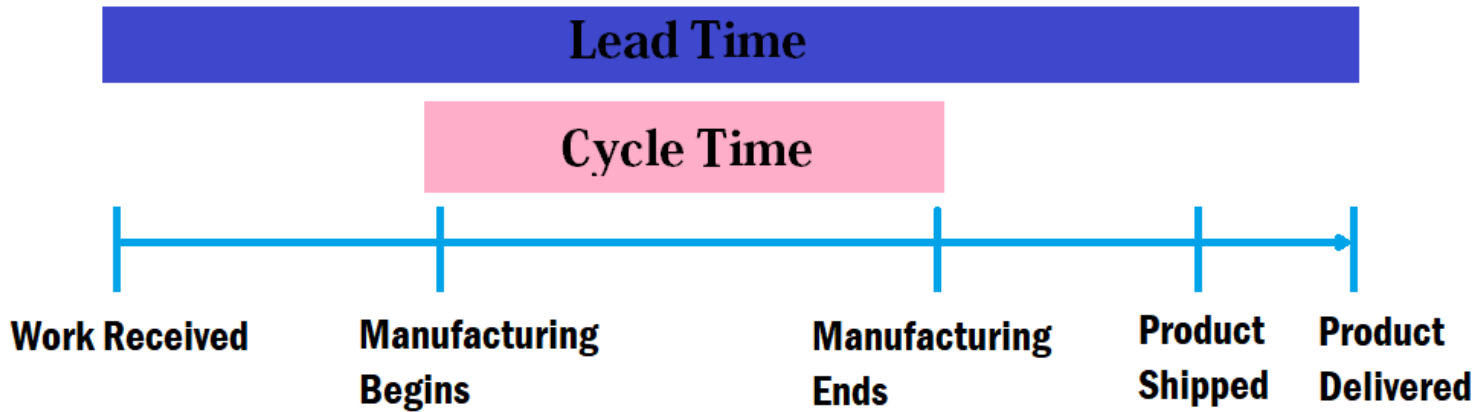
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**Lead Time** is the time between the initiation and completion of a production process.

**Cycle Time** is a part of the total Lead Time. Cycle Time only measures the production rate of the manufacturing process



# Present Simple Tense

## โครงสร้างประโยค

### Subject + V1 (s, es)

ในกรณีที่ subject เป็นเอกพจน์ + บุรุษ 3 (He, She, It)  
V1 จะต้องเติม s หรือ es เช่น He works hard every day.

## เหตุการณ์ที่ใช้

- ใช้แสดงข้อเท็จจริงต่าง ๆ
- ใช้แสดงสิ่งที่ทำเป็นประจำ หรือเป็นนิสัย

## ตัวอย่าง

- May always wakes up at 6 a.m.
- The sun rises in the east.
- The earth moves round the sun
- The concert this afternoon starts at 13.15

## Adverb of time มักพบใน Present Simple

- always เสมอ
- usually โดยปกติ
- often บ่อยๆ
- sometimes บางครั้ง
- normally โดยปกติ
- generally โดยทั่วไป
- rarely ไม่เคยเลย
- hardly ไม่เคยเลย
- once a week (month) สัปดาห์ / เดือน ละครั้ง
- twice a week (month) สัปดาห์ / เดือน ละสองครั้ง
- everyday ทุกๆวัน
- every week ทุกๆสัปดาห์
- every month ทุกๆเดือน
- every year ทุกๆปี
- nowadays ทุกวันนี้

## Passive Voice

โครงสร้างของประโยคที่เน้นประธานเป็นผู้ถูกกระทำ ไม่ใช่ประธานเป็นผู้กระทำ

### Active Voice

- I eat rice. ฉันกินข้าว



# โครงสร้าง Present Simple แบบ Passive Voice

Subject + is/am/are + Past Participle

Sentence	Subject	Verb	Object	Meaning
Active	Mom	praises	Anna	แม่ชมแอนนา
Passive				

# Subject + is/am/are + Past Participle

Sentence	Subject	Verb	Object	Meaning
Active	The car	hits	the students.	รถชนเหล่านักเรียน
Passive				

# Subject + is/am/are + Past Participle

Sentence	Subject	Verb	Object	Meaning
Active	J.K. Rowling	writes	Harry Potter.	เจเค โรลลิ่งเขียนหนังสือแฮร์รี่ พอตเตอร์
Passive				



# Unit 3: Assignment

### Unit 3: Assignment 1/4

Ex.3 Complete the sentences with the passive form of the verbs in brackets.

1. A system in which the inventory\_\_\_\_\_ (monitor), planned and managed by the manufacturer on behalf of the customer (often a retailer).

2. A system which is similar to CRP. It\_\_\_\_\_ (use, often) for products that need to be supplied frequently and in small batch sizes.

3. It means that orders\_\_\_\_\_ (transfer) electronically to the manufacturer. Then they\_\_\_\_\_ (deliver) to retail store.

4. Real-time demand\_\_\_\_\_ (identify) by electronic cash register and the product movement\_\_\_\_\_ (co-ordinate) from supplier to the retail store.

5. Products that have similar characteristics regarding their selling profile\_\_\_\_\_ (categorize) into 'families'.

## Ex.4 Match the planning technique below with the definitions in Ex.3

- a. DSD = Direct store delivery
- b. CM = Category management
- c. VMI = Vendor-managed inventory
- d. CRP = Continuous replenishment
- e. QR = Quick response



- a. DSD = Direct store delivery    การส่งมอบให้ร้านค้าโดยตรง
  - b. CM = Category management    การบริหารตามประเภทสินค้า
  - c. VMI = Vendor-managed inventory    ระบบการบริหารคลังสินค้าโดยผู้ขาย
  - d. CRP = Continuous replenishment    ระบบการเติมเต็มสินค้าอย่างต่อเนื่อง
  - e. QR = Quick response    กลยุทธ์การตอบสนองอย่างรวดเร็ว
-

# TEST

Today, I'm going to tell you something about **1**. That means continuous replenishment. I'll also explain how it can be used to **2** and **3** and to **4** lead times. Let me start by **5** what CRP means. It is a system which is **6** by **7** and which co-ordinates the flow of information and goods in the logistic chain.

CRP is a **8** which works like this: first of all, you decide what products you want to order at what **9**. The system will use this information at the point of sale in the **10**. Then the order is processed at the warehouse. And finally the goods are delivered to **11**. To illustrate how this works in **12** I'll give you an example. The leading Russian clothes retailer Young fashion introduced continuous **13** three years ago. With the new system, all orders are **14** by computers, which process data received from cash registers. The computer program, which is extremely flexible, is called **15** **16**. The orders are sent to the warehouse by electronic data interchange, where they are processed and finally the goods are delivered to the different outlets according to a schedule.

Since the **17** of CRP system, Young Fashion have **18** to cut inventory and transport costs by about 15% and have **19** to only **20**. Moreover, errors in order processing have been reduced considerably by using **21** and EDI.



การเติมสินค้าอย่างต่อเนื่อง (Continuous Replenishment) ซึ่งเกี่ยวข้องกับผู้ขายสินค้า โดยใช้ยอดขายที่เชื่อมต่อผ่าน อินเทอร์เน็ต เพื่อลดสินค้าคงคลัง การเพิ่มความเร็วในการส่งสินค้าให้ลูกค้า วิธีการนี้การตอบสนองลูกค้าอย่างรวดเร็ว ซึ่งการเติมเต็มสินค้าคงเหลือให้เพียงพอตลอดเวลา (Replenishment) ในห่วงโซ่อุปทานจำเป็นอย่างยิ่งที่จะมีการนำ เทคโนโลยีเข้ามาช่วยในกระบวนการของ SCM ทำให้งานบริหารสินค้าคงเหลือมีประสิทธิภาพที่ดีกว่า

### สรุป

ซัพพลายเชนในกระบวนการเติมเต็มสินค้าคงเหลือให้เพียงพอตลอดเวลา (Replenishment) คือ การเติมสินค้าอย่างต่อเนื่อง (Continuous Replenishment) โดยใช้ระบบการควบคุมสินค้าคงคลังให้เกิดประสิทธิภาพ ซึ่งเชื่อมโยงกัน ระหว่างองค์กร ทรัพยากร และกิจกรรมต่าง ๆ ที่รวมถึงการก่อให้เกิดคุณค่าในรูปของสินค้าสำเร็จรูปหรือบริการให้แก่ ลูกค้าทำให้คุณค่าเกิดมากที่สุด มีสินค้าคงคลังที่เพียงพอสามารถตอบสนองความพึงพอใจของลูกค้าได้ทันเวลา โดยการ ใช้ การบริหารปริมาณการสั่งซื้อแบบประหยัด (EOQ) ใช้ในการตัดสินใจเพื่อการพิจารณาเลือกในการลงทุนให้มีต้นทุนการ สั่งซื้อต่ำสุด และสามารถลดต้นทุนสินค้าคงคลังทั้งระบบในซัพพลายเชนต่ำสุดด้วย นอกเหนือจากนั้นยังต้องมีการนำ เทคโนโลยีเข้ามาช่วยในกระบวนการของ SCM ได้แก่ เทคโนโลยีรหัสแท่ง (Barcode) และเทคโนโลยีอาร์เอฟไอ (RFID) เพื่อให้งานบริหารสินค้าคงเหลือมีประสิทธิภาพที่เหนือกว่า

**Ex.5** Listen to the following presentation and write which statements are True (T) or False (F).



1. The inventory system is called CPR.
2. It's a sales-based system.
3. The system co-ordinates the flow of information and goods in the logistic chain.
4. Young Fashion has used the system for six years now.
5. Orders are electronically transferred to the warehouse.
6. The store has reduced transport and inventory costs by about 25 percent.

**Ex.6 Complete the job advertisement for a corporate procurement manager with words below**

**fulfilment,  
command,**

**negotiation,  
vendors,**

**3PL providers,  
supply chain,**

**procurement,  
relationship**

We are looking for a proactive and dynamic professional to take care of our strategic procurement and supplier \_\_\_\_\_ (1) management.

Reporting to the Director of Corporate Procurement, the successful applicant will be responsible for managing both internal and external customers and for working with the appointed \_\_\_\_\_ (2).

While liaising with the \_\_\_\_\_ (3) team, \_\_\_\_\_ (4), and related stakeholders, you will also be involved in providing business support to optimize finance-logistics processes, order \_\_\_\_\_ (5), and logistics costs.

Other responsibilities include providing initiatives to help maximize company business profitability and efficiency.

The ideal candidate should have a degree in \_\_\_\_\_ (6) management or logistics management with a deep understanding and knowledge of the China logistic market. You should have at least 5 years' experience in a multinational companies and you should possess outstanding \_\_\_\_\_ (7) skills. Based in Macau, excellent \_\_\_\_\_ (8) of English and Cantonese is a must with Mandarin an advantage. If you are interested in this role, please send your CV in Word format to....

**Ex.7 Three purchasing managers are discussing strategies for negotiating with a supplier. Listen to the discussion and answer the questions.**

- 1. What kind of relationship do they want with the supplier?**
- 2. What would be the benefits of such a relationship?**
- 3. What market position does the company have?**
- 4. What kind of products do they make?**
- 5. What kind of agreement are they interested in?**





**Robert:** Ok, let's get started. You know that we need to discuss negotiation strategies with one of our medical equipment suppliers today. I suppose we all agree that we are interested in a more-operative relationship with our supplier, BAF. I think we would definitely benefit from a strategic partnership. How do you feel about that?

**Peter:** I agree I think we could lower costs considerably and work more efficiently if we co-operated more closely. But we need to think about reasons why they should enter into a partnership with us. What are your thoughts on that, Gisele?

**Gisele:** I think you're right. That's why we should tell them that it will be to their advantage to work with us because we are the market leader.

**Peter:** Yes, and I also suggest telling them that this is a good opportunity to associate with a major pharmaceutical brand like ours.

**Gisele:** That sounds good. In my opinion it would also be important to point out that we're interested in establish a long-term agreement.

**Peter:** Good idea. And why don't we say that it's their chance to enter the pharmaceutical market. So far they haven't had access to this market

**Gisele:** Yes, good point.

**Robert:** Excellent. Thanks for your comment. I'll work out a catalogue with the points we have covered today and will send it to you tomorrow.



## Asking for Opinions

What do you think?

How do you feel?

What are your thoughts on that?

Do you agree?

## Giving Opinions/Making Suggestions

I suggest that we...

In my opinion we should...

Perhaps we should...

Why don't we...?

## Agreeing

That's a good idea.

That's sound good.

I agree.

That's right.

Ex.8 A Spanish Courier Company receives a quotation for packing labels and consignment notes. Put the words or phrases into the correct order to make sentences. The first parts have been done for you.

Dear Ana

1. Please **find attached** / for three new products / your request / our quotation / according to.
2. **Our prices**/ annual consumption figures / the basis of / your forecast of/ are calculated on.
3. As **requested** /pallets to/ we will deliver on / Barcelona or Madrid.
4. For a / we can offer you / of 2.5% / contract term of/ a discount /at least two years.
5. **In the attached**/ all prices / have been listed in / your requirements / quotation sheet / column according to.
6. **If you have** / me know / any further questions / please let.
7. We **look** / hearing from / forward to / you soon.

Regards

Enrique

Unit 3: Assignment 4/4

## Quotations

When giving a customer a quotation it is necessary to include details on a number of things e.g. Prices. Discounts, and Delivery terms.

Here are some useful phrases for quotations:

### Prices

- Please find attached our quotation for...
- We are pleased to quote as follows,
- We can quote you a gross/net price of....
- The prices quoted above include...
- We can offer you a price of...per...

## Quotations

### Discounts

- We can offer you 10% off the retail price.
- We allow a 2% cash discount for payment within 30 days.
- Our prices are subject to a 25% trade discount off net price.
- We grant a trade/ quantity / cash discount of ... % on our list prices.
- If your order exceeds 2,000 items, we can offer you a further 10% discount.

## Quotations

### **Delivery**

- **Delivery can be effected immediately after receipt of order.**
- **As requested, we will deliver on pallets to ...**
- **We would be able to deliver within 10 days of receipt of order.**



Ex.9 Match the beginnings (1-6) with the endings (a-f) of the sentences.

1. For orders exceeding 500 pieces

2. We grant a cash discount

3. The prices quoted

4. As requested, we

5. Our prices are subject

6. The net price

a. will deliver on pallets to Rotterdam.

b. to a 25% trade discount off net price.

c. we grant a discount of 5 %.

d. of this article is £25.00.

e. above include transport charges.

f. of 3 % on our list prices.