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**Преподаватель:** Макеева Е.В.

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**Электронный адрес:** [elena.makeeva.1974@bk.ru](mailto:elena.makeeva.1974@bk.ru)

Прочитай текст и передай краткое содержание на русском языке.

### **Transportation in the logistics system**

Market economy has brought a lot of new business terms into the Russian language. Logistics is one of them. When you talk about logistics, most people imagine lorries driving down a motorway. As we know, logistics has a far wider meaning, but transport is certainly one of its main components. The word logistics dates from the ancient Greek logos – “ratio, word, calculation, reason” and was used in ancient Greek, Roman and Byzantine empires to denote the military's need to supply themselves with arms, ammunition and rations as they moved from their base to a forward position. The meaning of logistics is expanding. Now we speak about inbound, internal, outbound logistics, transport logistics, strategic logistics, warehousing logistics, integrated logistics, etc. According to the Council of Logistics Management, now one of the world's prominent organizations for logistics professionals, “logistics is that part of the supply chain process that plans, implements and controls the efficient, effective forward and reverse flow and storage of goods, services and related information between the point of origin and the point of consumption in order to meet customers' requirements.” Logistics is the function responsible for the flow of materials from suppliers into an organisation, through operations within the organisation, and then out to customers. Every organisation delivers products to its customers. Traditionally these products are described as either goods or services. In different circumstances, logistics is responsible for moving raw materials, components, finished products, people information, paperwork, messages, knowledge, energy, money and anything else, needed by operations. All of these are called materials. Materials are all the things that an organisation moves to create its products. These materials can be both tangible (such as raw materials) and intangible (such as information). Moving materials into the organisation from suppliers is called inbound logistics; moving materials out to customers is called outbound logistics; moving materials within the organisation is materials management. Materials move through the series of related activities and organisations between initial suppliers and final customers. This forms a supply chain. Each product has its own unique supply chain. A supply chain consists of the series of activities and organisations that materials move through on their journey from initial suppliers to final customer. Transport is responsible for the physical movement of materials between points in the supply chain. At the heart of logistics are transport vehicles moving goods between suppliers and customers. Moving raw materials to manufacturers and then finished goods to customers used to be a simple job for men with strong backs and little education. Today more than ever before senior management of a firm is concerned about improving transportation management and logistics as transportation represents a major expense item and freight transportation accounts for about six per cent of gross domestic product of a country. The goal of transportation is to ensure that all raw materials arrive at the factory at the proper time and in good condition. To achieve that it is necessary to focus on improvements of operations that lead to a better service at the lowest cost. Transportation managers are also involved in many other operations.

They assist marketing by quoting freight rates for salespeople, suggesting quantity discounts that can be based on transportation savings and selecting carriers and routes for reliable delivery of products. Organisations have a choice between owning their own transport, using third-party carriers, or some combination of the two. The best alternative depends on a number of factors, but there is a clear trend towards outsourced transport. Transport managers have to tackle many other problems. One concerns the routes to be used by vehicles. This is a surprisingly difficult problem, and many ways of tackling it have been suggested. Transport logistics is one of the main components of supply chain management (management of physical movements of materials and information flows). Any organization involved in transport has to consider many types of problem: choice of transport mode, minimization of carrier's operating costs, drawing up shipping documents, loading pattern development, numbers of vehicles needed, routes used. These are the most important ones. Additional services often must be considered: transport insurance, cargo handling operations, warehouse services, protection, customs formalities clearance. One of the main functions of transport logistics is transportation of cargoes by road, sea, railway or pipelines according to certain technology. It allows to reduce commodity stocks, both in the firm warehouses and seaports. Turnover of goods has increased enormously over the last decades in business world and transportation as the main part of transport logistics is of decisive importance nowadays.

