

Unit 3 Warehousing

(仓 储)



Knowledge Learning Objective

- To know the main functions of warehousing
- To know the key words and expressions in warehousing
- To understand the procedure of warehousing operation

Skill Developing Objective

- Communication skills in introducing the warehouse
- Writing skills in introducing the warehouse

Section 1 Situational Dialogues



Warming-up

I. Please match the definitions in column B with the proper nouns in column A.

A	B
1. inventory	A. A key part of the supply chain and primarily aims to control the movement and storage of materials within a warehouse
2. WMS (Warehouse Management System)	B. A very large metal or wooden box used for transporting goods so that they can be loaded easily onto ships and lorries
3. receiving space	C. A detailed list of all the items in stock
4. container	D. A flat wooden or metal platform on which goods are stored so that they can be lifted and moved using a forklift truck
5. pallet	E. The area for unloading goods in a warehouse



Group Discussion

II. The following is a passage about a warehouse. Please fill in the blanks with the words given and then discuss with your partners what a warehouse is.

forklifts trucks storage manufacturers seaports

A warehouse is a commercial building for (1) _____ of goods. Warehouses are used by (2) _____, importers, exporters, wholesales, transport businesses, customs, etc. They are usually large plain buildings in industrial areas of cities and towns. They usually have loading docks to load and unload goods from (3) _____. Sometimes warehouses load and unload goods directly from railways, airports, or (4) _____. They often have cranes and (5) _____ for moving goods, which are usually placed on ISO standard pallets loaded into pallet racks. Stored goods can include any raw materials, packing materials, spare parts, components, or finished goods associated with agriculture, manufacturing and production.



Role-Play

III. Please make up a dialogue according to the following situation.

Student A works as a warehouse keeper in a logistics company, and Student B is a client who is visiting the warehouse. Student A and Student B will act out a dialogue about the warehouse.

The dialogue should cover the following information: greeting, an introduction to the warehouse, and the warehouse keeper's work.



Dialogue Samples

Dialogue 1 Visiting a Warehouse

(A is Lin Jun, a warehouse keeper, who is introducing the warehouse to B, a visitor.)

A: Welcome to our warehouse. I'm Lin Jun, the warehouse keeper and I'm responsible for the management of goods.

B: Glad to meet you, Mr. Lin. Could you briefly introduce the types of your warehouse?

A: Yes. Our warehouse is divided into private warehouse, public warehouse and contract warehouse.

B: What is private warehouse?

A: It is a storage facility owned by the firm whose goods are stored in it.

B: I see. Public warehouse must be a storage facility offering its services to all firms and persons.

A: Yes, it is.

B: What about contract warehouse?

A: Contract warehouse is a storage facility that provides unique and special warehousing and logistics services for one customer.

B: Thank you for your introduction.

Dialogue 2 Talking about the Goods in a Warehouse

(A is Daniel, a manager in a logistics company, who is talking with B, Kenny, a warehouse keeper.)

A: Kenny, how come these few cartons of goods without any label?

B: Let me see... These goods are just unloaded from a container.

A: You should have labeled them before carrying them into storage. In case the workers have mixed them with the goods from other customers.

B: Yes, I'll pay attention to it.

A: Who do they belong to?

B: If I'm not mistaken, they belong to Mr. Smith from Beijing Enterprise Co., Ltd.

A: Did he have any instruction of the way for placing his goods?

B: No, he just informed us of the date of unloading and the quantity of goods.

A: Check with Mr. Smith to see if these cartons can be palletized. If yes, move them to Section A immediately. It will save a lot of space.

Dialogue 3 Introducing the Work in a Warehouse

(A is John, a warehouse keeper, who is talking with B, Wang Lin, a newcomer.)

- A: Nice to meet you. I'm the warehouse keeper, John.
- B: Nice to meet you. I'm Wang Lin. Could you briefly introduce the procedures after the goods arrive at the warehouse?
- A: Sure. First indoor operation, then warehouse management, and finally warehouse operation.
- B: What is indoor operation?
- A: They are a series of procedures including arranging storehouses, checking the goods, enrolling the goods accurately, loading and depositing them in standard.
- B: What about the warehouse management?
- A: We need to check the products and facilities regularly, keep the warehouse clean and safe, standardize each operation and gather the information.
- B: And what's the warehouse operation?
- A: It consists of five aspects: the warehouse procedures, the quantity of the goods, loading the goods and depositing them in standard, providing the goods according to the shipment list, saving and filing the bills of document.
- B: Wow, you are so great! It's very important to be a warehouse keeper. I got it. Thank you very much!



Words Focus

accurately	<i>adv.</i>	准确地	storage	<i>n.</i>	存储
carton	<i>n.</i>	纸板箱	unique	<i>adj.</i>	独特的
enroll	<i>v.</i>	登记	unload	<i>v.</i>	卸货
facility	<i>n.</i>	设施	according to		按照
instruction	<i>n.</i>	指示	consist of		由……组成
label	<i>vt.</i>	标签	contract warehouse		合同仓库
palletized	<i>adj.</i>	托盘化	private warehouse		自营仓库
procedure	<i>n.</i>	过程	public warehouse		公用仓库
standardize	<i>v.</i>	使标准化	indoor operation		入库作业
stock	<i>n.</i>	存货	shipment list		货运单

Section 2 Format Writings



Team Work

After reading the following passage, you are required to complete the statements that follow the questions.

Warehousing and Warehouse Functions

Warehousing is the storage of goods for profit. The physical location, the warehouse, is a storage facility that receives goods and products for the eventual distribution to consumers or other businesses. Warehouse management is the process of coordinating the incoming goods, the subsequent storage and tracking of the goods, and finally, the distribution of the goods to their proper destinations.

Warehousing is a key component of the overall business supply chain. The supply chain consists of the facilities and distribution options for the procurement of materials from manufacturer to customer and all points in between. It includes the production of materials into components and finished products and then the distribution to customers.

Warehousing companies are now striving to become more than simply storage facilities. They are transforming themselves into “third-party logistics providers” or “3PLs” that provide a wide array of services and functions. In addition to packing and staging pallets, contemporary warehousing facilities offer light manufacturing, call centers, labeling, and other non-storage options.

Warehouse functions include:

- the storage of goods to permit managing product to flow or to accommodate longer production runs;
- serving as a mixing point where products from different suppliers are mixed and then distributed to fulfill customers' orders;
- a sales branch and customer service location;
- a source of supplies for production;
- a staging area for final packaging or finishing.

1. According to the passage, what is warehouse management?

_____.

2. What does a business supply chain consist of?

_____.

3. What does “3PLs” refer to?

_____.

4. What is a modern warehousing company like?

_____.

5. What are the functions of a warehouse?

_____.