

Business Result Intermediate

Student's Book Answer Key

9 | Logistics

Working with words

2

- 1 Dell does not have to keep raw materials or maintain stock levels in warehouses. It builds the product once it has the order. It advertises and delivers directly to customers and so doesn't need distributors and shopkeepers. It is also paid by customers before having to pay its suppliers, so there are no cash-flow problems.
- 2 Suppliers have to give credit to Dell, even though Dell has the money.

3

- | | | | |
|--------------|----------------|----------------|------------------|
| 1 retailers | 4 components | 7 clients | 10 manufactures |
| 2 inventory | 5 streamlined | 8 distributors | 11 raw materials |
| 3 warehouses | 6 supply chain | 9 suppliers | |

4

- 1 supplier → manufacturer → distributor → retailer → customer
- 2 supplier → manufacturer → customer

5

- 1 His business is tiny by comparison, but it is also much more personal. He can give more time to discussing customer needs and deals with any problems in the shop. He also has to keep lots of components in stock.
- 2 using bar codes and a database
- 3 by tracking them

6

- 1 in 2 out 3 on 4 out 5 out 6 on 7 up 8 keep

7

- a run low on b run out of c in stock d out of stock e stock up on

Business communication skills

1

- 1 2,000 motherboards
- 2 yes (because she says it's a repeat order and to charge it to her account as usual)
- 3 as soon as possible
- 4 on account

2

Suggested answers

I would like to place an order for ...
We need these ...

... please send them asap
Please charge it to our account ...

3

Account reference: PG 278

Date of order: 11th February

Product description: motherboards

Dispatched: yes

Date and time dispatched: 11th February, afternoon

4

1 following up

2 find out

3 account details

4 place

5 straight through

6 According to

7 must have

8 happy about

9 check it out

10 I'll look into it

11 real

12 as quick as

13 happened

Practically speaking

1

1 leave a message and a contact number

2 call back during office hours

3 hold

2

1 b, f,

2 e, g

3 a

4 c, d, h

3

First: Identifying yourself (3)

Second: Giving the time of your call (2)

Third: Giving a reason for the call (4)

Fourth: Leaving a contact number (1)

Language at work

1

Problem with order: it was sent by sea not by international courier.

Solution: to send 400 by courier immediately.

2

1 Can you tell me what has happened to it?

2 It went two weeks ago.

3 We've sent it by sea.

4 Do you know where it is?

Business Result

3

1 b, c 2 d 3 a 4 e

4

1 say 2 tell 3 say

5

Message from: Linda

Time: 3.30

Message: Have sent 400 motherboards by courier.

Linda told carrier this was top priority.

Arriving in two days.

Reference / tracking number: HA 9872367

Case study

Discussion

1 – 5

Possible answers

- 1 home improvement products (DIY)
- 2 Orders were delayed and customers were unhappy with the customer service. This happened because the company grew, but the logistics system was unable to cope with the large numbers of orders. Each store was a logistically independent unit which made it difficult to coordinate supply and demand.
- 3
 - cuts out parts of the process (e.g. middlemen)
 - leads to faster delivery times
 - company can operate without warehouses
 - lower costs
 - higher sales
- 4 & 5 Students can make their own suggestions for 4 and then turn to the *File* in 5 to compare their ideas with what actually happened when Maersk helped Castorama.

Task

2

Suggested answers

- 1 Staff can't track the progress of an order.
- 2 Each store is responsible for dealing with suppliers and documentation of orders which individual managers don't have time for.
- 3 Delivery times are not reliable because of traffic and problems finding the stores.
- 4 Transportation costs are high.
- 5 Too much room for human error with stock control system.
- 6 Getting popular items direct from suppliers takes too long.