

TEXT EXPLORATION _LECTURE ONE

Lecture exploration

All organisations move materials. Manufacturers build factories that collect raw materials from suppliers and deliver finished goods to customers

جميع المنظمات تقوم بنقل المواد. يقوم المصنعون ببناء المصانع التي تجمع المواد الخام من الموردين وتوصل المنتجات النهائية إلى العملاء

متاجر التجزئة تستلم بانتظام شحنات من تجار الجملة

retail shops have regular deliveries from wholesalers;

when you order a book or DVD from a website, a courier delivers it to your door

من موقع إلكتروني، يقوم ساعي البريد بتوصيله إلى باب منزلك DVD عندما تطلب كتابًا أو قرص.

Organization (also organisation) /,ɔ:ɡənəɪ'zeɪʃn / noun

1 . An organized group of people who do sth together

Examples:

She works for a voluntary organization helping homeless people

منظمة

2 [U] the activity of organizing or arranging

An enormous amount of organization went into the festival.

تنظيم، ترتيب

3 [U] the way in which sth is organized

The students all complained about the poor organization of their course.

معيّن برنامج في المواد ترتيب

organizational (also organisational) /-ʃənl ; US / adj

The job requires a high level of organizational ability.

تنظيمي

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Other examples from the logistics discipline :

هي تعمل في منظمة تطوعية تساعد الأشخاص المشردين..1

2. The organisation ensures that all goods are transported efficiently from the warehouse to retailers across the country.

تضمن المنظمة نقل جميع البضائع بكفاءة من المستودع إلى تجار التجزئة في جميع أنحاء البلاد.

3. Many organisations in the supply chain industry have adopted sustainable practices to reduce their carbon footprint during transportation.

اعتمدت العديد من المنظمات في سلاسل الإمداد ممارسات مستدامة لتقليل بصمتها الكربونية أثناء عمليات النقل.

4. Our organisation collaborates closely with international logistics companies to streamline the delivery process and minimise delays.

تتعاون منظمنا بشكل وثيق مع شركات الإمداد الدولية لتبسيط عملية التسليم وتقليل التأخيرات.

Buy /baɪ / **verb** [T](pt, pp **bought** /bɔ:t /) يشتري :

to get sth by paying money for it

E.g. I'm going to buy a new T-shirt for the party.

We bought this book for you in London.

Can I buy you a coffee?

هل يمكنني أن أشتري لك قهوة؟

He bought the car from a friend.

Buy(**noun** *صفقة، شروعة*) : [C] an act of buying sth or a thing that you can

I think your house was a very good buy (= worth the money you paid).

buyer (**noun**) [C]

1 a person who is buying sth or may buy sth

I think we've found a buyer for our house!

مشتري

2 a person whose job is to choose and buy goods to be sold in a large shop

مشتريات مسؤول

Oxford Wordpower © Oxford University Press 2011

Real world examples:

1. Many companies in the automotive industry, such as **Tesla**, prefer to **buy** raw materials directly from manufacturers to ensure quality control and streamline their logistics process from production to delivery.

2. **IKEA buys** warehouse space in strategic locations to ensure that products are stored close to key markets, reducing transportation time and improving logistics efficiency.
3. **Nike often buys** technology and logistics software to enhance its supply chain visibility, enabling the company to track shipments in real time and improve the customer experience.

IKEA was founded in **Sweden** in 1943 by Ingvar Kamprad. It is a Swedish multinational company, and although its headquarters are now based in the Netherlands, IKEA's roots and origin are in Sweden. The brand is known for its Scandinavian design and Swedish influence on its products.

إيكيا هي شركة متعددة الجنسيات معروفة بتصميم وبيع الأثاث الجاهز للتجميع، والأجهزة المنزلية، وإكسسوارات المنزل، إلى جانب غيرها من المنتجات المنزلية. تأسست في السويد عام 1943 على يد إنغفار كامبراد، وقد نمت إيكيا لتصبح واحدة من أكبر تجار الأثاث بالتجزئة في العالم، حيث تمتلك متاجر في العديد من البلدان.

Track shipments: تتبع الشحنات: This phrase is commonly used in logistics to refer to the process of monitoring the location and status of goods as they are transported from the point of origin to their final destination.

In business, economics, and logistics, the terms **customer** and **consumer** are often used interchangeably, but they have distinct meanings depending on the context:

Customer

- **Definition1:** customer is the individual or organization that purchases goods or services from a business. They may or may not be the end user of the product. The customer is the one who makes the buying decision. Businesses focus on attracting and retaining customers through marketing, sales strategies, and customer service.
 - *Example:* A company that sells kitchen appliances has customers who purchase the products from them.
- **Definition2:**The customer is often the party for whom logistics services are tailored. Logistics companies focus on delivering goods efficiently and meeting customers' expectations for timely deliveries.
 - *Example:* A retailer is a customer of a logistics provider, receiving goods from a manufacturer or distributor.
 - *Interchangeably*

Consumer

- **Definition1:** A consumer is the end user of the product or service, meaning the person or entity that actually uses or benefits from what has been purchased. Consumers are the focus of marketing strategies aimed at the final use of the product. Businesses conduct market research to understand consumers' preferences and behaviours.
 - *Example:* If a mother buys a toy for her child, the mother is the customer, while the child is the consumer.

- **Definition2:** The consumer is the one who ultimately drives demand in the economy by using or consuming goods and services. While consumers are not directly involved in logistics, the ultimate goal of any logistics system is to ensure that products reach the consumer in good condition and on time.

Key Difference:

- A **customer** buys the product, whereas a **consumer** uses it. In some cases, they are the same person (e.g., when you buy a product for yourself), but in other cases, they are different (e.g., a business buying supplies for employees)

In the context of logistics, transportation, and business, here are academic synonyms for suppliers, with distinctions between British and American usage where applicable:

Vendors

- Common in American English: Refers to businesses or individuals who supply products or services.
- Usage in British English: Sometimes used but less common than suppliers or traders.

Distributors

- Both British and American English: Refers to intermediaries that distribute products from manufacturers to retailers or end-users.

Providers

- Both British and American English: Often used in the context of services (e.g., logistics providers, service providers), not just physical goods.

Traders

- More Common in British English: Refers to individuals or businesses involved in the buying and selling of goods.
- Less Common in American English, where dealers or suppliers might be more frequently used.

Wholesalers

- Both British and American English: Refers to businesses that buy in bulk from manufacturers and sell to retailers or other businesses.

Purveyors

-More Common in British English: Often used in an academic or formal context, especially for high-quality goods.

- Less Common in American English, where suppliers or vendors might be preferred.

Dealers

- Both British and American English: Typically used for specialized goods, like cars or machinery, referring to those who sell products but don't necessarily manufacture them.

Merchants

- Both British and American English: Traditionally used to refer to people or companies engaged in wholesale or retail trade. More common in British English in formal or historical contexts.

Contractors

- Both British and American English: Often used to refer to suppliers of services, especially in construction or engineering fields, but not exclusive to these areas.

Stockists

- More Common in British English: Refers to businesses that stock and sell certain products. Less frequently used in American English.

Main Differences:

-Vendors: More common in American English.

- Traders: More commonly used in British English.

- Purveyors: Primarily a British term, especially in formal or high-end contexts.

- Stockists: British English term, not common in the U.S.

In academic English, terms like : distributors, providers, and wholesalers are widely accepted in both British and American contexts for logistics and business disciplines.

bring /brɪŋ /*verb*:(*pt, pp brought* /brɔ:t /)

يُجلبُ يُخضِرُ،

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bring *verb*

BrE /brɪŋ/ ; NAmE /brɪŋ/

- VERB FORMS

Verb Forms

present simple I / you / we / they bring BrE /brɪŋ/ ; NAmE /brɪŋ/

he / she / it brings BrE /brɪŋz/ ; NAmE /brɪŋz/

past simple brought BrE /brɔ:t/ ; NAmE /brɔ:t/

past participle brought BrE /brɔ:t/ ; NAmE /brɔ:t/

-ing form bringing BrE /'brɪŋɪŋ/ ; NAmE /'brɪŋɪŋ/

come with somebody/something

1 to come to a place with somebody/something **bring somebody/something (with you)**
Don't forget to bring your books with you.

bring somebody/something to something *She brought her boyfriend to the party.*

bring something for somebody *Bring a present for Helen.*

bring somebody something *Bring Helen a present.*

provide

2 to provide somebody/something with something **bring somebody/something something**
His writing brings him \$10 000 a year.

bring something to somebody/something *The team's new manager brings ten years' experience to the job.*

cause

3 **bring something** to cause something *The revolution brought many changes.*

The news brought tears to his eyes (= made him cry).

Retirement usually brings with it a massive drop

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Real-world examples of the verb 'bring' in logistics

☒ **Amazon** has revolutionized the industry by implementing systems that **bring** products closer to customers through strategically located fulfillment centers, ensuring same-day or next-day delivery. أمازون أحدثت ثورة في الصناعة من خلال تطبيق أنظمة تجلب المنتجات أقرب إلى العملاء. عبر مراكز تلبية الطلبات الموزعة بشكل استراتيجي، مما يضمن التوصيل في نفس اليوم أو في اليوم التالي.

To apply , to implement

Data , your model has been applied but not implemented

In person online

Split

In collaboration between the RGU Aberdeen , Scotland , the UK

Ph.D thesis SC

A blessing in disguise

Literature English or general English

The main focus

The specific terms

Span time

The aim of this module is to expel your fears from dealing with your related texts

At least

☒ **Walmart's** advanced logistics network **brings** goods from suppliers to distribution centers in a seamless manner, reducing delays and ensuring shelves are always stocked.

To reduce

To ensure

☒ **Zara** uses a just-in-time supply chain strategy that **brings** new clothing designs from manufacturing facilities directly to stores within a matter of days, responding quickly to fashion trends.

FedEx and **DHL** have established global logistics networks that **bring** packages from one country to another efficiently, overcoming geographical barriers and international trade complexities.

Courier /'kʊriə(r) ; US / *noun* [C]

1 a person whose job is to carry letters, important papers, etc., especially when they are urgent

الساعي، رسول خاصّ

2 (*Brit*) a person whose job is to look after a group of tourists, **cour•ier** *noun*

BrE /'kɔriə(r)/ ; NAmE /'kɔriər/

1 a person or company whose job is to take packages or important papers somewhere
We sent the documents by courier.

I'll send a courier with the blueprints.

Urgent deliveries of medicine may be sent by motorcycle courier.

2 (*British English*) a person who is employed by a travel company to give advice and help to a group of tourists on holiday

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السّياح على مشرف

courier

verb

[T] to send sth by courier(1)

خاص ساع مع يرسل

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