

Distribution Fire Drill

Goal: Move your products the fastest!

1. Transport your products from point A to point B as quickly as possible.
2. You may only use what is in your bag to move products –you cannot physically move the cups.
3. Discrepancies about leaks or spills will be decided by the monitors and the teacher.

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- ◆ 5 minutes to discuss and formulate a plan
- ◆ Write your plan down and give to the monitor

Discussion

1. Which way was the quickest to transport the salt? The water?
2. Was it also the most reliable?
3. What problems did you encounter?
4. What would you do differently to be more efficient?

Points to take away

1. A company must carefully plan how to transport its products.
2. The company who gets their product to market first will have more chances for sales.
3. There are problems that happen in distribution...spills, tools breaking, arguments, weather, etc.
4. Some methods are better transportation and some are more cost effective.

Chapter 21

DISTRIBUTION – THE 'PLACE' DECISIONS

How is a product moved from the manufacturer to the customer?

- ◆ What could it depend on?
- ◆ How have you received goods?



How did this get to you?

Cotton shirts don't just happen. What steps go into producing a shirt and getting it to customers?