

Introduction to Business

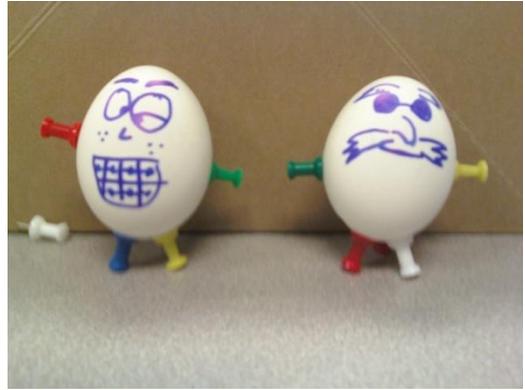
Marketing Unit

An "Eggcellent Distribution Channel" Activity

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Background

Companies use Distribution Channels to move their products from the factory to the end consumer. When choosing channel members, companies look for partners who are efficient and cost effective.



In this activity, you will be moving your product - an Eggman - through a customized distribution channel that winds from the factory in New York to a retail store in Hawaii.

Instructions

- Groups of 3-4
- You must move your Eggman through the following stations:
 - Station 1 - Down the chute and along the winding interstate
 - Station 2 - Over the Mountains
 - Station 3 - Under the Bridge
 - Station 4 - Over the Ocean and through the door
- You may use the following tools to help you move the Eggman through the stations. You MAY NOT use the same tool more than once in the activity.
 - Mitt
 - Cart
 - Frisbee
 - Towel
 - Spoon
- The Eggman is Fragile. As such You CAN NOT
 - Touch the Eggman with your bare hands (except for putting him in the chute during station 1)
 - Allow the Eggman to touch the floor
 - Break off the Eggman's arms or legs
- If Eggman is dropped, touched or broken, he must be returned to the factory and the process started anew
- In your group, you should devise a plan for transporting Eggman (what tool will you use at each station, who will do the moving, etc.)

Scoring

Your goal is to get Eggman from the factory to the retailer as quickly and safely as possible. You will be scored in terms of dollars (cost) in the following manner:

1 second of transportation time = \$100 (so, 60 seconds = \$6,000)

Each person involved in a station = \$250 (2 people * 500 = \$1,000)

Damaging Eggman (Floor, Touch, Break) = \$2,500