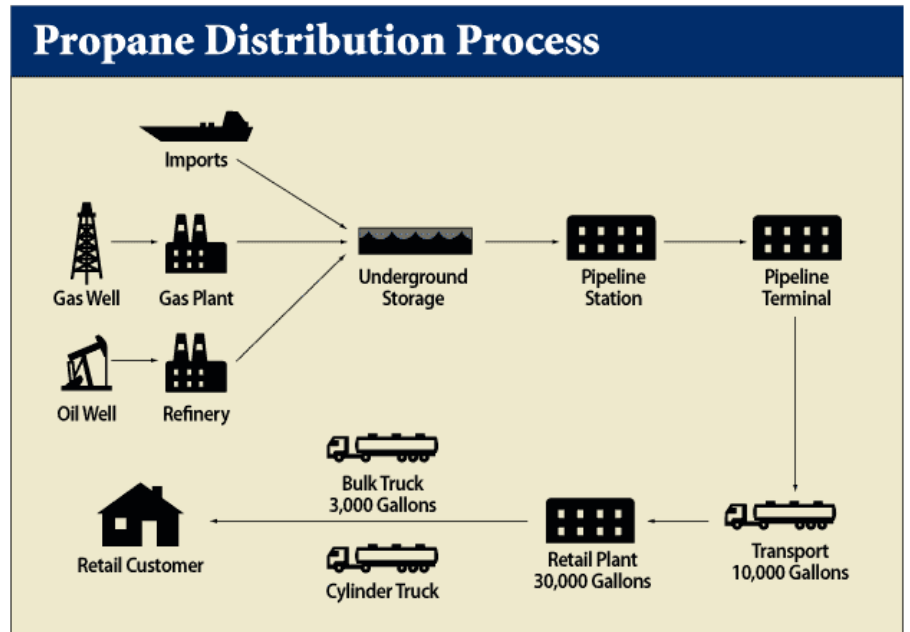


Marketing 1 Distribution Project

This is an individual research and distribution project where you are going to take a product of your choice and follow it from its raw materials through the production process then onto the transportation method to order fulfillment and finally into the hands of an end user.

Items I want you to incorporate:

- Method for gathering the raw materials
- Transporting raw materials
- Production Process
- Transportation methods at all points of the process
- Storage issues
- Order fulfillment/ Stock handling
- Channel Members



I want this project to be creative and yet very informative – You will need to choose a product and research about it. Some items you might have to make a judgment call on and that is ok but I want some evidence to support your decision on why you choose that solution.

I have a few examples that I will show in class to give you an idea of what I am looking for.

Project is worth 50 pts.

	4 Points	3 Points	2 Points	1Point	%	Pts	Pts Earn
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Creativity	Project uses creativity to enhance the overall presentation of the project	Projects is creative for creative sake but lacking a little in the connection to the end project idea	Project is interesting but there is a large gap between to creativity and the overall purpose of the project	Little effort spent on creativity	25%	1	
Production Process	Every aspect of production is laid out and explained – Student has a great understanding of this product	All most all of the production process is included in the project – Student has a good understanding of this product	Several steps in the production process were left out – student has a low level understand of this product	Overview of the production process is included but student has as much knowledge of this product as the rest of the class	20%	.80	
Order Fulfillment, Stock Handling, And Storage	An explanation was given for the best methods of fulfillment of this product keeping in mind all aspects of handling and storage.	Handling and storage was talked about but not explained for why that is affective	Very little explanation was given on the storage, handling and fulfillment section of this project.	Handling and storage was not covered in this section	10%	.40	
Transportation Methods at all points of the process	All methods of transportation the product took from raw materials to consumers were explained	Only a few sections of the transportation section of distribution channel were missing.	Major and a few minor movements in transportation were covered	Only the major transportation movement were covered	30%	1.2	
Channel Members	Project covered all agents and merchants involved in the process of distributing this product	Only a few gaps in the process were omitted	Several channel members were left out of the process	Distribution was covered but agents and merchants were left out	15%	.6	