



## The Eggstravagant Eggspedition

Companies use Distribution Channels to move their products from factory to 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:

You must move your Eggman through the following stations:

- Station 1: Down the Shellabration Chute
- Station 2: Along the Eggspress Highway
- Station 3: Over Mount Yolken
- Station 4; Under the Overeasy Bridge
- Station 5: Turn around Scrambled Corner (turn 10 times)
- Station 6: Over the Easy Sea and through the door.

You may use the following modes of transportation to help you move the Eggman through the stations. You MAY NOT use the same tool more than once.

- ☐ Softball mitt \$10
- ☐ Spoon \$7
- ☐ Bowl \$9
- ☐ Paper bag \$8
- ☐ Towel \$6
- ☐ Paper plate \$4
- ☐ Plastic cup \$9
- ☐ Bubble Wrap \$8
- ☐ Fork \$1
- ☐ File Folder \$4

The Eggman is Fragile. As such you CAN NOT

- Touch Eggman with your bare hands, except to put him in the Shellabration Chute at station 1.
- Allow Eggman to touch the floor.
- If Eggman is dropped, touched, or broken, he must be returned to the factory and the process starts anew.

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
- Each person involved in a station = \$250
- Damaging Eggman (floor, touch, break) = \$2500

In your group, you should first devise a plan for transporting Eggman (what tool will you use at each station, who will do the moving, etc.)

Sketch out your plan here:

## Reflection:

1. Explain why you chose each mode of transportation for each step in the journey.
2. How much did your transportation cost? Use the below table for calculations.

Item	Amount	Total Cost
Transportation Time	Seconds x \$100	
Transportation Costs	<input type="checkbox"/> Softball mitt \$10 <input type="checkbox"/> Spoon \$7 <input type="checkbox"/> Bowl \$9 <input type="checkbox"/> Paper bag \$8 <input type="checkbox"/> Towel \$6 <input type="checkbox"/> Paper plate \$4 <input type="checkbox"/> Plastic cup \$9 <input type="checkbox"/> Bubble Wrap \$5 <input type="checkbox"/> Fork \$1	
Employee Cost	Number of people per station x number of stations x \$250	
Damage - touching the floor, touching the egg, cracks	\$2500 total (not per event)	

3. What would you do differently the next time a retailer in Hawaii orders Eggman?