

TEACHER & LEARNING ACTIVITIES

CONSUMERS DEMAND & LOGISTICS

Students are asked to examine their own shopping experiences and consumer demands for products to be in the right place, at the right time, in the right quantity and quality and at the right price. Students consider how their own shopping experiences are determined and shaped by the supply chain that delivers their consumer items to the stores.

ACTIVITY 2a: CONSUMER EXPECTATIONS: TEMPORARILY OUT OF STOCK

Using a Think, Pair, Share strategy, ask students to brainstorm what their expectations are as shoppers. Provide students with the shopping scenario *Consumer Expectations: Temporarily out of Stock (2a)*. Ask students to share similar experiences and explore their expectations and demands as shoppers. Elicit experiences of enquiring about stock in stores, or at other stores in the same chain, delivery times and opportunities to order items to be delivered to the store, or direct to the customer's home.

KEY QUESTIONS

- In what ways do you expect the sales assistant to help you?
- What questions would you ask the sales assistant?
- What are your options as a customer?
- What information would the sales assistant need to access in order to help you?

Discuss reasons why the store may have run out of stock. Establish the need for shops to maintain an accurate inventory which includes tasks such as: keeping track of existing stock levels; sales; forecasting stock levels; and effectively organising deliveries from the warehouse in order to replenish stock.

Establish that *Definition: Logistics* is the operation of ensuring items are delivered to the right place at the right time, in the right quantity and quality, for the right price. It is concerned with the design, management and improvement of the supply chain through manufacturing, purchasing, storage and transport.

ACTIVITY 2b: BARCODES

Look at the selection of product labels and wrappers in *Barcodes (2b)*. Using a Think, Pair, Share strategy, ask students to brainstorm reasons why products are given barcodes.

KEY QUESTIONS

- Why do products have barcodes?
- What information do you think stores collect by using barcodes?
- How do you think stores use the information collected from scanning barcodes?

Establish that the use of barcodes to identify and track trade items allows shops to efficiently and effectively manage the supply and sale of consumer items. Using barcodes, stores can:

- automate the point of sale: recording price, quantity and frequency of sales;
- record automatically the receipt of products into, and out of the warehouse and shop floor;
- manage inventories recording location and quantity of stock;
- automatically re-order stock when it meets a specified minimum amount; and
- retrieve information for sales analysis which can be used to forecast consumer demand.

Stock, inventory and delivery schedules are normally available to sales assistants on the shop floor to aid customer service.

Ask students to make connections between the efficiency of the supply chain and customer satisfaction and service.

ACTIVITY 2 CONSUMERS DEMAND & LOGISTICS

2a CONSUMER EXPECTATIONS: TEMPORARILY OUT OF STOCK

After much consideration and market research you have decided to purchase an MP3 player. You have identified the brand and specification of the product you want and located the store offering the best price. However, when you get to the store you are disappointed to find an empty shelf. Annoyed, but not perturbed, you find the nearest sales assistant to help you.

KEY QUESTIONS

- In what ways do you expect the sales assistant to help you?
- What questions would you ask the sales assistant?
- What are your options as a customer?
- What information would the sales assistant need to access in order to help you?

Definition: Logistics

Logistics is the operation of ensuring items are delivered to the right place at the right time in the right quantity and quality for the right price. It is concerned with the design, management and improvement of the supply chain through manufacturing, purchasing, storage and transport.

2b BARCODES

