

**PROJECT: GLOBAL DISTRIBUTION IN**

**DIVERSE CULTURES**

**COURSE**

Foundations of Supply Chain

**OBJECTIVE(S)**

* Students will identify channel members and describe how materials flow from each type of facility
* Students will analyze issues in global distribution

**TN STATE CTE STANDARD(S)**

**Components of Supply Chain Management #14**: Examine the various types of facilities involved in the supply chain of each type of business: manufacturer, retailer, and service. Describe how materials and information feed into and flow from each type of facility in an illustrated paper. Include the following categories, as well as hybrid facilities where these categories overlap: a. office buildings/management headquarters, b. factories, c. package handling center, d. warehouse or fulfillment center, e. cross-dock facility, and f. bulk break center.

**DUE DATE - \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**GRADING**

Project will be graded based upon the Infographic Rubric and is worth **100 points.**

**Background**

Culture refers to the influence of religious, family, educational, and social systems on people, how they live their lives, and the choices they make. Marketing always exists in an environment shaped by culture. Organizations that intend to market products in different countries must be sensitive to the cultural factors at work in their target markets. Even cultural differences between different countries–or between different regions in the same country–seem small, marketers who ignore them risk failure in implementing their programs.

**DIRECTIONS:**

1. Read pages 3-6 from “***Impact of Culture on Global Trade****”*. Answer the questions on page 6.
2. Select a company and product currently made in the United States that could be successfully distributed in another country. Explain why you believe that product would be successful in another country.
3. Select a country to distribute your company’s product. Choose the type of distribution channel you would use and explain why. Make sure to discuss cultural norms in that country that might impact the way that you do business there and how you plan to “bridge the cultural divide.”
4. Create an infographic that displays the following information:
   1. Description and photo of your product
   2. Company that produces product (are there other countries they already
      1. distribute to?)
   3. A map of your channel of distribution—identifying all channel members
   4. Describe how materials will flow from different types of facilities
   5. Explanation of why you selected your channel of distribution
   6. Cultural factors that you may have to address to do business in that country
   7. Any current political and/or economic issues that may impact doing business in that country
5. Assignment must be submitted to [kavasschs@gmail.com](mailto:kavasschs@gmail.com) no later than the assigned due date.