

**PROJECT: MEMPHIS- AMERICA’S DISTRIBUTION CENTER**

**NO ONE MOVES LIKE MEMPHIS**

*With a world-class infrastructure and the ability to operate 24 hours a day for 365 days a year, it’s no wonder Memphis has earned the title of “America’s Distribution Center”. And our four modes of transportation – air, road, rail and river – ensure that Memphis is the most reliable and cost-effective location for logistics and distribution companies.*

**Objectives:** Research a distribution/logistics company located in Memphis, TN

Create a MS PowerPoint or Prezi to present to the class

**TN State Standards: *History and Development of Distribution and Logistics***

#21 Deliver an informational presentation describing the importance of supply chain to the overall success of businesses. Include an analysis of the ways companies can gain a competitive advantage using logistics to distribute their products and services. Research media profiles of businesses that made their operations more sophisticated through the use of logistics management and explain the factors that contributed to their success.

**Due Date:** Check schedule for assigned date for presentations

**Grading: 100 points – counts as a project grade (Project Presentation Rubric)**

***Review Memphis-America’s Distribution Center PPT (bkavass.weebly.com)***

***PART I:*** *(Worth* ***15 points)***

Read the article “*Why is Memphis the Logistics Hub of America?*” Answer the following questions (in complete sentences):

1. Identify the four modes of transportation that make Memphis a logistics hub.
2. Provide 2 details about each mode of transportation – particular to the Memphis area.
3. What types of logistic operations are supported in Memphis?
4. Why is Memphis strategically located to support manufacturing and agriculture?

***PART II:*** Complete the Activity: Major Transportation Routes in Tennessee (*Worth* ***15 points***)

***PART III:*** Complete the Activity: Closing Questions (*Worth* ***20 points***)

***PART IV:*** Research Project (*Worth* ***50 points*)**

Choose a partner to work with. Receive your assigned company from teacher.

Research your assigned company and create a MS PowerPoint or Prezi Presentation for the class. Your slides must include the following information and be emailed to [kavasschs@gmail.com](mailto:kavasschs@gmail.com) the night before your presentation date. IT MUST BE SENT **AS AN ATTACHMENT** NOT A GOOGLE DOC!

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| **POWERPOINT OR PREZI SLIDES** |  |
| Name of Company and Company Logo  Student Names/Class Period |  |
| Current CEO/President |  |
| Headquarters Address (City, State) |  |
| Location(s) in Memphis TN (Street Name) |  |
| Google Map with Major Locations Flagged (include any global locations) |  |
| Type of Company (Supply Chain, Logistics, Distribution Center, Warehouse, etc.) |  |
| Types of Products Moved |  |
| History of Company |  |
| Supply Chain Solutions |  |
| Transportation Solutions |  |
| Global Shipping Solutions |  |
| What comparative advantage does this company have in Memphis? |  |
| 3 recent news stories (within the last 3 years) |  |
| Careers available at company |  |
| Video highlighting company (check company website and YouTube) |  |

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| **COMPANY** | **TEAM/CLASS PERIOD** | **DUE DATE FOR PRESENTATION** |
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| AMAC Logistics |  |  |
| Barrett Distribution |  |  |
| C.H. Robinson |  |  |
| Dunavant Enterprises |  |  |
| Kuehne & Nagel |  |  |
| Mallory Alexander International |  |  |
| McLane Food |  |  |
| New Breed Logistics |  |  |
| Nickey Warehouses Inc. |  |  |
| Ozburn Hessey Logistics |  |  |
| Patterson Warehouses |  |  |
| Priority Solutions International |  |  |
| Technicolor Distribution |  |  |
| UWT Logistics |  |  |
| Versant Supply Chain |  |  |
| XPO Logistics |  |  |