

THE DISTRIBUTION FUNCTION OF THE MARKETING PROCESS

"Egg-Spress Distribution: A Simulated Distribution Exercise"

The distribution function defined: The distribution function of the marketing process addresses how the product or service is physically transported from the producer/farmer/extractor to the ultimate consumer. ("From the point of origin to the point of sale.") The object or goal of Physical Distribution Management (managing one's distribution channels) is to achieve a high level of customer service while minimizing costs. Businesses must anticipate obstacles and react to those obstacles to accomplish product/service fulfillment as efficiently as possible while minimizing costs. Receiving, inventory, and storage of goods are also part of the distribution function.

Simulation Learning Objectives

After the simulation exercise, the student should better understand:

- The importance and implications of forming proper distribution channels
- The importance of managing communication relationships throughout the distribution channel
- Transportation choices
- The use of new logistics such as postponed assembly and the coordination of marketing and logistics through packaging... product service management function
- To continually challenge corporate channel cultures that need reassessment in order to react to external and internal environmental changes.

The Egg-Spress Distribution Simulation

- The class will form into teams of four students.
- Each team is challenged with going through an obstacle course (distribution channel) carrying "Eggman" (the product).
- The task set forth is to deliver "Eggman" to the finish line fully assembled, undamaged, and as efficiently as possible.

Rules:

- "Eggman" can never touch the ground.
- No one is allowed to touch "Eggman" with his or her bare hands, except to release him at the beginning of the course.
- A different form of transportation must be used for each leg of the course.

Forms of Transportation Are:

- A napkin
- A ladle
- A paper bag
- A tennis racket
- A golf club