*Marketing Dynamics* Unit 6

# Activity 6-1 Supply Chain

## Directions

The *supply chain* is the business and activities involved in turning raw materials into products and delivering them to end users. A *channel of distribution* is the path that goods take through the supply chain. Complete the following to explain *place* in the marketing mix of your business.

## Activity

1. Describe the supply chain for your company. Start with the producer and end with the consumer or final customer of your product.

<<Place Answer Here>>

1. On a separate sheet of paper, create a flowchart that shows the channel of distribution for your company. Include all of the intermediaries and the methods of transportation used to get your product into the hands of the end users. If the channel of distribution is long or complex, you may want to include this in the Appendices section of your Marketing Plan.
2. Ask your instructor where to save your documents. This could be on the school’s network or a flash drive of your own. Name your Word document FirstnameLastname*\_*UnitActivity6-1.docx (i.e., JohnSmith\_UnitActivity6-1.docx).