*Marketing Dynamics* Unit 6

# Activity 6-2 Purchasing and Inventory Management

## Directions

Complete the following steps to create your purchasing and inventory management processes.

## Activity

1. On a separate sheet of paper, create a flowchart that shows the purchasing process your company uses. Some purchasing processes are very simple; others are complex. If there is enough information to warrant it, include this document in the Appendices section of your Marketing Plan.
2. How would you organize the inventory you need to store? (By type, color, item number, season, price, title, utility?) How will the product organization scheme facilitate proper inventory management?

<<Place Answer Here>>

1. Research on the Internet the available computerized inventory-control systems that may work well for your particular business. Using the following chart, list the pros and cons of each. Add lines as necessary. Select the one you think is the most efficient.

|  |  |  |
| --- | --- | --- |
| **Inventory Management System** | **Pros** | **Cons** |
|  |  |  |
|  |  |  |
|  |  |  |
| Most efficient system: | | |

1. 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\_UnitActivity6-2.docx (i.e., JohnSmith\_UnitActivity6-2.docx).