



THE TIMES 100

Edition 14

Kellogg's: Supply chain from manufacturing to shelf Lesson plan

Content area

- **Supply chain**
- **Sectors of industry**
- **Lean production**
- **Sustainable business**

Method

This resource can be used for general classwork, homework or learning skills for investigation.

It is a good simple exercise in bringing the various terminologies together in understanding what it means, and how it can be used in context. This allows the pupils to bring out more in discussion and understand that the topics covered in Business Studies are not insular. The outcome will be by differentiation.

First Activity:

Using the case study and any other resources, define the following words:

Manufacturing; primary sector; secondary sector; tertiary sector; multinational; business strategy; diversifying; convenience foods; corporate social responsibility; breakfast club; social impact; environmental impact; supply chain; energy emissions; distribution; code of ethics; sustainability; consumer; community; logistics; agencies; storage; carbon foot print; lean production; inventory system; overheads; unit cost; customer satisfaction; distribution fleet; research and development; location; distribution channels; capacity utilisation; finished goods; intermediaries; wholesalers; retailers; production base; FDF; service level agreements; pallets; shelf ready unit; turnover; marketing mix; just in time; buffer stock; inventory system; supply chain management; advertising yields; streamlining; replenish stocks; strategic planning.

Second Activity

Once you have completed the definitions link the following words together to form a paragraph. The words do not necessarily have to be in any order but must be in context of Kellogg's.



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Questions

1. What was the Kellogg's philosophy when experimenting with different ways to cook cereals without losing their goodness?
2. What are Kellogg's business strategies?
3. There are three types of sector. What are these sectors?
4. Which sector is Kellogg's in?
5. Using the case study, explain the difference between the three sectors.
6. Why is lean production incorporated into most businesses?
7. How has Kellogg's incorporated lean production into its operations?
8. What is the FDF?
9. How has spare capacity been addressed in this case study?
10. What is Just in time production and what are the benefits of this type of production?

Activities

- Using the case study and the Kellogg's website produce a table of all of the products made by Kellogg's
- In groups produce a table to show the competitors products for each of the Kellogg's products.
- Produce a classroom display on Kellogg's.

Other resources

- MP3 download of the full case study
- Summary of the case study . 500 words
- Brief of the case study. for lower ability pupils
- Interactive online quizzes
- Revision theory:
<http://www.thetimes100.co.uk/theory/theory--lean-production--252.php>
<http://www.thetimes100.co.uk/theory/theory--primary-secondary-tertiary-activity--140.php>
<http://www.thetimes100.co.uk/theory/theory--production-process--254.php>
<http://www.thetimes100.co.uk/theory/theory--production-resource-requirements--354.php>
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