

Assessment Case Study:

For this assessment you will need to refer to the Module 01 Text and case study.

Kiddiland is about to introduce a new product to their existing range of items – the “Super Gym Outdoor Exercise Centre”.

Due to its size the “Super Gym” is considerably heavier than the other toys sold by Kiddiland and also comes in three large packages instead of the single packaging used for the other toys. This is going to present some new challenges that the company has not had to consider before. Particularly in terms of holding of stock, marketing the product, customer satisfaction and delivery and installation.

In relation to the case study your assessment task is as follows:

You are the logistics manager for Kiddilands and have been asked to provide a written report on how you will address the logistics issues associated with the introduction of this new product. Your report should provide detailed information on the following logistics activities

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| • Demand Forecasting | 20 marks |
| • Inventory Management | 20 marks |
| • Packaging | 20 marks |
| • Transportation Management | 20 marks |
| • Reverse Logistics | 20 marks |

Assignment Rules:

1. This assignment is due at 10:00 pm on Sunday June 18.
2. This assignment has a word limit of 1000 words in total (+ or – 10%)
3. There should be a minimum of 5 different external sources cited in APA 6th style conventions and included in your reference list. Students who fail to achieve the minimum requirement of the citation will result in a 5%-mark deduction for each missing citation.
4. Students are required to submit this assignment electronically in the MS Word or WPS Word format.

	Met criteria to an excellent standard	Met criteria to a very good standard	Met criteria to a satisfactory standard	Did not meet criteria
	20 Marks	15 marks	10 Marks	5 Marks
DEMAND FORECASTING	Excellent explanation of demand forecasting and procedures to estimate product demand in the future with collaboration among supply chain partners to reduce overall inventory levels.	Very good explanation of demand forecasting and procedures to estimate product demand in the future with collaboration among supply chain partners to reduce overall inventory levels.	Some explanation of demand forecasting and procedures to estimate product demand in the future with collaboration among supply chain partners to reduce overall inventory levels.	Incomplete or incorrect explanation of demand forecasting and procedures to estimate product demand in the future with collaboration among supply chain partners to reduce overall inventory levels.
INVENTORY MANAGEMENT	The three relevant costs have been identified and properly considered — The cost of carrying (holding) product, The cost of ordering product, and the cost of being out of stock.	The three relevant costs have been identified and mostly considered — The cost of carrying (holding) product, The cost of ordering product, and the cost of being out of stock.	The three relevant costs have been identified but not considered — The cost of carrying (holding) product, The cost of ordering product, and the cost of being out of stock.	The three relevant costs have not been identified or considered — The cost of carrying (holding) product, The cost of ordering product, and the cost of being out of stock
PACKAGING	Packaging requirements for the consumer (consumer packaging) and protective packaging for storage and transit have been very well explained.	Packaging requirements for the consumer (consumer packaging) and protective packaging for storage and transit have been explained.	Packaging requirements for the consumer (consumer packaging) and protective packaging for storage and transit are included but not explained.	Packaging requirements for the consumer (consumer packaging) and protective packaging for storage and transit are incomplete or incorrect.
TRANSPORTATION MANAGEMENT	Transportation activities in relation to the new product have been identified and very well explained.	Transportation activities in relation to the new product have been identified and explained.	Transportation activities in relation to the new product have been identified but not explained.	Transportation activities in relation to the new product are incomplete or incorrect.
REVERSE LOGISTICS	Procedures for handling and processing the return of product and returning it to inventory have been well defined.	Procedures for handling and processing the return of product and returning it to inventory have been defined.	Procedures for handling and processing the return of product and returning it to inventory are not defined.	Procedures for handling and processing the return of product and returning it to inventory are incomplete or incorrect.
Markers Feedback				
Total:				%