



# Logistics Planning and Management: Air Mode

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## Problem-based Scenario Outline

**School Site: Davis**

**Detroit, Michigan**

### Pathway Knowledge and Skill(s):

- P02.1 Develop logistics solutions for customers
- P02.2 Analyze and improve performance of logistics systems

### Performance Element(s):

- Determine customer needs and requirements
- Identify and analyze the major alternatives for each component of the logistics solution which could include the selection of:
  - ◆ Logistics networks (location of distribution facilities and
  - ◆ Hubs/ connecting points)
  - ◆ Routes and schedules
  - ◆ Transportation carries (air and tracking)
- Describe final logistics plan including final routes (land/air) and schedules (land/air) and total costs.
- Develop written plan/presentation
- Present plan to business
- Manage external customer relationships including responding to and resolving customer questions, problems, and complaints

### Transportation Operations

- Manage routes and schedules to move goods to meet customer requirements.
- Improve the performance of transportation operations to meet customer and business requirements.
- Maintain the compliance of transportation operations with company policies and government laws and regulations

**Title: T-shirt American Store**

**Completion Time: 4 weeks**

**Problem Statement:** You are logistics and distribution consultants for T-shirts America, and authorize NBA vendor. You have been asked to develop a distribution plan to deliver bulk t-shirts with the Los Angeles Lakers' logo on it for the NBA Championship parade. They are looking for the lowest cost plan that can get the t-shirts from Detroit to Los Angeles on time. Your plan is due in two weeks.

## **Occupations and Related Job Titles (*Examples*):**

- Distribution Manager
  - Air Transportation Manager
  - Ground Transportation Manager
  - Warehouse Manager
    - ◆ T-Shirt America Store
  - Store Manager
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**Business/Industry/Government Partner(s):** T-Shirts America Store Los Angeles, Ca

## **Students:**

- Determine customer needs and requirements
- Identify and analyze the major alternatives for each component of the logistics solution which could include the selection of :
  - ◆ Logistics networks
  - ◆ Routes and schedules
  - ◆ Transportation carriers (air and trucking)
- Describe final logistics plan including final routes and schedules and total costs
- Develop written plan/presentation
- Present plan to business
- Manage external customer relationships including responding to and resolving customer questions problems, and complaints.

## **Distribution plan:**

- Identify how many t-shirts will be distributed
- List the daily routes for trucks and airplanes
- Provide a total budget including breakouts for warehousing and transportation costs.
- Distribution plan contained no errors in calculations

## **Process:**

- Students used the proper methods in identifying and evaluating all possible routes.
- Students completed the project in the required time of four weeks.

## **Required Materials and Resources:**

- Computers
- Word processing and presentation software
- List of Distribution Plan Requirements/Components
- Store Locations and Map
- Distribution Center Locations
- Warehousing/handling cost sheets
- Air schedules and routes

- Transportation (trucking)cost tables for contractors
- Transportation (bus) to work sites
- Computer and Internet / Web access for 2-3 project teams
- Computer with word-processing/Power-point/ presentation software

**Suggested Assessment Approaches:**

- Teacher observation
  - Student problem / exercises
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