

The Supply Chain

AN INTRODUCTORY DIGITAL LESSON

What is the Supply Chain?

How do businesses compete on price, quality, and market control?

**Editable
Critical Thinking**

**NO PREP!
SAVES YOU TIME!**



BUSINESS EDUCATION WITH *Denise Leigh*

NO PREP Intro Digital Activity

What's included?

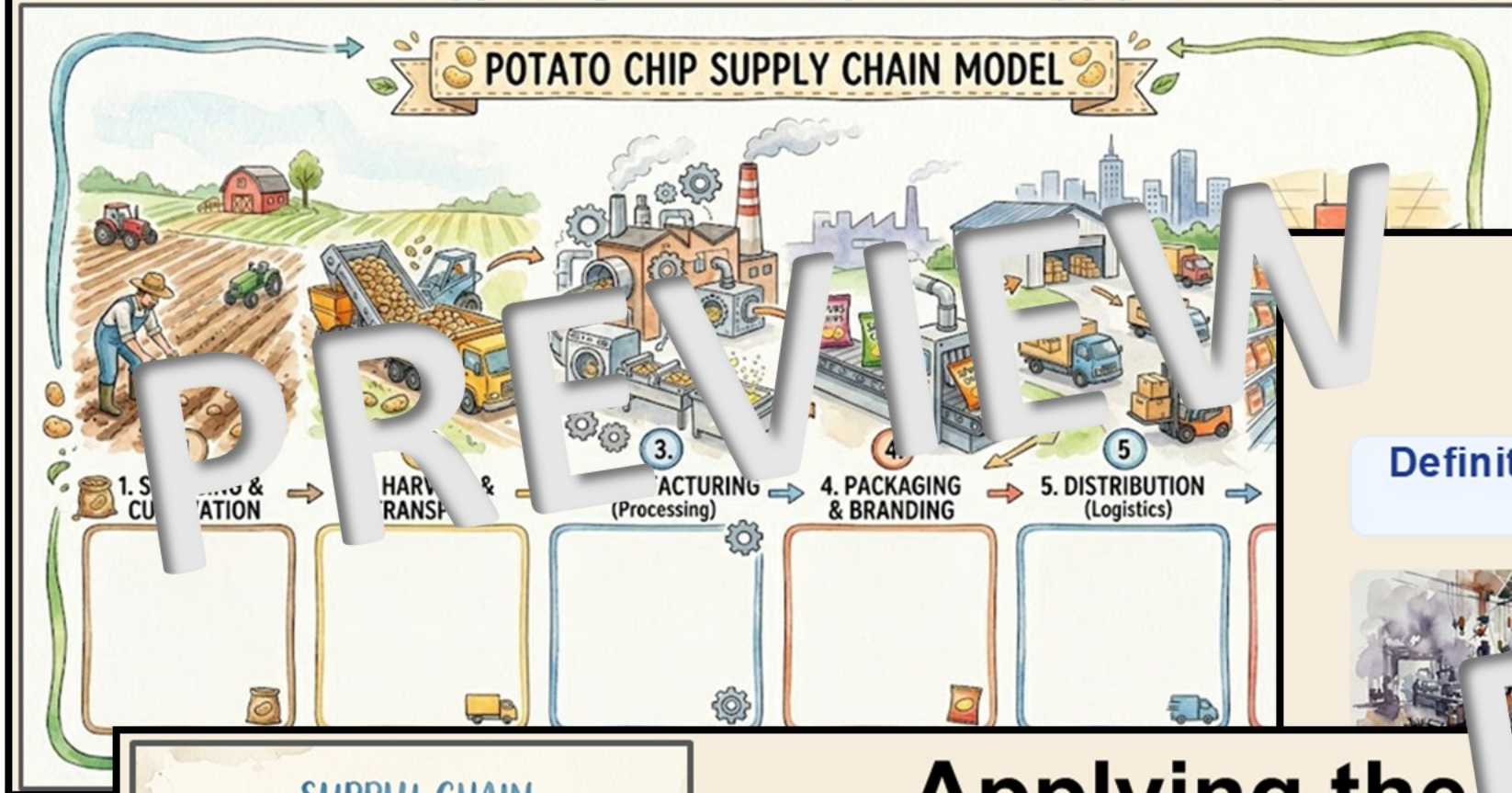
- ✓ **19-slides** Google Slides lesson
- ✓ Production Models Explained
- ✓ Competitive Advantage Activities
- ✓ Great Critical Thinking Activities
- ✓ Scenario-Based Activities
- ✓ Interactive Student Responses



Understanding the Supply Chain

The Supply Chain

Describe what is happening in each step of the supply chain process...



Steps in the Process

Supply Chain Planning

Definition: The connection of all individuals and businesses involved from raw material acquisition to final customer delivery.



Applying the Supply Chain



Supply Chain for Services

Focuses on acquiring necessary employees, resources, and delivery systems to provide the service virtually or in person.

Selection & Risks

Criteria: Cost, quality, efficiency, convenience.

Risks: Disasters, instability, shortages, errors, and reputation.

Planning
Applying

Raw Materials Lesson

Natural resources, raw materials and commodities are very important to the supply chain.

- **Natural resources** – stuff from nature that you can use
- **raw materials** – natural resources that are refined to be made into products
- **Commodities** – raw materials that are bought and sold in large amounts (usually the same everywhere)



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Raw Materials of a Boba Tea

Raw Material	What It Is Used For
Tea leaves	Main tea flavor
Water	Base ingredient
Milk	Makes milk tea
Sugar	Sweetener
Tapioca starch	Makes boba pearls
Flavor syrups	Adds various flavors to tea
Tapioca pearls	Main chewy topping
Decorative toppings	For extra flair and supplies

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Raw Materials of a Nike Sneaker

Upper Part of the Shoe

- Mesh fabric
- Knit fabric
- Polyester
- Nylon
- Cotton
- Synthetic leather
- Real leather
- Foam padding

Sole Materials

- Rubber
- Polyethylene (acetate)
- Polyurethane foam
- PU plastic thermoplastic polyurethane)
- Cushioning units for pressurized gas

truc ials

- Suction cups
- Keyboard
- Resins/glass
- Adhesive
- Elastic materials

Decorative and Branding Materials

- Ink and dyes
- Paint
- Reflective materials
- Logos made from rubber, plastic, or vinyl

Packaging Materials

- Cardboard shoebox
- Tissue paper
- Paper tags
- Plastic packaging

Raw Materials Used to Make Sneakers

Raw Material	What It Is Used For
Rubber	Bottom sole and grip
Foam	Cushioning and comfort
Polyester	Fabric upper part of the shoe
Leather	Outer cover
Plastic	Support and structure
Cotton	Inner lining and comfort
Glue	Joining shoe together
Cardboard	Shoe box and packaging



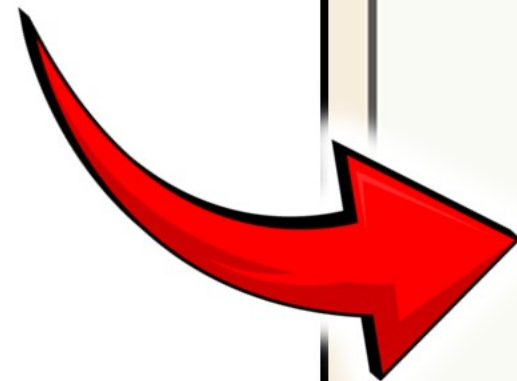
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Raw materials of a NIKE show and a Boba Tea.

Scenario-Based Questions

Identifying the Raw Materials of Products

**Students list
the raw
materials for 3
of the products
shown**



Select 3 of the products in the image and list the raw materials that you think that product may be made of.

Product	Raw Materials
	
	
	
	
	
	
	
	

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Competitive Advantage Lesson

Competitive Advantage

A company's **competitive advantage** is what makes it better than competitors.
That advantage changes how the company builds its **supply chain**.



3 Sample Business Goals

Business Goal	Supply Chain Focus	Example
Lowest Price	Keep costs low	Walmart
Best Quality	Use better materials and production	Apple or Nike
Block Competitors	Exclusive deals and partnerships	Starbucks or Coca-Cola

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How businesses try to get a competitive advantage.

- **Lowest Price**
- **Best Quality**
- **Block Competitors**

Companies That Compete on LOW PRICE

"These businesses want customers to say,

So they:

- buy materials in huge amounts
- use faster production
- find lower cost suppliers
- produce more efficiently



Example:

Walmart keeps prices low by buying massive quantities from suppliers.

Connection:

"Why is a Costco-sized bag of chips cheaper per ounce?"

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List at least three businesses that compete on **LOW PRICE**...



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Interactive Slides

19 Slides included

The Supply Chain

Production Processes & Supply Chains

Developing Production Processes

There are two production Models:

- Artisan Processes: Focus on skilled labor, attention to detail, and manual craftsmanship.
- Mass-Production Processes: Utilize technology, machinery, and assembly lines to produce large quantities.

Production Models: Artisan vs. Mass Production

Read each scenario. Decide whether the business is using artisan production or mass production.

- Nike produces large quantities of sneakers in factories to sell worldwide.
- A furniture maker builds custom dining tables based on each customer's design request.
- Coca-Cola bottles millions of drinks every day in factories around the world.
- A local baker decorates custom birthday cakes by hand for each customer order.
- Tesla uses robots and assembly lines to build thousands of cars each week.

Supply Chain Planning

Definition: The connection of all individuals and businesses involved from raw material acquisition to final customer delivery.

Supply Chain for Goods

- Raw Materials: Acquiring components (e.g., computer chips)
- Manufacturing: Facilities for finished goods
- Storage: Moving products to warehouses
- Distribution: Retail stores or delivery

Supply Chain for Services

Focuses on acquiring necessary employees, resources, and delivery systems to provide the service virtually or in person.

Selection & Risks

Criteria: Cost, quality, efficiency, convenience

Risks: Disasters, instability, shortages, errors, and reputation

Applying the Supply Chain

THE SUPPLY CHAIN OF A SCHOOL HOODIE

- DESIGN THE HOODIE: The design is created.
- GET MATERIALS: The materials needed to make the hoodie.
- MAKE THE HOODIE: A factory puts the hoodie together.
- SHIP THE HOODIES: The hoodies are packed in boxes and shipped.
- SELL THE HOODIES: The hoodies are sold in a retail store.

Describe what is happening in each step of the supply chain process

POTATO CHIP SUPPLY CHAIN MODEL

- SOURCING & CULTIVATION
- HARVEST & TRANSPORT
- MANUFACTURING (Processing)
- PACKAGING & BRANDING
- DISTRIBUTION (Logistics)
- RETAIL CONSUMPTION

Raw Materials of a Boba Tea

Raw Material	What It Is Used For
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Water	Base ingredient
Milk	Makes milk tea
Sugar	Sweetener
Tapioca starch	Makes boba pearls
Brown sugar	Flavor for pearls or tea
Tapioca pearls	Main chewy topping
Packaging boxes	Used for shipping supplies

Competitive Advantage

company's competitive advantage is what makes it different from its competitors. That advantage changes how the company does business.

Business Goals

Chain Focus	Example
Lowest Price	Walmart
Best Quality	Apple or Nike
Block Competitors	Starbucks or Coca-Cola

Companies That Compete on LOW PRICE

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So they:

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- ship products efficiently

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Companies That Use Exclusive Buyer Contracts

Company	How the Exclusive Contract Works	Why It Matters (Barrier to Entry)
Coca-Cola / PepsiCo	Many stadiums, schools, and fast-food chains sign deals to sell only Coke or Pepsi products	Competitors get locked out of major sales locations
McDonald's	Franchise owners must buy approved ingredients and supplies from McDonald's suppliers	Prevents outside suppliers from entering the system
Starbucks	Locations must use Starbucks-approved products, machines, and suppliers	Keeps product quality and brand consistent
Disney Parks	Vendors inside parks must follow strict supplier rules or use approved products	Limits outside competition inside high-traffic areas
NFL / NBA stadiums	Beverage and snack contracts often go exclusively to one brand (like Pepsi or Coca-Cola)	One brand dominates all sales during events
Apple (App Store ecosystem)	Developers must distribute apps through Apple's system and follow Apple rules	Controls access to iPhone users
Microsoft (enterprise licensing)	Schools/businesses often sign agreements to use Microsoft software across devices	Makes switching to competitors expensive and disruptive

Companies That Compete on HIGH QUALITY

"These businesses want customers to say, 'This is the best product I've ever used.'

So they:

- use higher-quality materials
- spend more on production
- choose skilled workers or better factories
- inspect products carefully

Example:

Apple spends more on design, materials, and packaging to create premium products.

Connection:

"Why would someone pay \$1,200 for an iPhone instead of a cheaper phone?"

Using your critical thinking skills, answer the following questions...

- Trade-offs in Strategy**
Question: If a company lowers its price to gain more customers, what parts of its supply chain might have to change to keep the business profitable? What risks could show up in product quality or supplier?
- Barriers and Competition**
Can you think of a situation where a new competitor would struggle to enter a market even if they offered lower prices?
- Quality vs. Cost Decisions**
Question: Why might a company choose to keep high quality and high prices instead of competing with low-cost producers? In what situations do customers actually prefer paying more, and how does that affect the supply chain?

Google Slides that **easily converts** to PowerPoint

Hi! My name is Denise Leigh. I have been teaching Business Education for over 25 years! I love collaborating with business educators all over the world. I am a 2022 Pennsylvania Teacher of the Year Finalist and relentless lifetime learner and lover of everything education. Engaging students and connecting them to their world is my jam! Thank you for exploring my resources and sharing my passion for BUSINESS EDUCATION!

Denise Leigh is an expert on student-led instruction. She was featured on CBS Pittsburgh for her City Collaborative™ Project-Based Business Education (PBL) Classroom.

