

## Marketing and Operations Report

EXON is a producer of fuels for aviation, passenger vehicles, farming, earth moving equipment and heavy trucks. Over the past three years, EXON profits have stopped growing and remained flat as a result of internal and external factors in the global environment.

EXON has distributors throughout the east coast of Australia and is looking to expand to take advantage of the mining boom. EXON has a number of strategies that require reviewing.

- Product range
- Distribution
- Inventory management
- Corporate social responsibility

Management at EXON has employed a new managing director to implement and manage change successfully.

You have been employed to prepare a report for the management of EXON. In your report:

- Outline ONE product and ONE distribution strategy EXON could change.
- Discuss TWO operations strategies that would help improve EXON's inventory management.
- Evaluate TWO issues relating to corporate social responsibility.

| Criteria  | Marks |
|---|-------|
| <ul style="list-style-type: none"> <li>● Clearly sketches in general terms ONE product and distribution strategy EXON could change</li> <li>● Comprehensively identifies issues and provides points for and/or against TWO operations strategies that would help improve EXON's inventory management</li> <li>● Makes a judgement based on criteria about TWO issues relating to corporate social responsibility</li> <li>● Makes effective use of the information provided, demonstrating extensive knowledge and understanding relevant to the question</li> <li>● Presents a sustained, logical and cohesive business report integrating relevant business terminology and concepts</li> </ul> | 17-20 |
| <ul style="list-style-type: none"> <li>● Sketches in general terms ONE product and distribution strategy EXON could change</li> <li>● Identifies issues and provides points for and/or against TWO operations strategies that would help improve EXON's inventory management</li> <li>● Makes some judgement about TWO issues relating to corporate social responsibility</li> <li>● Makes some use of the information provided, demonstrating some knowledge and understanding relevant to the question</li> <li>● Presents a logical and cohesive business report using relevant business terminology and concepts</li> </ul>   | 13-16 |
| <ul style="list-style-type: none"> <li>● Sketches in general terms ONE product strategy and provides a basic sketch of ONE distribution strategy<br/>OR<br/>Sketches in general terms ONE distribution strategy and provides a basic sketch of ONE product strategy</li> <li>● Provides characteristics and features of TWO operations strategies that would help improve EXON's inventory management</li> <li>● Provides characteristics and features of TWO issues relating to corporate social responsibility</li> <li>● Includes features of a business report and uses some business terminology and concepts</li> </ul>   | 9-12  |
| <ul style="list-style-type: none"> <li>● Provides a basic sketch of ONE product and/or distribution strategy</li> <li>● Sketches in general terms one or two operations strategies</li> <li>● Sketches in general terms corporate social responsibility</li> <li>● May include some features of a business report and uses basic business terminology</li> </ul>  | 5-8   |
| <ul style="list-style-type: none"> <li>● Refers to a product and/or distribution strategy and/or operations strategies and/or social corporate responsibility</li> <li>● Uses basic business terminology</li> </ul>   | 1-4   |

***Suggested layout/answers may include:***

Executive summary

- What the report will include

Product Strategy

- Branding
- Packaging
- Product range

Distribution Strategy

- Distribution channels
- Channel choice (intensive, selective, exclusive)
- Physical distribution issues (transport, warehousing, inventory)

Operations Strategies to Improve Inventory Management

- LIFO
- FIFO
- JIT

Issues Relating to CSR

- The difference between legal compliance and ethical responsibility
- Environmental sustainability
- Social responsibility

Conclusion

- General summary of key points