

5.01 – How It’s Made (page 1)

Part I.

Directions: Students will answer the following questions as they follow a product as it makes its way through the production/distribution channel to the consumer. The teacher will assign a product or the student will choose a video from “How It’s Made” website to learn about how a product is made.

The website is <http://www.sciencechannel.com/tv-shows/how-its-made/videos/>

Industrial Goods and Services

1. What is the product?
2. Where is this product made (location)?
3. What industrial goods were used to create the product?
4. What classification of the industrial goods were used in the production of this product?. Use the following link to view the categories of classification. [Manage Mentor website](http://www.themanagementor.com/enlightenmentorareas/mrkt/Bps/Classify.htm) - <http://www.themanagementor.com/enlightenmentorareas/mrkt/Bps/Classify.htm>
5. Who provides the raw material to make the product?
6. In your own words, describe the process used to create the product. Use complete sentences.
7. What happens to the product after it is made?
8. How does it get into the hands of the consumer?
9. What is the consumer classification of this product - Convenience goods, shopping goods or specialty goods? Explain your answer. Use complete sentences.
10. How is this product used?
11. Who is the target market for this product?
12. Where is this product sold?