Class Activities

# Chapter 17: Sales and Operations Planning

**Activity 1: Activity for Small Groups**

Learning objective: Describe the basic ideas behind sales and operations planning

Have students find two to three other classmates to form a group. Discuss among one another in the group what are the problems caused by a mismatch between supply and demand. Illustrate the problems with examples. Share the work of the group with the rest of the class.

**Activity 2:** **Activity for Small Groups**

Learning objective: Describe the benefits of sales and operations planning.

Have students find two to three other classmates to form a group. Deliberate among one another in the group what is sales and operations planning. Discuss to what extent sales and operations planning can effectively address the problems presented in activity 1. Share the work of the group with the rest of the class.

**Activity 3: Activity for Small Groups**

Learning objective: Describe sales and operations planning for service firms

Have students find two to three other classmates to form a group. Discuss among one another in the group the challenges of sales and operations planning in service industries. Illustrate the challenges with a real-world example. Brainstorm different options to influence demand and supply and their effectiveness in addressing various challenges. Share the work of the group with the rest of the class.