



PROJECT 3: THE WAR AND THE ROSES

OVERVIEW

Long-stemmed red roses are a popular gift for Valentine's Day. In this project, you will be researching the effects of an unanticipated event; i.e., a war in the vicinity of the supplying country, which may seriously affect the delivery of the product.

CHALLENGE

Your challenge is to develop workable, realistic contingency plans in case the war continues and your shipment of roses is interrupted.

You will be required to manage the project efficiently.

You should be prepared to make an interesting, informative, well-organized presentation.

FORMAT

☒ Individual

☒ Small group

COMPONENTS

☒ Economics

☒ Financial Analysis

☒ Information Analysis

☒ International Business

☒ Marketing

☒ Multimedia Design/Presentation

☒ Oral Presentation

☒ Reports

☒ Transportation

☒ Word Processing

SCENARIO

Your name is Joe Louie. You operate a small florist shop in your city. Today is February 2 and you are getting ready for Valentine's Day in less than two weeks. Valentine's is a very big day in the florist trade, especially as long-stemmed red roses are concerned – and the best come from Israel. You always sell out; in fact last year you sold 100 dozen boxed roses at \$58 a box and 50 dozen arranged bouquets at \$79.95.

Because demand has been so high for the past three or four years, you decided to increase your order of roses for this year by 25 percent. You have hired ten casuals to work on February 13 and 14 to assist with the increased workload.

On your way to work this morning, you hear that war has flared up again along the Lebanese and Syrian borders. Chances are this will affect the shipment of your roses.

YOUR TASK

PART 1

Establish contingency plans, in report format, in case the shipment of roses is delayed. You should also consider the fact that the shipment may be cancelled altogether. Determine alternative flower choices and associated costs, including transportation. Consider new advertising strategies and prepare sample ads.

Include plans for the eventuality that a portion of the original shipment arrives.

What effect will the war have on the price of your products to the consumer? Relate the concept of supply and demand to your contingency plans.

PART 2

Present your contingency plans to your class in an oral or multimedia format.

Preview