

Name \_\_\_\_\_ Date \_\_\_\_\_

**Marketing Essentials**  
**Chapter 24 Stock Handling and Inventory Control**

**eMarketing Worksheet Activity: E-Procurement Platform**

**Directions** E-procurement (electronic procurement) involves buying and selling products through the Internet. Members of the e-procurement platform are registered buyers and sellers. Work alone or in small groups to complete this two-part worksheet on mobile e-procurement.

**A. Research e-Procurement** Conduct research on the Internet to learn how an e-procurement platform works.

1. What are the details of an e-procurement platform and how it can be used for computerized supply chain management?

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2. What are the benefits of e-Procurement for buyers?

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**B. Role Play**

1. Role play to convince a purchasing agent for a small manufacturing company that e-procurement is the way to go. Use presentation software (i.e., PowerPoint) to provide relevant information on e-procurement for the purchasing agent to consider. You will be evaluated on your knowledge of e-procurement and your communication skills.

Use the following rubric to guide you in preparing for your role play.

**Self-Evaluation Guidelines**

<b>Exemplary (10-8 points)</b>	<b>Satisfactory (7-4 points)</b>	<b>Poor (3-0 points)</b>
<ul style="list-style-type: none"> <li>• Includes all of the required content elements</li> <li>• Very well organized</li> <li>• All details provided</li> <li>• No grammatical errors</li> <li>• Creatively designed and executed</li> </ul>	<ul style="list-style-type: none"> <li>• Includes some of the required content elements</li> <li>• Well organized</li> <li>• Many general details provided</li> <li>• Few grammatical errors</li> <li>• Neatly keyed or handwritten</li> </ul>	<ul style="list-style-type: none"> <li>• Includes few or none of the required content elements</li> <li>• Disorganized</li> <li>• Few or no details provided</li> <li>• Many grammatical errors</li> <li>• Typos or illegible handwriting</li> </ul>

<b>Criteria</b>	<b>Exemplary (10-8 points)</b>	<b>Satisfactory (7-4 points)</b>	<b>Poor (3-0 points)</b>	<b>Student Score</b>	<b>Teacher Score</b>
<b>Content</b>					
Clearly explained what e-procurement is					
Explained the benefits of e-procurement					
Handled questions and objections well					
Presentation software included pertinent information					
Presentation software was used effectively in the presentation					
Was able to convince the purchasing agent that e-procurement should be used for the small manufacturing company					
<b>Mechanics</b>					
Logical organization and continuity of presentation					
Level of detail					
Speaking and listening skills: appropriate visual aids (oral)					
Neatness, legibility, spelling, and grammar (written)					
<b>Total</b>					