

Name: _____

Eagle ID Number: _____

ASSIGNMENT 5 - COMPARING THE MODES

1. Fill in the chart using the information from your notes and Chapters 3-6.

CATEGORY	CHOICES	MOTOR	RAIL	AIR	WATER
Industry Cost Structure	High fixed or variable				
Accessibility of Service	Rank 1 - 4				
Linehaul Speed	Rank 1 - 4				
Customer Service Reputation	Good or Poor				
Carrying Capacity	Rank 1 - 4				
Damage Rate	High or low incident rates				
Primary Commodity Type	High or low value				

2. You are the transportation manager for a major chemical plant in Brunswick, GA. A potentially large customer in Boston, MA (about 950 miles away from your facility) is interested in how you would ship your products to him.

- a. List three advantages of each method (coastal water transport and rail transport).
- b. Which mode would you ultimately recommend as a delivery strategy? Why?

