**BUYER AND CONSUMER BEHAVIOUR**

**Learning Outcome 2: Activity 6**

## **GROUP ACTIVITY**

## **Making a great impression: Your role in buying a new colour printing press**

Industrial print machinery can cost US$ millions; it’s a complex and lengthy decision about which brand, make and model to buy for many organisations whose businesses depend on turning out top-quality print materials. This makes the Decision-making Unit (DMU) an important team who are relied upon to help the organisation achieve its objectives and make the right decision.

Your challenge

* Working in teams of 4 or 5, imagine you are the DMU working for a large printing company supplying marketing materials to the food sector. Your clients demand high quality reproduction and colour; they accept only the very best!
* But the current machinery is aging and becoming increasingly unreliable. Quality is suffering and so the decision has been made to invest in a new state-of-the art digital printing press.
* Start the challenge by assigning **one** of the DMU roles to **each** member of your team.
* In your DMU role, identify your own critical success factors and the part you can play in contributing to the decision. For example, if you are the Initiator, you will need to ensure everyone understands what is required from the new machine and you will need to provide a very clear, precise and specific brief.
* Use this website for inspiration: <https://www.canon-europe.com/for_work/products/professional_print/digital_colour_production/imagepress_c10000vp/>
* Make some notes using the template below and share your thoughts with the other groups to give and receive some feedback.

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| **THE DMU DYNAMICS: YOUR NAME……………………..** |
| **Team member** | **Their DMU role** | **What they need from you** | **What you need from them** |
|  | Initiator |  |  |
|  | Influencer |  |  |
|  | Decider |  |  |
|  | Buyer |  |  |
|  | Gatekeeper |  |  |