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FastTrac® GrowthVenture™

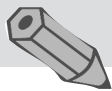


TAKE CHARGE OF YOUR BUSINESS®

A program of the Kauffman Foundation

Evaluating Your Distribution Channels

Your distribution channel strategy will depend upon your business model. Answer the questions in *Distribution Channel Analysis* to determine the best means to distribute your products or services.



Distribution Channel Analysis

- a. Where and how does my target market shop for similar products/services?
- b. What distribution channels do my top competitors use?
- c. What new distribution channels are being used in my industry?
- d. What other distribution channels are being used successfully in other industries that may be effectively adapted to my industry?
- e. What Internet distribution channels might work for my business?
- f. What typical barriers or challenges for entering into new distribution channels do I foresee?
- g. How effective is my current selling method in meeting goals (for example, in-house staff or intermediaries).



Distribution Channel Analysis continued

Check which distribution channel strategies will best help accomplish my marketing objectives and business goals:

- Mass merchandise
- Discount
- Off-price
- Department stores
- Specialty shops
- Chain stores
- Direct mail
- Chain grocery stores
- Independent grocery stores
- Mass merchandisers
- Specialty stores
- Convenience stores
- Independent reps
- Direct sales
- Wholesalers
- Distributors
- Company-owned offices
- Franchises
- Dealerships
- Television programs and infomercials
- Internet strategies
 - Product catalog with shipped products
 - Product catalog with downloadable products
 - Subscription services for downloadable products
 - Free use with advertising
 - Free use with potential to purchase premium options
 - Temporary free use with later move to paid use
 - Free information sharing in exchange for sales opportunities
 - Other Internet distribution strategy _____
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- Other distribution strategy _____
- Other distribution strategy _____
- Other distribution strategy _____

Why have I selected these strategies?