

## Worksheet 44: Place (Emkhe, Fulton, Lusk, 2005)

*Describe how you plan to distribute your products. Compare your plans with your competitors' existing product distribution.*

	<b>Definition</b>	<b>Your Product</b>	<b>Your Competitors' Product</b>
<b>Direct Sales</b>	Selling directly to the customer via retail, door to-door, mail order, e-commerce, on-site, etc.		
<b>Reseller Sales</b>	Selling through an intermediary (wholesaler or retailer) who resells your product.		
<b>Market Coverage</b>	<p><b>Intensive</b> Wide product distribution (Common, non-distinguishing products)</p> <p><b>Selective</b> Product distribution to only a few businesses (Specialty products)</p> <p><b>Exclusive</b> Restricts distribution to a single reseller (Prestige brands).</p>		
<b>Inventory/Warehousing</b>	Product availability and storage		
<b>Transportation</b>	Methods used to distribute product		
<b>Logistics</b>	Management of the flow of goods from beginning point to end user		

