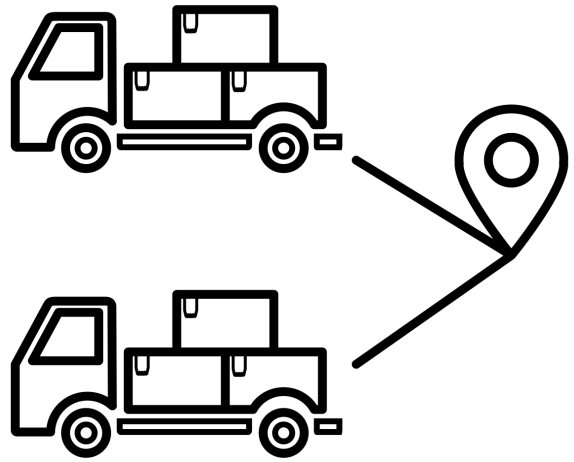


Analyzing a Company's Distribution 22 pts

You may work with one other person. You will explore and analyze a company's distribution. Make sure your answers are **detailed and researched**. Include your **sources** for each applicable section.

Who are you working with?

1. Choose a company to analyze that distributes a **product**. For example you could use Coke, Levi, HP, ect. but **not** Walmart, Amazon, Costco, Target, etc. 1 pt



2. Describe their product/s. 2 pts

3. Describe their distribution strategy or methods. Do some research. 4 pts

4. Who are their channel members or partners? Do some research. Why do they use the members or partners they do? 4 pts

5. What kind of distribution do they use: direct, indirect, or a combination of both? Explain. 3 pts

6. What kind of distribution coverage do they use: intensive, selective, or exclusive. Explain. 3 pts

7. What do you feel is the biggest expense in their distribution process. Product loss (damage/theft)? Transportation (time & cost)? Number of channel partners? Another factor? Do some research and use some evidence to defend your answer. How could they decrease that cost? 5 pts