INTELLSPOT.COM

Key Factors to Consider When Choosing Distribution Channel for Your Business

1

TARGET MARKET

Where do your customers shop? What are their buying habits?

2

PRODUCT TYPE

Is your product perishable, bulky, or require specialized handling?

3

BUDGET

How much can you afford to invest in sales and distribution?

CONTROL DESIRED

How much control do you want over the customer experience and brand image?

4

MARKET COVERAGE

How wide of a geographic area do you need to reach?

5