Distribution Channel Assessment Worksheet

*Complete the worksheet by noting each distribution channel you are considering, then by assessing its pros and cons based on the factors below.*

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| --- | --- | --- | --- |
|  | **Distribution Channel:** | **Distribution Channel:** | **Distribution Channel:** |
| **Ease of Entry** |  |  |  |
| **Geographic Proximity** |  |  |  |
| **Costs** |  |  |  |
| **Competitors’ Positions** |  |  |  |
| **Management Experience** |  |  |  |
| **Staffing Capabilities** |  |  |  |
| **Marketing Needs** |  |  |  |