**Distribution – Template**

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| **1. Evaluate channel alternatives to select the best mix. Consider the items listed below.** |
| Number of locations |
| Number and type of intermediaries required |
| Direct selling |
| Wide or exclusive distribution |
| Use of merchants or agents |
| Costs |
| Market reach |
| Control |
| The ability to gain customer information |

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| **2. Monitor channel performance to discern whether optimisation is possible or changes are required.** |
| Click or tap here to enter text. |

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| **3. If intermediaries are used, confirm they are sufficiently trained with regard to the product or service.** |
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| **4. If intermediaries are used, consider adopting reward systems for positive performance or measures to address poor performance.** |
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| **5. Determine whether there are any horizontal or vertical channel conflicts arising from the channel mix.** |
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