

Name \_\_\_\_\_

Hour \_\_\_\_\_

### Marketing Plan: Distribution Strategy Outline

Directions: The purpose of this assignment is for you to go through the process of **outlining** a distribution (aka place) strategy for the **ONE** product/service you used for your product strategy outline (in Google classroom, done before spring break). The rubric below outlines the key sections of a distribution strategy and provides bullet points to help you make sure you cover everything for each section. Use the outline that has been set up for you on the **second page** of this document. **At the top of the outline please indicate the name of your business and the product/service you are analyzing for this assignment.** As you complete your outline, please insert/delete bullet points as needed. Be as thorough as possible.

Requirements	Possible Points	Self Assess	Earned Points
Distribution channel – direct vs. indirect <ul style="list-style-type: none"> <li>● Describe which method you will use</li> <li>● Explain why you chose this method</li> <li>● How does this method support your plans for your business?</li> <li>● How are your competitors’ products distributed? Is your method the same/different from them? Explain why.</li> </ul>	5		
Intensity of Distribution – intensive, selective, exclusive <ul style="list-style-type: none"> <li>● Describe which method you will use</li> <li>● Explain why you chose this method</li> <li>● How does this method support your plans for your business?</li> <li>● How are your competitors products distributed? Is your method the same/different from them? Explain why.</li> </ul>	5		
Product position <ul style="list-style-type: none"> <li>● what product position are you intending for the product/service you’ve analyzed above? (this was done as part of your product strategy outline and should be the same product position you described in that assignment)</li> <li>● describe how your distribution strategy (described above) will influence your product position for this product/service TIP: Recall our discussion about how products that are intensively distributed are usually viewed as opposed to products that are selective or exclusive. Also recall which of these distribution intensities typically uses a direct vs indirect distribution channel.</li> </ul>	5		
Overall professionalism – thorough, concise, proper spelling/grammar	3		
Total Possible Points (formative)	18		

## One Rep Max

### Gym

#### Distribution Strategy Outline

- Distribution Channel
  - I will use a direct method of distribution since customers will come directly to the gym
  - It supports our service because there will be many of these gyms so it will be very convenient for athletes.
  - Competitors distribute theirs the same way by allowing people to use their facility at any given time.
  
- Intensity of Distribution
  - Our gym will be exclusive because we want people to enjoy the experience we create and not others
  - This supports our plan because it allows us to avoid disputes with other gym companies about distribution
  - Competitors use the same strategy because they do not use other companies to help distribute their service.
  
- Supporting Product Position
  - Our gyms will be located all across the nation specifically near heavily populated areas for prospective athletes in order to maximize profit and excel these athletes to the next level
  - The distribution strategy of being exclusive affects the product position by possibly making it more expensive since we are not partnering with other companies to distribute it. However, it will create a more loyal customer base and will succeed in giving customers the best experience possible.