

A marketing memo

[Business](#), [Marketing](#)



First, I will suggest to Mr. Dickson to begin with a distribution approach that basically matches his capability. He must analyze the pros and cons of finding an effective distribution pattern and this heavily depends on his finances and production ability.

Some ways are producing a small display of his products at local stores and advertising over telephones. Second, Mr. Dickson should learn how his product sells. In conjunction with the first step, he now has to weigh his options regarding where and how his product sells—whether through local stores or any other way that he can think of.

Which ever way he may pursue, he should bear in mind which approach can him more support. Thirdly, Mr. Dickson should think about his options in promotions to his intended market.

Since Mr. Dickson had already established a connection with the local stores and he believes that his product is more superior to the other brand, one way to introduce and spread his product is through attending local conventions and feature shows wherein he can introduce his sauce to bigger and more established distributors and retailers.

Through this, he can have contacts to bigger supermarkets and a wider audience. The last step is that for Mr. Dickson to consider his alternatives before making the concluding decision. Mr. Dickson should at first establish a distribution network and this network should sell enough to sustain his product without too much attempt on his part. (Debelak, 2004)

The main problem of Mr. Dickson is the limited distribution that his product achieved despite his attempts to sell it to local markets. But since he has the

support of his restaurant clientele and a massive confidence in his product, I think that he should continue on doing from the basic—which is promotion. The constraint now is how and where he promotes.

As I see it, since he has a small connection to local supermarkets, he should start from there. He should set up small displays in the supermarkets and attend local feature shows so that people will be introduced to his sauce.

And I think that he should not stop advertising in his restaurant. He should also set up small displays on his restaurant and should continue utilizing it in his recipes. Through this, the confidence of his clients and the greatness of his product can even reach other people through word of mouth, which is little on his part.

REFERENCES:

Debelak, D. (2004). Spread it around: find the best way to distribute your product, and you'll rake in the profits [Electronic Version]. Retrieved September 2, 2007 from http://findarticles.com/p/articles/mi_m0DTI/is_6_32/ai_n6066217.