

Global trade and distribution strategy

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



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2. The target market for the Achilles kids shoes mainly include the parents who have young kids. The kids themselves are dependent on their parents for all their clothing needs. The company ought to identify factors such as levels of income of the targeted group. In order to cut costs, the distribution strategy that would work for this target market is that the company performs the distribution of the products itself. After the products have been manufactured, the company ought to identify the channels through which the products will be distributed. The products should be sold through company-operated stores since this helps to attract many customers. More importantly, this helps to reduce costs since other suppliers may charge more money for performing the same task of distributing the finished goods.