

Electric jacket

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



Group 7 Stephanie Thompson, Quinn Waldvogel, RashedAlhajri, Bill Bruggenthies Essay Five The new jacket is a consumer product that will be distributed through wholesalers and retailers, for example, through sporting goods stores. This is because the product is intended to reach thousands of consumers in widely scattered regions. A visual representation of this distribution channel is given below.

The distribution level for this product will be mass coverage or intensive distribution. This is because the product is intended to reach a wide number of targeted customers in nearly all locations where the product will be sold. Intensive distribution is favored because everyone intending to have an outdoor activity, including sportsmen, can use the product. Additionally, the product is relatively low priced implying that most people will need it.

This product will be available in a number of retail stores, which include cloth stores and sporting goods store. Sportsmen and women regularly visit sporting goods store, where they will easily notice this product. Different teams and learning institutions also visit sport goods stores implying that this is a strategic location for distributing the product to a large number of targeted audience. The product will also be available in some leading cloth distributor stores. These stores are significant since the product will reach out to a large number of households.

The Internet is one media through which a new product can reach a large number of customers within a short period. The internet will make it much easier in distributing the new products since customers will easily identify the locations and addresses of stores distributing the product. The internet

will also benefit the company when distribution costs through intermediary stores are reduced. Some customers will also have opportunities to buy the product directly from the company.