

Distribution channels case study chick soap

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Company, answer the following questions: IQ) Who are your target audience?

The main consumer is the working female from 25-45 is the target segment.

Also, the working women from 35-45 according to market research socio-economic group A.

In order to determine the target audience then we need to calculate the selling price, and since the price elasticity of the premium product sector was fairly low, so the price will range between 1 \$ and 2\$.

SQ) How are you Intending to reach the target audience? I am intending to reach the target audience through the following: * The advertising women's magazine. * Gift packs of the five perfumed soaps for the Christmas season. * The use of distribution channels available for the sale of toilet soaps Like Independent chemists, department stores, multiple chemists, supermarkets, and grocers. SQ) What Is the product benefit that you will be providing? The product benefit that Is on offer could be: * High quality perfumes.

The product Is Packaged using the logo of the perfume plus a Chic Soap.

Use of already established perfume concepts to promote the soap. * Access to the distribution achieved by the perfumes. * Competitive and valuable unit price (E 1. 45) SQ) Which dilutions channels will be most appropriate? How are you Intending to support such channels? The dilutions channels available for the sale of toilet soaps of various qualities are Independent chemists through wholesalers, department stores, multiple chemists, supermarkets, and grocers.

Territories for dilutions Is the south eastern of England and large scales.

* The wholesalers will be the most appropriate distribution channels because they accounted for about 70 per cent of the market. * The company could use national parcel carriers to distribute the products to the customer.

Distribution Channels Case Study Chick Soap By Tamers SQ) How are you intending to reach the target distribution channels available for the sale of toilet soaps like independent chemists, SQ) What is the product benefit that you will be

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