

PLACE

Questions

- a) Where will your product be sold (by you, but also by your B2B clients, if there are any)? Have you got any control on the place where your product will be sold by your B2B clients?
- b) Which % of your product will be sold directly by you to end users?
- c) Is it possible / would it be useful to sell your product online (e-commerce)? If yes, why? And it is better to do so with B2B or B2C clients? Why?
- d) Is the mix of channels coherent with your desired position and reputation? Is it coherent with the target of customers you have addressed to, when you designed your product and its packaging?
- e) Which policies will you follow to ensure that the product is in the right place at the right moment?
- f) How will you monitor the position and performance of your product in each channel? Have you foreseen customer satisfaction analyses, store checks, mystery shopping?