



Exercise 3.1: Finding your prime Market-Channel

Fill in the Pros and Cons of each of the market-channels related to *your product and brand*.

Market-Channels for _____

Pros	Retail	Cons
	Low Margins	
	Low Volume	
	Local and National Distribution	
	Low Food Safety Regulations	
	Fulfillment Type	
	Marketing Type	

Pros	Foodservice	Cons
	Low Margins	
	High Volume	
	Local and National Distribution	
	High Food Safety Regulations	
	Fulfillment Type	
	Marketing Type	

Pros	e-Commerce	Cons
	High Margins	
	High Volume	
	DTC Distribution	
	Low Food Safety Regulations	
	Fulfillment Type	
	Marketing Type	