

Worksheet #15 – Distributing My Product

I might distribute my product...

at the Farmers' Market

Cost: _____

through the Internet

Cost: _____

through arts and crafts fairs

Cost: _____

door to door

Cost: _____

from my own retail outlet

Cost: _____

through a wholesaler

Cost: _____

through local retail stores

Cost: _____

using brokers or sales representatives

Cost: _____

through specialty stores

Cost: _____

at industry trade shows

Cost: _____

through gift stores

Cost: _____

through mail order

Cost: _____

at tourist venues

Cost: _____

through consignment sales

Cost: _____

through a grocery chain

Cost: _____

Other: _____

Cost: _____

at restaurants

Cost: _____

Other: _____

Cost: _____

Adapted from *Entrepreneurial Training for Farm Managers and Farm Management Teams* by Garven & Associates Ltd. © 1997 Canadian Farm Business Management Council. Module 3, p. 27. Reproduced courtesy of Canadian Farm Business Management Council.

When completed, add to the Operations Section of your business plan.