

**Worksheet #18 – Matching Distribution and Promotion**

Distribution Method #1: \_\_\_\_\_

- Does this method suit your product and personality?  Yes  No
- Is it a match with your target market?  Yes  No
- Can you produce enough product to meet the demand?  Yes  No
- Is it the cost-effective method to deliver your product to your customer?  Yes  No

What does it cost?

How will you promote your product when using this method of distribution?

What will the promotion cost?

Distribution Method #2: \_\_\_\_\_

- Does this method suit your product and personality?  Yes  No
- Is it a match with your target market?  Yes  No
- Can you produce enough product to meet the demand?  Yes  No
- Is it the cost-effective method to deliver your product to your customer?  Yes  No

What does it cost?

How will you promote your product when using this method of distribution?

What will the promotion cost?

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