In groups, read the case study on the company you have been allocated, focussing on the **place** where the business sells its products. Answer the following questions:

1. What is the company’s product(s)?
2. What type of business is it? E.g. producer/manufacturer, wholesaler, retailer etc?
3. Explain what type(s) of distribution channels it uses, and draw a diagram of the channel(s)

For the next questions, you may want to consider the impact on the company’s **availability** of the products, **cost**, **pricing**, **brand identity** and **control** of the product (including promotion and brand image)

1. Why does the company use these channels? i.e. explain the benefits to the company of using each channel
2. What are the problems, downsides or risks of the channels used?
3. Are there alternative distribution channels available which the company chooses not to use, and if so why not?
4. How important do you think **place** is to the company? And do you think that their strategy is successful?

Times 100 case studies – search for your business at www.businesscasestudies.co.uk and read the case study, focussing on the section on **place.**

BEN SHERMAN

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