

Name:

Date:

Class:

## Building Your Business Plan

### Activity 4-3: Place Strategies

*Complete the following exercise to describe the distribution of your product.*

1. Briefly explain the supply chain that will work best for your business. Identify the channel of distribution.

Answer:

2. On a separate sheet of paper, create a flowchart that shows the channel of distribution for your company. Include all of the intermediaries and the methods of transportation used to get your product into the hands of the end users. The flowchart should be included in the appendices section of your business plan.

Answer:

3. Explain how your products move through your supply chain both efficiently and cost-effectively.

Answer:

4. How will you manage your inventory to avoid a stockout? Where will you store inventory? What costs are involved in inventory management and storage?

Answer:

5. If your business provides a service, where will it take place?

Answer: