Distribution Channels Assignment

Name: Rasolosoa Jimmy

**Scenario**: A small, up-and-coming luxury consumer brand is looking to expand its market presence. The brand's identity is very much defined by selling high-end, premium consumer products through brick-and-mortar stores using a small, direct sales team that prides itself on providing stellar customer service during the sales process.   
  
Company management realizes that the demand for its products is high enough that it will lose revenue opportunities if it doesn't expand its sales channel. At the same time, management worries about maintaining the culture and service quality if the sales channel expands through indirect distribution, such as through the addition of retail partners.

1. How would you recommend that this brand expand its sales channel?

I would recommend this brand to stick to the “Direct distribution”. It seems that “THE SALES PROCESS DELIVERS VALUE” because the direct sales team prides itself on providing stellar customer services during the sales process. This value added can be lost if they go to an indirect distribution.

I would advised them to expand their company in building other brick-and-mortar stores on an area not too far from where they are located.

By doing so, they will still have total control over every brand aspect of the experience of the customer.

2. Given the characteristics of this brand, what intensity of distribution makes the most sense, and why?

Given the characteristics of this brand, I would advise them to use a selective distribution because this distribution allow the company to maintain the brand image they have carefully built.

And this company’s first concern is to provide a good customer service to its customer and they don’t want to lose this image that customer have of them.