Case Study; 02.11.2022

Scoops Ice Cream Study

1. Current distribution channel organization:

* Direct selling to all customers via a local shop at the production plant 🡪 no distribution network

1. Reasons they might want to change network

* Huge increase in demand
* Demand from abroad; not only in the region
* the workers cannot keep up with demand in the local shop

1. segments the company should target

* hotels and restaurants
* supermarkets
* ice cream outlets
* individuals
* focus on companies and not individuals

1. where do customers in target markets buy from

* wholesalers 🡪 local individuals can still buy at factory
* supermarkets/ice cream outlets

1. how would target markets buy ice cream

* online (trough online shops)
* physical at wholesalers

1. suggested distribution channel

producer – online -> wholesalers 🡪 consumers

1. which intermediaries and why

* wholesalers : our consumer base with most money is buying from wholesalers

1. discrepancies overcome by the distribution channels :

* discrepancy of quantity 🡪 wholesalers can store the product
* spatial discrepancy 🡪 demand from abroad and other regions can be satisfied
* could also be spatial discrepancy, because it can be stored

1. how does technology impact the distribution channels

* online ordering gets possible –> wholesalers only need for distributing and not for ordering

1. what conflicts can arise in the distribution channel:

* wholesalers might be unhappy with their profit share
* wholesalers might not be able to sell every product (even though at the moment it seems unlikely)
* there might be delays in either a) production or b)delivery from wholesalers to retailers

promotion:

1. elements of the promotional mix best fitted for target segment
2. and why

* direct marketing 🡪 if we market directly towards our target markts (e.g. big hotel chains, and other companies)
* public relations (especially publicity) 🡪 if we can keep the publics opinion positive and generate positive publicity we can sell a lot

1. major message we would like to convey :

* Ice Scoop is a reliable partner with a world-wide distribution network
* Ice scoop is the best for a quick ice cream option