**Case Questions** :**Micro fridge: The Concept**

1. What needs does MicroFridge meet? What value does it create? Do a target segment wise analysis.
2. How should Bennett price it to capture a share of that value for himself?
3. How should he communicate with his customers?
4. How should he reach to the customers? (Channels of distribution).
5. What are the options: Could he sell direct through a sales force, and/or through distributors and/or retailers? How should he share revenue with the channel?