



Market Plan - Place Exercise

Place describes how the product will get to the consumer. It is the distribution channel. If we look at the market chain options, farmers have basically two options. They can sell: (1) direct to the consumer and, (2) wholesale through various middle entities performing functions such as packaging, processing, brokerage, wholesale, distribution and retail.

Which market channel(s) will connect you with your target market? Select three options that appear most promising for your enterprise and describe each below.

Option #1:

Option #2:

Option #3:

What methods or sources of information did you use to select these three options?
