



DISTRIBUTION CHANNEL WORKSHEET

- Internet (Ex: Amazon, eBay, company website)

List sites: _____

Are you currently selling in this channel? Yes No

- Department store – Tier 1 (Upscale fashion. Ex: Nordstrom, Neiman Marcus)

List stores: _____

Are you currently selling in this channel? Yes No

- Department store – Tier 2 (Moderately priced. Ex: Macy's)

List stores: _____

Are you currently selling in this channel? Yes No

- Department store – Tier 3 (Value oriented. Ex: JCPenny, Kohl's)

List stores: _____

Are you currently selling in this channel? Yes No

- Discount store (Ex: Walmart, Target, Costco)

List stores: _____

Are you currently selling in this channel? Yes No

- Specialty store (Mall-based retailers. Ex: Hot Topic, Spencer's, Urban Outfitters)

List stores: _____

Are you currently selling in this channel? Yes No

- Category specialist: General (Ex: Barnes & Noble, Best Buy, PetSmart)

List stores: _____

Are you currently selling in this channel? Yes No

- Category specialist: Crafts (Ex: Michaels, Hobby Lobby)

List stores: _____

Are you currently selling in this channel? Yes No

Category specialist: Home Goods (Ex: BB&B, Williams-Sonoma, IKEA)

List stores: _____

Are you currently selling in this channel? Yes No

Category specialist: Home Improvement (Ex: Ace Hardware, Lowe's)

List stores: _____

Are you currently selling in this channel? Yes No

Category specialist: Outdoor/Sports (Ex: Bass Pro, Dick's, Academy)

List stores: _____

Are you currently selling in this channel? Yes No

Drug store (Ex: Walgreens, CVS)

List stores: _____

Are you currently selling in this channel? Yes No

Grocery store/convenience store (Ex: Kroger, Whole Foods, gas stations)

List stores: _____

Are you currently selling in this channel? Yes No

Off-price store (Close-out retailers. Ex: Marshalls, HomeGoods)

List stores: _____

Are you currently selling in this channel? Yes No

Value store (Ex: Dollar Tree, Family Dollar)

List stores: _____

Are you currently selling in this channel? Yes No

Catalog, direct mail, direct sales

List catalogs: _____

Are you currently selling in this channel? Yes No

Wholesale/distributor

List customers: _____

Are you currently selling in this channel? Yes No

Airshow

List shows: _____

Are you currently selling in this channel? Yes No

[Military Exchange/Veterans Canteen Service/Defense Commissary Agency](#)

Are you already selling products in the Exchange/VCS? Yes No

Are you already selling products in the Commissary? Yes No

Tradeshow/fair

List events: _____

Are you currently selling in this channel? Yes No

Other

List other channels and stores: _____

Are you currently selling in this channel? Yes No