Appendix B : Marketing Channel Assessment Exercise

Using the table below, write in each marketing channel that you currently use and those that you are considering. Next, rank the channels against each other. A "1" is given to the channel that is the "best" for each criteria. In other words, a "1" for Price means the highest prices you receive, a "1" for Risk means the least risky channel. Channels that you feel are equal for a cer-tain criteria get the same score and the next number in the rank is skipped (see Labor Required for example). In the Total Score column, simply add across for each channel. For Final Rank, give the channel with the lowest score a "1", this is the best channel.

Marketing Channel	Volume	Price	Risk	Labor Required	Assoc. Costs	Total Score	Final Rank

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