



SKIVRE Training Module 5: Distribution Channels Exercises

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Check your Knowledge

Exercises

Exercise 1. - Consider the basis for your distribution strategy

Answer the questions

Before you choose the intermediaries and build your distribution channel, first you have to consider several things pointed out in the table below. Please think about your monastic production and answer the questions in the boxes.

Product characteristics	Target customers	Needs of the monastery
<p><i>Describe the main characteristics of your monastic products produced in the monastery.</i></p>	<p><i>Describe your target customers – Who are they? Where do they live? Are they from the region or other regions? What do they expect from your products?</i></p>	<p><i>What can the monastery provide as financing for the monastery shop, or as a marketing budget?</i></p>
Intermediaries		Environment
<p><i>Do you need an intermediary in your distribution? If yes, what do you expect from this person or organization?</i></p>		<p><i>Are there religious, legal or other issues that you have to consider?</i></p>

Exercise 2. - Find your distribution partners

Make your research

Look into your region for other monasteries, with whom you can collaborate in order to sell monastic products in their monastery shops, or they – in yours.

Do you think that this approach is good for your monastery?

What else can be done for better distribution and more sales?

Exercise 3. – Make your own research: online shops

Search the Internet for your country to find out whether and how monastic products are offered via the Internet. The online shops for monastic products are convenient for monasteries with bigger production lines.

Is this approach suitable for your monastery and sales?