

Jared Kroll 7th hr.

Edu-Games Distribution Problem

There are many advantages and disadvantages to selling the games directly to customers by mail or the Internet. Advantages include not having to deal with retailers, and there would be no money spent on shelf space or displays. Also, the target market of young to middle-age adults who have a reasonable amount of income would likely have Internet and look online for educational children's products. Disadvantages would include not having a physical store location, so people without Internet access would be unable to purchase products from Edu-Games. The physical distribution would involve trucks transporting products to customers.

Developing a sales force to replace the distributors is another option. A benefit for this option would include having a specific set of sales force members to reach the target market. The main thing that would not be good about this option would be the fact that Edu-Games wouldn't get additional help from wholesalers or retailers. It also might cost more to hire a group of high-end sales force employees.

The last possible idea would be going back to the original deal where Edu-Games would find ways to work more closely with its current distributors to implement the marketing plan that was already developed. The advantage to this would be that Edu-Games would get extra attention to detail from the retailer. A disadvantage to this would be that the problem of the product being distributed to big store retailers would likely happen again.

The best option in my opinion would be the first choice where the product is distributed by the Internet and mail. This reaches the specific target market mentioned in the textbook, and it still can be distributed to the designated original consumers. This agrees with Edu-Game's vision of the company.