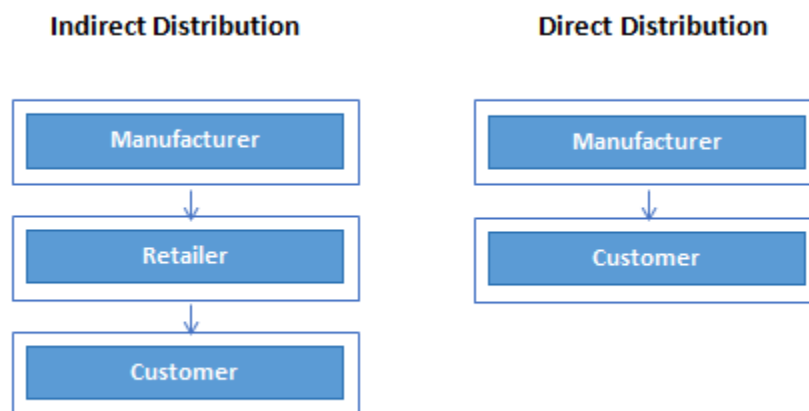


We will be delivering our product to our customer in two ways, directly to the consumer or to a retail store. In both cases, our clothing will be packing in recycled cardboard with our logo on the outside to promote our company. When the product is ordered online from our website, it will be delivered in a recycled cardboard box, with the product inside being concealed with a plastic bag to keep the clothing protected. Included in this is a personalized thank you note with the customer's name, and a coupon for their next purchase personalized for them using mass customization¹. When the product is delivered to the retail stores that we supply, our product is shipped in batches of 50, with tissue paper separating each article of clothing. The shipments are separated into batches of colour and size.

¹ Mass Customization: A system that personalizes and tailors messages and offers directly for one consumer based on their needs and interests. (Tuckwell & Jaffey, 2016. p. 123)

Shipping

When our customers order online, their product will be shipped directly to them by direct channel² from our manufacturer with a shipping fee of \$10, with orders of over \$100 qualifying for free shipping. Shipping generally takes 5 business days, with an option of paying \$10 more for two-day delivery. When our product is being delivered to retailers, it follows an indirect channel³, and is shipped directly from the manufacturer to the retailer with the use of trucks. The channel length⁴ of our items is relatively short compared to other means of distribution. We have our own company trucks with our logo on the side to promote our product to other drivers while making the deliveries to retail stores. In the case of online delivery, our product is delivered via UPS directly to the consumer.



² Direct Channel: A distribution channel without the use of intermediaries. (Tuckwell & Jaffey, 2016. p. 249)

³ Indirect Channel: A distribution channel with the use of intermediaries. (Tuckwell & Jaffey, 2016. p. 249)

⁴ Channel Length: The number of intermediaries involved in distribution. (Tuckwell & Jaffey, 2016. p. 252)

Channel Functions

For online purchases, there will be no intermediaries as the product is shipped directly to the consumers. Our manufacturers make our clothes, label them with our company name, and then tag them with the price tag. At our manufacturing plant, they have a warehouse for holding the clothes that are waiting to ship to retailers, organized by size, colour, and product, with a separate section for outgoing online orders organized to get the product to the consumer as fast as possible. For the clothes that are being shipped to retailers before they reach our customers, the intermediary is the retailer. The retailer acts as a place to sell and promote our items, and also to store the items waiting to sell. Our company's use of channels is an example of our company multi-channelling⁵.

Distribution Intensity

Our company will be using selective distribution⁶, as we want our brand to be represented by select retailers that we feel have the reputation and image we want associated with our brand name. SportChek is a good example of a retailer we would like to sell our products as they have a good public image and our clothing line fits the cliental that SportChek generally caters to.

Cost also plays a factor in this decision, as it is more expensive to use intensive distribution. We also feel that by using this kind of distribution, it shows that we are a nicer clothing brand, but

⁵ Multi-Channelling: A company's use of an online channel as well as an intermediary to sell products. (Tuckwell & Jaffey, 2016. p. 253)

⁶ Selective Distribution: A type of distribution that allows a product to be available only in a few outlets. (Tuckwell & Jaffey, 2016. p. 257)

not exclusive, as an exclusive distribution strategy would demonstrate. We want to display our products through retailers that sell clothing similar to ours – good quality, and affordable. This will also help us to reach our target market⁷, as our customers will find our clothes in stores that they already have an interest in.

Order Processing

In the case of online orders, the order process begins when our customers complete their order online. We will receive information from the customer, like their address, what items they purchased, and their name. From here, we will package their order and ship it to them by truck from the manufacturer. In the case of shipping to retailers, our retailers will send us their order of what sizes and colours they need, and the appropriate amounts will be loaded onto a truck and shipped directly to them. All orders are process by our warehouse electronically.

Order Process



⁷ Target Market: Customers that share similar traits, which marketers tailor their products to. (Tuckwell & Jaffey, 2016. p. 14)

References

Tuckwell, K.J., & Jaffey, M. (2016). Think marketing, Second Edition. Don Mills, Ontario: Pearson Canada Inc.