

4.5J: The 4Ps - Place: Activity

QUESTIONS: 26 MARKS, 50 MINUTES

1. Evaluate this channel of distribution being proposed in the case study of view of both the company and consumers. **[10 marks]**
2. Outline three other methods Zara® could use to 'place' or distribute its products to more consumers more often. **[6 marks]**
3. Discuss why another clothing manufacturer may choose a two-level channel chain of distribution involving both wholesalers such as Amazon as well as retailers. **[10 marks]**