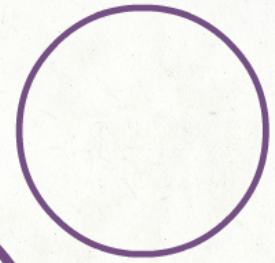
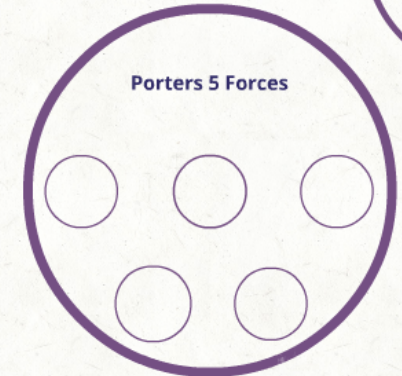
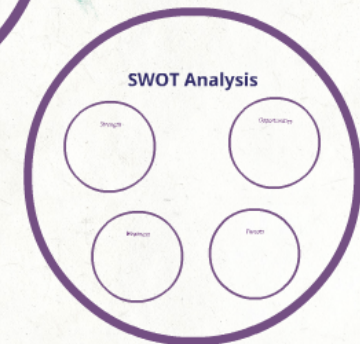
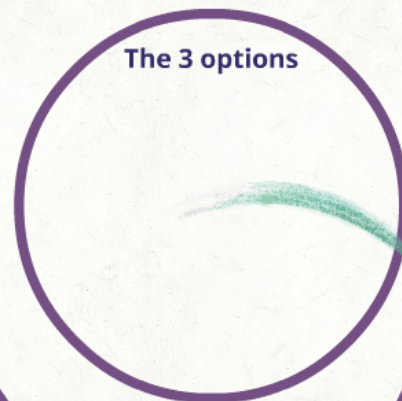
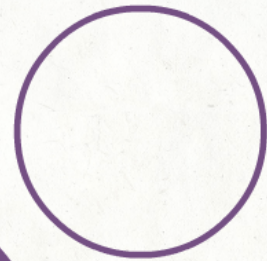
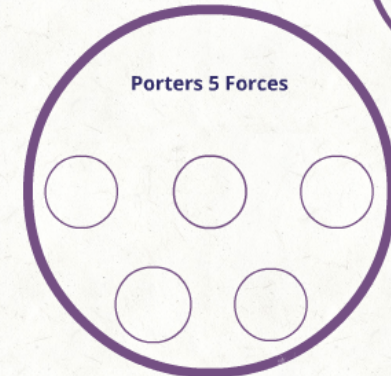
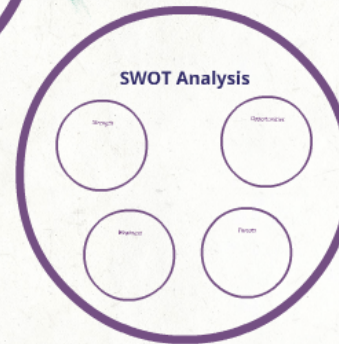
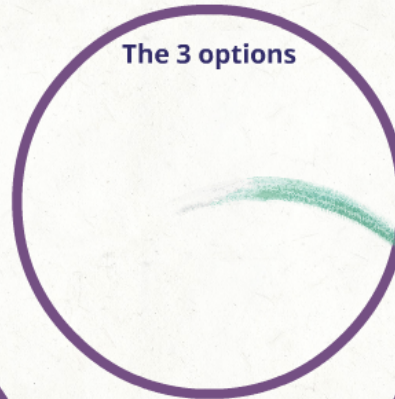


Crafton Industries, Inc



TheCaseSolutions.com

Crafton Industries, Inc



TheCaseSolutions.com



Crafton Industries, Inc.

Is it feasible for Crafton Industries to follow a direct distribution strategy or should they rather stay with their current wholesaler setting?

Crafton Industries, Inc.

Is it feasible for Crafton Industries to follow a direct distribution strategy or should they rather stay with their current wholesaler setting?

Agenda

- Introduction to the case
- Environmental analysis
 - SWOT
 - Porters 5 forces
- Proforma income statement