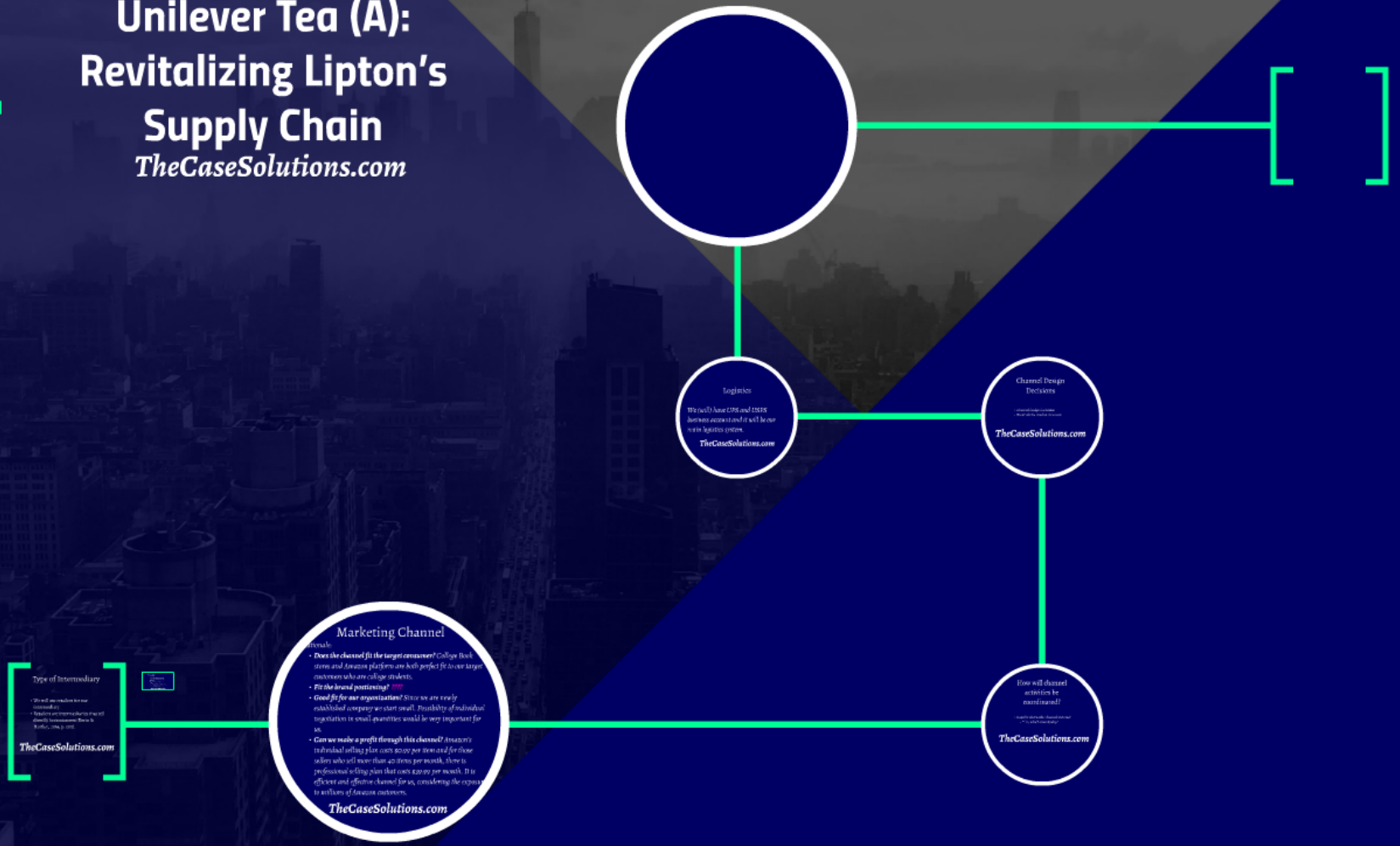


# Unilever Tea (A): Revitalizing Lipton's Supply Chain

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**Logistics**  
We need to have ERP and CRM business access and it will be our main business system.  
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**Channel Design Decisions**  
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**How will channel activities be maintained?**  
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**Marketing Channel**  
Results:  

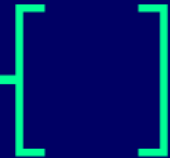
- **Does the channel fit the target consumer?** College Book stores and Amazon platform are both perfect fit to our target customer who are college students.
- **Are the brand positioning?** Yes
- **Good fit for our organization?** Since we are a very established company we start small. Feasibility of individual negotiation is small quantities would be very important for us.
- **Can we make a profit through this channel?** Amazon's individual selling plan costs \$0.99 per item and for those sellers who sell more than 40 items per month, there is professional selling plan that costs \$399 per month. It is efficient and effective channel for us, considering the exposure to millions of famous customers.

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**Type of intermediary**  
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# Unilever Tea (A): Revitalizing Lipton's Supply Chain

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Logistics

*We partly have UPS and USPS business accounts and it will be our main logistics system.*

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Channel Design Decisions

*Amazon.com, Amazon Fresh, Amazon Go*

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How well channel activities be coordinated?

*Amazon.com, Amazon Fresh, Amazon Go*

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Marketing Channel

*Examples:*

- **Does the channel fit the target consumer?** College Book stores and Amazon platform are both perfect fit to our target customers who are college students.
- **Fill the demand positioning?** YES
- **Good fit for our organization?** Since we are newly established company we start small. Possibility of individual negotiation in small quantities would be very important for us.
- **Can we make a profit through this channel?** Amazon's individual selling plan costs \$0.29 per item and for those sellers who sell more than 400 items per month there is professional selling plan that costs \$39.99 per month. It is efficient and effective channel for us, considering the exposure to millions of Amazon customers.

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Type of Intermediary

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- We will use multiple like our competitors
- Amazon is our main one first of all
- Amazon is our main one first of all

# Type of Intermediary

- We will use retailers for our intermediary.
- Retailers are intermediaries that sell directly to consumers (Kerin & Hartley, 2016, p. 300).

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## Why a retailer?

- We want to use an indirect channel to get our backpacks to consumers. This will allow us to keep fixed cost low.
- These channels will include college bookstores and Amazon.
- We will not use a 'wholesaler *and* a retailer' because our product is not purchased frequently by consumers, which is typical for products using both types of intermediaries in their channel.

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# Marketing Channel

*rationale:*

- **Does the channel fit the target consumer?** *College Book stores and Amazon platform are both perfect fit to our target customers who are college students.*
- **Fit the brand positioning? ?????**
- **Good fit for our organization?** *Since we are newly established company we start small. Possibility of individual negotiation in small quantities would be very important for us.*
- **Can we make a profit through this channel?** *Amazon's individual selling plan costs \$0.99 per item and for those sellers who sell more than 40 items per month, there is professional selling plan that costs \$39.99 per month. It is efficient and effective channel for us, considering the exposure to millions of Amazon customers.*

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How will channel  
activities be  
coordinated?

- Require alternative channel systems?
- If so, which ones & why?

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# Channel Design Decisions

- Channel design decisions:
- Rationale for market exposure

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## Logistics

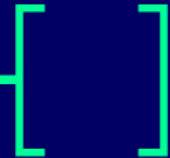
*We (will) have UPS and USPS business account and it will be our main logistics system.*

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# Unilever Tea (A): Revitalizing Lipton's Supply Chain

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Logistics

We (all) have UPS and USPS business accounts and it will be our main logistics system.

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Channel Design Decisions

How do we design our channel? Do we have a website?

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How well channel activities be coordinated?

How do we coordinate our channel activities?

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Marketing Channel

Where do we sell?

- Does the channel fit the target consumer? College Book stores and Amazon platform are both perfect fit to our target customers who are college students.
- Fit the brand positioning? Yes
- Good fit for our organization? Since we are newly established company we start small. Possibility of individual negotiation in small quantities would be very important for us.
- Can we make a profit through this channel? Amazon's individual selling plan costs \$0.29 per item and for those sellers who sell more than 40 items per month there is professional selling plan that costs \$39 per month. It is efficient and effective channel for us, considering the exposure to millions of Amazon customers.

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Type of Intermediary

Do we use intermediaries like our competitors?

Are there any intermediaries that we should consider using? Why or why not?

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