Market Channels Comparison



Take a few minutes to think about your business model and brainstorm some advantages and disadvantages of each marketing channel. When comparing market channels, some factors to consider are:

- How much time will it take? Similarly, does it require working certain days/hours (e.g. most farmers markets are on Saturdays and require vendors to arrive early)?
- Will it require additional equipment?
- Is it something that you'll have to do yourself or could an intern or employee do it?
- Your personal preferences. For example, do you like talking to customers directly?
- Where will you be most accessible to your target customer?
- What channels are available to you? Which are missing?

Channel	Advantages	Disadvantages