

## **Which Channel Would You Choose?**

*This activity provides a hypothetical channel selection decision for the Pizza Galore chain.*

*Assuming that Pizza Galore wanted to introduce a mini breakfast pizza (say with bacon and eggs), then which would be the best way for them to distribute it? Why would this be the best option?*

### **Possible Distribution Channels**

- Offer as a 'take away' option in all their stores (which would require their stores opening 4-5 hours earlier than normal)
  - Offer as a 'take away' option in their key/busy stores (that is, those located in shopping centers and on main roads)
  - Offer as a home delivery option only (which would still require their stores to open 4-5 hours earlier than normal)
  - Distribute via gas/fuel stations (that is, set up a small pizza section in larger petrol stations)
  - Distribute via convenience stores
  - Distribute via coffee shops (exclusively offer to selective coffee shops)
  - Set a range of special vending machines to be located around the city and at key train/bus stations
  - Set up a range of special kiosks (small booths) in key city and transport locations
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### **Student Discussion Questions**

1. Are there any other channel alternatives that you can think of that may be suitable?
2. Which retail channel/s would you select for the best way to distribute the new breakfast pizza products? Why?
3. Do you think that there is a viable target market for this product?