

<p>Questions: Answer the questions below by typing or selecting your answer in the white cells in the column called "Your Answers." [Please click me for a video explanation of why there are underscores " _ " between words at the beginning of many cells]]</p>	<p>Sample Answers: Below are the sample answers for "Tony Shark's" pretend company called "Shark Virtual Reality"</p>	<p>Your Answers Please type or select the answers below. [Don't worry if you can't answer all of the questions yet as you will be able to later in the course. You can always change your answers later on in the course as well. Thanks]</p>
<p>8-1</p>	<p>Suggestions (not a question) that might help you write the Step 8 Go-To Market Strategy portion of your business plan:</p> <p>A "Go-To Market" plan descriptions how you will reach your customers (i.e., distribution of your products or services).</p> <p>Direct delivery/distribution: direct refers to your company selling your products or services directly to the customer (no middle-man).</p> <p>Indirect delivery/distribution: indirect refers to others selling your products or services directly to the customer (i.e., a retail store that you do not own or a specialty distribution company like Fastenal.com, Grainger.com or CDW.com).</p> <p>As you complete this part of your business plan, think about how to ensure that no customer is more than 10% of total revenue in the long run.</p> <p>Please note that we will discuss your sales/salesforce team strategy in the next part (meaning Part 9: Sales and Marketing)</p>	
<p>8-2</p>	<p>Online_distribution_strategy: Please write 1-3 sentences on your strategy for selling your product or service over the internet (if applicable).</p>	<p>Sample online distribution</p>
<p>8-3</p>	<p>Offline_distribution_strategy: Please write 1-3 sentences on your strategy for selling your product or service to retail or wholesale or resellers - (all if applicable).</p>	<p>Sample offline distribution</p>
<p>8-4</p>	<p>Direct_distribution_strategy: Please write 1-3 sentences on your strategy for selling your product or service to directly to your customers (if applicable), meaning no middle-man. If you already addressed this question in a previous answer above, then please ignore this question.</p>	<p>Sample direct distribution</p>
<p>8-5</p>	<p>Indirect_distribution_strategy: Please write 1-3 sentences on your strategy for selling your product or service to indirectly to your customers (if applicable), meaning if a reseller sells your product (if applicable). If you already addressed this question in a previous answer above, then please ignore this question. If you outsource any part of your distribution strategy, please highlight it here.</p>	<p>Sample indirect distribution</p>
<p>8-6</p>	<p>Cost_of_distribution: What is the cost to distribute/sell your product or service to your customers? Please be brief as we will cover costs in much more detail in Step 12: Financials.</p>	<p>We offer free shipping to our Amazon Prime customers for our goggle product. We charge a low price ground shipment price to other customers. The distribution of our content to our customers is minimal as we use Amazon Web Services and content delivery network technologies.</p>