

Distribution Channel Evaluation Document

1. Summary

2. Distribution Channel Overview

- Channel Name: _____
- Channel Type: _____
- Target Market: _____
- Products/Services Distributed: _____

3. Evaluation Criteria

1. Market Reach
2. Cost Efficiency
3. Customer Experience
4. Reliability
5. Scalability
6. Competitive Advantage

4. Channel Assessment

Criteria	Score (1-5)	Comments
Market Reach		
Cost Efficiency		
Customer Experience		
Reliability		
Scalability		
Competitive Advantage		

5. SWOT Analysis

Strengths	Weaknesses	Opportunities	Threats

6. Recommendations

7. Appendices

Date: _____

Prepared by: _____