

## DISTRIBUTION

The method of distribution that I chose for Paint it Floral would be through a department store. I would sell the exclusive rights to the line of throw pillows to a store and then allow it to be distributed through this channel. The best bet for distribution would be through Urban Outfitters – this is someone that was listed as a competitor earlier, but Urban often buys the designs of up-and-coming designers to use in their stores and sell to their target market. Since there are similarities in the price range and in the target market, it would be best to join forces instead of attempting to compete. Also, with a new brand name it is very difficult to get a name and a foot in the door and it would be much easier to do it through someone who has already proved themselves as successful in marketing to the same desired target market as I had listed.

