

EXAMPLE

Options Appraisal – Distributors

Use these columns to capture the options - add more columns if required

Select to outcomes most important to you they might be subjective or objective

		1	2	3	4
Options		Status Quo	Non-Exclusive Distributors	Exclusive Distributors	
Return		1. No change 2. Organic growth 3. No shared risk	1. Some reduction in margin 2. Moderate growth 3. No shared risk	1. Some reduction in margin 2. Potential accelerated growth 3. Shared risk on parts	
Strength	Weakness	<ul style="list-style-type: none"> Minimum disruption to existing network 	<ul style="list-style-type: none"> Growth likely to be marginal No shared risk Need" resource to manage Provides little incentive 	<ul style="list-style-type: none"> Can scope out ideal strategic partnership Difficult to incentivise unless they have a USP which is different from resellers Unlikely to enter a shared risk arrangement 	<ul style="list-style-type: none"> Can incentivise growth and pump prime activity Can share risk Eggs in a small number of baskets
Opportunity	Threat	<ul style="list-style-type: none"> Grow slowly and test out potential distributors Resellers become dissatisfied at being one of many over time 	<ul style="list-style-type: none"> Build foundations for strategic partnership - once evidence of success Test out distributor without major upset to resellers Resellers become dissatisfied at being one of many over time 	<ul style="list-style-type: none"> Build true strategic partner and accelerate growth Could lose resellers Loss of control – actual or perceived 	

Capture key elements of your SWOT analysis for each option