**Individual Fashion Product Assignment**

Directions: Think of your own fashion product for distribution and write a one-page plan.

The plan should include:

* The channels of distribution: direct or indirect? Why?
* Would you manufacture your product? Why?
* Would you purchase your product from a wholesaler? Why?
* What retailer would sell your product? Explain why your product would be placed in the retailer you choose.
* Explain what financial resources you would use.