

IBM PC Distribution: Channel Preference

Objective Determine where small companies purchase PCs

Data Source Telephone interviews

Question *“In your own words, how would you describe where you most recently purchased one or more computers for the business?”*

ThoughtSCAN[®]

VERBATIMS

computer
superstore
store

ThoughtScan Frequency

136
92
60

ThoughtTalk *“At a computer superstore.”*
“You save money at the computer superstores.”
“Computer superstore.”

Results IBM was able to focus marketing efforts toward the computer superstores, the key distribution channel for small business.

www.wallacewashburn.com