

ABSTRACT

Distribution channel is one of the essential element in a business. If an entrepreneur wants to establish a business, then he has to determine the exact distribution channel for their products. A good distribution channel can produce an appropriate rate of profit based on what the owners expected. Not only profit that the owner desired. Besides that, the owner hope that getting through the right distributors will get their products to be well known by customers and hopefully to create the Top Of Mind in the customers mindset.

To determine the right distribution channel, there is a couple of elements to be noted, one of them is the credibility of future business partner. The importance of it is that the deal that is made by both sides is a long term agreement which purposes to produce profit without both sides experiencing a loss. The goal of this research is to find a new and precise distribution channel for the stubs effort of Wallts, and to do an interview to the business partner candidate so that the end result can be obtained by the candidate in order to market the wallts products. This study uses qualitative research method by using a semi-sructured interview that allow us to achieve more information that previously had gained. With the responds from for informant which are the owner of Wallts, Curative and the marketing party of Muslimarket.com. the result that we have obtained is that Wallts gained a new distribution channel which is Curative that is located in Bali and business markeing of Muslimarket.com. Based on the research result, stages are carried out to get the distribution channel. Those are including information retrieval, development of information, business contacts, negotiations, synchronization, physical distribution, financing, and risk decision. The most influencing stage of this research is negotiation.

Keyword: distribution channel, business partner, qualitative