

BROOKLYN



COLLEGE

Staples: Marketing Channels and Supply Chain Management  
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Bus 50.2 Marketing  
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Case Study **Staples Inc: Revising the Strategy**

1. How are the store, catalog, and internet-based distribution channels similar or different in terms of the channel functions they perform?
2. Do you see any potential for conflict among Staples' different channels? Why? or Why not?
3. Is the Staples / Fleet Boston horizontal marketing effort a good idea? Why or why not?
4. What are the advantages of more intensive development of individual market areas versus the advantages of putting more stores in new markets?
5. How can Staples develop a competitive advantage in a commodity market? What marketing recommendations would you make to Staples?