Research
In order to fully understand retail distribution opportunities for Sari Bari, the Fox MC team researched two key areas: consumer preferences and retail distribution processes. Through surveys, customer interviews, pop-up shops, and expert interviews, the team gathered over 200 primary sources and reviewed 50+ secondary sources.

Recommendations
Based on research findings, Fox MC made the following list of recommendations:

- Integrate the brand story throughout all marketing collateral - product tags, store displays, social media.
- Develop retailer distribution channels that align with the organization's current production capacity to minimize the risks associated with larger, more demanding retailers.
- Develop cohesive seasonal collections to align with retailer buying habits.
- Increase product price to capture customer value and generate capital to invest in employing more women

Results
Following the project, Sari Bari implemented the team’s product and pricing recommendations by developing seasonal collections to attract more retail partners and customers to the brand. In addition, the organization enhanced its website and social media communications to further develop relationships with existing customers. In Spring 2016, Sari Bari’s founder relocated from Kolkata, India, to the United States. While in the US, she aims to focus on developing new retail channels, as recommended in the distribution strategy. In June 2016 she will represent Sari Bari at its first accessories tradeshow.