

Kana Communications Questions

- Send email to niraj@eecs.berkeley.edu and keutzer@eecs.berkeley.edu by 8AM Wednesday (10/1)
- Subject line on the email should be: 290T Homework #5
- Simply include answers as plain text in email, make sure your name is in the email
- Please use **bullets and phrases**, but be prepared to articulate and defend your answer well
- Homework questions
 1. What are Kana's core competencies?
 2. What do Kana's customers want?
 3. What is Kana's corporate strategy?
 4. Evaluate the distribution channels considered by Kana and how they can help Kana achieve this strategy.
 5. What is the composition of the customer base for the ASP channel? Is it feasible for Kana to build an ASP channel to reach them?
 6. What are the advantages and disadvantages of online distribution?
 7. Which option should Kana choose?