

Do you have the resources to do that ?

Products that are successful in getting into the major chains have "worked" the channel with press reviews, "seeded" Fortune 500 customers, etc, to make sure the chains are getting demand for the product before the software writer shows up at the distributor to make a pitch to have his product carried as a mainline product. Remember, software is only 10% of the typical computer retailer's revenues.

Chart 7. Leading Computer and Software Specialty Store Chains USA:

CHAIN	NUMBER OF STORES	HEAD OFFICE
Computerland	771	San Francisco
Intelligent Electronics (Formerly Entre/Connecting Point)	780	Virginia
Micro Age	362	Tempe, Arizona
Kenfil		Los Angeles
Valcom Computer	181	Omaha, Nebraska
Businessland	121	San Jose, San Francisco, CA
Nynex	90	New York
Todays	77	Exton, PA
Heath Zenith	61	Michigan
Sears	60	Chicago
Egghead	207	Oregon
Software Etc (Daltons)	230	Minnesota
INGRAM Micro D		San Francisco
First Software		
Federated (Atari)	40	
Softsel		Los Angeles
Upgrade Corp		
Software Publishing		San Francisco
Tandy	7,036	
Intertan	2,411	
Electronics Boutique	172	
Babbage's	156	
Inacomp	112	
Microamerica	35	
Computer Factory	66	
Waldensoft	50	
Computer Craft	21	
Dataphaz	8	

(Source: Software Industry Bulletin 11/20/89)

\* Note: The market has changed a lot since the collection of the above data. Many of the chains have merged. This chart is intended to illustrate the nature of the market, not the current situation.