

Name \_\_\_\_\_

Date \_\_\_\_\_

Period \_\_\_\_\_

## Channels of Distribution

### Channel of Distribution

The \_\_\_\_\_ a product takes from producer or manufacturer to the \_\_\_\_\_

Channel Members are called \_\_\_\_\_

- Intermediaries \_\_\_\_\_ to producers because they often have \_\_\_\_\_ in certain areas \_\_\_\_\_
- Intermediaries are experts in \_\_\_\_\_, and providing convenient shopping locations and hours for customers.
- \_\_\_\_\_ – buy large quantities of goods from manufacturers, \_\_\_\_\_ them to other businesses
  - \_\_\_\_\_ – manage inventory and merchandising for retailers by counting stock, filling it in when needed, and maintaining store displays.
  - \_\_\_\_\_ – own the goods they sell but do not physically handle the actual products.
- \_\_\_\_\_ – sell goods to the \_\_\_\_\_ consumer for personal use
  - \_\_\_\_\_ and mortar retailers
  - Automatic retailing – \_\_\_\_\_ service
  - Direct \_\_\_\_\_ and catalogs
  - TV \_\_\_\_\_ shopping
  - E-tailing – \_\_\_\_\_ retailing
- \_\_\_\_\_ – do \_\_\_\_\_ the goods they sell. They bring buyers and sellers together

### Direct and Indirect Channels

- \_\_\_\_\_ distribution occurs when the goods or services are sold from the producer directly to the customer – \_\_\_\_\_ are involved.

Example \_\_\_\_\_

- \_\_\_\_\_ distribution involves \_\_\_\_\_ intermediaries.

**Channels in the consumer markets**

**Channels in industrial markets**

