

DISTRIBUTION CHANNEL

CHAPTER 9

INTRODUCTION TO MARKETING

SELECTING THE TYPE OF CHANNEL

- Direct channel
 - Door to door selling
 - In house selling
 - Mail order selling
 - Teleshopping
 - Automatic vending
 - Telemarketing
 - Online retailing

- Retailer channel
- Wholesaler channel
- Agent channel

FACTORS AFFECTING CHOICE OF CHANNEL

- Type of market
- Number of potential customers
- Order size
- Perishability
- Technical nature of a product
- Availability of desired middlemen
- Financial strenght

DETERMINING INTENSITY OF DISTRIBUTION

- INTENSIVE DISTRIBUTION
- SELECTIVE DISTRIBUTION
- EXCLUSIVE DISTRIBUTION