

Chapter 13

Distributing and Promoting Products

Intermediaries and Distribution Channels

Once called middlemen, intermediaries help to distribute goods, either by moving them or by providing information that stimulates their movement from sellers to customers.

Intermediary individual or firm that helps to distribute a product

Wholesaler intermediary who sells products to other businesses for resale to final consumers

Retailer intermediary who sells products directly to consumers

Distribution Channel network of interdependent companies through which a product passes from producer to end user

Direct Channel distribution channel in which a product travels from producer to consumer without intermediari

• Distribution of Goods and Services

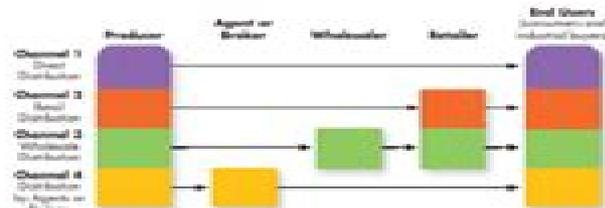


FIGURE 13.1 Channels of Distribution

A distribution channel is the path a product follows from producer to end user.

Channel 1: Direct Distribution

In a direct channel, the product travels from the producer to the consumer or organizational buyer without intermediaries. Most business goods, especially those bought in large quantities, are sold directly by the manufacturer to the industrial buyer.

Channel 2: Retail Distribution

In Channel 2, producers distribute consumer products through retailers. Consumers can also go online to buy popular products such as book, movie, and music downloads from online retailers. Many industrial buyers, such as businesses buying office supplies from Staples, also rely on this channel.

Channel 3: Wholesale Distribution

Once the most widely used method of nondirect distribution, traditional brick-and-mortar Channel 2 distribution requires a large and costly amount of floor space for storing and displaying merchandise. Wholesalers relieve this space problem by storing merchandise and restocking retailer store displays frequently. With approximately 90 percent of its space used to display merchandise and only 10 percent needed for storage and office facilities, the combination

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