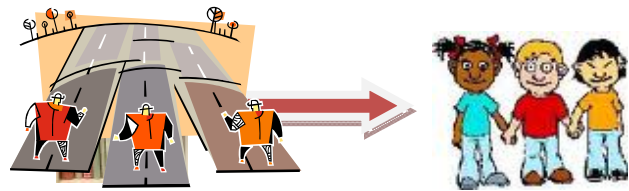


Unit 6 Distribution Notes

Channels of Distribution

The path from manufacturer to the final user.



- Objective:** Explain the concept of distribution
- Identify channel members
 - Compare channels of distribution for consumers and wholesalers

Key Terms

1. Channel of Distribution
2. Industrial User
3. Consumer
4. Intermediaries
5. Wholesaler
6. Rack Jobbers
7. Drop Shippers
8. Retailers

Definitions and Examples

Move products from _____

Merchant intermediaries take _____.

Agent intermediaries _____

Agents are paid a _____

Example: _____

A type of merchant intermediary which

Name three products handled by rack jobbers

Name three retailers you use as a consumer.

Brick and Mortar retailers _____

Examples: _____

Name _____ Hour _____

Date _____

Distribution

Other retailing methods:

Automatic retailing (vending machines)

Direct Mail and catalog retailer

TV Home shopping

e-tailing

Online retailing (e-tailing

Agent Examples

1.

2.

Examples:

Reflection: Explain why using more than one channel of distribution would be good for product sales.

Partners: Draw a card to and create one poster for one of the channel members below.
20 points

Name Channel	2 points
Definition (includes whether they take title to the goods—actually buy them)	5 points
Two examples	10 points
Pictures of products sold in this channel	6 points
Appearance, grammar and accuracy	2 points

Example: Real estate is sold through agents. They bring buyers and sellers together.

Merchant Intermediary	Agent	Rack Jobber
Wholesaler	Drop Shipper	Retailer
e-tailing		

