

be through Tesco's F&F clothing brand, as they would source their products globally from ethical companies who also produce quality clothing. For example, Tesco sources a lot of their knitwear from Bangladesh, and they want to ensure that Tesco and the manufacturers have transparency and help to support workers through better working conditions. They also aim to provide ethical raw material so they want to stop using any hazardous chemicals in their materials by 2020. Tesco may transport worldwide sourced produce through planes, in order to get the produce to Tesco quickly enough to keep the quality, or they may use shipping, to ensure a more eco-friendly method of transporting produce internationally, so they may use both systems for transportation.

Two-Level Channel (Producer to Wholesaler to Retailer to Consumer)

In this distribution channel, there are many intermediators between the original product and the customer. Wholesalers buy produce from the manufacturers in bulk, then may store it in a warehouse and sell the produce to many retailers who would then sell it to the consumers. An example of this chain would be a local independent coffee shop, as they would get their cakes and sandwiches from a wholesaler, as this would be a value for money and bulk option from them, and the wholesaler may source these products from a bulk bakery/sandwich factory, so therefore all these businesses would be linked in order to provide an end product for the customer. The retailer (coffee shop) may go through different wholesalers, as they may not like the prices of the wholesaler, or they may not like the quality, so therefore coffee shops may take some time to get a main contact to source their products from.

References:

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