

Lecture 11

Distribution Channel: All those organizations through which a product must pass between its point of production & consumption (Michael Baker)

Producer to Consumer

Producer → Consumer

Producer → Retailer → Consumer

Producer → Wholesaler → Retailer → Consumer

Producer → Agent → (Wholesaler) → Retailer → Consumer

Business-to-business Goods

Producer → Business Customers

Producer → Agent → Business Customers

Producer → Distributor → Business Customers

Producer → Agent → Distributor → Business Customers

Channel Selection

- Market Factors
- Producer Factors
- Product Factors
- Competitive Factors

Channel Integration

- Conventional marketing channels
- Franchising
- Channel ownership

Managing Channel Conflict

Sources

- Competing goals
- Domain differences
- Perceptions of reality

Avoiding & Resolving Conflict

- Developing a partnership approach
- Training
- Market partitioning
- Improving performance
- Channel ownership