

Marketing Management - 18MCE15E

Unit - III Ref. Book - Marketing Management - Dr. C. B. Gupta

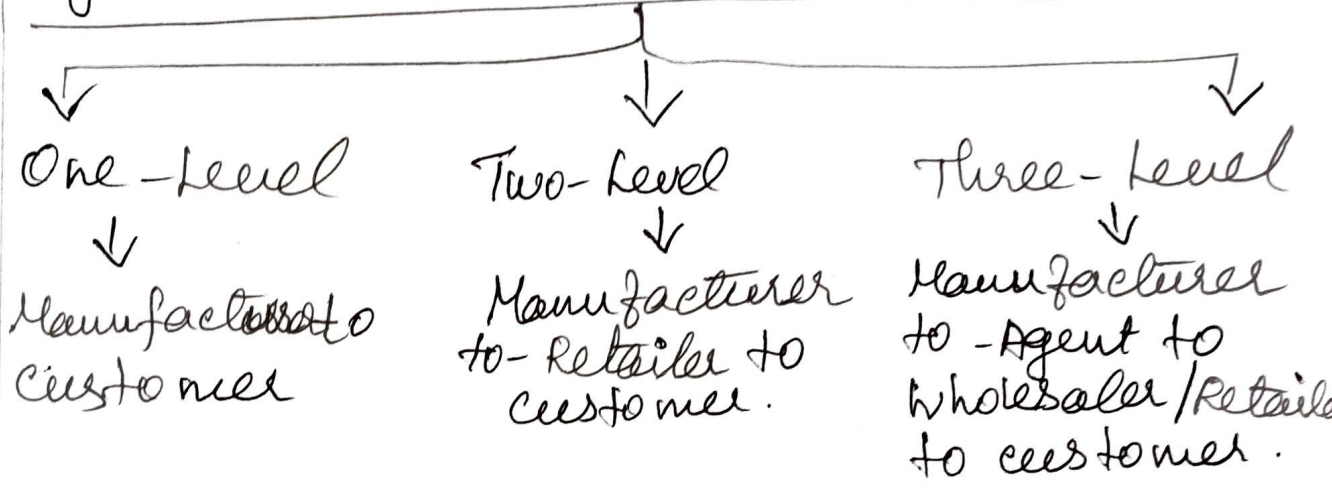
channels of distribution - Meaning

Basic channels of Distribution - Selection of a suitable channel - Factors of influencing selection of a channel.

Meaning:-

It is the path or route decided by the company to deliver its goods or services to the customers.

Types of distribution channels:-



Functions:-

1. Logistics and Physical Distribution
2. Facilitation
3. creating Efficiencies
4. Sharing Risks.
5. Marketing

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Factors Determining the selection of Distribution Channels :-

1. Market characteristics.
2. Product characteristics
3. Competition "
4. Company "
5. Middlemen "
6. Marketing environment
7. Customer characteristics
8. Channel compensation

Channel For Consumer Goods.

