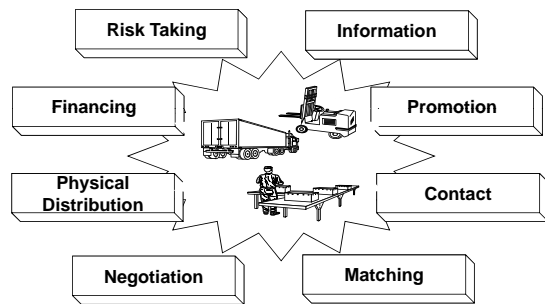


Managing Marketing Channels

➤ Marketing Channel: A set of interdependent organizations (intermediaries) involved in the process of making a product or service available for use or consumption by the consumer or business user.

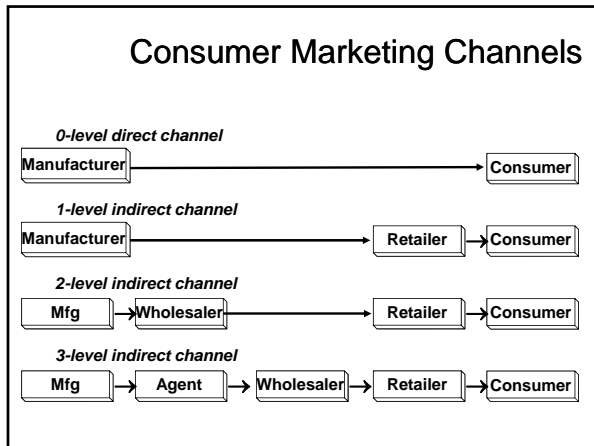
Distribution Channel Functions

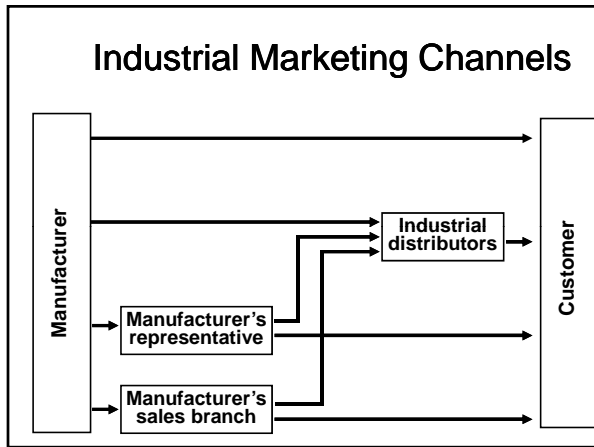
These Functions Should be Assigned to the Channel Member Who Can Perform Them Most Efficiently and Effectively.

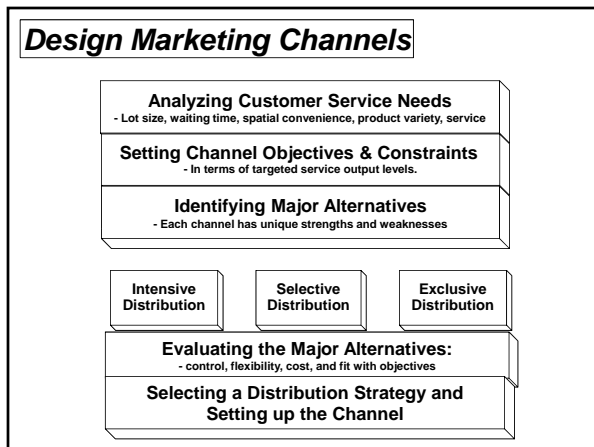


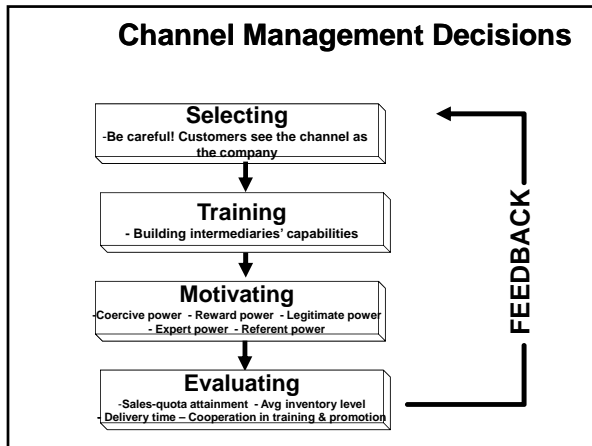
Why are Marketing Intermediaries Used?

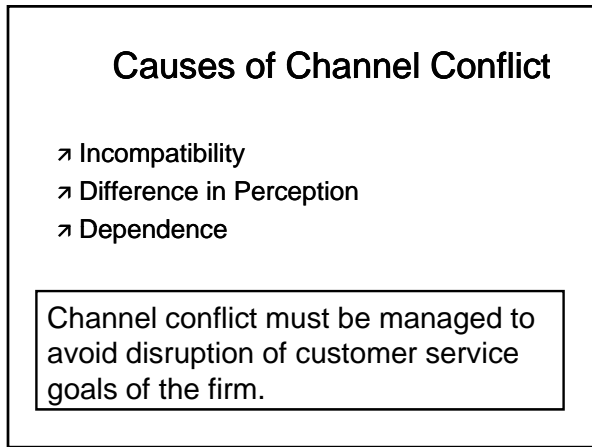
- Perform the channel functions better due to
 - Experience,
 - Specialization,
 - Scale of operation.
- Match supply and demand through:
 - “You can eliminate the middlemen, but you can’t eliminate the functions.”

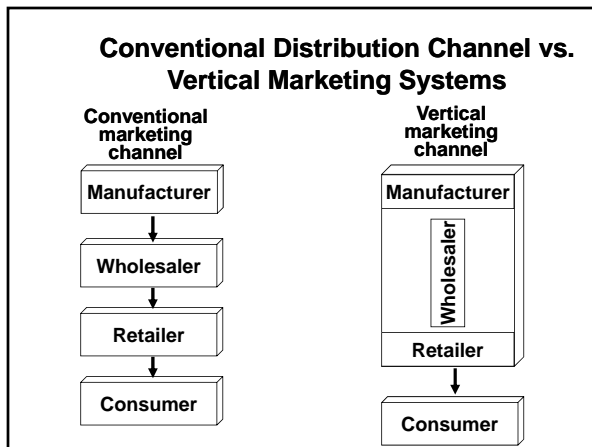




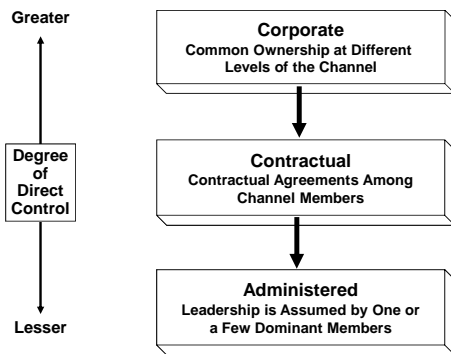








Types of Vertical Marketing Systems



Legal & Ethical Issues in Channel Relations

- Exclusive Dealing
- Exclusive Territories
- Tying Agreements
- Dealers' Rights

The Future of Retailing



Trends in Wholesaling

Will Continue to Increase Services Provided to Retailers
Constantly Reduce Costs
Increasing Consolidations Will Reduce Number of Wholesalers
Vertical Integration Will Remain Strong
Global Expansion
