



LIBYAN INTERNATIONAL MEDICAL UNIVERSITY FACULTY OF BUSINESS ADMINISTRATION

PLACE

Student Name: Alaa Elmahgoub

Instructor Name: Dr.Sabri Elkrghli

CONTENT:

-INTERDUCTION.

-WHAT IS A DISTRIBUTION CHANNEL?.

-TYPES OF DISTRIBUTION CHANNELS.

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INTERDUCTION:

- ◉ In the marketing mix, the process of moving products from the producer to the intended user is called place. In other words, it is how your product is bought and where it is bought.



WHAT IS A DISTRIBUTION CHANNEL?

A distribution channel can be defined as the activities and processes required to move a product from the producer to the consumer.



TYPES OF DISTRIBUTION CHANNELS:

◉ **There are four main types of distribution channels:**

1. Direct.
2. Indirect.
3. Dual Distribution.
4. Reverse Channels.

Kerin, Hartley, 2006.

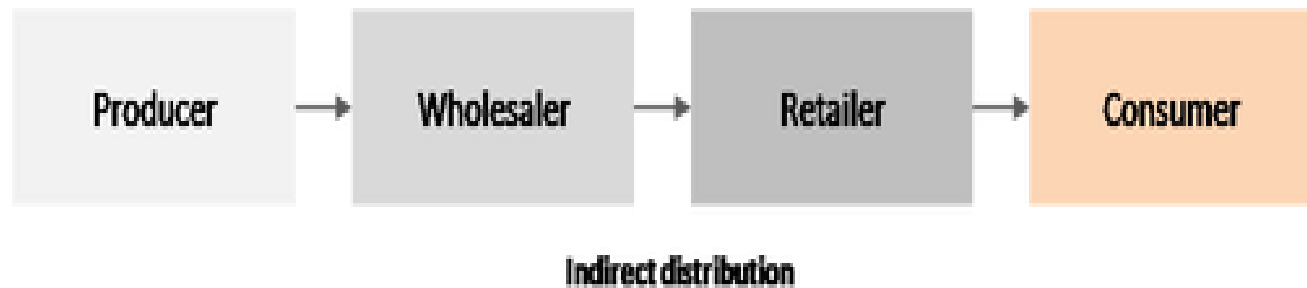
DIRECT:

- ◉ In this channel, the manufacturer directly provides the product to the consumer.
- ◉ In this instance, the business may own all elements of its distribution channel or sell through a specific retail location.



INDIRECT:

- ◉ In this channel, a company will use an intermediary to sell a product to the consumer.
- ◉ The company may sell to a wholesaler who further distributes to retail outlets.



DUAL DISTRIBUTION:

- ◉ In this type of channel, a company may use a combination of direct and indirect selling.
- ◉ The product may be sold directly to a consumer, while in other cases it may be sold through intermediaries.

REVERSE CHANNELS:

- ◉ The last, most non tradition channel allows for the consumer to send a product to the producer.
- ◉ This reverse flow is what distinguishes this method from the others.

TYPES OF INTERMEDIARIES:

1. **Agents**
2. **Wholesalers**
3. **Distributors**
4. **Retailers**

Lehmann, Donald R. & Winer, Russell S. (2002)

CONCLUSION

As the needs, market and other factors constantly change, companies need to quickly adapt to it and keep their distribution channels optimized and up to date.

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THANK YOU !