**Marketing**

**Chapter 5 – Channels of Distribution (Logistics)**

**Directions: Please fill in the blanks by referring to the attached notes. (100 Points)**

**The \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (Manufacturer) makes or provides goods and**

**services. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is anyone who personally uses a good or service to satisfy her/his own wants or needs.**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is a business that buys materials, services,**

**or goods that will be used to make other goods or used in the operation of the**

**company. Channel members are called \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. Types of**

**Intermediaries are: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ , \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ , and**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ . Direct \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ occurs when the goods or**

**services are sold from the producer directly to the consumer. Whereas Indirect**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ involves one or more Intermediaries.**

**The key consideration in distribution (logistics) is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.**

**This involves decisions about a product’s physical \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ ,**

**and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of ownership from producer to consumer. These**

**decisions affect a firm’s \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ program.**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is used when a product fits the needs**

**of both industrial and customer markets. Producers must weigh the**

**\_\_\_\_\_\_\_\_\_\_\_\_ they want to keep. The benefit must outweigh the cost.**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ involves protected territories in a given**

**geographic area. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ involves the use of all**

**suitable outlets to sell a product. The goal is complete market coverage.**

**\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_ means that a limited number of outlets in a**

**given geographic area are used to sell the product exclusively.**

**E-\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ products are sold to customers and industrial users**

**through the use of the internet. \_\_\_\_\_\_ operations provide one-stop**

**shopping and substantial savings for industrial buyers.**