

Chapter 21 Channels of Distribution

Discovery Project Worksheet

Directions Types of distribution channels are listed in the left column. Types of products are listed in the right column. For each product, choose the most appropriate or likely distribution channel. Write the number of the distribution channel on the line next to each product.

Distribution Channels for Consumer Products and Services

1. Manufacturer/Producer Directly to Consumer (Channel A)
2. Manufacturer/Producer to Retailer to Consumer (Channel B)
3. Manufacturer/Producer to Wholesaler to Retailer to Consumer (Channel C)
4. Manufacturer/Producer to Agents to Wholesaler to Retailer to Consumer (Channel D)
5. Manufacturer/Producer to Agents to Retailer to Consumer (Channel E)

Distribution Channels for Industrial Products and Services

6. Manufacturer/Producer Directly to Industrial Users (Channel A)
7. Manufacturer/Producer to Industrial Distributors to Industrial Users (Channel B)
8. Manufacturer/Producer to Agents to Industrial Distributors to Industrial Users (Channel C)
9. Manufacturer/Producer to Agents to Industrial Users (Channel D)

Products

- _____ a. a culinary graduate buys high-end cookware sold at a trade show
- _____ b. a busy executive buys exercise equipment over the phone after seeing an infomercial
- _____ c. a restaurant-supply wholesaler sells pots, pans, utensils, and condiments to a restaurant
- _____ d. a student is going to purchase a new winter coat at an Old Navy® retail store
- _____ e. a dairy farm needs to keep costs down by purchasing industrial farm and construction equipment directly from the manufacturer
- _____ f. a card shop stocks a standard supply of stationery to sell to its customers
- _____ g. a single mother wants to sell Mary Kay® cosmetics part-time during in-home demonstrations
- _____ h. a company that focuses on producing processed convenience foods allows agents to sell and distribute its products
- _____ i. a couple with a new baby wants to buy a minivan at a local car dealership
- _____ j. a print shop purchases an industrial-grade Xerox® copier machine
- _____ k. a small manufacturer of hand drills needs to buy a large supply of drill bits from an agent
- _____ l. a college student on a limited budget shops for shoes at a factory outlet