

Distribution Decisions

Group 4

- Boniface Yegon 638722
- Divyesh Shivji Vaghjiyani-637780
- Joyce Wanjiku-635525
- Raymond Musumba- 631713
- Wallace Okwemba-638126
- Kola Millicent Reba- 631251
- Mark Challo-634952
- Faith Mogire- 635175
- Timothy Mbithi- 635353
- Mabel K. Rubadiri- 632516



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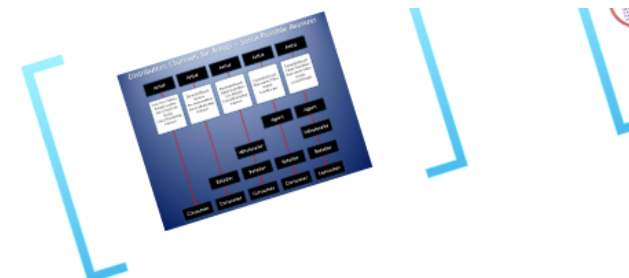
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Factors that lead to Two-level Channel Distribution

Key factors that need to be considered at this point include those related with the product, the firm, the price and the customer.

Product factors: the type of product and how it is packaged and priced all have an impact on how it is distributed in general. Highly sophisticated products (e.g. computers and products of high unit value) are distributed directly to buyers.

Factors that lead to Three-Level Channel Distribution

- Nature of the product
- Cost characteristics
- Company characteristics
- Market characteristics
- Competitive characteristics
- Distribution performed by market intermediaries or middlemen
- Contracting function

Distribution Definition

- Distribution is one of the four main components of marketing along with product management, promotion, and production.
- It essentially provides an avenue through which products are transferred from manufacturers to consumers.
- Distribution of products to customers can take place in a short channel or an extensive channel of goods.

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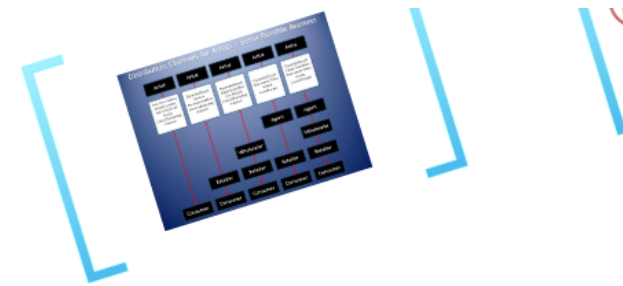
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