

It is a mistake to try to look too far ahead. The chain of destiny can only be grasped one link at a time.

Sir Winston Churchill



Managing Marketing Channels

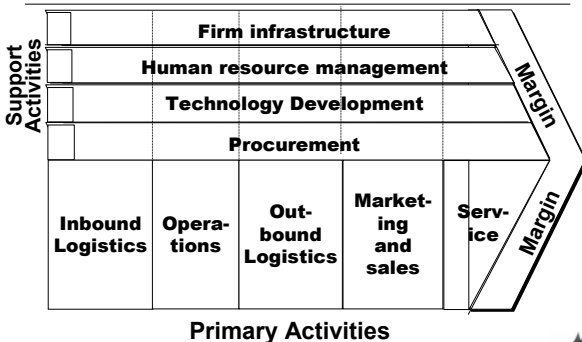
Dr. Paurav Shukla

Objectives

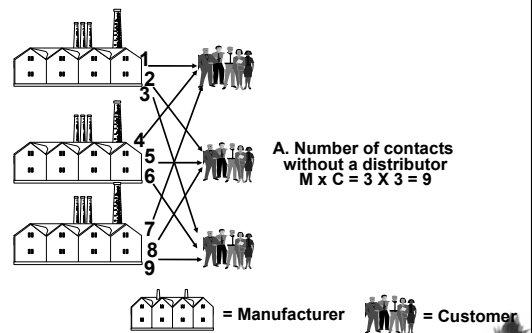
- Work Performed by Marketing Channels
- Channel-Management Decisions
- Channel Dynamics
- Retailing

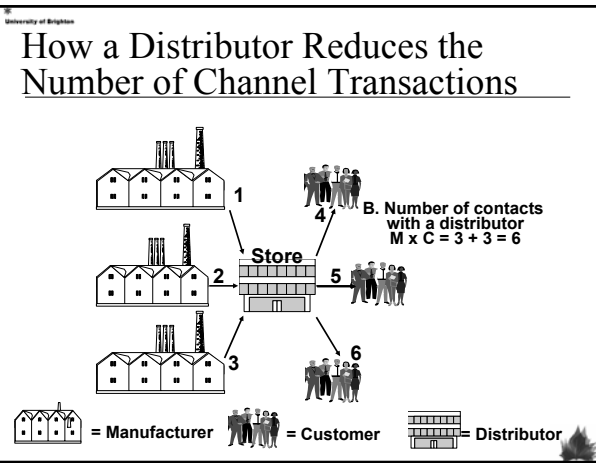
Marketing / Distribution Channels create

- Time utility
 - Delivered at the right time
- Place utility
 - Delivered to the right place
- Possession/ownership utility
 - With appropriate legal requirements

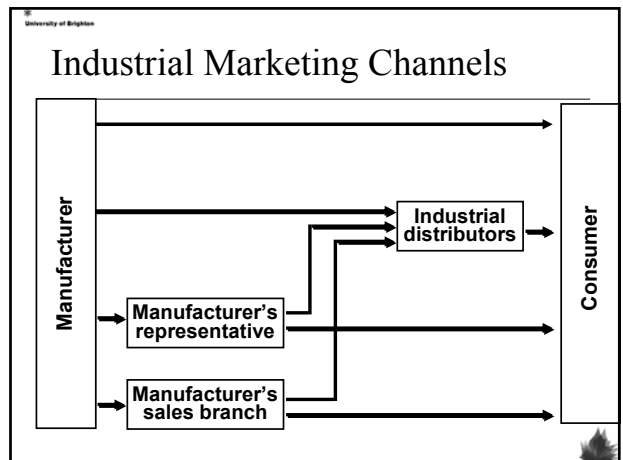
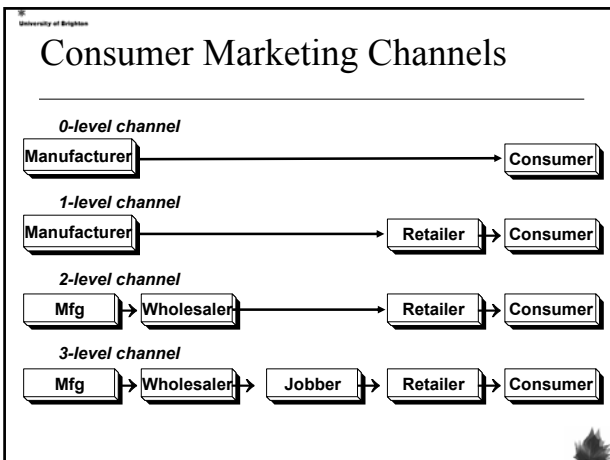
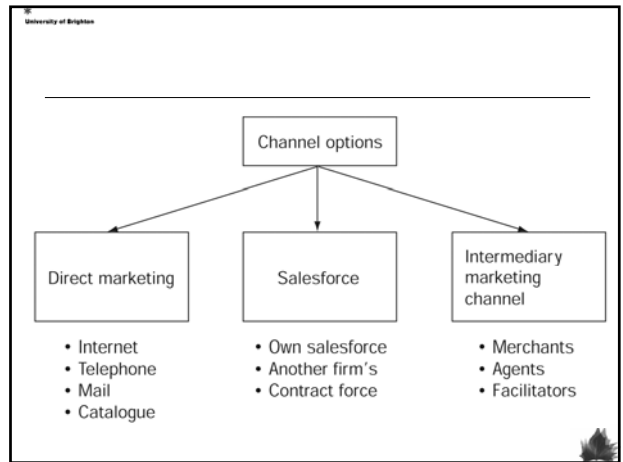
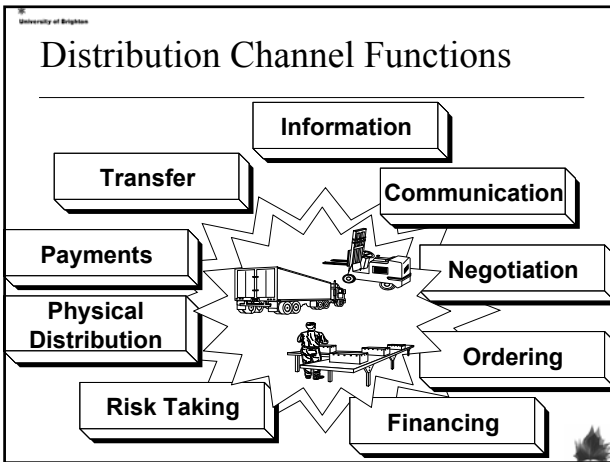


How a Distributor Reduces the Number of Channel Transactions



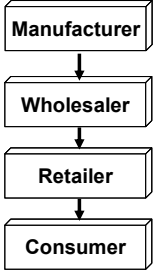


- University of Brighton
- ## Designing distribution channel
- Channel objectives
 - Intensive distribution
 - Exclusive distribution
 - Selective distribution
 - Channel strategy
 - Segment targeted by supplier
 - Differential advantage
 - Channel reliability
 - Motivation
 - Control
 - Commitment

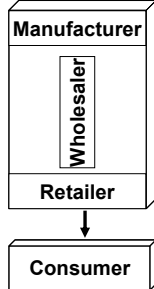


Conventional Distribution Channel vs. Vertical Marketing Systems

Conventional marketing channel

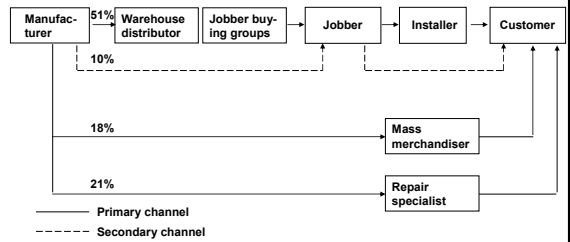


Vertical marketing channel



Comparison of Distribution Channels Between the United States and Japan

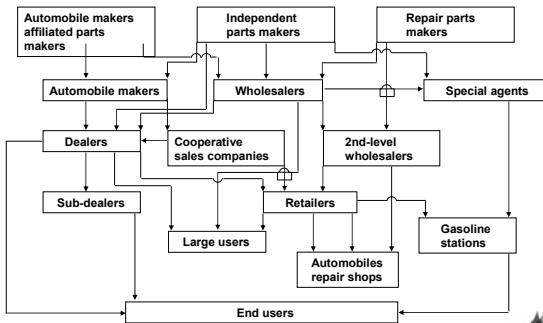
Automobile parts: United States



SOURCE: McKinsey industry studies

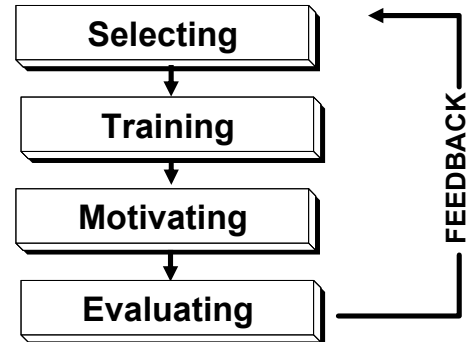
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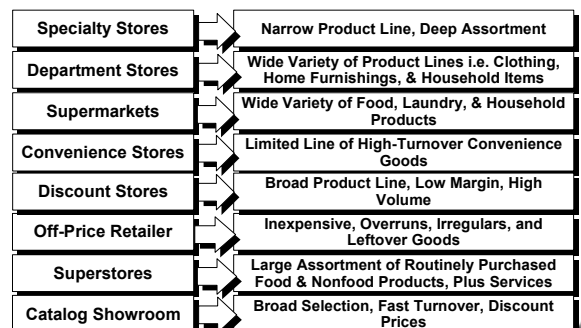
Channel Management Decisions



Legal & Ethical Issues in Channel Relations

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

Classification Of Retailer Types



Wheel of Retailing

