

## Distribution Channels Understanding And Managing Channels

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A distribution channel is the set of steps it takes for a product to get in the hands of the key customer or consumer. Distribution channels can be

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direct or indirect. Distribution can also be physical or digital, depending on the kind of business and industry.

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A distribution channel (also called a marketing channel) is the path or route decided by the company to deliver its good or service to the customers. The route can be as short as a direct interaction between the company and the customer or can include several interconnected intermediaries like wholesalers, distributors, retailers, etc.

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Distribution Channels perform a crucial role in the successful distribution and marketing of all products. They have various contacts, expertise and

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wider knowledge of the products. The rapidly growing markets and increasing complexities of distribution have increased the demand and requirement of the distribution channels.

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Channel design and management follows a structured approach, using criteria which evaluates optional channel structures during which alignment (compatibility), trade-offs and channel relationships are considered.

### **Distribution Channel Design and Management | SpringerLink**

Moving inventory and purchasing through distribution channels is an investment for retailers. Managing inventory requires that retailers purchase in bulk and make estimates about sales. If they over purchase and do not sell, then margins take a major hit. If they under purchase and misjudge the demand, then earning opportunity is diminished.

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