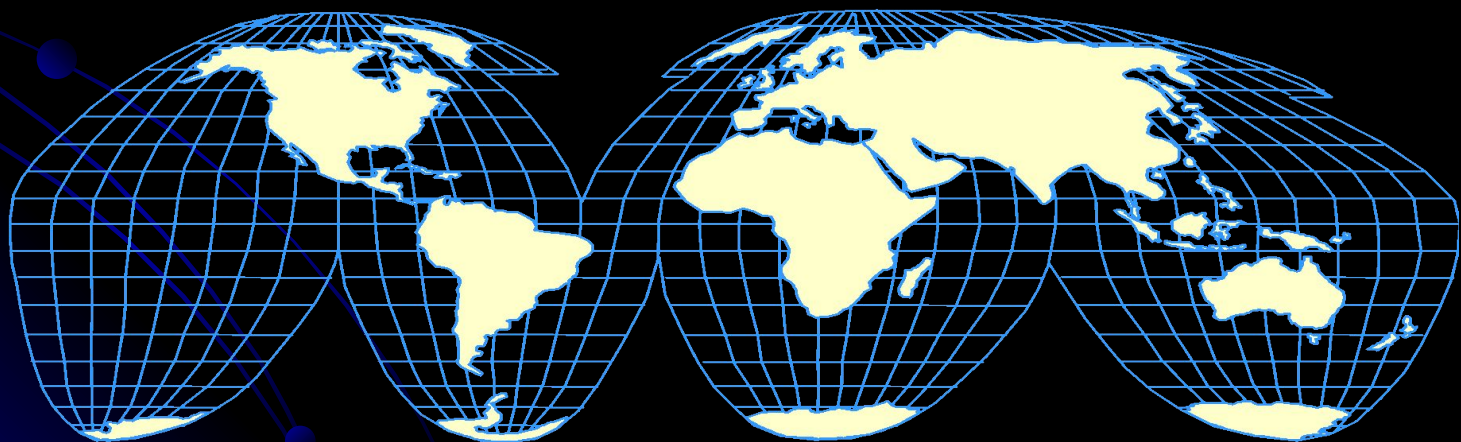


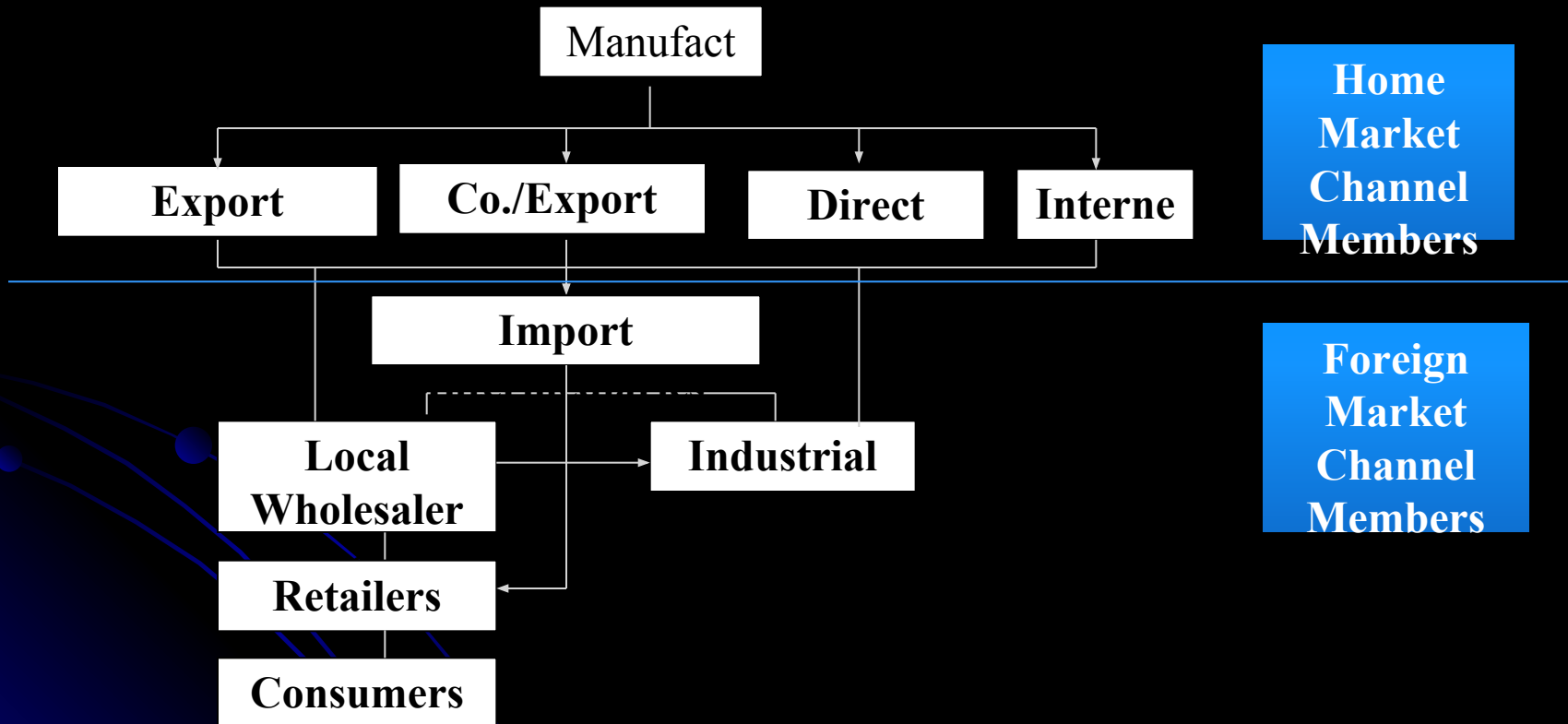
# International Marketing Channels

- Structures of International Marketing Channel
- Developing a Global Distribution Strategy
- Factors Influencing the Selection of Channel Members
- Locating and Selecting Channel Members
- Managing Global Distribution
- Trends in a Global Distribution



# International Marketing Channels

- Structures of International Marketing Channel



# International Marketing Channels

- Structures of International Marketing Channel
  - Home Market Channel Members
    - Export Management Company
    - Export Agents
    - Direct Exporting
    - Internet
  - Foreign Market Channel Members
    - Import Intermediaries
    - Local Wholesaler or Agents
    - Retailers

# International Marketing Channels

- **Developing a Global Distribution Strategy**
  - Distribution Density
  - Channel Length
  - Channel Alignment
  - Distribution Logistics



# International Marketing Channels

- **Factors Influencing the Selection of Channel Members: 11 Cs**
  - Customer Characteristics
  - Culture
  - Competition
  - Company Objectives
  - Character of Product
  - Capital Requirement
  - Cost
  - Coverage
  - Control
  - Continuity
  - Communication



# International Marketing Channels

- **Locating and Selecting Channel Members**

- Types of middle man --- Direct selling into foreign market or selling to export company, export management company, export agents are in local or aboard such as importer, wholesaler, and retailer.
- Company can combine both direct export and direct investment or uses of independent agency in aboard with they have marketing channels in their country.
- Location --- Wholesalers and retailers must oversee their selling areas while it can be reached and market coverage by management and financial stability in annual sale volumes and also in their capability and well know in local markets.



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# International Marketing Channels

- **Managing International Marketing Channels**
  - Motivating Channel Members
  - Controlling Channel Members



# International Marketing Channels

- Trends in a Global Distribution
  - Larger – Scale Retailers
  - Globally Active Retailer
  - Direct Marketing
  - Online Retailing
  - Information Technology





# International Marketing Channels

Q&A

