

Types of Marketing Channel

3.1 Classification of Channel Participants

3.2 Wholesale Intermediary

3.3 Retail Intermediary

A
CHANNEL

Types of Marketing Channel

3.1 Classification of Channel Participants

Generally can be categorized into manufacturer, seller, and service producer including middle man such as agent, broker, wholesaler, and retailer.

Producers and Manufacturers

Intermediaries i.e. agent, broker, wholesaler, and retailer.



- Manufacturer
- Distributor
- Retailer
- Consumer

Types of Marketing Channel

3.1 Classification of Channel Participants

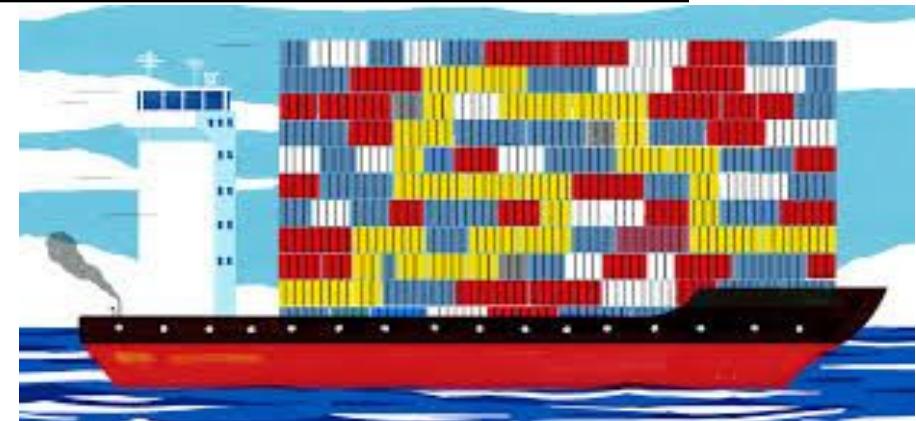
- A manufacturer is someone who makes products in a factory like cars, boats, bikes, computers etc.
- A producer is someone who makes products NOT in a factory like food. Producers also make TV shows, movies, radio shows, media.

In manufacturing firms are in business forms and in various industrial sectors examples fishery, agriculture, construction, and also services industries i.e. hospital, food, and transportation.

In manufacturing firms must have capabilities in research and development, innovative products and services, creative and design, management processing in all functions of new product development into the market target.

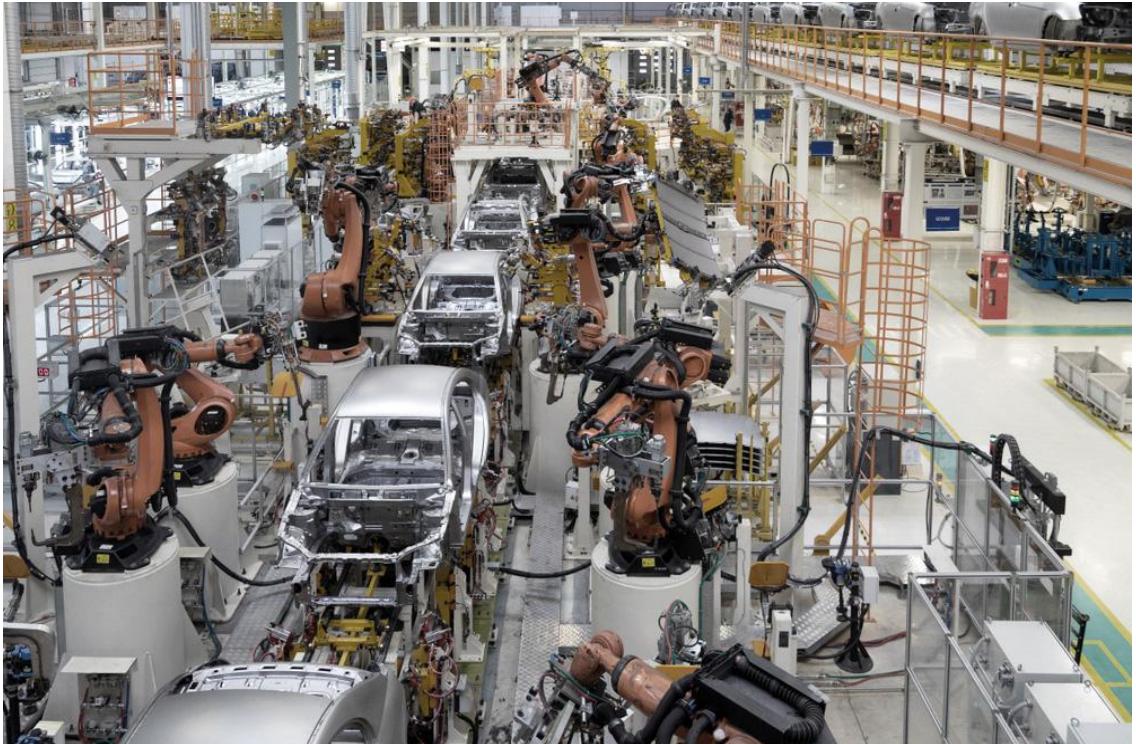


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Types of Marketing Channel

3.1 Classification of Channel Participants Producers and Manufacturers



Types of Marketing Channel

3.1 Classification of Channel Participants

Intermediaries

are agents, brokers, wholesalers, and retailers.



Types of Marketing Channel

3.2 Wholesale Intermediary

Meaning is

that form a link between professional vendors and buyers wishing to trade a good (and not a service), or that carry out commercial operations on behalf of third parties, including on the internet: commission agents, brokers, commercial agents, self-employed representatives, trading groups, and etc.



Types of Marketing Channel

3.2 Wholesale Intermediary

Wholesaling Functions are

1. Selling and Promotion
2. Buying and Assortment
3. Bulk Breaking
4. Warehousing
5. Transportation
6. Financing
7. Risk Bearing
8. Market Information
9. Services and Counseling

Types of Marketing Channel

3.2 Wholesale Intermediary

Types of Wholesaler are

1. Merchant Wholesalers
2. Brokers and Agents
3. Manufacturers' and Retailers' Branches and Offices



Types of Marketing Channel

3.2 Wholesale Intermediary

Types of Wholesaler are

- 1. Merchant Wholesalers**
 - 1.1 Full-Service Wholesalers**
 - 1) Wholesale Merchants
 - 2) Industrial Distributors
 - 1.2 Limited-Service Wholesalers**
 - 1) Cash-and-Carry Wholesalers
 - 2) Truck Wholesalers
 - 3) Drop Shippers
 - 4) Rack Jobbers
 - 5) Producers' Cooperatives
 - 6) Mail-Order Wholesalers

Types of Marketing Channel

3.2 Wholesale Intermediary

Types of Wholesaler

2. Brokers and Agents

2.1 Brokers

are an individual or firm that acts as an intermediary between manufacturer and marketing channel members. Brokers provide that service and are compensated in various ways, either through commissions, fees, or through being paid by the exchange itself.

2.2 Agents

are a person who does business for another person : a person who acts on behalf of another. They are concluded in

- 1) Manufacturers' Agents
- 2) Selling Agents
- 3) Purchasing Agents
- 4) Commission Merchants
- 5) Auction Company

Types of Marketing Channel

3.2 Wholesale Intermediary

Types of Wholesaler

3. Manufacturers' and Retailers' Branches and Offices

1) Sales Branches and Offices are the office or room of the department of a company responsible for selling its goods or services to retail store by stock keeping, inventory, selling, and sales promotion.

2) Purchasing Offices are that office or officer within the city responsible for the control of procurement of items of tangible personal property, services or construction. They sell to retail store and facilitating to all retail members as similar jobs as wholesaler and brokers.

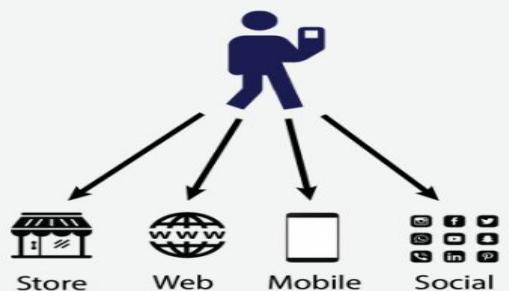
Types of Marketing Channel

3.2 Wholesale Intermediary

Trends in Wholesaling is in forms of..

1. Omni-Channel Selling
2. Business-to-business or B2B
3. Global Markets
4. Inventory and Order Management Transparency
5. Automation

Multichannel



vs.

Omnichannel



Types of Marketing Channel

3.3 Retail Intermediary

Meaning is

the mediators between wholesalers and customers. It's purchase different goods from the wholesalers and sell them to the ultimate customers in small quantities from one place.



Types of Marketing Channel

3.3 Retail Intermediary

Types of Retailers are

- Store Retailers
- Non-Store Retailers



Types of Marketing Channel

3.3 Retail Intermediary

Types of Retailers are

- **Store Retailers for examples:**
 - 1) Specialty Store
 - 2) Department Store
 - 3) Supermarket
 - 4) Convenience Store
 - 5) Superstore and Hypermarket
 - 6) Discount Store
 - 7) Off-Price Retailers
 - 8) Catalog Showroom
 - 9) Chain Store
 - 10) Franchising Store
 - 11) Other Retailers

Types of Marketing Channel

3.3 Retail Intermediary

Types of Retailers

- Store Retailers

Chain Store & Franchising Store



Types of Marketing Channel

3.3 Retail Intermediary

Types of Retailers

- Non-Store Retailers
 - 1) Direct Selling
 - 2) Direct Marketing
 - 3) Automatic Vending Machines
 - 4) Home Shopping Networks
 - 5) Direct-Response Advertising



Types of Marketing Channel

3.3 Retail Intermediary

Trends in Retailing

- New Retail Forms
- Shortening Retail Life Cycle
- Non-store Retailing
- Polarity of Retailing
- Giant Retailers
- Changing Definition of One-Stop-Shopping
- Growth of Vertical Marketing Systems
- Portfolio Approach
- Growing Importance of Retail Technology
- Global Expansion of Major Retailers

Types of Marketing Channel

Q&A

