**Distribution**

**Directions: Complete the step below based off of Chapter 21 in the Marketing Essentials Textbook**

**Step #1: Define every term from Chapter 21 of the Marketing Essentials Text (pages 375 – 391).**

* Use a separate sheet of paper to complete this task. Staple that sheet to this handout when done.
  + Channel of Distribution, Intermediaries, Wholesalers, Rack Jobbers, Drop Shippers, Retailers, e-tailing, agents, direct distribution, indirect distribution, exclusive distribution, selective distribution, intensive distribution, integrated distribution, & e-marketplace.

**Step #2: Answer the following questions based off Section 21.1 (page 381)**

1. What is a channel of distribution?
2. Name two major types of merchant intermediaries.
3. What type of intermediary is a rack jobber? A drop shipper?
4. Distinguish between brick & mortar retailers and online retailers.
5. Which type of distribution channel (direct or indirect) is used more frequently for ***consumer*** products?

Which type of distribution channel (direct or indirect) is used more frequently for ***industrial*** products?

1. Do you think e-tailing will eventually replace brick-and-mortar retailers? Explain.

**Step #3: Answer the following questions based off Section 21.2 (page 388)**

1. What key factors are considered when developing an effective distribution plan?
2. When are multiple distribution channels used?
3. Give two reasons for using a direct sales force instead of independent sales agents.
4. What are the levels of distribution intensity?
5. Explain the challenges businesses face when getting involved with distribution planning in Japan.
6. What problems might be created by a clothing manufacturer that establishes its own website to sell to the final consumer, while it also sells the same items to retailers for resale to consumers.