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## **Chapter 21 Channels of Distribution**

### **Section 21.1 Distribution**

#### **Section Outline with Content and Academic Vocabulary**

##### **Section Outline**

Distribution: How It Works

Channel Members

Wholesalers

Retailers

Agents

Independent Manufacturers' Representatives

Brokers

Direct and Indirect Channels

Examples of Channels of Distribution

Distribution Channels for Consumer Products and Services

Manufacturer/Producer Directly to Consumer (Channel A)

Manufacturer/Producer Directly to Retailer to Consumer  
(Channel B)

Manufacturer/Producer Directly to Wholesaler to Retailer to  
Consumer (Channel C)

Manufacturer/Producer to Agents to Wholesaler to Retailer to  
Consumer (Channel D)

Manufacturer/Producer to Agents to Retailer to Consumer  
(Channel E)

Distribution Channels for Industrial Products and Services

Manufacturer/Producer Directly to Industrial Users (Channel A)

Manufacturer/Producer Directly to Industrial Distributors to  
Industrial Users (Channel B)

Manufacturer/Producer to Agents to Industrial Distributors to  
Industrial Users (Channel C)

Manufacturer/Producer Agents to Industrial Users (Channel D)