



MASARYKOVA UNIVERZITA

Distribution Chapter 13

Distribution

- The process of making a product or service available for use or consumption by a consumer or business user.

The Distribution Channel

- Distributor, who sells to retailers
- Retailer (also called dealer or reseller), who sells to end customers

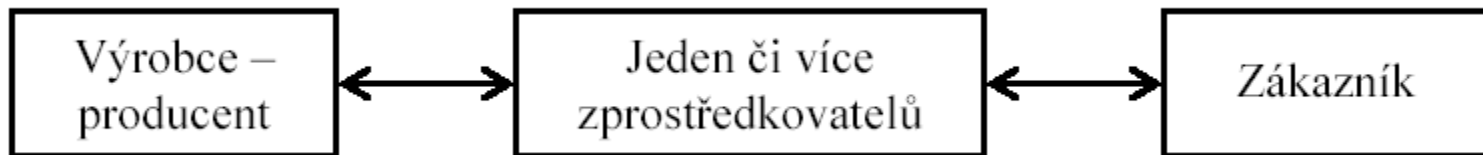
Distribution - Direct distribution



Direct distribution

- Advantages and disadvantages

Indirect distribution



Indirect distribution:

- Advantages and disadvantages

Intensive distribution,

Selective distribution,

Exclusive distribution.

Tento projekt je spolufinancován Evropským sociálním fondem a státním rozpočtem České republiky.



INVESTICE DO ROZVOJE VZDĚLÁVÁNÍ