

Marketing Channels

Sets of interdependent organizations involved in the process of making a product or service available for use or consumption.

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Channels and Marketing Decisions

Push
Strategy

Pull
Strategy

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Should the 4 P's be replaced?

- Solutions
- Information
- Value
- Access

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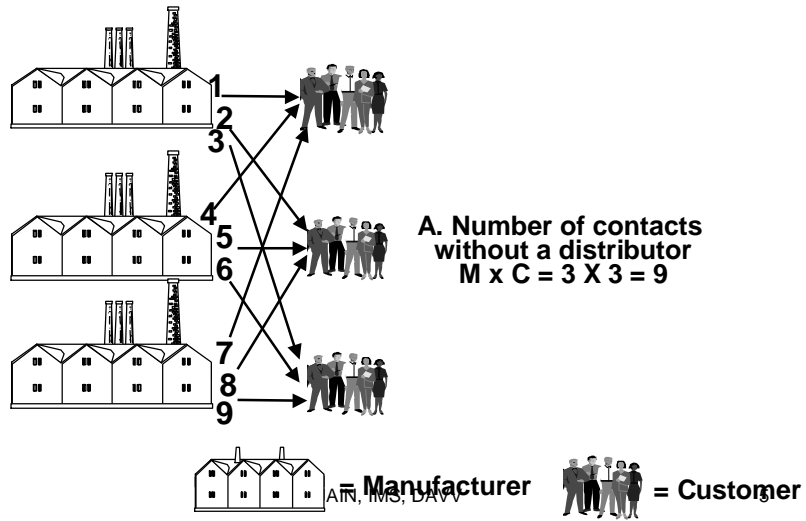
Objectives

- Work Performed by Marketing Channels
- Channel-Design Decisions
- Channel-Management Decisions
- Channel Dynamics

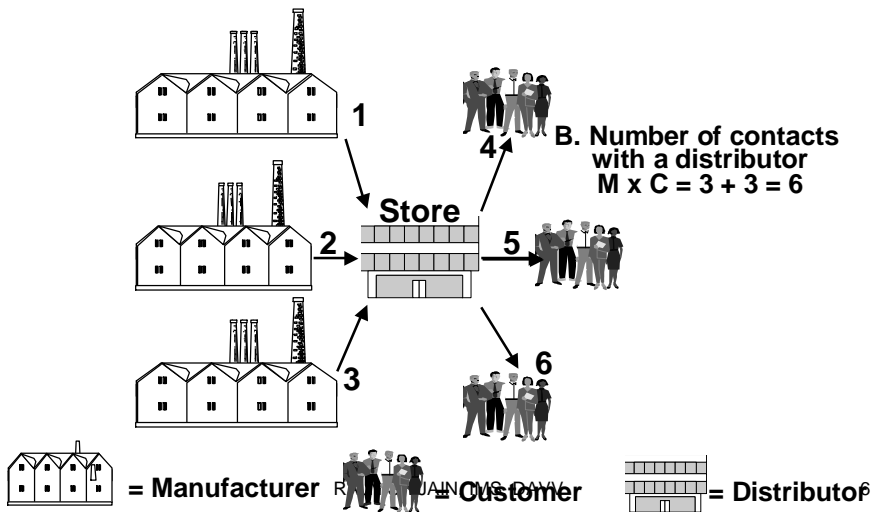
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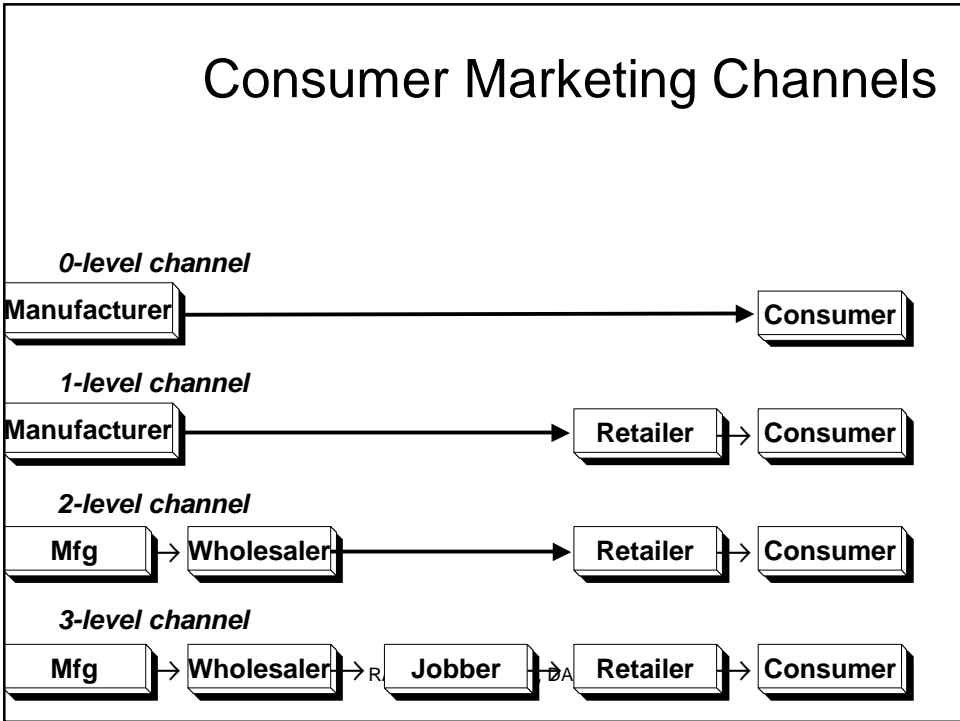
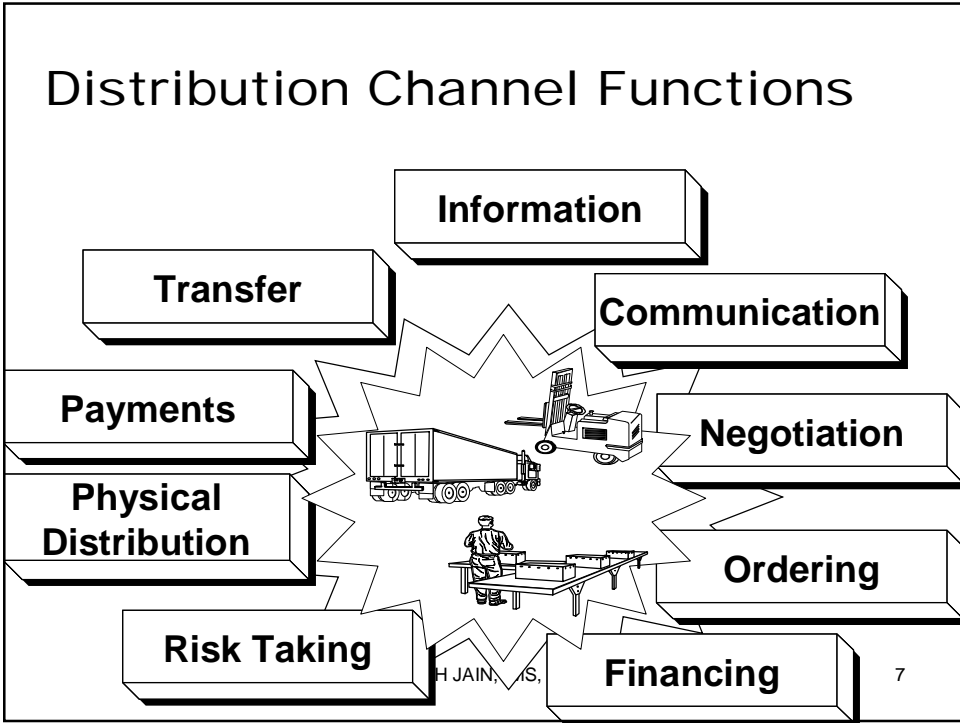
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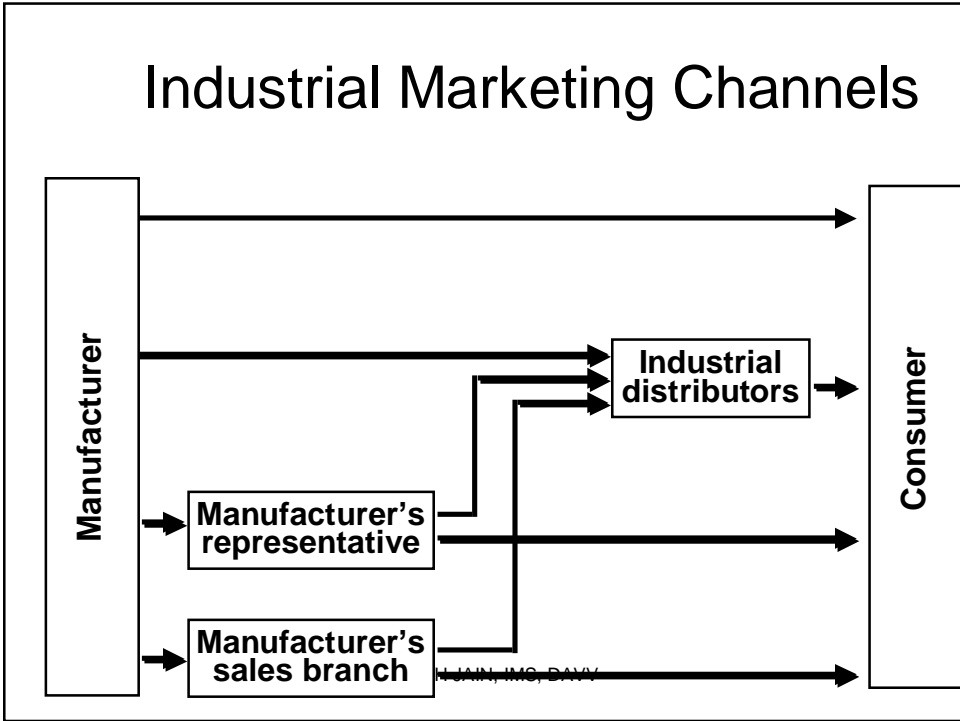
How a Distributor Reduces the Number of Channel Transactions



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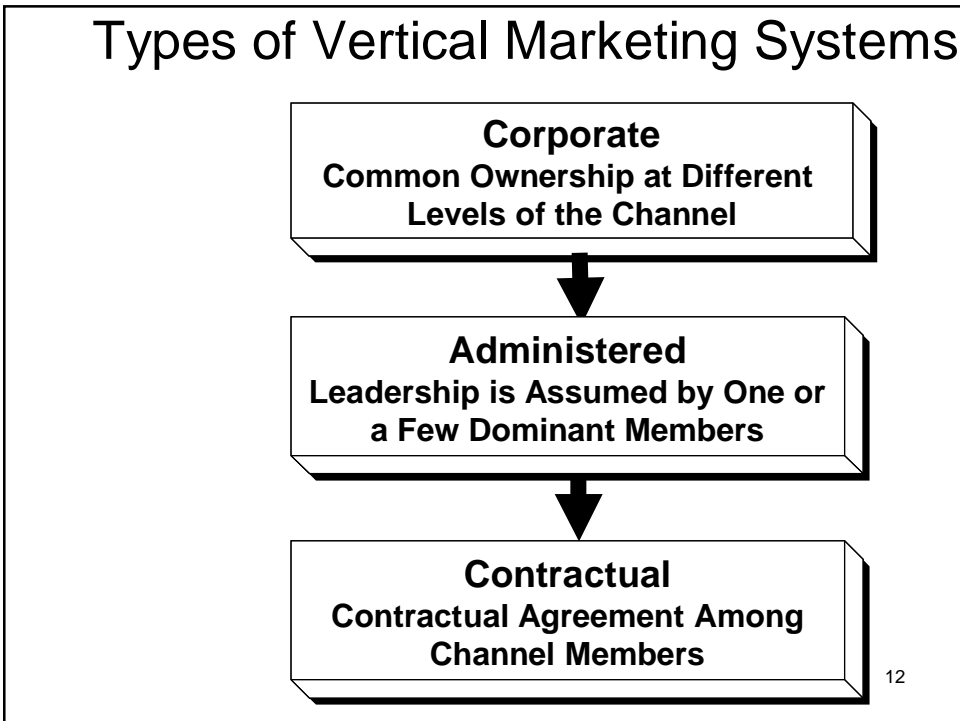
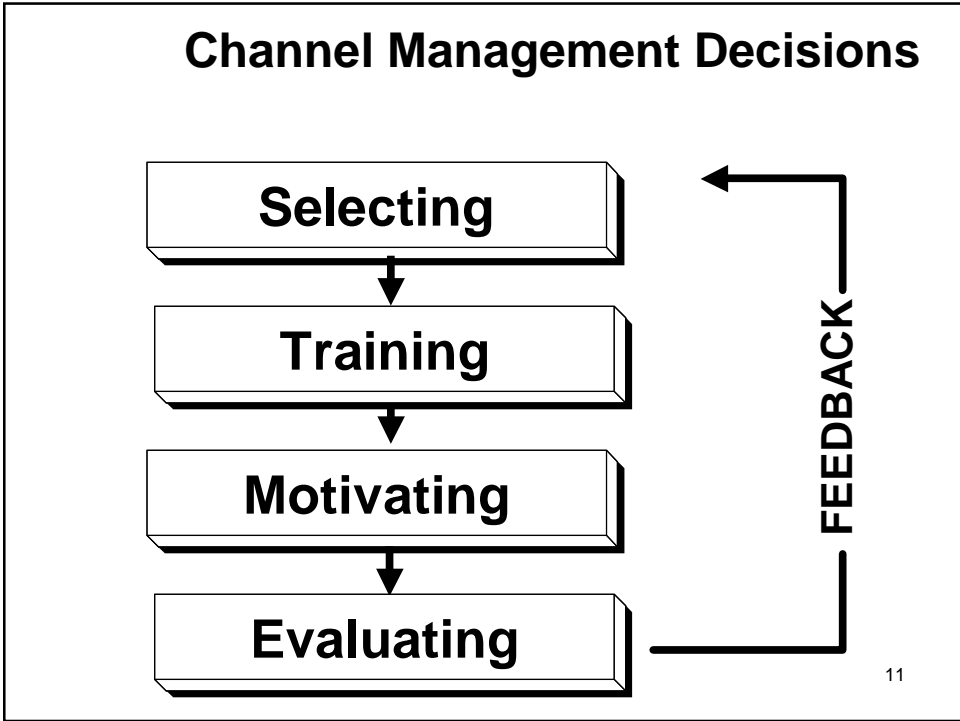


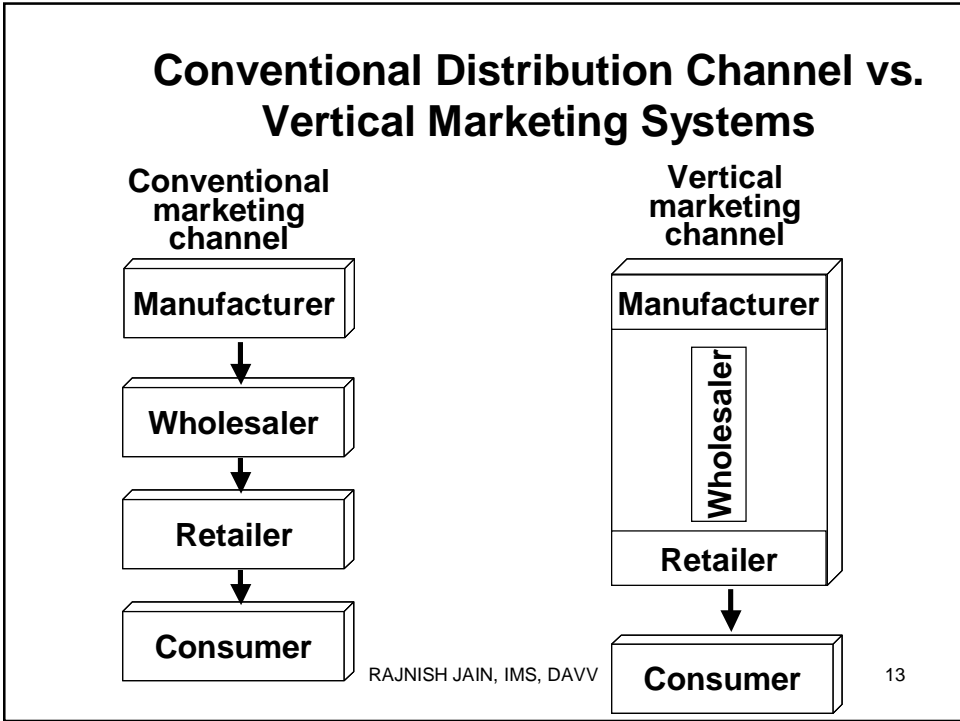
Customers' Desired Service Levels

- Lot size
- Waiting time
- Spatial convenience
- Product variety
- Service backup

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- ### Causes of Channel Conflict
- Incompatibility
 - Difference in Perception
 - Dependence
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- 14

Legal & Ethical Issues in Channel Relations

- Exclusive Dealing
- Exclusive Territories
- Tying Agreements
- Dealers' Rights