



**LIBYAN INTERNATIONAL
UNIVERSITY
FACULTY OF BUSINESS
ADMINISTRATION
2ND SEMESTER**

**MARKETING MIX: PLACE(4PS)
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PLACE DEFINITION

In the marketing mix, the process of moving products from the producer to the intended user is called place. In other words, it is how your product is bought and where it is bought.



WHAT IS A DISTRIBUTION CHANNEL

A distribution channel is a chain of businesses or intermediaries through which a good or service passes until it reaches the end consumer. It can include wholesalers, retailers, distributors, and even the internet. Channels are broken into direct and indirect forms:

- A direct channel allows the consumer to buy the good from the manufacturer,
- An indirect channel allows the consumer to buy the good from a wholesaler or retailer.

IMPORTANCE OF DISTRIBUTION CHANNELS

Channels of distribution for a product the route taken by the title to goods they are from the producers to the ultimate consumers. It is very important because product in one place while the consumption scattered in many place. So there is big gap between producers and the consumers. So through channels of distribution can only fill the gap. A channel of distribution connects a link between the producers and the consumers.

FACTORS AFFECT THE DISTRIBUTION CHANNEL

Nature of the Product.

Nature of the Market

Nature of Manufacturing Unit



TYPES OF DISTRIBUTION CHANNELS

There are **four main types of distribution channels**.

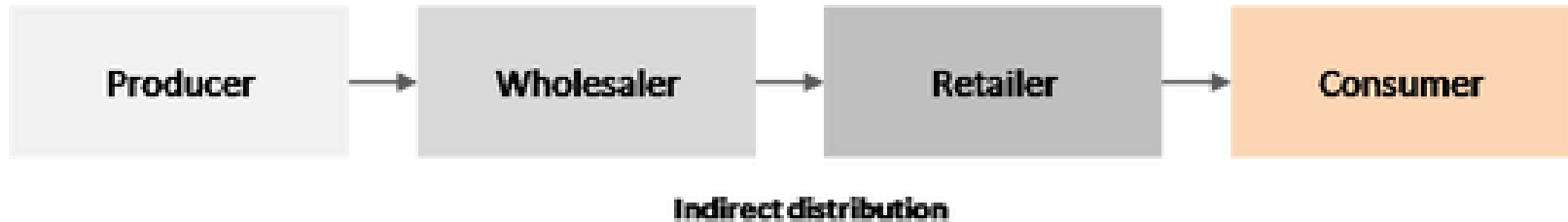
1.Direct:

In this channel, the manufacturer directly provides the product to the consumer.



2.Indirect:

In this channel, a company will use an intermediary to sell a product to the consumer.



3. Dual Distribution:

In this type of channel, a company may use a combination of direct and indirect selling. The product may be sold directly to a consumer, while in other cases it may be sold through intermediaries.

4. Reverse Channels:

The last, most non tradition channel allows for the consumer to send a product to the producer. This reverse flow is what distinguishes this method from the others. An example of this is when a consumer recycles and makes money from this activity.

TYPES OF INTERMEDIARIES

- 1. Agents**
- 2. Wholesaler**
- 3. Distributors**
- 4. Retailer**

ADVANTAGES AND DISADVANTAGES

The main advantage of direct selling is that intermediaries are not required, so producers are able to make more profit.

Producers can also reach customers who do not like going to shops.

The main drawback is that with some methods people cannot physically see the products until they have been purchased .

Some people also object to direct mail, salespeople and telemarketing

CONCLUSION

- Distribution Channel is vital in today's market, not only it benefits the consumer by getting goods on to your table but also benefits the producers and intermediaries.
- A distribution Channel can be as short as being direct from the vendor to the consumer or may include several Intermediaries.
- In today's world the distribution channel has become short due to the introduction of Online Marketing

**THANK YOU
I APPRECIATE YOUR
TIME**

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