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**Marketing Channels**

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## **Marketing Channels**

Marketing channels ensure that items are offered at the appropriate time, in the right location, and the correct quantities. It also generates a supply chain, a comprehensive distribution structure that serves consumers and provides a competitive edge to businesses (Ferrell et al., 2017).

Product attributes and consumer characteristics are the two factors affecting banana distribution. Bananas are perishable and have a limited shelf life, so that a shorter supply route would be preferable for this commodity. Because consumers generally buy a limited number of bananas, it may be more economical to utilize numerous intermediaries to transport the commodity to additional locations. Laser pointers have a longer life span, and I would examine product characteristics and rivalry. For footwear, the essential elements to explore when selecting the distribution network are competitors and the type of company. The shoe industry is generally highly crowded, with several businesses engaging on multiple levels of functionality and design. Therefore, just like laser pointers, footwear companies can open outlets without engaging third parties and intermediaries because the two products are similar in the perspective of their market channels.

Wholesalers and retailers have a promising future, but only to a limit. Wholesalers receive large deliveries from manufacturers and effectively distribute products to a variety of merchants. They split bulk so that merchants receive the correct amount in the shortest time. Retailers cannot do the jobs of wholesalers; else, they would be labeled as wholesalers too (Choosin et al., 2018). Wholesalers buy stuff in bulk and sell to merchants, who may not have the ability to go out and acquire these items in bulk since they are too busy selling to the customer.

### References

- Choosin, T., Kwan, P., & Cheung, F. (2018). The distribution system in China: Past, present and future. In *Business transformation in China* (pp. 115-130). Routledge.
- Ferrell, O. C., Ferrell, L., & Huggins, K. (2017). Seismic shifts in the sharing economy: Shaking up marketing channels and supply chains. *Journal of Marketing Channels*, 24(1-2), 3-12.

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