Introduction to Retailing Questions

1a. Why is the P-W-R-C channel called the “normal” channel of distribution?

1b. Identify three goods that come to us through the normal channel?

1c. In general, what types of goods come through the normal channel ?

2. Identify two goods that come through the P-R-C channel?

3a. Why is the P-C channel of distribution the oldest channel of distribution?

3b. Why is the P-C channel the least used channel today?

3c. Identify three goods that one could purchase through the P-C channel?

4. Why is the P-W-C set-up NOT a channel of distribution?

5a. How many transactions would be involved if 10 producers were to sell their products directly to 20 retailers?

5b. How many transactions would be saved if those same 10 producers sold their products to a wholesaler who in turn sold the products to the same 20 retailers.

5c. Why don’t all producers market through wholesalers?

6. Create a chart with the three headings of Item/Service, Channel of Distribution and Reasoning. Under Item/Service, lest the following 10 items: a. toaster, b. Indy 500 car, c. wine, d. snowmobile, e. blueberries, f. X-Box 360, g. Samsung Galaxy phone, h. haircut, i. diamond ring, j. HD Smart TV

Complete the chart by indicating the channel of distribution each item is likely to be distributed through and your reasoning.