

Be Your Own Boss

You plan to open a kite shop in a beach resort town. You will sell custom-made kites as well as kites you plan to import. You know that you will have customers during the spring and summer when families are visiting the beach, but you are looking for ways to increase sales during the off-season when there are very few visitors to the area. Describe ways that you could distribute your products that would increase sales during the off-season. Prepare 2 PowerPoint slides with details of your distribution plan. Email the PowerPoint as an attachment.



Think Critically

1. What are the four basic options of channels of distribution?

2. Why are channels of distribution different for different types of businesses?

3. What factors are important to consider in the physical distribution of products?

True or False

- _____ 1. The routes that products take from the time they are produced until they arrive at a retail store are the channels of distribution.
- _____ 2. Retail stores can distribute their products to consumers by having convenient hours for customers, shipping directly to consumers, and being accessible through the Internet.
- _____ 3. Service businesses do not have a single, direct channel of distribution if there is more than one store in the chain.
- _____ 4. Direct distribution channels move products directly from the manufacturer to the consumer.
- _____ 5. Intermediaries are businesses that move products between manufacturers and consumers.
- _____ 6. No intermediaries are involved in the manufacturer to retailer to consumer channel option.
- _____ 7. Manufacturers usually don't sell directly to customers.
- _____ 8. A product may move through several channel members by various forms of transportation to get it to the point where it will ultimately be sold to consumers.
- _____ 9. If you are shipping a large item to another country, you would likely use the United States Postal Service.

