



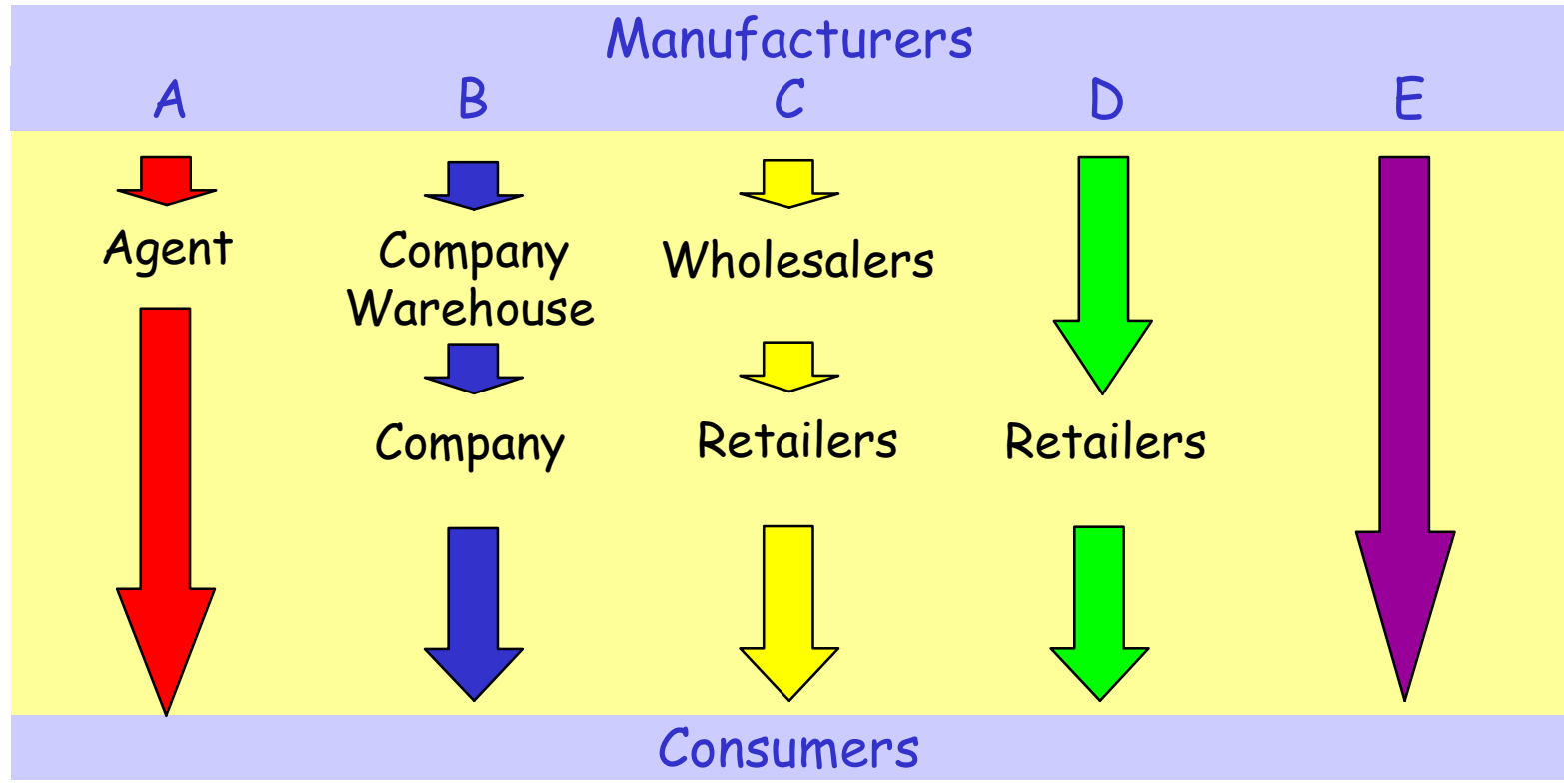
- Place is often the forgotten “P”
- However, it is vital that a product is easily available for customers to buy
- In order to get a product to the right place a firm has a number of options
- These options are called “**Channels of Distribution**”





# Channels of Distribution

- There are a number of ways to get products from the factory to the consumer:

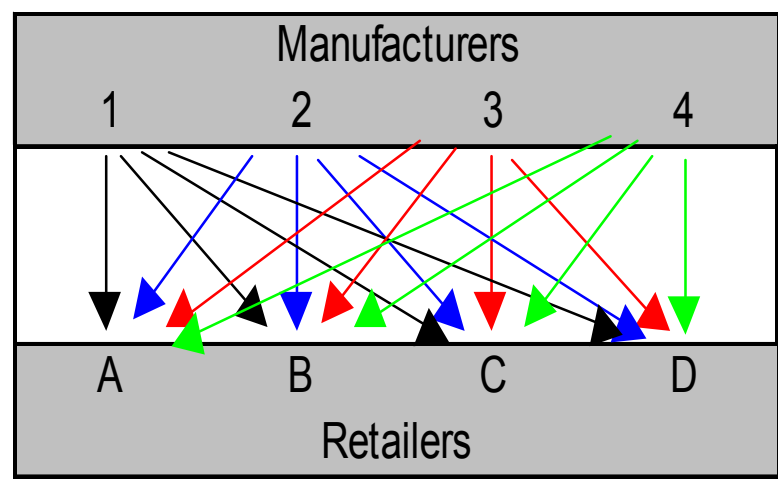




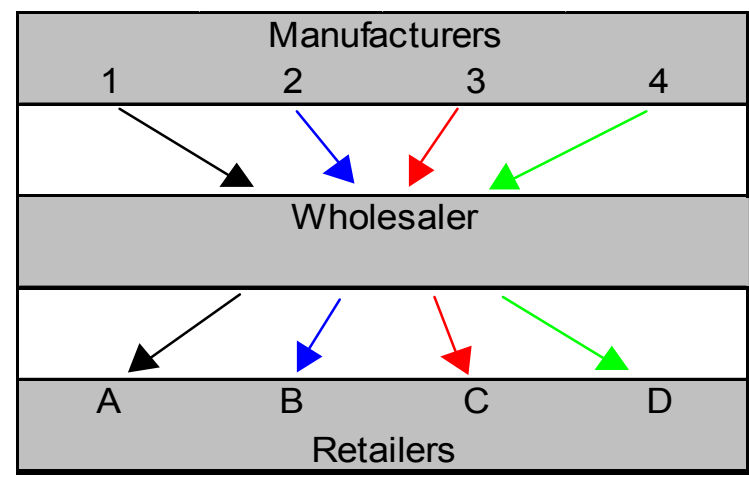
# Why Use A Wholesaler?

- The main advantage of using a wholesaler is that they make it easier to reach more shops:

## Without Wholesaler



## With Wholesaler





# What About The Internet?

- Many businesses now sell products online
- This is referred to as **e-commerce**
- There are both advantages and disadvantages of using e-commerce:



	<b>Advantages</b>	<b>Disadvantages</b>
1)	More potential customers	More competition
2)	24/7 opening	New skills needed
3)	Relatively cheap	Security problems

