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 offseason. Prepare 2 PowerPoint slides with details of your distribution plan. Email the PowerPoint as an attachment.



9.

Service.

Think Critically				
1.	What a	re the four basic options of channels of distribution?		
2.	Why are channels of distribution different for different types of businesses?			
3.	What fa	ctors 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.		

If you are shipping a large item to another country, you would likely use the United States Postal

	10.	All types of businesses must receive goods from suppliers.
Mu	ltiple C	noice
	1.	Channels of distribution include the routes that products and services take (a) from manufacturers to wholesalers, (b) from retail stores to consumers, (c) from manufacturers to retail stores, (d) all of these.
	2.	Businesses need channels of distribution (a) for the products and services they sell, (b) only if they are manufacturers, (c) unless they buy directly from the manufacturer, (d) to market products on the Internet.
	3.	Distributing a product or service on the Internet (a) is usually not cost-effective, (b) depends on how you create a web site, (c) may be a good idea for many businesses, (d) is too time-consuming for a small business.
	4.	Intermediaries are used in (a) direct channels of distribution, (b) indirect channels of distribution, (c) the manufacturer-to-consumer channel option, (d) all of these.
	5.	The most cost-effective channel option is (a) manufacturer-to-retailer-to-consumer, (b) manufacturer-to-consumer, (c) manufacturer-to-wholesaler-to-retailer-to-consumer, (d) consumer-to-retailer.
	6.	Physical distribution includes all of the following except (a) branding, (b) transportation, (c) handling, (d) packaging of products.
	7.	Storing products (a) typically reduces their cost, (b) eliminates the risk that they will be stolen, (c) helps balance supply and demand of products, (d) increases their shelf-life.
	8.	You can find a listing of manufacturing companies in the United States in (a) The American Wholesalers and Distributors Directory, (b) The Wall Street Journal, (c) The Thomas Register, (d) your local Chamber of Commerce handbook.
Pro	blem S	olving
1.	What a	are channels of distribution?
2.		channel of distribution would be the best for a fruit and vegetable farm with limited production atively few products to be sold to a small group of local customers?
3.		be some of the benefits gained by both manufacturers and consumers when an intermediary is a a channel of distribution. Give a real-world example with your answer.