



Libyan International Medical University
Faculty of Business Administration

TITLE: DISTRIBUTION

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INTRODUCTION

➤ The elements of the marketing mix are:

➤ The last element of the marketing mix is the place, also called placement or distribution.





WHAT IS PLACE?

- In the marketing mix, the process of moving products from the producer to the intended user is called place.
- In other words, it is how your product is bought and where it is bought from.
- Through the use of the right place, a company can increase sales and maintain these over a longer period of time. In turn, this would mean a greater share of the market and increased revenues and profits.

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*“To Make Product Available In
The Right Place At The Right
Time In The Right Quantities.”*

MaRS. (05 Apr 2014)

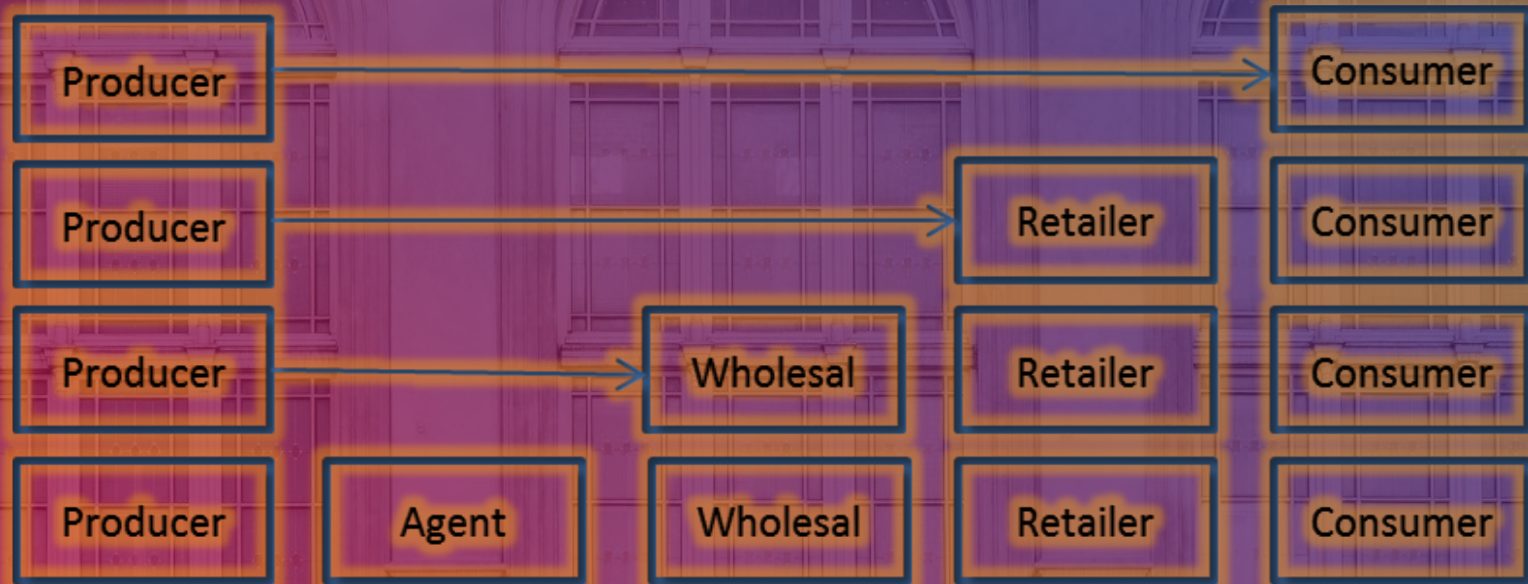


WHAT IS A DISTRIBUTION CHANNEL?

- **A distribution channel can be defined as the activities and processes required to move a product from the producer to the consumer.**
- **Also included in the channel are the intermediaries that are involved in this movement in any capacity.**



TYPES OF DISTRIBUTION CHANNELS





PLACE AND DISTRIBUTION INTERMEDIARIES

DEFINITIONS

- **Manufacturer:** person, group or firm that makes the product.
- **Retailers:** the organization that sells products directly to consumers and end users. As they are selling to consumers for personal use, the goods are usually sold in small quantities.
- **Wholesaler:** the party that buys large quantities of a product from manufacturers and sells it to retailers. Wholesalers sell goods to other businesses, they do not sell directly to consumers.
- **Agents:** are individuals or companies that act as an extension of the manufacturing company



FACTORS AFFECTING DISTRIBUTION CHANNELS

**1. Factors
Related to
Products**

**2. Factors
Related to
Company**

**3. Factors
Related to
Middlemen**

**4. Factors
Related to
Market**

**5. Factors
Related to
Competition**

**6. Factors
Related to
Environment**



IMPORTANCE OF DISTRIBUTION CHANNELS

- **Distribution channels help in control of the product and service flow from point of production to the consumers.**
- **If distribution channels are absent, the whole process of the marketing is sabotaged as promotion, price and product market mixes alone are not sufficient without effective and efficient distribution channels.**



CONCLUSION

- **Distribution is about how a business gets its products to the customers.**
- **Distribution channel is inseparable from other marketing mix such as promotion, price and product.**
- **There two types of distribution channels are direct and indirect.**
- **There are many Factors Affecting Distribution Channels.**
- **The Distribution Channels are very important.**



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A photograph of a busy city street at sunset. The scene is filled with pedestrians walking across the street. In the background, there are multi-story buildings with classical architectural features like arched windows and balconies. A Union Jack flag is visible on a balcony. The sun is low in the sky, creating a warm, golden glow and long shadows. A large white text overlay is centered on the image.

THANK YOU FOR LISTENING!