***Notebook Questions – Channels of Distribution***

1) What does it mean by direct distribution? Give a real life example of a company / product that incorporates this form of distribution.

2) List the three types of indirect channels listed and give a brief explanation of what is involved in each type.

3) Why would vending machines be preferable to other forms of distribution for a company? Go online and find the oddest product that can be bought in a vending machine.

4) What would be the big advantage to telemarketing? What would be the biggest drawback to it?

5) Do you think online shopping will eventually replace actual stores with some products? Why or why or not? Which products do you think this will happen to?

6) Consider the sale of soft drinks to the consumer. What six channels of distribution to soft drink manufacturers use to get their beverages into the hands of their customers?