



**Place**  
Where the product should sold  
How it gets from manufacturer to consumer

Factors to consider when choosing a c.o.d.

Traditional  
Dairy Milk chocolate

Alternative Channel of Distribution

Direct Chanel of Distribution  
Dell computers

Affects Sales  
Must be available  
Consumers will not wait

Profit margins  
More stages, more expensive  
Consumers more price conscious  
Need to cut out stages

Affects Goodwill  
Consistent on-time delivery must be guaranteed  
Reputations suffer

Manufacturer  
Wholesaler  
Retailer  
Consumer

Manufacturer  
Retailer  
Consumer

Wholesaler  
Buys from manufacturer  
Sells to retailer  
Breaking bulk