



The place & distribution

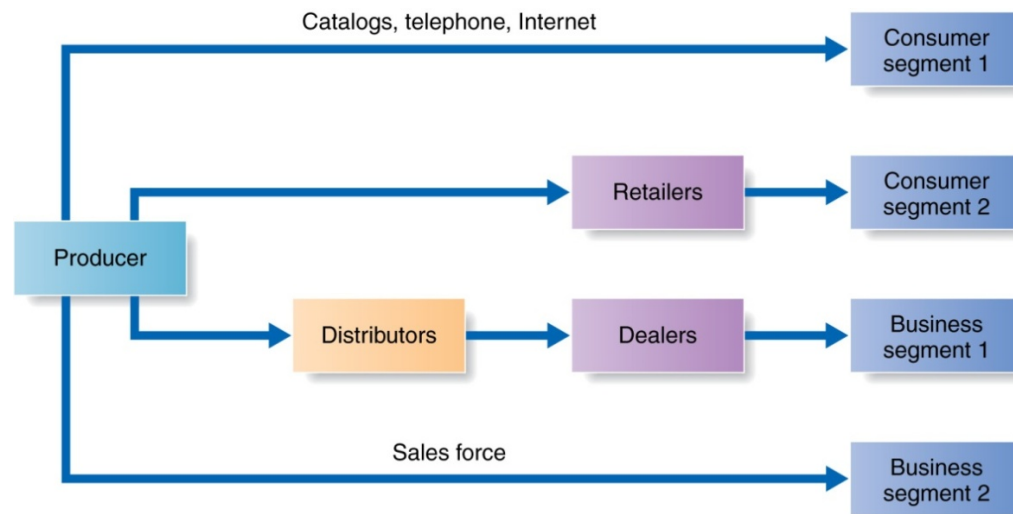
The place & distribution > **Hybrids**

System of multi-circuit distribution

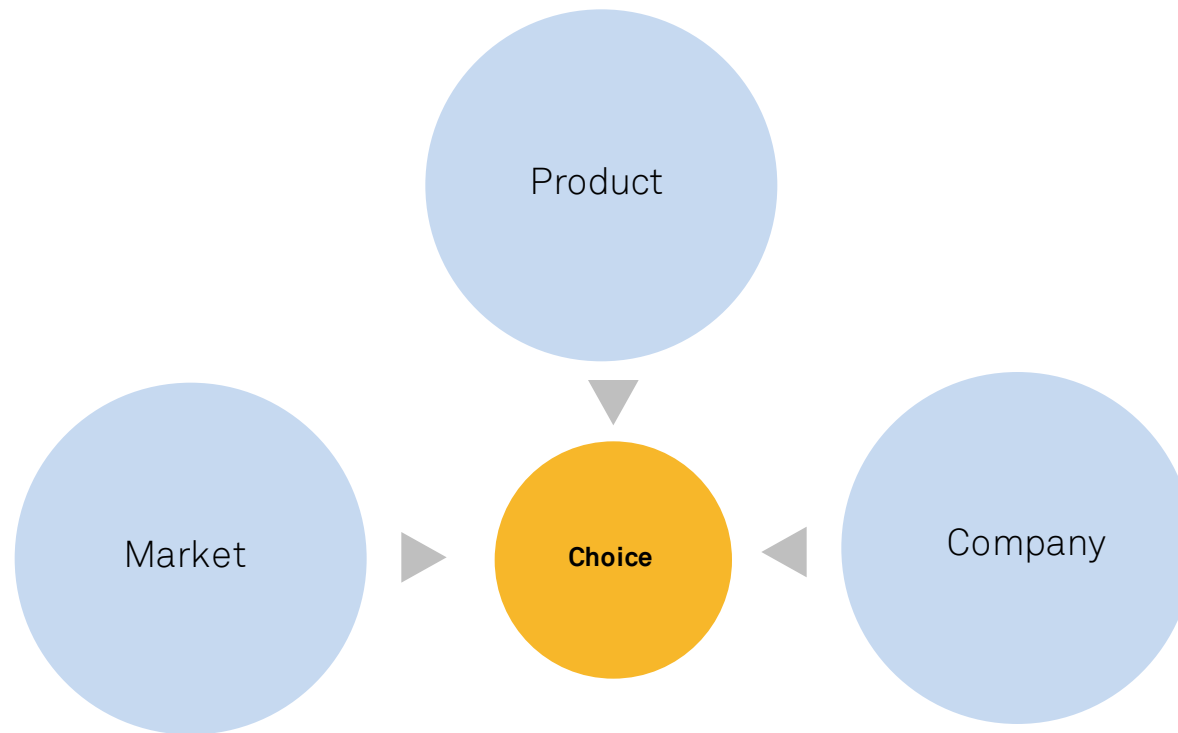
A company creates two circuits of distribution or more to obtain one or several segments.

Disintermediation

Replacement of traditional resellers by new middle-man types or by direct sales.



The place & distribution > **Context**



The price & distribution > **Types of distribution**

Intensive distribution

The goal is to maximize product coverage which, therefore, increases sales. The accessibility of the product stimulates sales. This strategy applies to low value products that require no research and price comparison. E.g. bubble gum at the convenience store

Selective distribution

When the manufacturer is looking for a dealer in a specific territory. The choice of the distributor and his commitment to respect the brand image and its values become a selective process. E.g. Diesel

Exclusive distribution

The high value or industrial product that needs research and a thoughtful purchase decision from the customer requires an exclusive dealer, especially when the dealer invests time and money. But this model is also implemented as a franchise.



Thank you

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