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channel (channel of distribution): a set of interdependent organizations that ease the transfer of ownership as products move from producer to business user or consumer-channel members: all parties in the marketing channel that negotiate with one another, buy and sell products, and facilitate the change of ownership between buyer ...

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Everything you need to know about marketing channels. Marketing channels are the ways that goods and services are made available for use by the consumers. All goods go through channels of distribution, and marketing depends on the way goods are distributed. The route that the product takes on its way from production to the



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consumer is important because a marketer must decide which route or channel is best for his particular product.

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marketing channels: A marketing channel is a set of practices or

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activities necessary to transfer the ownership of goods, and to move goods, from the point of production to the point of consumption and, as such, which consists of all the institutions and all the marketing activities in the marketing process.

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Marketing channel decisions are among the most important decisions that management faces today. Indeed, if one looks at the major strategy of the marketing mix (product, price, promotion and distribution), the greatest potential for achieving a competitive advantage now lies in distribution (Obaji, 2011).

## **Literature review on Distribution Channels Management ...**

Finding new channels and maximizing the potential of those channels is the main goal of channel marketing. It is primarily a business to business (B2B) marketing strategy, involving businesses marketing themselves to other businesses rather than individual

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- See how marketing channels relate to the other strategic variables in the marketing mix.
- Know the flows in marketing channels and how they relate to channel management.
- Understand the principles of specialization and division of labor as well as contactual efficiency in marketing channels.

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