

Name:

The Marketing Mix: Place

1. What does place refer to?

2. What determines whether producers/manufacturers sell to distributors/wholesalers or directly to retailers or even end-users/customers?

3. Marketers must decide if their products should be widely available or selectively distributed (limit availability). What 4 strategies can be used and how does each work? be considered and how does each strategy work?
 - A.

 - B.

 - C.

 - D.

4. How does geographical location affect distribution?

5. What 2 things should marketers consider when looking at online distribution? Please identify an advantage and disadvantage of each.
 - A.

 - B.