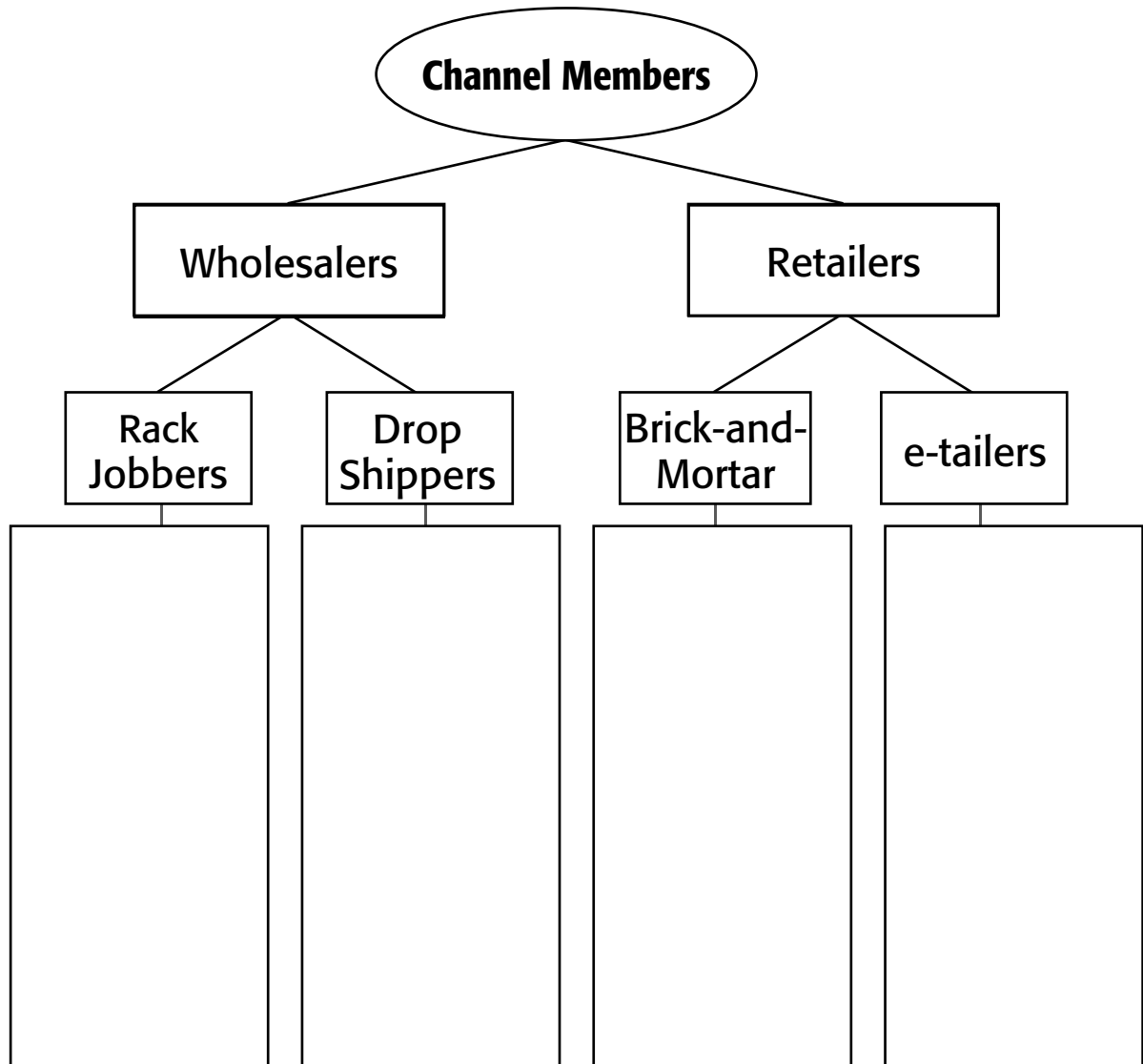


Chapter 21 Channels of Distribution

Channel Members

Directions Use this graphic organizer to describe wholesale and retail channel members.



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Chapter 21 Channels of Distribution

Distribution Channel Members

Directions Use this graphic organizer to outline distribution channel members.









Distribution Channel Members

- I.
 - A.
 - 1.
 - B.
 - 1.
 - a.
 - b.
 - 2.
 - a.
 - b.

Chapter 21 Channels of Distribution

Consumer vs. Industrial Distribution Channels

Directions Use this graphic organizer to compare consumer vs. industrial distribution channel members.

Consumer	Industrial
	
	
	
	

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Supplemental Graphic Organizers

Chapter 21 Channels of Distribution

Members of Consumer and Industrial Distribution Channels

Directions Use this graphic organizer to cross out the members that do not belong in a particular distribution channel.

Distribution Channels—Consumer Products

A	B	C	D	E
Manufacturer/ Producer	Manufacturer/ Producer	Manufacturer/ Producer	Manufacturer/ Producer	Manufacturer/ Producer
Agents	Agents	Agents	Agents	Agents
Wholesalers	Wholesalers	Wholesalers	Wholesalers	Wholesalers
Retailers	Retailers	Retailers	Retailers	Retailers
Consumers	Consumers	Consumers	Consumers	Consumers

Distribution Channels—Industrial Products

A	B	C	D
Manufacturer/ Producer	Manufacturer/ Producer	Manufacturer/ Producer	Manufacturer/ Producer
Agents	Agents	Agents	Agents
Industrial Distributors	Industrial Distributors	Industrial Distributors	Industrial Distributors
Industrial Users	Industrial Users	Industrial Users	Industrial Users

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Chapter 21 Channels of Distribution

Types of Distribution

Directions Use this graphic organizer to explain each type of distribution.

Distribution Intensity

