

# **SSS2 FIRST MARKETING LESSON NOTE**

## **SCHEME OF WORK:**

WEEK1: TYPES AND FUNCTIONS OF DISTRIBUTION

WEEK 2: TYPES AND FUNCTIONS OF DISTRIBUTION

WEEK 3: TYPES AND FUNCTIONS OF DISTRIBUTION

WEEK 4: TYPES AND FUNCTIONS OF DISTRIBUTION

WEEK 5: TYPES AND FUNCTIONS OF DISTRIBUTION

WEEK 6: MARKETING SSS2 FIRST TERM MID-TERM ASSESSMENT

- TEST

WEEK 7: TRANSPORTATION

WEEK 8: TRANSPORTATION

WEEK 9: TRANSPORTATION

WEEK 10: TRANSPORTATION

WEEK 11 TRANSPORTATION

MARKETING SSS2 FIRST TERM FINAL ASSESSMENT

## **WEEK 1: Types and Functions of Distribution I**

### **Performance objectives**

Students should be able to:

1. State the meaning of distribution.
2. List the types of distribution.

### **Distribution**

A distribution channel can be described "as an organized system of marketing institutions and their interrelationships that promote the physical flow of goods and services along with a title that confers ownership from producer to consumer or business user. It also connotes the network of organizations that creates time, place and possession utilities for consumers and business users.

Examples: movement of textbooks from publishers to bookshops, movement of agricultural products from farm to the commodity market.

### **Types of Distribution**

The distribution could be grouped into the following;

1. Dual Channel Distribution: This refers to the movement of products through more than one distribution channel to reach the same target consumers.

Examples are:

(a) Manufacturer---> Wholesaler---> Consumers

(b) Manufacturer---> Wholesaler---> Retailers

2. Reverse Channel Distribution: This relates to the backward movement of goods from users to producers. This is the situation when consumers are expected to supply certain information before goods and services could be distributed. For instance, registration of car owner allows manufacturers to send a proper notification in the event of a recall.

3. Wholesaling Intermediaries: This is a broader term whereby firms sell products primarily to retailers or to other wholesalers or business users and only in insignificant amounts to the ultimate consumer. These include agents and brokers who perform important wholesaling activities without taking title to goods which differentiates it from merchandising.

4. Sakes Channel: This is part of the distribution which involves the buying, selling and transferring title. The participants in this marketing channel are the manufacturers, retailers, consumers and transportation company.

5. Facilitating Channel: These include public storage firms, insurance companies, finance companies, market research firms and several other types of firms also frequently participate as facilitating organisations in various marketing channels. It is essential that both the sales and facilitating channels are usually needed to create time, place and possession utilities.