

19. - CHAIN OF DISTRIBUTION

The topic entails:-

- **Explain, the meaning of distribution; chain of distribution and channel of distribution.**
- **Discuss the role of the intermediaries in the distribution of goods.**
- **Discuss the factors to be considered in choice of a distribution channel and circumstances under which each channel will be preferable for various types of products.**

1. Identify the type of utility created in the following circumstances

Activity	Utility
a) Carpentry	
b) Selling bread to students	
c) Warehousing of goods imported	
d) Carriage of cargo to the market	

2. State **four** roles played by intermediaries in the chain of distribution
3. Highlight **four** consequences of eliminating a wholesaler from a chain of distribution
4. Outline **four** factors used to determine the distribution of Omo, as a common household detergent
in Kenya
5. State **four** circumstances under which it would be advisable for a manufacturer to sell directly
to consumers
6. Dady a traders at Kibgori trading centre wishes to import goods from Brand kamp , a Germany
Describe **four** channels of distribution that Dady's goods are likely to take to reach his consumers
at Kibgori
7. Kenya co-operative creameries (KCC) sell its dairy products directly to retailers. Highlight **four**
factors that were considered in the choice of this channel of Distribution

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1. Explain **five** possible effects that would result if wholesalers were eliminated from a chain of distribution
2. Manufacturers distribute their products to the final consumers through various channels.
3. Explain circumstances under which a producer would sell directly to retailers
4. Discuss the factors that influence the choice of distribution channel
5. Outline **six** circumstances under which a manufacturer may prefer to sell goods directly to consumers