Concept of Physical Distribution

According to William J. Stanton, "Physical distribution involves the management of physical flow of products and establishment and operation of flow systems."

Aims at

Managing the movement of the goods

Lowering of Cost

Minimum Inventory Level

Customer Satisfaction

Factors influencing Physical Distribution

Product	Market	Company	Middlemen	
 Perishability Size and weight Standardisati on Technical nature 	 Consumer or Industrial Size of the	 Reputation Size of the business Control Direct Marketing 	 Cost of distribution Availability of middlemen Services provided Ensuring volume of sales 	
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Types of Marketing Channels (Traditional)

A] Marketing Channels for Consumer

0 Level	1 Level	2 Level	3 Level
Manufacturer Consumer	Manufacturer Retailer Consumer	Manufacturer Wholesaler Retailer Customer	Manufacturer Sole selling agent Wholesaler Retailer Consumer