

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
<ul style="list-style-type: none"> • Perishability • Size and weight • Standardisation • Technical nature 	<ul style="list-style-type: none"> • Consumer or Industrial • Size of the order • Geographical Distribution 	<ul style="list-style-type: none"> • Reputation • Size of the business • Control • Direct Marketing 	<ul style="list-style-type: none"> • Cost of distribution • Availability of middlemen • Services provided • Ensuring volume of sales

Types of Marketing Channels (Traditional)

A] Marketing Channels for Consumer



