

## Advantages and Disadvantages of Channels of distribution

Match the correct answer

|                                  |                                                             |
|----------------------------------|-------------------------------------------------------------|
| Advantage of an agent            | Wholesalers sells only in bulk (in large quantities)        |
| Disadvantage of an agent         | Customers can access the products easily from retailers     |
| Advantage of a wholesaler        | Wholesalers can sell cheaper to retailers                   |
| Disadvantage of a wholesaler     | Very cheap to buy online                                    |
| Advantage of a retailer          | More expensive that buying directly from the retailer       |
| Disadvantage of a retailer       | Can sell the product easily in other countries using agents |
| Advantage of direct marketing    | Customers cannot see the real product                       |
| Disadvantage of direct marketing | Very expensive when selling in other countries              |