

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