

# Place decision



In Global Expansion companies decide whether to expand by **seeking new markets or market segments** abroad; after the places and market segments have been identified or even created, the company must **apply adequate entry strategies**. Once the market have been reach **channels and physical distribution** are a crucial, without them, a **great product** at the **right price** and **effective commnications** cannot succeed.

# GLOBAL MARKETING CHANNELS AND PHYSICAL DISTRIBUTION

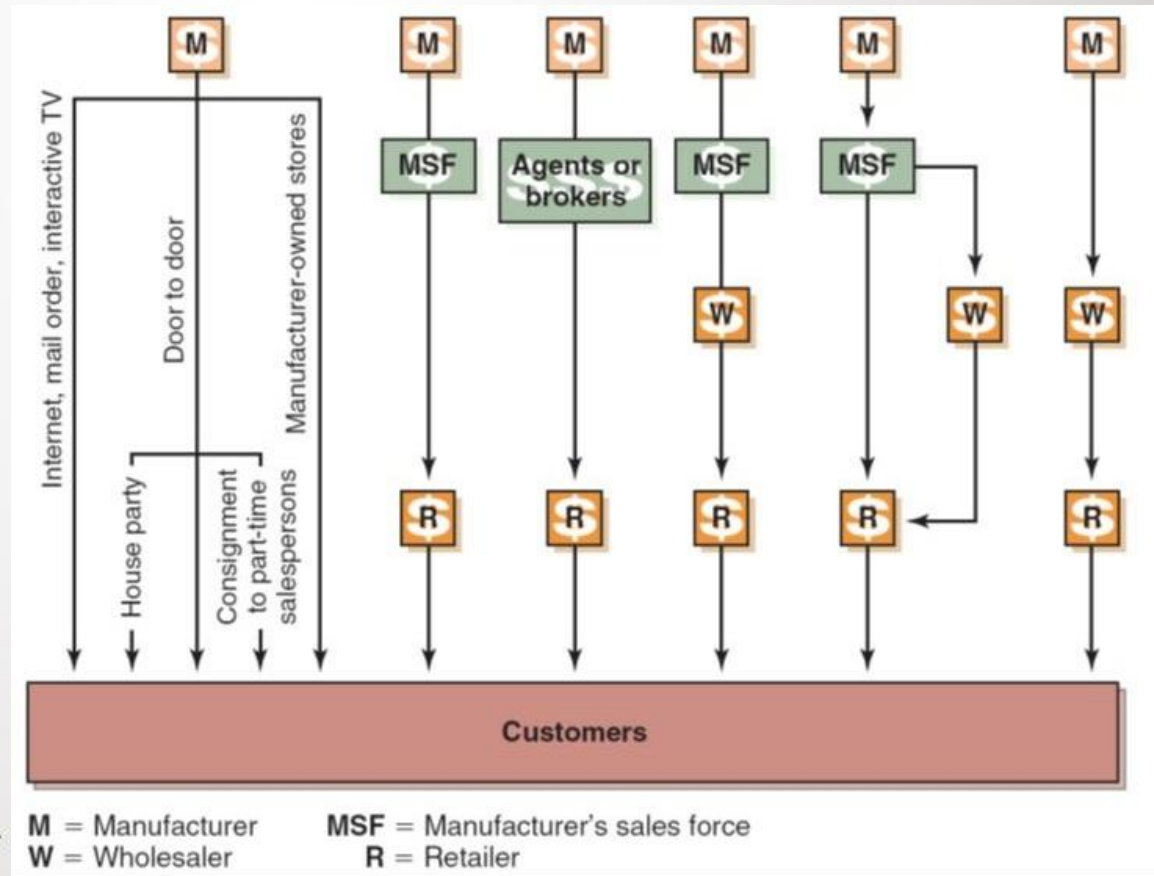
A **channel of distribution** is the network of agencies and institutions that links producers with users. **Physical distribution** is the movement of goods through channels.



# GLOBAL MARKETING CHANNELS AND PHYSICAL DISTRIBUTION

Business to consumer marketing uses consumer channels.

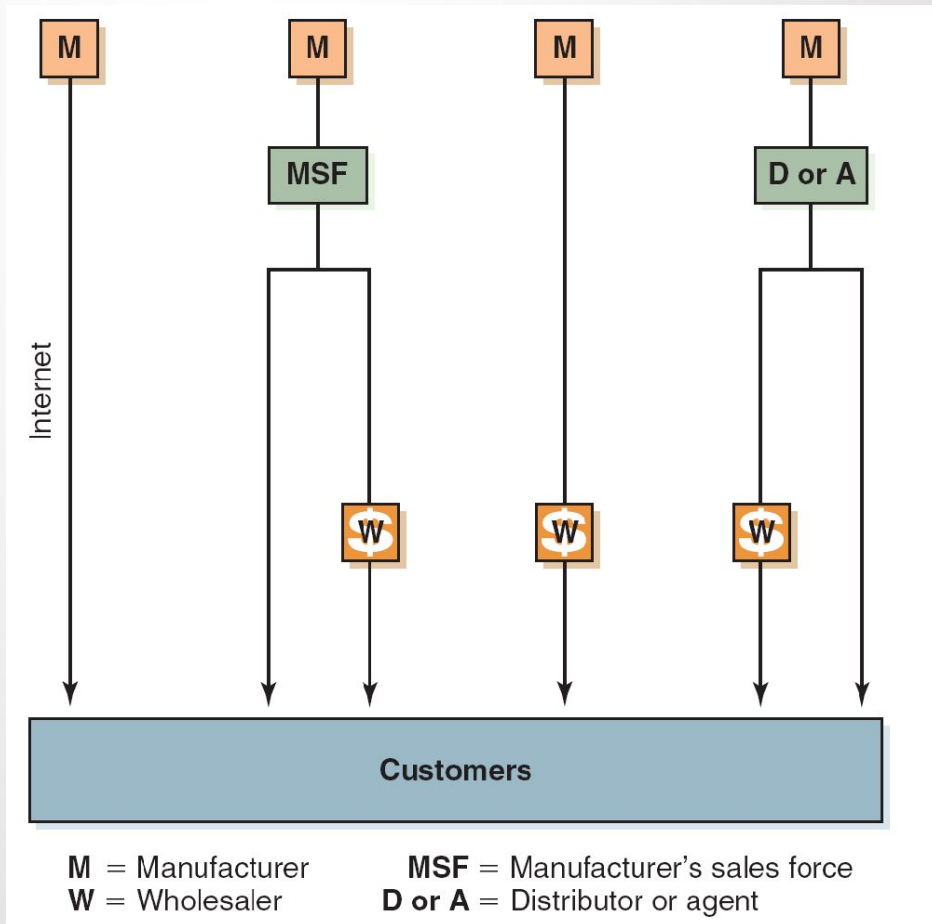
Business to consumer channels



# GLOBAL MARKETING CHANNELS AND PHYSICAL DISTRIBUTION

**Business to Business marketing** employs industrial channels to deliver products of manufacturers or other types of organizations.

## Business to Business channels



# GLOBAL MARKETING CHANNELS AND PHYSICAL DISTRIBUTION

Peer to Peer marketing via internet is another channel.



# GLOBAL MARKETING CHANNELS AND PHYSICAL DISTRIBUTION



# GLOBAL MARKETING CHANNELS AND PHYSICAL DISTRIBUTION

**Distributors** and **agents** are key intermediaries in both channel types.



# GLOBAL MARKETING CHANNELS AND PHYSICAL DISTRIBUTION

Marketing channels can create **place utility**, **time utility**, **form utility**, and **information utility** for buyers.





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Marketing channels can create **place utility**, **time utility**, **form utility**, and **information utility** for buyers.

**Time Utility** availability of a product or service when desired by a customer.

amazon.com



淘 Taobao & Tmall Shopping Guide



# GLOBAL MARKETING CHANNELS AND PHYSICAL DISTRIBUTION

Marketing channels can create **place utility**, **time utility**, **form utility**, and **information utility** for buyers.

## Form Utility

availability of product processed, prepared, in proper condition and/or ready to use.



## Information Utility

availability of answers to questions & general communication about useful product features & benefits.



**Customer service**



# GLOBAL MARKETING CHANNELS AND PHYSICAL DISTRIBUTION

The characteristics of customers, products, middlemen and environment all affect channel design and strategy.

Consumer channels may be relatively direct, utilizing direct mail or door to door selling, as well as manufacturer own stores. A combination of manufacturers' sales forces, agents/brokers, and wholesalers may also be used. Channels for industrial products are less varied, with manufacturer's sales forces, wholesalers, and dealers or agents used.

global retailing is a growing trend as successful retailers expand around the world in support of growth objectives. Retail operations take many different forms, including department stores, specialty retailers, supermarkets, convenience stores, discount stores, hard discounters, hyper markets, supercenters, shopping malls, outlet stores, and outlet malls. selection, price, store location, and customer service are a few of the competencies that can be used strategically to enter a new market.





# Thank You !

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The end

*Thank You*

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