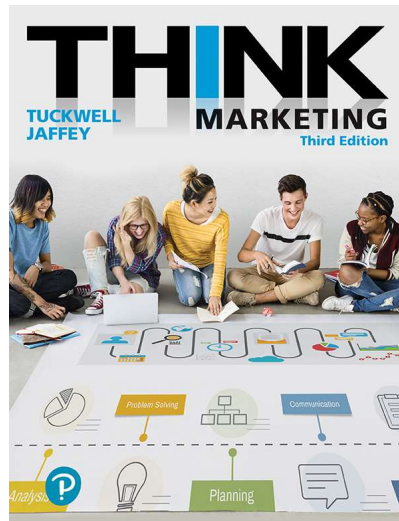


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Chapter 12

Distribution and Supply Chain Management

Mar.	4	Distribution and Supply Chain Management Services & Not-for-Profit Marketing <i>Project Part 1 (Product/Placement) Due</i>	TODAY Ch 12 Ch 10
	11	(Exam 4) Pricing Decisions: Objectives, Strategies, & Tactics	Ch 11
	18	(Exam 5) IMC: Media Advertising, Social & Mobile Communications <i>Project Part 2 (Price) Due</i>	Ch 14

Project Part 1 due Thursday @ 23:55

Thursday – Chapter 10

NEXT EXAM (3): Tuesday March 12th (one week!)

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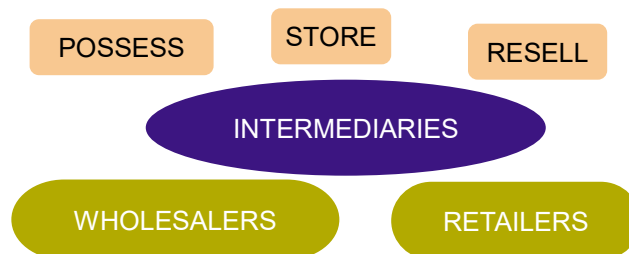
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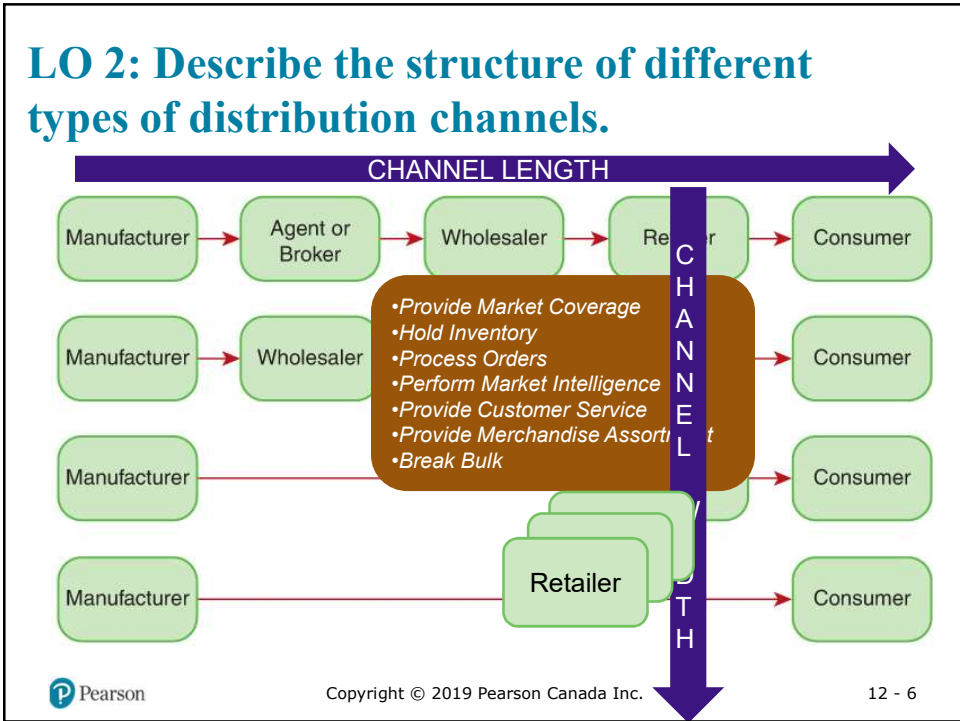
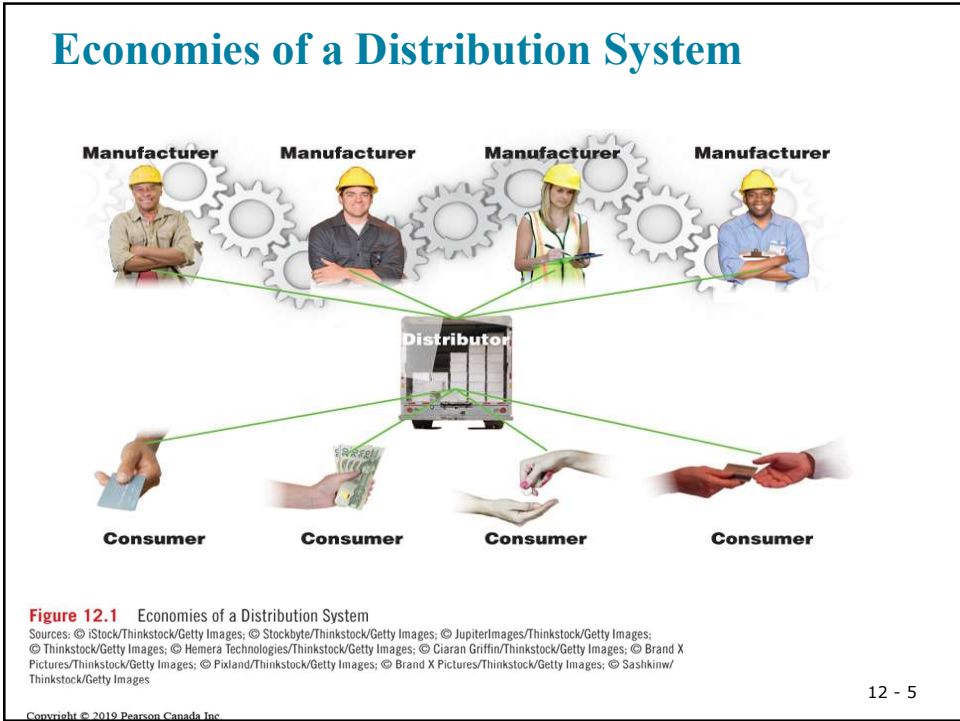
BYU Ice Cream's Supply Chain Management



LO 1: Define distribution planning and describe the role of intermediaries in the distribution channel.

A systematic decision-making process regarding the physical movement and transfer of ownership of goods and services from producers to consumers.





LO 3: Evaluate new channel strategies as a means of gaining competitive advantage.

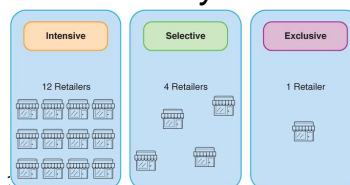
A company uses different types of intermediaries at the same level in the channel to reach various customer groups.



LO 4: Describe the influences that are considered when selecting a distribution channel.

Should the channel be a *direct* or *indirect* channel?

- *Product and Service Characteristics*
- *Competition*
- *Financial Resources Available*
- *Desired Intensity of Distribution*



LO 5: Describe the nature of relationships between members of a channel of distribution.

- **Horizontal conflict** between similar organizations at the same level in the channel of distribution.
- **Vertical conflict** occurs when a channel member feels that another member at a different level is engaging in inappropriate conduct.

Channel Control



- *Manufacturer Control*
- *Distributor (Wholesaler) Control*
- *Retailer Control*

Economic clout often determines who controls the channel.

Walmart 

COSTCO
WHOLESALE

 Loblaws

LO 6: Explain the concept of integrated marketing systems.

VERTICAL SYSTEM

Linked at different levels:

- Administered VMS
- Contractual VMS
- Corporate VMS

HORIZONTAL SYSTEM

many channel members at one level have the same owner, operated under different banner (brand):



Backward integration CHOICE HOTELS INTERNATIONAL

LO 7: Explain how supply chain management systems are improving operational efficiency in the channel of distribution.

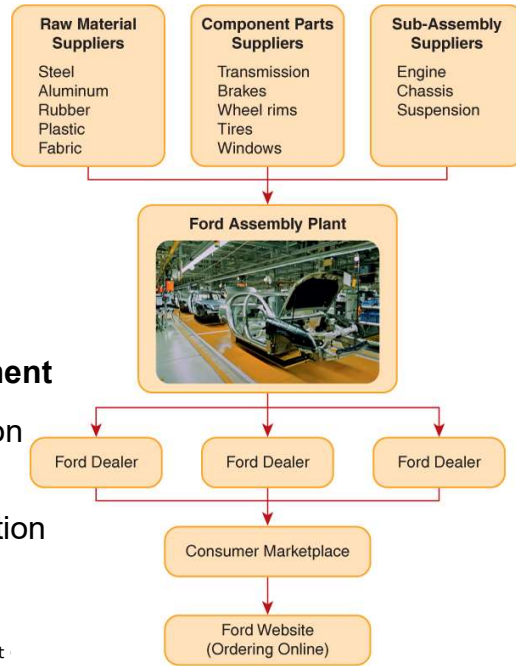
- Objective of SCM is to reduce costs while maintaining the most efficient and productive distribution system possible.
- Collaboration and cooperation among members to optimize efficiencies
- Technology plays key role

A Seamless Supply Chain

Supply Chain –perform activities related to the creation and delivery of goods.

Supply Chain Management

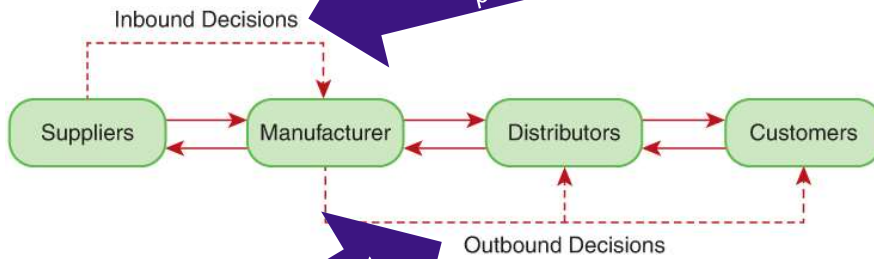
- integration of information
- facilitates efficient production and distribution of goods



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Supply Chain Management System



Information, materials, and financial flow both ways in an effective supply chain management system.



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LO 8: Describe the key logistics marketing functions in a supply chain.

The Key Functions of Logistics Marketing

