

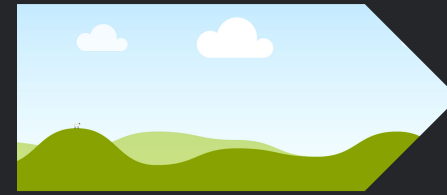
# **MARKETING MANAGEMENT**

## **Unit - 5**

### **Business Marketing**

# CHANNEL LEVELS

- **Zero Level Channel**



**Direct Channel**

- **One Level Channel**

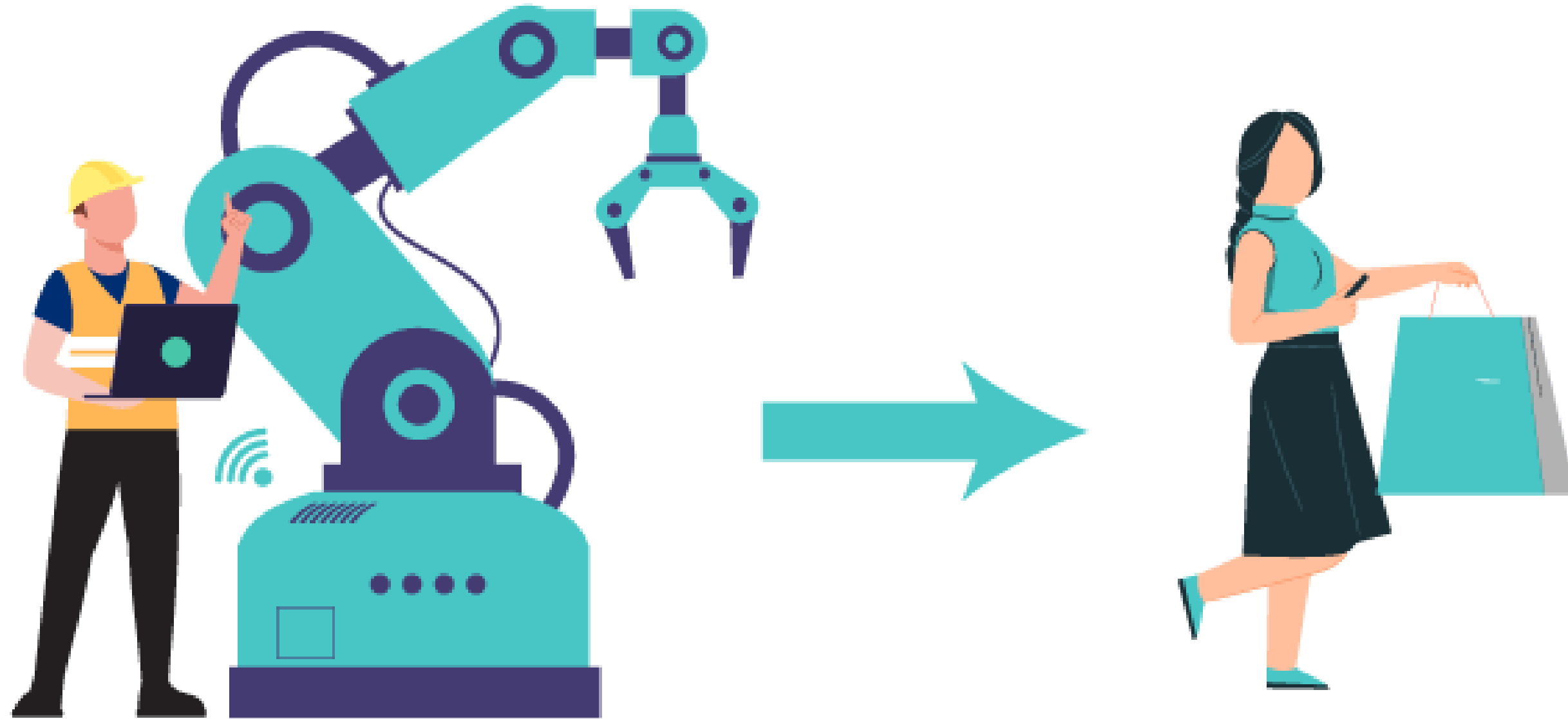


**Indirect Channel**

- **Two Level Channel**

- **Three Level Channel**

# Zero Level Channel



**Manufacturer**

**Customer**

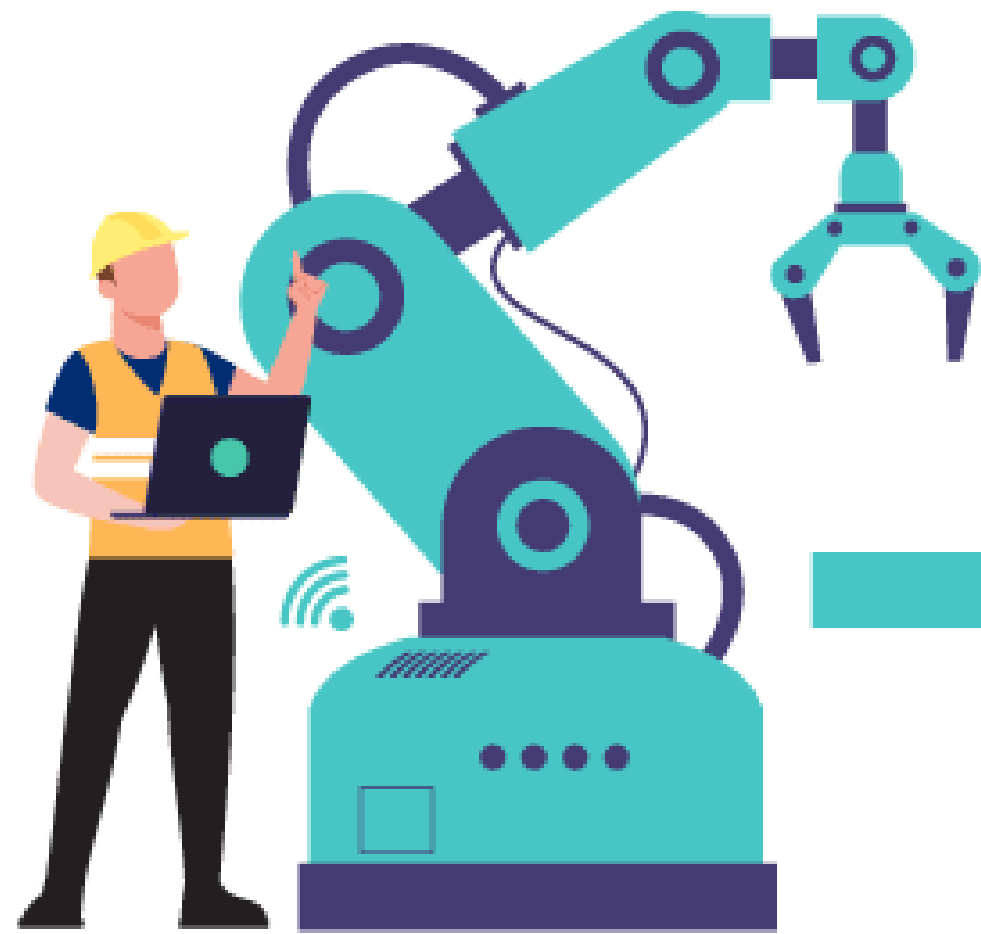
## **Direct Channel (Zero Level)**

A direct channel or zero level is a distribution level through which an organization directly sells its products to the customers with the involvement of any intermediary.

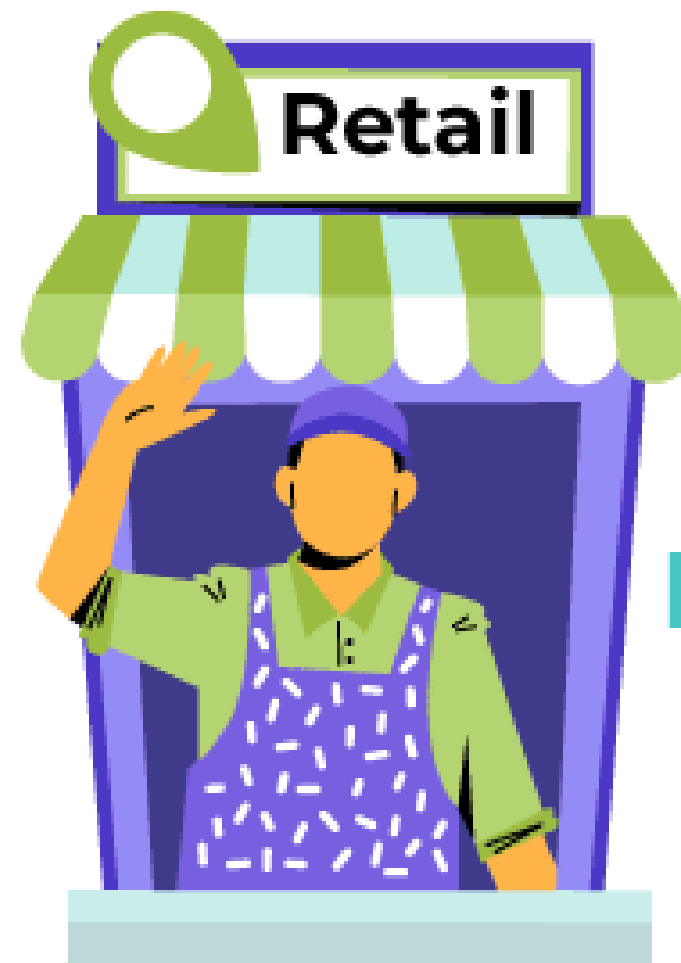
**For example:**

Apple sells its products directly to the customers through its stores.

# One Level Channel



**Manufacturer**



**Retailer**



**Customer**

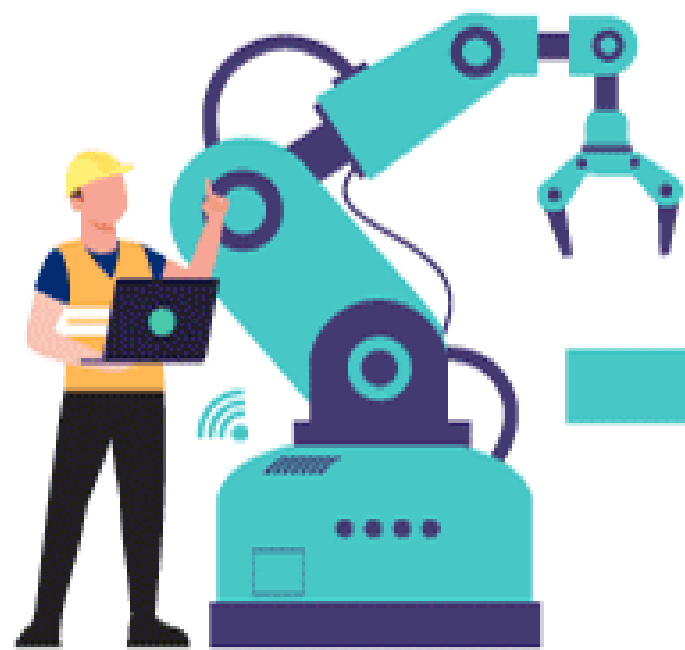
## **Indirect Channel (One Level)**

One level channel means that there is only one intermediary involved between the manufacturer and the customer to sell the goods. This intermediary is known as a retailer.

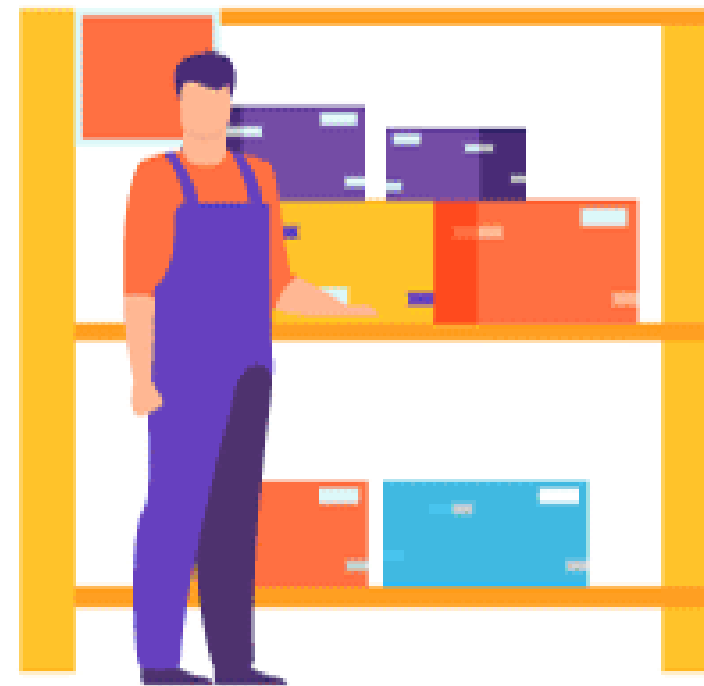
### **Example:**

Goods like clothes, shoes, accessories, etc., are sold by companies with the help of a retailer.

# Two Level Channel



**Manufacturer**



**Wholesaler**



**Retailer**



**Customer**

## **Indirect Channel (Two Level)**

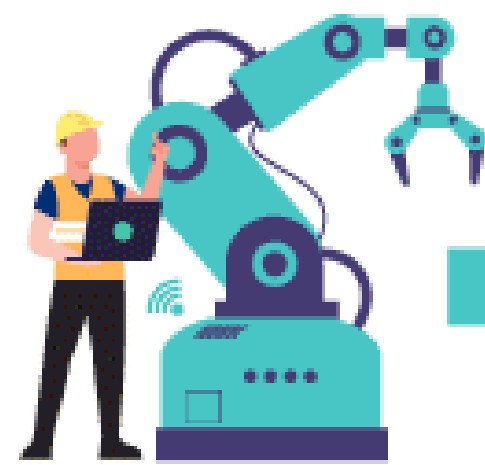
Channel of distribution that involves two intermediaries for the sale of products is known as Two Level Channel. The intermediaries involved are wholesalers and retailers. The producer sells their products to wholesalers in bulk quantity, who sells them to small retailers, who ultimately supply the products to the customers.

### **Example:**

Hindustan Unilever Limited sells its goods like detergent, tea leaves, etc., through wholesalers and retailers.



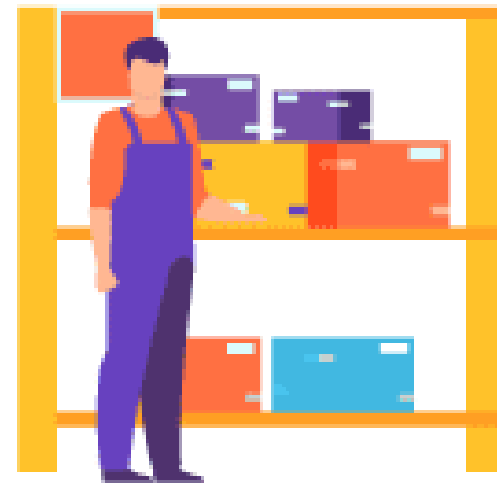
# Three Level Channel



**Manufacturer**



**Distribution Agent**



**Wholesaler**



**Retailer**



**Customer**

## **Indirect Channel (Three Level)**

Three level channel means that there are three intermediaries involved between the manufacturer and the customer for the sale of products. The three intermediaries involved are Agent Distribution, Wholesalers, and Retailers.

### **Example:**

In the poultry industry, products like mutton, chicken, eggs etc. are first sold to wholesalers; he then sells it to jobbers, who sell to small and unorganized retailers.