



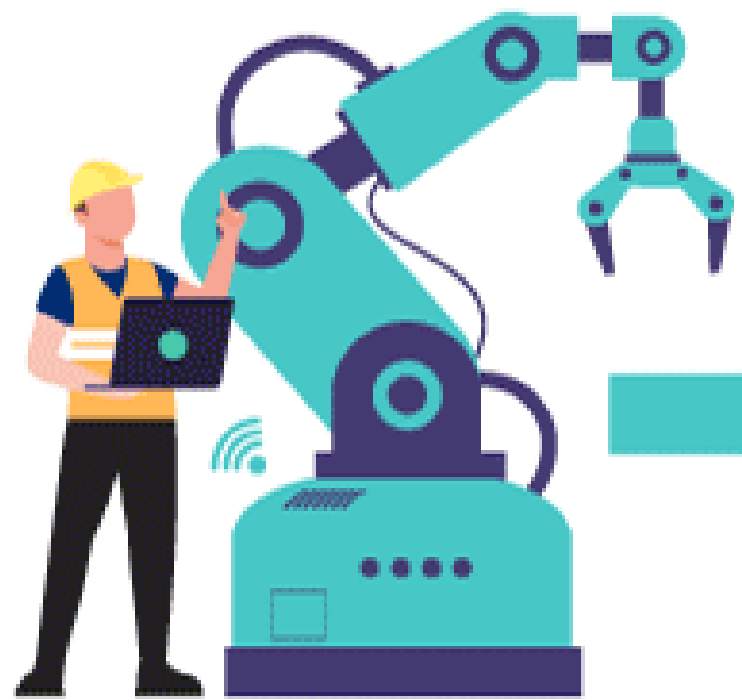
# Distribution Channel

Presented by: Prof. Tapas Kr. Mondal



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Mondal





**Manufacturer**



**Wholesaler**



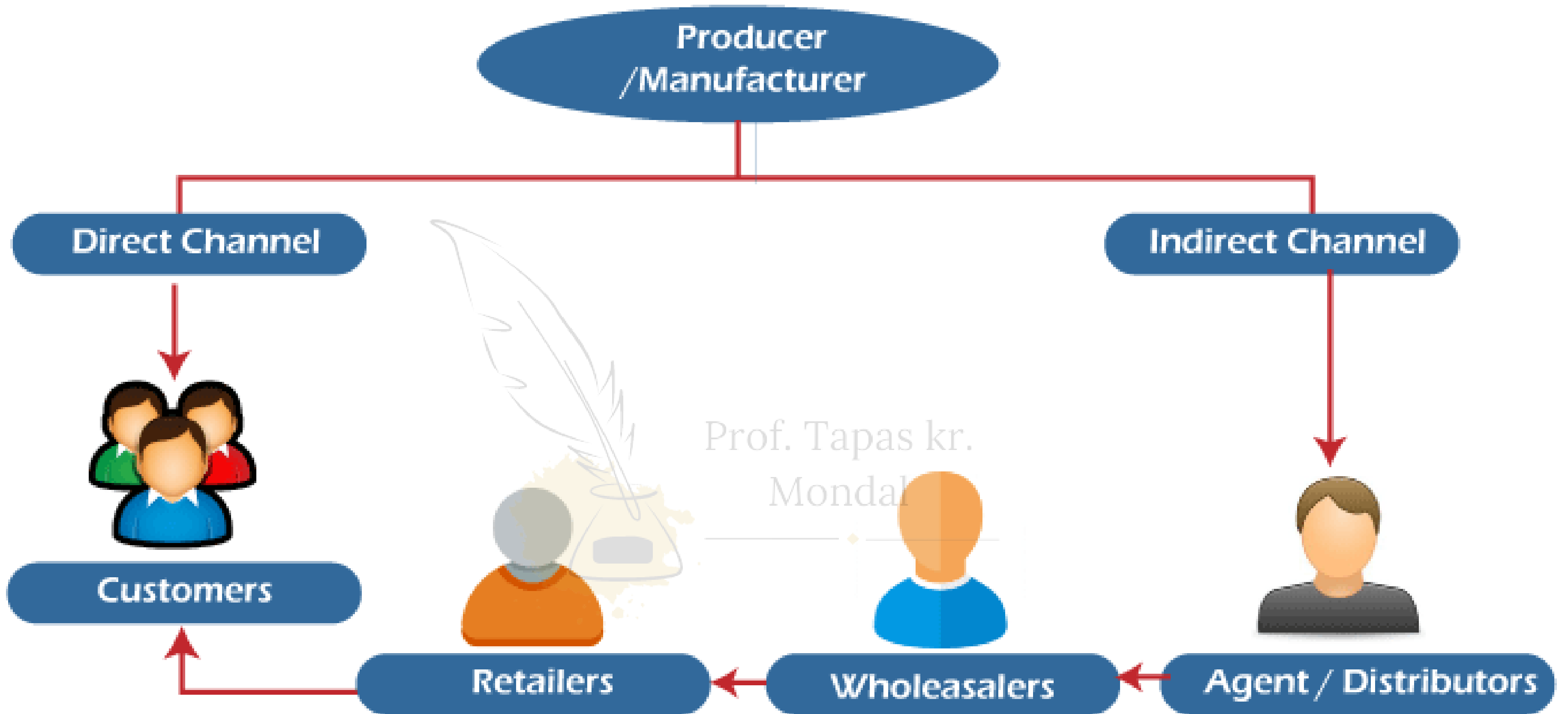
**Retailer**



**Customer**

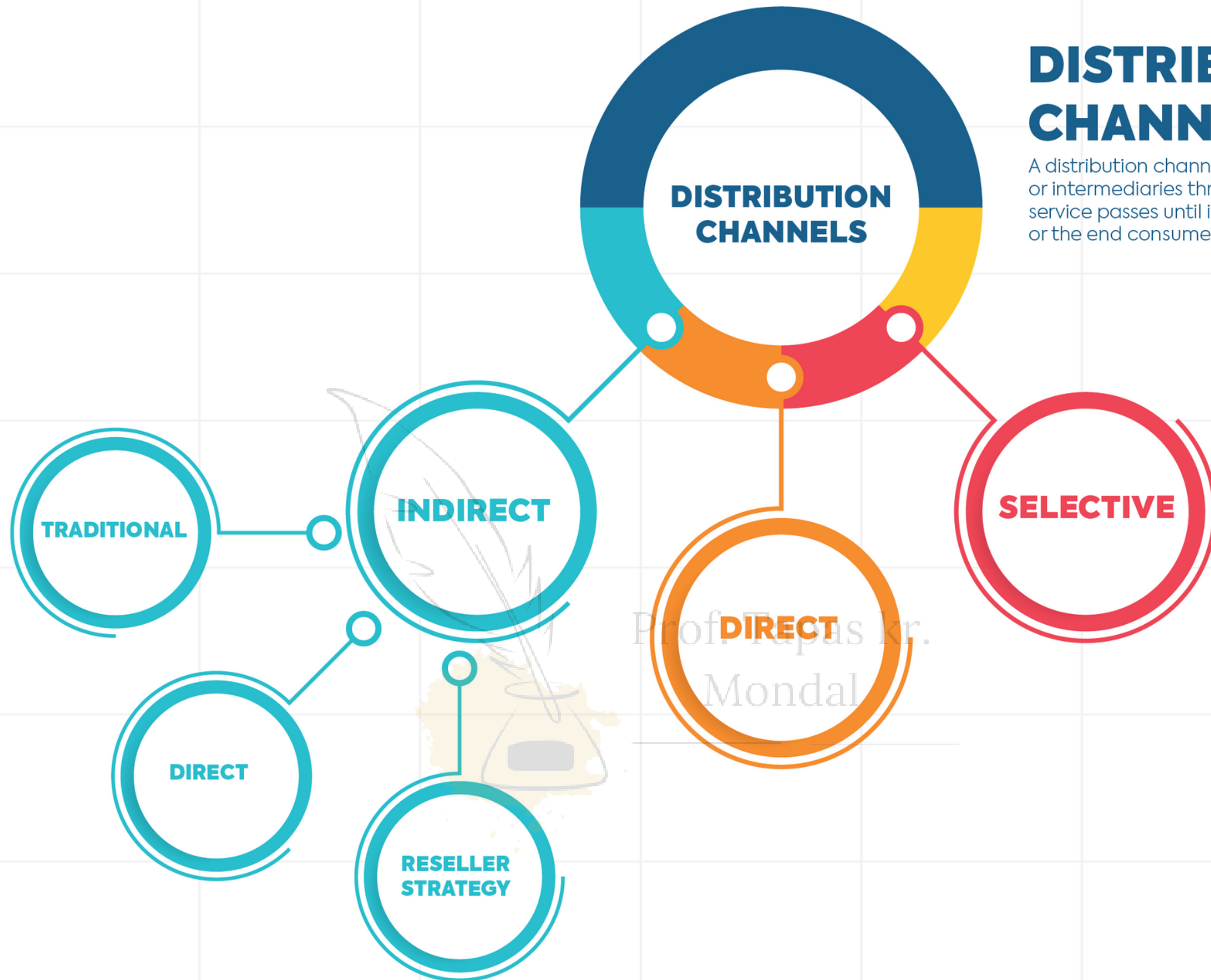
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# DISTRIBUTION CHANNEL



# DISTRIBUTION CHANNELS

A distribution channel is a chain of businesses or intermediaries through which a good or service passes until it reaches the final buyer or the end consumer.



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Wholesalers

Agents and  
Brokers

**Types of  
Intermediaries**

Distributors

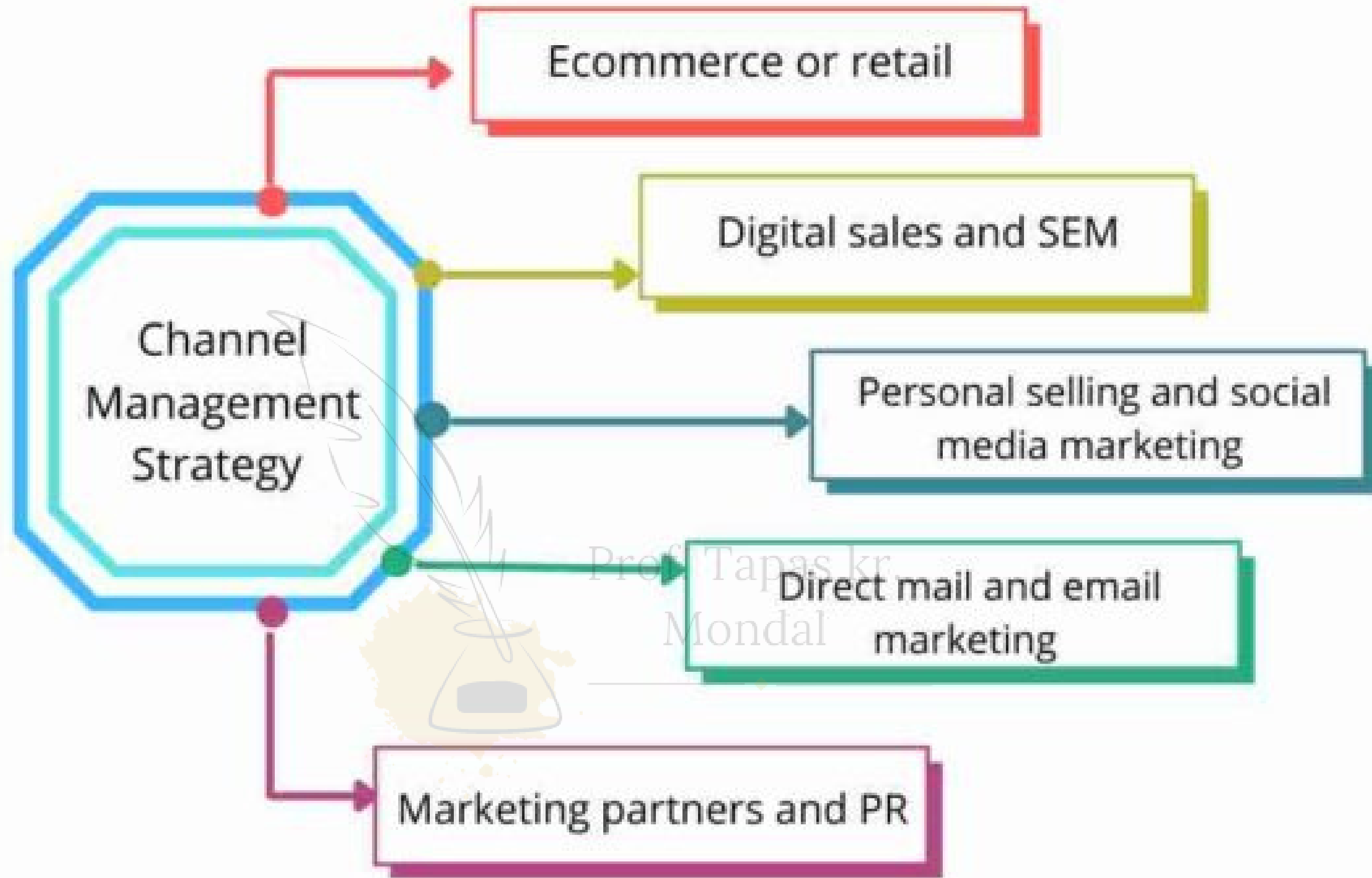
Retailers

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# Steps of Channel Management





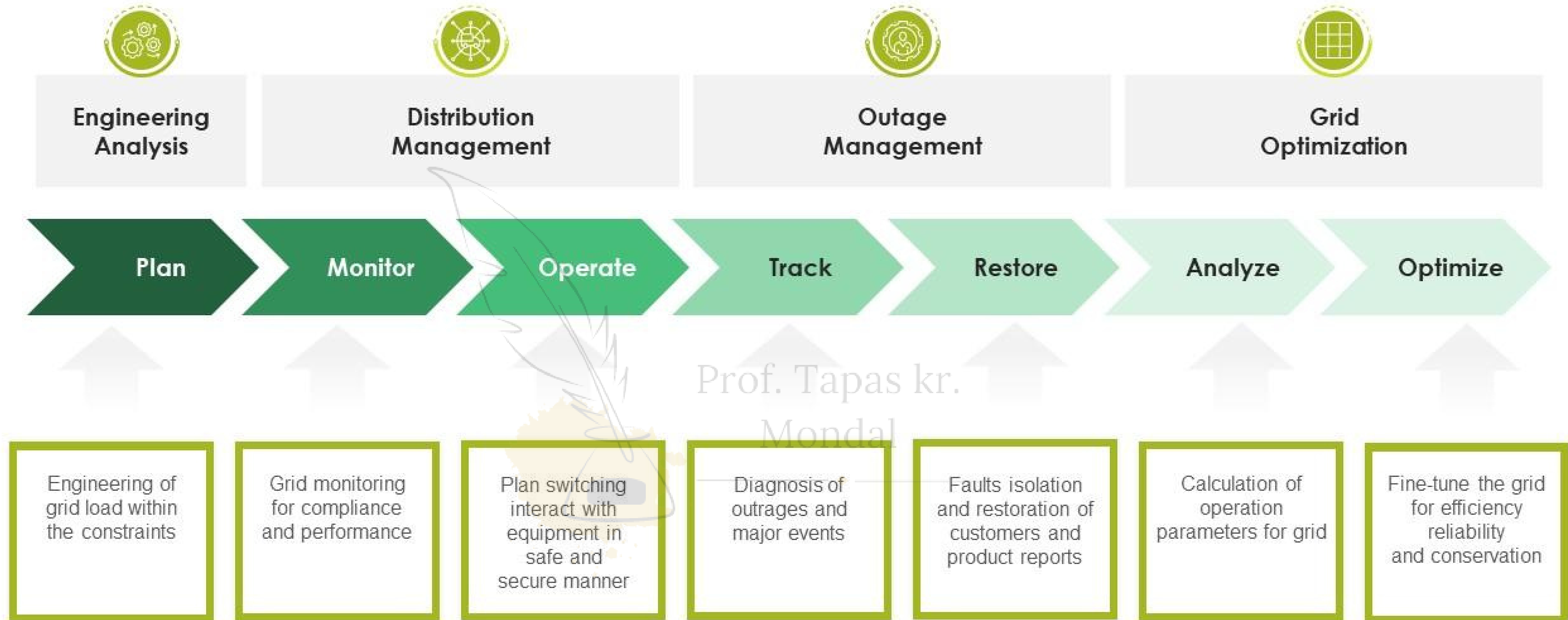
# DISTRIBUTOR MANAGEMENT SYSTEM





# Four Stages of Distributor Management System

This slide shows the four steps of the distribution management system. It includes steps of engineering analysis, distribution management, outage management and grid optimization.



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# Thank You



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