

Name:

Date:

Class:

Channels of Distribution

Skill:

- Analysis (AN)

Time on Task:

- 15–20 minutes

Goal/Purpose:

- The goal of this activity is to analyze the channels of distribution of a product. *For this activity, you will be placed in a group. Your group will select a product and research that product's channels of distribution. Prepare a short, one-page written report about the channels of distribution, ensuring that answers to the prompts listed below are included in the report. The information you find may be reported to the class according to your instructor's guidelines.*

1. What product did the group choose?

Answer:

2. Who are the producers of the product?

Answer:

3. What intermediaries are involved in the product?

Answer:

4. How does the final product reach the customer or end-user?

Answer: