

Name:

Date:

Class:

Lesson 9.3

Practice Your Understanding

1. A local convenience store ordered Valentine's Day merchandise to have on store shelves before February 1st. They also updated their store website to include similar products to be shipped directly to a customer's home. Prepare a list detailing the necessary place decisions that were made in this scenario. (9.3-1)

Answer:

2. For each of the following, determine whether the store being described is a wholesaler, retailer, or agent. Then, explain your answer. (9.3-2)
 - a. Food Depot is a business that sells food-service supplies, including napkins, bulk meats, kitchen appliances, and bulk produce. They operate a handful of warehouses across the United States and sell primarily to businesses.

Answer:

- b. BrokerCo. is a company that specializes in putting manufacturers and business owners in the same room. Their goal is to create and foster business relationships between those who produce products and those who seek to sell them, often internationally.

Answer:

- c. Digi-Pros is a company that specializes in the sale of popular electronics and electronic devices. They operate a website where customers can purchase products online, but their business model also allows them to provide specialized training and installation services out of the brick-and-mortar locations.

Answer:

3. A manufacturer who produces fertilizer must select a channel of distribution and mode of transportation to distribute their product for consumer sales. Which type of channel is most likely to be used—direct or indirect? Analyze the six modes of

transportation and select which two are the most cost-effective and timely options for distributing bags of fertilizer. (9.3-3)

Answer: