



Param Pujya Dr. Babasaheb Ambedkar Smarak Samiti's

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Consumer and Industrial goods


For Internal Circulation and Academic
Purpose Only

Programme Educational Objectives

- *Our program will create graduates who:*
 - *1. Will be recognized as a creative and an enterprising team leader.*
 - *2. Will be a flexible, adaptable and an ethical individual.*
 - *3. Will have a holistic approach to problem solving in the dynamic business environment.*

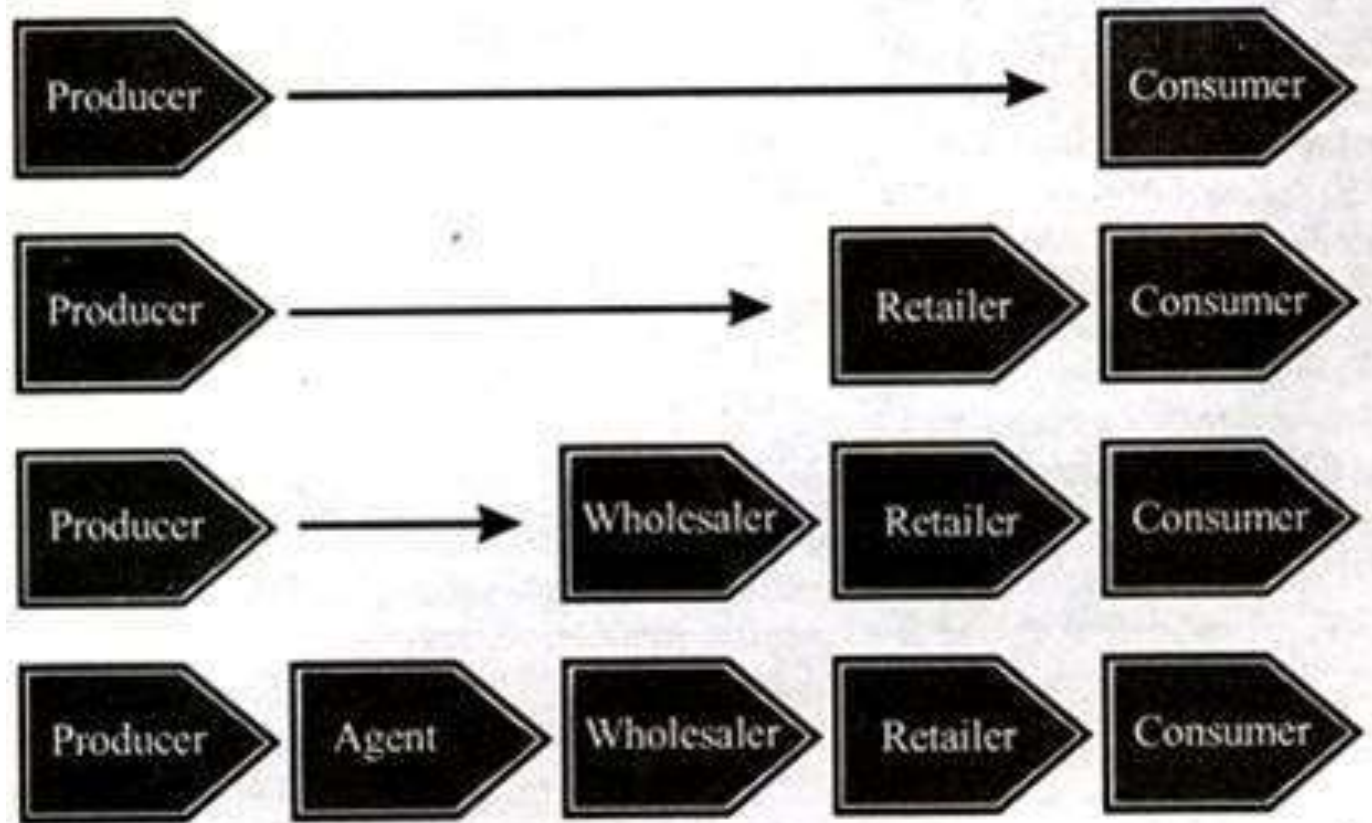
Sales and Distribution Management Course Outcomes

- CO1- Given a situation of Festival, student manager will be able to identify appropriate Sales Forecasting method to be adopted by a company.
- CO2- Given a situation of opening a new outlet, student manager will be able to draft a sales plan.
- CO3- Given a situation of Selling products / services, student manager should be able to explain Personal Selling Process.

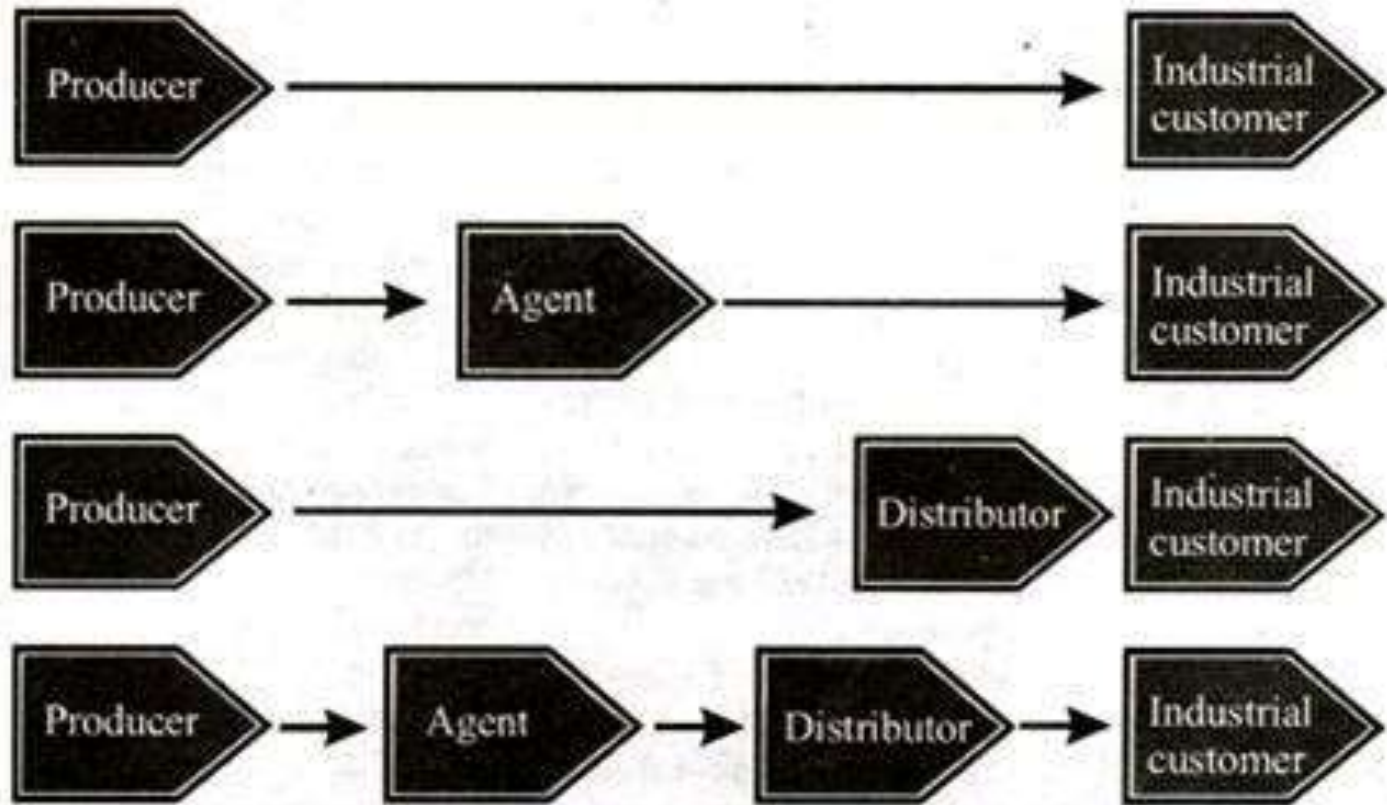
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- CO4-Given a criteria of newly launched company, student manager should be able to design an effective Sales Compensation Plan for Sales Executive.
 - CO5-Given a criteria of distribution channel of a company, student manager should be able to outline different levels of Marketing channel used by the company.
 - CO6-Given a situation, student manager should be able to explain the process of Reverse Logistics.

Industrial/Consumer

- Industrial channels are shorter than consumer channels because there are a small number of industrial customers, and they are geographically concentrated at a few locations. Industrial products are often complex in nature, and the buying process is long.
- **Manufacturers and industrial customers interact extensively during the buying process, and even afterwards, as most industrial products need to be routinely serviced.** Consumer channels are normally longer because a large number of geographically dispersed customers have to be reached.
- The consumers buy in small quantities. The information needed to arrive at a purchase decision is limited because the products are not very sophisticated.



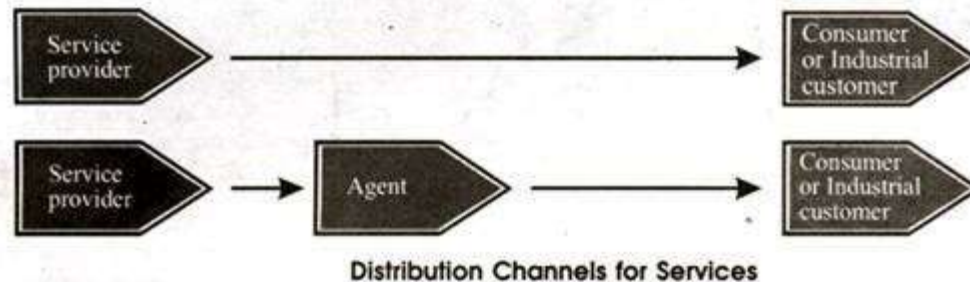
Distribution Channels for Consumer Goods



Distribution Channels for Industrial Goods

Service channels:

- Distribution channel for services are usually short, and are either direct or use an agent. Since stocks are not held, the role of wholesalers, retailers or industrial distributors does not apply.



Service provider to Consumer or Industrial Customer:

- Close relationship between service provider and customer means that service supply has to be direct, for instance, healthcare.
- The service provider operates several outlets to reach out to the final consumer or to the industrial buyer. Many service providers such as banks, retail outlets, service centers operate via this distribution channel.

Service provider to agent to consumer or industrial customer:

- Agents are used when the service provider is geographically away from customers and when it is not economical for the provider to establish its own local sales team.
- For instance, many financial institutions are using this distribution channel to cross sell their services to customers by using a database of existing or potential customers.

Service provider via internet to consumer or industrial customer:

- Increasingly, services like music, software solutions and financial information are being distributed via the internet. This distribution channel is successful in case of products which can be downloaded. It is a very useful channel for information products. Nowadays, e-tickets have become very popular.