****GLOSSARY: CHANNELS OF DISTRIBUTION**

***Directions:*** *Complete the glossary using the “Channels of Distribution” PowerPoint on my website (bkavass.weebly.com). Assignment is worth* ***100 points****.*

| **VOCAB WORD** | **DEFINITION** |
| --- | --- |
| Channel of Distribution |  |
| Industrial User |  |
| Consumer |  |
| Wholesalers |  |
|  Rack Jobber |  |
|  Drop Shippers |  |
| Retailers |  |
|  Brick and Mortar |  |
|  Big Box Stores |  |
|  Automatic Retailing |  |
|  E-tailing |  |
|  Direct Mail and Catalogs |  |
| Intermediaries |  |
| Agent |  |
| Manufacturer’s Representative |  |
| Broker |  |
| Direct Distribution |  |
| Indirect Distribution |  |
| Channel Flows |  |
|  Product Flow |  |
|  Negotiation Flow |  |
|  Ownership Flow |  |
|  Information Flow |  |
|  Promotion Flow |  |
| Distribution Planning |  |
| Multiple Channels |  |
| Distribution Intensity |  |
|  Exclusive distribution |  |
|  Selective distribution |  |
|  Intensive distribution |  |
| Omni Channel |  |
| Cold Chain |  |
| Block Chain |  |
|  Velocity |  |
|  Tracking |  |
|  Tracing |  |
|  Compliance |  |
|  |  |
|  |  |
| Physical Distribution |  |
|  Transportation |  |
|  Distribution Inventory |  |
|  Warehouses (Distribution Centers) |  |
|  Material Handling |  |
|  Protective Packaging |  |
|  Order Processing/Communication |  |
|  |  |
| Global Distribution |  |
| Exporter Management Company |  |
| Freight Forwarder |  |
|  |  |
|  |  |
|  |  |