

- **Promotion Meaning:-**

Promotion is a marketing tool, used as a strategy to communicate between the sellers and buyers. Through this, the seller tries to influence and convince the buyers to buy their products or services. It assists in spreading the word about the product or services or company to the people

4th:- PROMOTION AND DISTRIBUTION CHANNEL

Promotion:-

1. Meaning
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5. Types of Promotion
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and factors affecting

Distribution Channel:-

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2. Nature Of Promotion:-

1. Creates Awareness
2. Attention Grabbing
3. Creates Interests
4. Informative
5. Induces Action



3. Importance Of Promotion:-

1. Sale of goods in Imperfect Market
2. Filling the gap between Producers and consumers
3. Facing intensive competition
4. Large scale selling
5. Higher Standard of Living
6. Promotion creates Employment
7. Increase speed of Product Acceptance

4. Communication Process:-

1. Source
2. Message
3. Encoding
4. Channel
5. Decoding
6. Receiver
7. Feedback
8. Context

5. Types Of Promotion:-

1. Advertising
2. Personal Selling
3. Public Relation
4. Sales Promotion

6. PROMOTION MIX AND FACTORS AFFECTING PROMOTION MIX

- Promotion Mix:-

Promotion mix refers to the blend of several promotional tools used by the business to create, maintain and increase the demand for goods and services.

- Factors affecting promotion mix:-
 1. Type of Product
 2. Uses of Product
 3. Complexity of Product
 4. Fund Available for Market Promotion
 5. Type of Market
 6. Size of Market
 7. Level of Competition

7. Channels of Distribution:-

A distribution channel is a chain of businesses or intermediaries through which a good or services passes until it reaches the final buyer or end consumer. Distribution Channel can include wholesalers, Retailers and Distributors and even the internet.

8. Importance Channels of Distribution:-

1. Timely Delivery Of Products
2. Maintain Stock Of Products
3. Provides Market Information
4. Promotion of Goods
5. Provide Finance
6. Generates Employment
7. Distribution Of risk

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9. TYPES OF DISTRIBUTION CHANNEL

9. Types Of Distribution Channel:-

(A) Direct Channel or Zero Level Channel

(B) Indirect Channel

1. One Level Channel
2. Two Level Channel
3. Three Level Channel



10. FACTORS AFFECTING DISTRIBUTION CHANNEL

10. Factors Affecting Distribution Channel:

1. Consideration Related to Product
2. Consideration Related to Market
3. Consideration Related to Manufacturer
4. Consideration Related to Government
5. Others

11. PHYSICAL DISTRIBUTION:-

- Physical Distribution Meaning:-

Physical distribution is an important marketing function describing the marketing activities relating to the flow of raw materials from the suppliers to the factory and the movement of finished goods from the end of production line to the final consumer or user.

- Logistics Meaning:-

Marketing logistics involve planning, delivering and controlling the flow of physical goods, marketing materials and information from the producer to the market. The aim is to meet customer demands while still making a satisfactory profit.

13. Types of Logistics:-

1. Inbound Logistics
2. Outbound Logistics
3. Third Party Logistics
4. Reverse Logistics

