



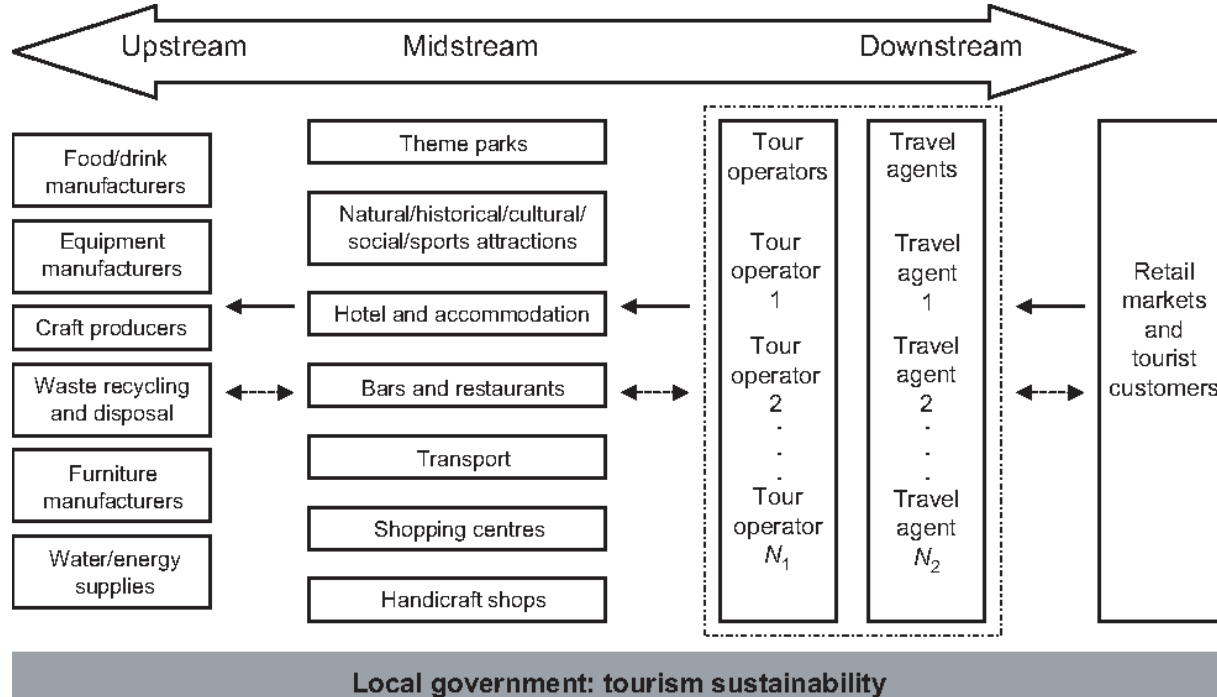
Role of Intermediaries



Function of Intermediaries

- Information Gathering
- Promotion
- Contact
- Negotiation
- Physical Distribution
- Financing
- Risk Analysis

Example: Role of Intermediaries in Tourism Industry



Thank You