**Merchants**

**Merchants** are intermediaries that buy products, take title to them, and resell them. They typically include wholesalers and retailers.

* **Wholesalers**:
  + **Example**: Costco Wholesale
  + **Role**: Costco purchases large quantities of goods from manufacturers and sells them in bulk to retailers or directly to consumers, often at discounted prices.
* **Retailers**:
  + **Example**: Walmart
  + **Role**: Walmart buys products from wholesalers or manufacturers and sells them directly to consumers through its extensive network of retail stores and online platform.

**Agents** are intermediaries that assist in selling products but do not take title to the goods. They include brokers, manufacturers' representatives, and sales agents.

Examples:

Harpic or Shampoo companies’s sales agents sell their products by going door to door of our houses.

\*\*1. **Brokers**:

* **Example**: **Pakistani Sports Goods from Sialkot**
* **Role**: Brokers in Sialkot connect international buyers with local manufacturers of sports goods. These brokers facilitate export deals without taking ownership of the products.

\*\*2. **Manufacturers’ Representatives**:

* **Example**: **TECNO Mobile**
* **Role**: TECNO Mobile employs manufacturers' representatives to promote and sell its smartphones to wholesalers and large retail chains in Pakistan, helping expand their market reach without directly selling to end consumers.

\*\*3. **Sales Agents**:

* **Example**: **OPPO Mobile**
* **Role**: OPPO uses sales agents to find potential retail partners and distributors across Pakistan. These agents do not take title to the goods but assist in expanding OPPO’s market presence.

**Facilitators** assist in the distribution process but do not take title to goods or negotiate sales or purchases. They include transporters, independent warehouses, advertising agencies, and banks.

\*1. **Transporters**:

* **Example**: **Samsung Mobile**
* **Role**: Samsung uses logistics companies like DHL or local transport services to move their products from manufacturing hubs to warehouses, and from there to retail outlets and consumers.

\*\*2. **Independent Warehouses**:

* **Example**: **QMobile**
* **Role**: QMobile uses independent warehouses to store their inventory before it is distributed to retailers across Pakistan, ensuring efficient stock management and timely deliveries.

\*\*3. **Advertising Agencies**:

* **Example**: **National Foods**
* **Role**: National Foods works with advertising agencies to create and manage marketing campaigns that promote their spices and food products through various media channels, reaching a wider audience.

\*\*4. **Banks**:

* **Example**: **Infinix Mobile**
* **Role**: Infinix collaborates with banks to provide financing options for their retailers and consumers. This includes offering consumer loans or installment payment plans to make their smartphones more accessible.