

How does the product get from your company to the customer?

	Bits / Virtual	Physical
Bits / Virtual	<ul style="list-style-type: none">- Twitter- Google- Facebook / Instagram (Second industrial revolution)	Stocks, Health insurance, Software, Music (Didn't exist in real world)
Physical	Amazon (libros, herramientas, ropa...) Mercadolibre AleExpress Temu	Food, cars, Household goods (Exists)

Web distribution channels

- Dedicated e-commerce (own - website)
- Platform appstore
- 2 Step distribution (amazon, walmart..)
- Aggregator (Rappi, Airbnb, Uber)
- Social commerce (Zynga)
- Flash Sales (Groupon)

Physical channels

- OEM (Original Equipment manufacturer)
Nvidia, Intel
- System Integrator (Microsoft, IBM,...)
- Value Added Reseller (Mac Center)
- Direct Sales Force (works for you directly)
- Web/online (Platform to sell)
- Distributors
 - Dealers (providing additional services that support sales and customer satisfaction.)
 - Retailers (hundreds of products in one place)

List price

Cost of
goods

Selling
Cost

Profit

Resellers

Discount