

Distribution in Retail Sector

Opportunities and Trends

Acquire knowledge of distribution in retailing. (MKME.07.01)

Retail Distribution

Overview: We will examine the importance of the distribution function and process as it relates to the retail sector.

Objectives:

- Recognize distribution as a core process in the supply chain
- Describe opportunities and issues involving distribution
- Contemplate your response to a hypothetical distribution situation

Outline:

- Take notes on three short videos and discuss as a class
- Summarize/rephrase four paragraphs and discuss as a class
- Complete a R.A.C.E. summary
- Draw a poster or diagram.

Why should a business person be concerned about ,,,,?

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Thought starter

You are responsible for choosing a distribution partner for a retail outlet with 100 stores located in malls throughout Colorado and New Mexico. Your inventory comes primarily from California and Washington State.

One vendor ships by jet, the other by rail. Which would you choose and why?



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Retail Distribution

3:10



Burris Logistics Custom Retail Distribution

<https://youtu.be/Lr855lltsg8>

3:21



Grow business with retail distribution compliance

<https://youtu.be/ZzJerTkUHdw>

3:45



Retail supply chain management and last mile distribution

https://youtu.be/VO_0F4lXuYk



Distribution

[https://en.wikipedia.org/wiki/Distribution_\(business\)](https://en.wikipedia.org/wiki/Distribution_(business))

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Summarize each paragraph individually.

Discuss each summary as a class.

Summarize your understanding of each paragraph.

Price is one of the 5-P's in the marketing mix (Product, Price, Packaging, Place, and Promotion). Sometimes other "P's" are included in the list (People, Process, Physical Attributes).

Charging too much or too little for a product or service is usually bad for business. However, there may be times when either of these extremes is appropriate.

Loss leaders are products and services priced below the market price. These are intended to attract customers with the intention of customer purchases of other, higher priced products or services.

Premium pricing is used when a good or service is difficult to find, or otherwise in high demand. When customer demand exceeds available supply, premium pricing might be a good strategy.

Standard identify pricing strategies to set prices for marketing. (MKC012.01)

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Retail Distribution

Assume your company needs to maintain better inventory records including the source (vendor) of each item.

Q. How will you respond to this situation?

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