

# STATEMENT ON CHANNELS OF DISTRIBUTION

The industry currently defines distribution as a manufacturer's product channel to the end user. The manufacturers' representative is not part of the distribution channel unless taking title of the product and reselling it which is dictated by some manufacturers. However the manufacturers' representative is part of the channel of communication. Ultimately the end user will dictate all forms of channel distribution.

## 15 Channels of Distribution

- Manufacturer/representative ⇒ Dealer ⇒ End user
- Manufacturer/representative ⇒ Chain
- Manufacturer/representative ⇒ Refrigeration dealer ⇒ End user
- Manufacturer/representative ⇒ Stocking representative ⇒ Dealer ⇒ End user
- Manufacturer/representative ⇒ Buying group ⇒ Dealer ⇒ End user
- Manufacturer/representative ⇒ Broadliner ⇒ End user
- Manufacturer/representative ⇒ Designer ⇒ End user
- Manufacturer/representative ⇒ Ice machine dealer ⇒ End user
- Manufacturer/representative ⇒ Master distributor ⇒ Dealer ⇒ End user
- Manufacturer/representative ⇒ Master distributor ⇒ Chain
- Manufacturer/representative ⇒ Fabricator ⇒ Dealer ⇒ End user
- Manufacturer/representative ⇒ Fabricator ⇒ Chain
- Manufacturer/representative ⇒ Catalog house ⇒ End user
- Manufacturer /representative ⇒ Chain purchasing (Pepsico) ⇒ Chains
- Manufacturer ⇒ Wholesale club ⇒ End user