Distribution

Marketing

Getting the product to where it can be bought.

Direct

- Full margin retained
- Own the customer relationship
- Complete control of experience
- Slower, costlier reach
- All fulfilment is yours

Intermediated

- Fast, broad reach
- Existing customer trust
- Margin shared with the channel
- Limited control of presentation
- Channel owns the relationship

THE DIFFERENCE THAT MATTERS

Channel conflict arises when direct and intermediated routes compete on price for the same customer.

Physical availability is a stronger driver of share than preference in most repeat-purchase categories.