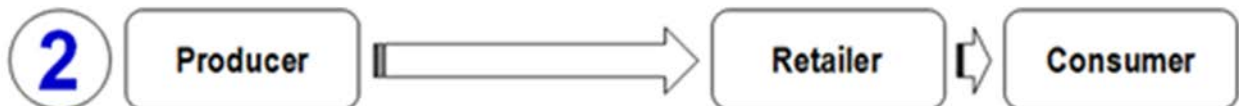


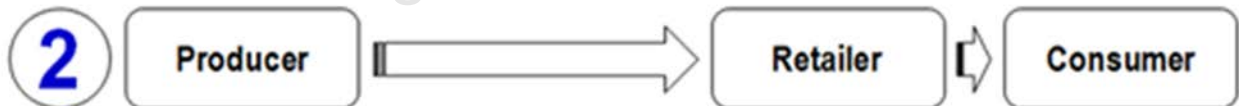
1. Which channel is used by mini supermarket?
2. Which channel is used by large retailer?
3. How is this advantageous to mini supermarket?



4. What advantages does the one channel distribution method Producer to the Consumer bring to a business like Dell Computers?



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5. Can you think of any disadvantages of a one channel distribution?