marketing channel (channel of distribution)

temporal discrepancy

channel members

spatial discrepancy

supply chain

retailer

discrepancy of quantity

direct channel

discrepancy of assortment

dual distribution (multiple distribution)
A situation that occurs when a product is produced but a customer is not ready to buy it.

The difference between the location of a producer and the location of widely scattered markets.

A channel intermediary that sells mainly to consumers.

A distribution channel in which producers sell directly to consumers.

The use of two or more channels to distribute the same product to target markets.

A set of interdependent organizations that ease the transfer of ownership as products move from producer to business user or consumer.

All parties in the marketing channel that negotiate with one another, buy and sell products, and facilitate the change of ownership between buyer and seller in the course of moving the product from the manufacturer into the hands of the final consumer.

The connected chain of all of the business entities, both internal and external to the company, that perform or support the logistics function.

The difference between the amount of product produced and the amount an end user wants to buy.

The lack of all the items a customer needs to receive full satisfaction from a product or products.
strategic channel alliance

channel power

supply chain management

channel control

intensive distribution

channel leader (channel captain)

selective distribution

channel conflict

exclusive distribution

horizontal conflict
The capacity of a particular marketing channel member to control or influence the behavior of other channel members.

A cooperative agreement between business firms to use the other's already established distribution channel.

A situation that occurs when one marketing channel member intentionally affects another member's behavior.

A management system that coordinates and integrates all of the activities performed by supply chain members into a seamless process, from the source to the point of consumption, resulting in enhanced customer and economic value.

A member of a marketing channel that exercises authority and power over the activities of other channel members.

A form of distribution aimed at having a product available in every outlet where target customers might want to buy it.

A clash of goals and methods between distribution channel members.

A form of distribution achieved by screening dealers to eliminate all but a few in any single area.

A channel conflict that occurs among channel members on the same level.

A form of distribution that establishes one or a few dealers within a given area.
vertical conflict

Chapter 12

mass customization (build-to-order)

Chapter 12

channel partnering (channel cooperation)

Chapter 12

just-in-time production (JIT)

Chapter 12

logistics

Chapter 12

order processing system

Chapter 12

logistics information system

Chapter 12

electronic data interchange (EDI)

Chapter 12

supply chain team

Chapter 12

inventory control system

Chapter 12
A production method whereby products are not made until an order is placed by the customer; products are made according to customer specifications.

Chapter 12

A process that redefines and simplifies manufacturing by reducing inventory levels and delivering raw materials just when they are needed on the production line.

Chapter 12

A system whereby orders are entered into the supply chain and filled.

Chapter 12

Information technology that replaces the paper documents that usually accompany business transactions, such as purchase orders and invoices, with electronic transmission of the needed information to reduce inventory levels, improve cash flow, streamline operations, and increase the speed and accuracy of information transmission.

Chapter 12

A channel conflict that occurs between different levels in a marketing channel, most typically between the manufacturer and wholesaler or between the manufacturer and retailer.

Chapter 12

The joint effort of all channel members to create a supply chain that serves customers and creates a competitive advantage.

Chapter 12

The process of strategically managing the efficient flow and storage of raw materials, in-process inventory, and finished goods from point of origin to point of consumption.

Chapter 12

The link that connects all of the logistics functions of the supply chain.

Chapter 12

An entire group of individuals who orchestrate the movement of goods, services, and information from the source to the consumer.

Chapter 12

A method of developing and maintaining an adequate assortment of materials or products to meet a manufacturer's or a customer's demand.

Chapter 12
materials requirement planning (MRP) (materials management)

distribution
resource planning (DRP)

materials-handling system

outsourcing (contract logistics)

electronic distribution
An inventory control system that manages the replenishment of raw materials, supplies, and components from the supplier to the manufacturer.

Chapter 12

An inventory control system that manages the replenishment of goods from the manufacturer to the final consumer.

Chapter 12

A method of moving inventory into, within, and out of the warehouse.

Chapter 12

A manufacturer's or supplier's use of an independent third party to manage an entire function of the logistics system, such as transportation, warehousing, or order processing.

Chapter 12

A distribution technique that includes any kind of product or service that can be distributed electronically, whether over traditional forms such as fiber-optic cable or through satellite transmission of electronic signals.

Chapter 12