

# Marketing Channel Solution Manual

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- Marketing channels helps manufacturers in gathering of information about market demand for goods and services.
- Marketing channels make finished goods accessible to consumers across geographical regions.
- Marketing channels also helps in product promotion with the help of signboards, billboards and pamphlets.
- Marketing channels enable an effective physical distribution of products through supply chain.

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## **Channel Marketing Solutions - B2B Marketing Services ...**

Marketing strategy of any organization refers to the broad principals by which its business units expects to achieve the marketing objectives for the target market. Channel Strategy refers to the activities carried out by organization so as to pass the product or service from production stage to end users hands.