

PHARMACEUTICAL MARKETING CHANNELS

5.1 INTRODUCTION

The distribution of goods is one of the most crucial phases of the process of marketing. Distribution means the process of transferring the product from the various outlets through which product move from manufacture to consumers. The distribution channels are the various outlets through which product move from manufacturers to consumers. There are different channels of distribution and the selection of an appropriate one depends on the requirements of the manufacturer, the needs of the consumer and the nature of product.

Distribution channel is a set of interdependent organizations involved in the process of making a product or a service available for use of consumption by the consumer or business user. Most producers use intermediaries to bring their products to market. They try to forge a distribution channel. The concept of distribution channels is not limited to the distribution of tangible products. Producers of services and ideas also face the problem of making their output available to target populations. In the private sector, retail stores, hotels, banks, and other service providers take great care to make their services conveniently available to target customers. In the public sector, service organizations and agencies develop "educational distribution systems" and "health care delivery systems" for reaching sometimes widely dispersed populations. Hospitals must be located to serve various patient populations, and schools must be located close to the children who need to be taught.