Channel Type	Description	Advantages	Disadvantages	Examples
Direct	Manufacturer sells directly to the consumer.	Higher profit margins, direct customer contact, brand control.	Higher initial investment, limited reach.	Tesla, subscription boxes, farmers' markets.
Indirect (One-Level)	Manufacturer sells to a retailer who sells to the consumer.	Increased market reach, leverages retailer expertise.	Reduced profit margins, less control over customer experience.	Consumer electronics in Best Buy, clothing in department stores.
Indirect (Two-Level)	Manufacturer sells to a wholesaler who sells to a retailer.	Wider market coverage, efficient distribution to many retailers.	Lower profit margins, more complex supply chain.	Beverages through convenience stores, agricultural products through grocery stores.
Indirect (Three-Level)	Manufacturer sells to an agent who sells to a wholesaler to a retailer.	Extensive reach, leverages specialized expertise in international markets.	Lowest profit margins, most complex supply chain, significant loss of control.	Exporting goods through agents and distributors.