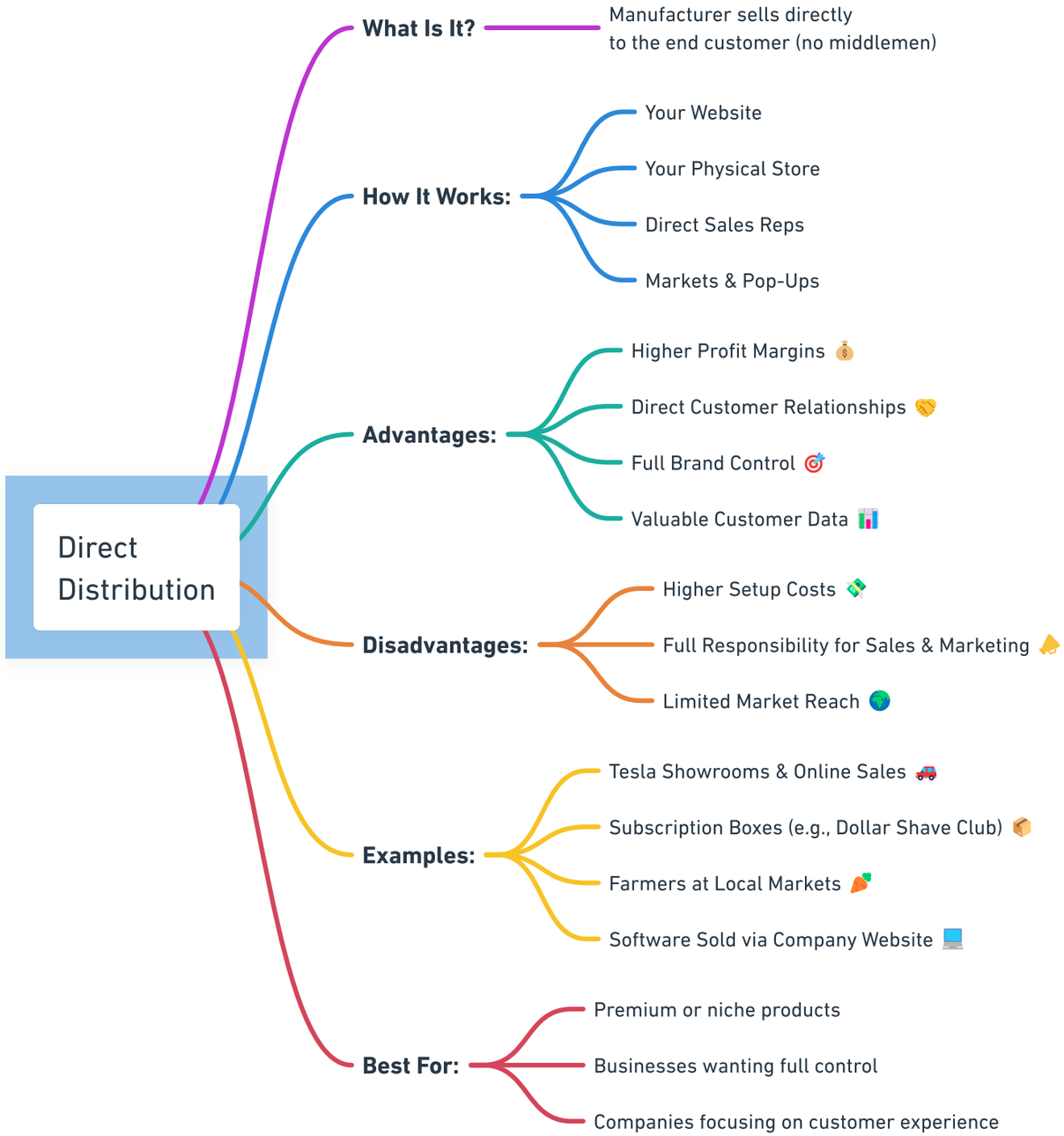
Direct Distribution
What Is It?
Manufacturer sells directly to the end customer (no middlemen)
How It Works:
Your Website
Your Physical Store
Direct Sales Reps
Markets & Pop-Ups
Advantages:
Higher Profit Margins
Direct Customer Relationships
Full Brand Control
Valuable Customer Data
Disadvantages:
Higher Setup Costs
Full Responsibility for Sales & Marketing
Limited Market Reach
Examples:
Tesla Showrooms & Online Sales
Subscription Boxes (e.g., Dollar Shave Club)
Farmers at Local Markets
Software Sold via Company Website
Best For:
Premium or niche products
Businesses wanting full control
Companies focusing on customer experience