Indirect Distribution (One-Level):

- **What Is It?**
  - One intermediary (retailer) between manufacturer and customer
- **How It Works:**
  - Manufacturer → Retailer → Customer
  - You sell to retailers; retailers sell to end consumers
- **Advantages:**
  - Wider Reach – Retailers already have access to a large customer base
  - Retailer Expertise – Retailers know how to sell and promote products
  - Lower Marketing Costs – Retailers often handle advertising and promotions
- **Disadvantages:**
  - Lower Profit Margins – Retailers take a cut of your profits
  - Less Control – You can't fully manage the customer experience or pricing
  - Dependence on Retailers – Your sales depend on their performance
- **Real-World Examples:**
  - Electronics sold through Best Buy
  - Clothing brands in department stores
  - Food products in grocery chains
- **Best Used When:**
  - You want to expand quickly without owning stores
  - Your product suits a retail environment
  - You want to leverage retail marketing and sales channels