**Chapter 1**

**Distribution Channel- page 14-15**

|  |  |  |  |
| --- | --- | --- | --- |
| **Term** | **Definition** | **Example**  | **Example** |
| Manufacturer |   | Coca Cola Bottling Company | Proctor & Gamble |
| Wholesaler |  |  |  |
| Retailer |  |  | Walgreens |
| Customer |  |  |  |

**Chapter 1**

**Distribution Channel Flow Chart- page 14-15**

**Chapter 1**

**Types of Ownership- page 22**

|  |  |  |  |
| --- | --- | --- | --- |
| **Term** | **Definition** | **Example**  | **Example** |
| Independent Establishment |  |  |  |
| Corporate Chain |  |  |  |
| Franchise |  |  |  |

**Chapter 1**

**Types of Customers- page 34**

|  |  |
| --- | --- |
| **Retail Store** | **Impulse Buy** |
| Shoe Store | Shoe Laces, Shoe cleaner, Socks |
| Grocery Store |  |
| Phone Store |  |
| ClothingStore |  |

**Chapter 1**

**Types of Customers- page 34**

(complete on your own if you would like)

|  |  |  |
| --- | --- | --- |
| **Types of Customer** | **Definition** | **Example of your friend/family member that is this type of shopper** |
| Innovative Customer |  |  |
| Comparison Shopper |  |  |
| Impulse Buyer |  |  |
| Follower |  |  |
| Diverse Shopper |  |  |
| Recreational Shopper |  |  |