

Marketing channels

[Business](#), [Marketing](#)



The Independent Beauty Consultant participate In the eight universal marketing flows by: 1. Independent Beauty Consultant should have the Physical possession to be able to start her business In the right track to be In touch with all the company channels. 2. Independent Beauty Consultant will have the Ownership of all the products that they are using In there business by buying them as a whole sale from the distributor so, that all the products are available for her customers when needed. 3.

Independent Beauty Consultant has to stay in contact with her customers by offering them from time to time Promotions and good offers to attract their customers to visit her shop and use her services and products. 4.

Independent Beauty Consultant has to have the power of Negotiation before closing the final deal and bargain to get the best price and deal that suits the budget of the business. 5. Independent Beauty Consultant can make her customers do the Financing part from their side by letting them pay in advance by selling them packages with lower prices ND let them have the freedom to use the service anytime In the future. . Independent Beauty Consultant has no Risk or maybe very limited or low risk as they are Glenn services; and on the other hand regarding buying any product they will not place an order unless they are sure that they will have a demand or having an order that is directly from the customers. 7. Independent Beauty Consultant has two ways or Ordering system; it is either by placing an order with the company to buy the products that they have a demand on or by getting an order directly from the customer for a specific product that they want to buy. . Independent Beauty Consultant has to do the Payment for the products that they have purchased from the company or the distributors and

the other way of payment will be the payment that is done to the beauty consultant after each services or purchase from there shop. B. As I have stated above that the Independent Beauty Consultant has to act as both dealer and distributor and be always linked to all the direct channels so that they have control of all the business channels to be able to achieve a success.

The hafting of the flow as per the example that is given in the question will be by making the distribution of the product in the department stores or the drug stores or even from the distributors directly by selling to the customers but this will make the sale of the Independent Beauty Consultant decrease because most of her customers will have many other ways to purchase the product that they are used to buy and this will let the beauty consultant not have the ownership of the product.

On the other hand all the department stores and the other stores selling the products to the customer ill face a high selling as most of the customers will be shifted to them because of the new distributors that has Join the marketing flow. Many other customers will go and buy the products directly from the company as they will be selling the product directly to the customer and It will be with less price then all the other distributors because it will be a direct from the owner of the product. Insulate or the other shops because each business is targeting their own benefits and it will be the best way for the customer to buy the product directly from the tatty consultant as they will buy only the products that they really need and the ones that suites them. The beauty consultant will be able to recommend to her customer the

products that they need because of the knowledge and experience that she has gained. Her main target will be gaining the customer satisfaction to build a long term relationship with them to improve her business.

But on the other hand all the other stores will focus on the percentage of selling the item because their main purpose will be increasing the percentage of sales in their business. Page 30 - Question 6 Selling and Servicing an Ultrasound Machine | Hospital Emergency Room | Academic Medical Researcher on a tight government-funded budget using the machine for laboratory research | Descriptor | Service Outplacement Level | Descriptor | Service Outplacement Level | Bulk-breaking | Emergency Room Needs very high qualification machines that meet all the needs.

| High | The Lab needs a machine that fulfills the researchers need. | Medium | Spatial Convenience | Search for the best quality and brand machine that is offered by the companies and distributors. | Medium | Search for the lowest cost machine that is found in the market based as the government budget. | High | Waiting and Delivery Time | Emergency room cannot wait because always the machines have to be ready for any emergency that may happen anytime.

| High | After getting the machine the Lab can start to continue their researches. | Low Assortment advertised | The Emergency Room needs the best quality and brand to suit all the needs of the hospital. | High | The Lab needs a simple machine for the use of the researches only. | Low Customer Service | The distributor has to give their recommendation for the best brand and quality that will satisfy the need of the Emergency Room.

I High I The distributor needs to give the recommendation based on the basic needs and budget that they are having by the government so that the Lab can choose the needed machine. I Medium I Information Provision I Take all the information from the company and based on them the choice of the best machine will be done. I High I The last decision will be taken by the Lab because they are taking into consideration the budget that the government is giving. I Low I