
Overview

This standard is about supporting the identification of distribution channels in order to make an organisation's products and/or services available to its customers. It includes determining the organisation's objectives for its channel(s) and any potential constraints, analysing target customer requirements from a channel, evaluating available channels of distribution and identifying those most appropriate to achieving marketing objectives. It is for marketing professionals who support the identification of distribution channels.

Performance criteria

- You must be able to:*
- P1 determine the organisation's objectives for its channel(s) of distribution and any associated constraints
 - P2 identify the distribution options available, in line with the marketing strategy and objectives
 - P3 identify the intermediaries that might be required and their responsibilities
 - P4 analyse target customer requirements from a distribution channel
 - P5 assess the potential distribution channels, taking into account likely return on investment, costs/benefits and risks
 - P6 identify ways of mitigating potential risks
 - P7 set out the preferred options for distribution channels, justifying the recommendations made
 - P8 seek feedback from key stakeholders on recommendations and make appropriate amendment

Knowledge and understanding

You need to know and understand:

- K1 legal, regulatory and ethical requirements that relate to the distribution of products and/or services
- K2 the role of distribution in fulfilling an organisation's marketing objectives
- K3 the principal types of distribution channel, their strengths, weaknesses and potential risks
- K4 ways of mitigating potential risk and the circumstances in which these are appropriate
- K5 the types of intermediary involved in distribution and their potential roles
- K6 methods of analysing customer requirements from a distribution channel
- K7 the factors to be considered when assessing distribution channels
- K8 mechanisms for consultation with key stakeholders

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Support the identification of distribution channels

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