

Identify distribution channels

Overview

This standard is about identifying distribution channels. It includes determining the organisation's objectives for its channels and the potential constraints they may have. You identify intermediaries and analyse target customer requirements from a channel. You also assess available distribution channels and identify those that support achievement of marketing objectives. The standard requires you to identify and mitigate risks and seek feedback from decision makers. The standard is for marketing professionals who identify distribution channels.

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Performance criteria

You must be able to:

1. determine the organisation's objectives for its channels of distribution
2. identify the potential constraints of distribution channels
3. identify the distribution options available, in accordance with organisational marketing strategy and objectives
4. identify intermediaries that might be required and their responsibilities
5. analyse target customer requirements from a distribution channel
6. assess potential distribution channels
7. assess the likely return on investment, costs, benefits and risks
8. identify ways of mitigating potential risks
9. outline the preferred options for distribution channels, justifying the recommendations made
10. seek feedback from decision makers on recommendations and action any changes they require
11. follow current legal, regulatory and ethical requirements, codes of practice and organisational policies and procedures when supporting the identification of distribution channels

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Knowledge and understanding

You need to know and understand:

1. the legal, regulatory and ethical requirements that relate to the distribution of products and services
2. the role of distribution in fulfilling an organisation's marketing objectives
3. the types of distribution channels, and their strengths, weaknesses and potential risks
4. the types of intermediary involved in distribution and their potential roles
5. how to mitigate potential risks and the circumstances when mitigating actions should be taken
6. the range of methods that can be used to analyse customer requirements from a distribution channel
7. the factors to be considered when assessing distribution channels, including return on investment (ROI), costs, benefits and risks
8. the importance of identifying and mitigating risks and how to do this in accordance with organisational procedures
9. how to justify recommendations for preferred distribution channels and consult with decision makers
10. how to agree actions with decision makers and make revisions to outline proposals
11. the mechanisms that can be used for consultation with stakeholders

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