

BUSINESS STUDIES MARKING SCHEME-KCSE 2024

1 (a) Guru, an entrepreneur wants his new products to reach the consumers. Explain five factors he would consider in choosing a distribution channel to use. (10 marks)

- i. **The type /nature of the product/the characteristic of the product** (will determine the channel e.g (fragility/perishability) a (highly) perishable/fragile may require short /direct channel
- ii. **Nature/spread /extend of the market** if customers are widely spread along channel may be used /may require use of intermediaries
- iii. **Size / resources of his business/firm** (the size of the firm determine the size of it's market hence channel to be used) if the producer does not have the required (distribution) resources/is small in size then along channel is used/accept examples of distribution resources as a mention
- iv. **Competition** a firm will select a channel that will complete favorably with the competitors/if competition is stiff the producer needs to be close to consumers/use a short /direct channel
- v. **Government policy/legal constraints** (various regulations may influence selection of the channel to use in distributing a product) government may demand sale of goods directly to consumers/where the law requires a given channel to be used the producer has to comply
- vi. **Role of intermediaries** if the middle man is to perform certain roles/branding/grading/packaging/e.t.c a long channel may be used
- vii. **Marketing risks** when producers want to avoid/spread risks involved in distribution, they may use middlemen/long channel
- viii. **Cost of the channel (to use)** use a channel that is affordable/cheap/cost effective
- ix. **Advancement in technology/development in IT /use of internet** can enable producers to reach consumers directly/use a short channel
- x. **Distance to the market** if consumers are far the producer will need to use long channel/intermediaries (to reach them)
- xi. **Tastes/preferences of consumers /customers** may require personal attention by the producer/use of a short channel
- xii. **Quantity/volume of outputs/scale of production** If many products are produced middle men will be required/long channel will be used
- xiii. **Availability of middlemen** if there are no middlemen the a short/direct channel is used
- xiv. **Size of market/number of consumers** if the market is small /consumers are few a short/ direct channel may be used
- xv. **Pricing of product** a short channel is used/intermediaries are used/where there is need to keep prices low
- xvi. **Profitability** to minimize use the least expensive distribution channel/use a short channel
- xvii. **Business / company policy** should be adhered to
- xviii. **Speed of the channel/urgency of product** channel chosen should ensure product reach at the required time /use a short channel if the product is a gently required
- xix. **Environment characteristics/economic/political/social factors** if favorable a short channel can be used

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