**Q&A - What is the role of “place” in the marketing mix?**

Place (or its more common name “distribution”) is about how a business gets its products to the customers.  The objective of distribution is clear.  It is to: to make products available in the right place at the right time in the right quantities.  Distribution matters for a business of any size – it is a crucial part of the marketing mix.

It is one thing having a great product, sold at an attractive price.  But what if:

• Customers are not near a retailer that is selling the product?  
• A competing product is stocked by a much wider range of outlets?  
• A competitor is winning because it has a team of trained distributors or sales agents who are out there meeting customers and closing the sale?

You can see from the above that getting distribution right is a key part of being competitive.

Distribution is achieved by using one or more **distribution channels**, including:

• Retailers  
• Wholesalers  
• Distributors / Sales Agents  
• Direct (e.g. via e-commerce)