Channel captain: Company that will take on the responsibility in the channel to distribute its product throughout its stores

Channel member: market intermediaries: middleman, such as an agent, wholesaler, retailer

Direct channel: product title, or ownership, transfers from the vendor to the customer

Disintermediation: the elimination of intermediaries such as wholesalers

Exclusive market: caters to firms who wish to have a superior and unique market presence. Exclusivity means that a manufacturer will choose one vendor to sell its particular line of products

Indirect channel: manufacturer who goes to a middleman, such as an agent, wholesaler, retailer, or any combination, to get the manufacturer’s product into stores

Intensive market distribution: refers to a market presence where a firm places its products in as many markets as possible

Logistic process: storing, sorting and transporting the product from the manufacturer to the customer can be borne by the channel member

Luxuries: products with higher prices and have elastic demands, so most people will substitute a higher-priced product with a lower-priced product, as long as quality is not jeopardized

Marketing channel: consists of people and/or firms directly or indirectly involved in this distribution process so that its products can reach the ultimate consumer

Marketing channel management: refers to the manner in which the marketing group decides to move the product from the manufacturer to the end consumer

Middlemen: wholesaler and the retailer, and any other combination

Necessities: products that have an inelastic demand, and if their prices change, most consumers will continue to buy them

Price Discrimination: occurs when a firm sets prices that are according to what the customer can pay rather than according to product costs

Price gouging: a sharp increase in prices when demand has risen. This is often a temporary rise.

Return on Investment (ROI): set prices to maximize profits

Selective distribution: will only have two or three vendors selling its products

Vertical channel conflict: a member of the channel decides to sell directly to the customer, bypassing another member of the channel.