1. What is an intermediary?
2. What is an agent?
3. A wholesaler?
4. A retailer?
5. Form utility –
6. Place utility
7. Possession utility -
8. Information utility -
9. Service utility -
10. What is B2B?
11. What is B2C?
12. Define Rack Jobber-
13. Intensive distribution-
14. Selective distribution-
15. Exclusive Distribution-
16. What are the steps in the supply chain?
17. What is supply chain management?
18. What is logistics?
19. Define intermodal shipping.
20. What are the differences between piggyback, fishyback, birdyback, and sexyback (just kidding on that last one)
21. What are the differences between storage warehouses and distribution warehouses?

Note: I won’t make you discuss modes of transportation on this document but makes sure you understand the characteristics, advantages, and disadvantages of each.

**Now What?**

After you understand these concepts, we will briefly discuss international distribution and show how other countries have different business and cultural customs. If you violate these customs, it could cause your product to flop overseas!

