

## Scenario 1

A local bakery wants to sell its fresh bread and pastries to customers in the neighborhood.

**Which distribution channel should they choose?**

*(Answer: Direct through a physical store or local delivery.)*

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## Scenario 2

A clothing brand wants to expand its reach globally and sell to customers in different countries.

**Which distribution channel is best for them?**

*(Answer: Indirect via online retailers or e-commerce platforms.)*

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## Scenario 3

An agricultural company needs to transport fresh produce to supermarkets within a short time frame.

**Which delivery method should they use?**

*(Answer: Truck, for its speed and ability to keep products fresh.)*

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## Scenario 4

A publisher releases a popular new book and wants it available to as many customers as possible.

**Which distribution channel is best?**

*(Answer: Indirect through bookstores, online platforms, and retailers.)*

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## Scenario 5

A luxury watchmaker wants to ensure its brand image is maintained while selling products.

**Which distribution channel should they choose?**

*(Answer: Direct through flagship stores or exclusive partnerships with high-end retailers.)*

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## Scenario 6

A tech hardware company needs to deliver its products from factories to retail stores across the country.

**Which delivery method is best?**

*(Answer: Truck or train, depending on cost and speed requirements.)*

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## Scenario 7

A movie production company wants to distribute its latest blockbuster to audiences worldwide.

**Which distribution channel should they use?**

*(Answer: Indirect through theaters and online streaming platforms.)*