**Place – Distribution channel – Past paper question**

Heinz products are to be found in a large variety of retail outlets in the UK – ranging from

supermarkets to the shelves of the smallest village shops. Heinz beans are served for breakfast in the major hotel chains in major cities, as well as tiny bed and breakfast businesses throughout the countryside and seaside resorts.

Delivering to the massive warehouses of the major supermarkets is a straightforward method of distributing their products for a business such as Heinz. However, reaching its smaller customers is often achieved with the use of a range of wholesalers, who provide a very valuable service to both producers and retailers.

What is a distribution channel? [2]

Evaluate the impact of selecting the right distribution channels on Heinz and its

stakeholders. [8]