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can make the services
“available” and
“accessible” to the
target customers.
Because of the
features like

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intangibility,
perishability,
inseparability,
distribution of services
becomes critical.
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In practice, companies
often use a mix of
marketing channels,

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such as internet sales and an on-the-ground team. Every marketing channel includes at least one person or organization who serves as an intermediary. Each of these intermediaries performs a function, provides a value, and expects some kind of economic return.

**What is Channel
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