

Ans 10

Participants in distribution system are those who specialise in performing operations of rendering services that are directly involved in the purchase and sales of goods in process of their flow from the producers to the users. These are also called Middleman

Importance of Middleman or Agent

(i) Help to elaborate ~~what~~ about Product

(ii) Attract more-more customer

(iii) Middleman help to increase the sell of product

(iv) Middleman tell the benefits of products to customer so that he/she can purchase the products

(v)

sales Middle man ~~is~~ help to grab more customer.