

Ans 10) Middlemen specialise in
for forming activities that
are directly involved in
the purchase and sales
of goods in the
process of their flow
from producers to the
ultimate buyers - their
position is between the
producers and ultimate
buyers.

Producers see them as
extensions of their
own marketing organisation
that have been in
existence their own
organisation would have
to own on all
negotiations leading upto
sales to ultimate buyers
who is fun consider
middlemen as sources of
supply and part of
contact with producers.