

# Integrating Channel Management

For channel management, there are many moving parts. The ability to manage all effectively will ultimately determine the success of channel management. Disruptions in channel management disrupts the ability of a consumer purchasing products which directly correlates to company revenues.

For integrating channel management there are three key factors

- **Continuity**
  - Each member needs to be on the same page and be working with the same details to ensure a smooth process of transferring products occurs
- **Consistency**
  - Each channel member is anticipating the product from the previous member, delays cause the following members to adjust schedules, adjust employees, and time frames which is not always feasible to do. These disruptions can dramatically alter production schedules of when a product will be delivered to retailer/consumer/wholesaler
- **Control**
  - The ability to determine all aspects of the channel management ensures proper management will occur. Having multiple options and control over channel options enable a business to determine and select the most effective and efficient for their business