Industrial Resellers

Companies that purchase industrial goods and resell them to other businesses without significant transformation.

B2B Intermediary

Connect manufacturers with end-use companies

Inventory Management

Store and manage product availability

Bulk Purchasing

Buy large quantities at negotiated prices

Profit Margin Model

Generate revenue through resale markup

OPERATIONAL

Functions

Daily activities ensuring product movement across the supply chain

Buying
Procure products from manufacturers in bulk quantities

Selling
Distribute goods to business customers and retailers

Storage
Maintain inventory availability and warehouse control

Transportation
Coordinate delivery from supplier to buyer locations

Functions

Value-adding activities that strengthen market positioning

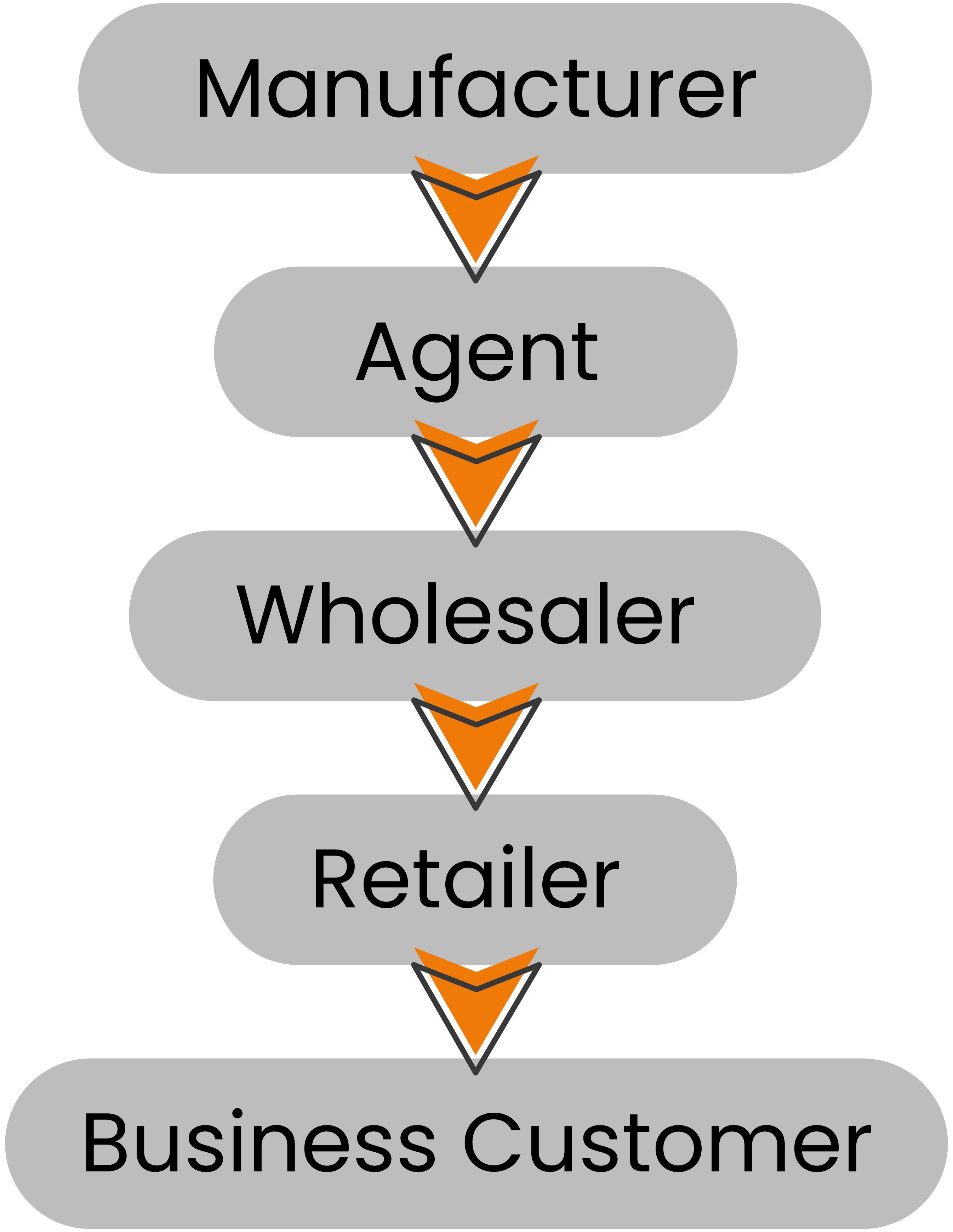
Financing
Provide credit terms and financial flexibility to customers

Risk Taking
Assume demand and inventory uncertainty

Market Information
Collect and share market insights with manufacturers

Grading & Sorting
Standardize and categorize products for buyers

STRATEGIC


Manufacturer
Agent
Wholesaler
Retailer
Business Customer

Causes of Conflict

Role Overlap
Multiple partners perform similar functions

Resource Limitations
Competition for budgets, inventory, or customers

Territory Issues
Partners sell within the same geographic area

Goal Misalignment
Different pricing or sales objectives

Conflict Management Strategy

Clear Responsibilities — Define roles and operational boundaries

Margin Alignment — Balance pricing and profit expectations

Communication Rules — Establish structured coordination processes

Territory Definition — Assign exclusive customer or regional zones

Channel conflict, when managed effectively,
drives innovation and strategic growth.

Effective coordination transforms competition into competitive advantage