

B. Com, Sem II (MIC-2)

Subject - Advertising Management

Topic - Advantages of Advertisement
Part - II

3. From Middleman Point of view!

Following are the advantages of Advertisement from middleman point of view. -

- (a) Advertisement provide information to customers. It is very helpful in selling. Easy sale of the product is possible for middlemen.
- (b) Advertisement helps the middlemen in facing competition successfully. It introduces the product into the market and creates the demand.
- (c) Advertisement is the permanent earning source of income.
- (d) It provides more information and knowledge to middlemen.
- (e) Due to advertisement, middlemen become more close with producers.
- (f) It is also main source of increasing goodwill.