

# Choosing the right distribution form

Practice area under  
Commercial Contracts

Both newly established and existing businesses are often faced with the choice between different distribution forms in relation to the sale and marketing of their products and services domestically and abroad.

There are a number of options/models that can be used separately and/or in combination (multi-channel distribution). A business's choice of distribution form can be of decisive importance to the success of the sale and marketing of its products and services.

Choosing the optimal distribution form for a business requires in-depth knowledge of the special features, advantages and disadvantages of each type of distribution as well as of relevant legislation, including the competition law rules.

Plesner has in-depth knowledge of both the individual types of distribution and the relevant legislation and has many years of experience in advising national, multinational and international businesses on choice of distribution form and implementation of distribution systems.

The following is a non-exhaustive list of the types of distribution that a business might consider:

- selective distribution
- exclusive distribution
- simple distribution
- multi-tiered distribution (wholesalers and distributors)
- agency
- franchise
- commission
- concession
- licence

## Cases

**Case News** 06.12.2024

Flying Tiger Copenhagen expands into Australia

**Case News** 25.06.2024

Plesner advises Flying Tiger Copenhagen in connection with its expansion into Vietnam

**Case News** 14.06.2024

Flying Tiger Copenhagen expands into Singapore

**Case News** 05.03.2024

Flying Tiger Copenhagen expands into Turkey

**Case News** 21.12.2023

Reitan Convenience and Uno-X take back 57 service stations and enter into new franchise agreements with a number of 7-Eleven franchisees

**Case News** 31.03.2023

Flying Tiger Copenhagen expands into Bahrain, Oman, Kuwait, Qatar, Indonesia and the Philippines

**Case News** 06.10.2021

Plesner advises Rosendahl Design Group in connection with its new distribution setup in Japan

**Case News** 01.09.2021

Plesner advises Flying Tiger Copenhagen in connection with its franchise expansion into Israel

**Case News** 24.06.2021

The Flying Tiger Copenhagen Group enters into a Warehousing and Logistics Services Agreement with Prime Cargo Poland

**Case News** 15.06.2021

Plesner advises Flying Tiger Copenhagen in connection with its franchise expansion into Saudi Arabia

# Ratings



2024 The Legal 500

Within Commercial, Corporate and M&A, Plesner is a first tier firm.

"The Plesner commercial team, led by Jacob Ørskov Rasmussen, includes probably the most attentive lawyers you will ever find. With an impressive business acumen in particular in respect to franchise operation, they act as trusted adviser for the business"

"Extremely responsive and thoughtful"

"Excellent industry knowledge and depth of experience. Great staffing and proactive legal advice. Pragmatic and business-oriented team"



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2022 The Legal 500

Within Commercial, Corporate and M&A, Plesner is a first tier firm.

"Outstanding understanding of M&A process always available strong team coverage "clients first" attitude"

"Deep knowledge, professional, balanced advice which means that sometimes they also say if they disagree"

## Our specialists



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