**YOUR NAME: ………………………………………………………………………………………………………………………………………………….**

**TASK 6 – DISTRIBUTION IN THE FINANCIAL MARKET**

**(FILL IN THE TABLE ACCORDING TO YOUR OPINION)**

|  |  |
| --- | --- |
| 1. **Try to give example of typical financial products of the intensive distribution in your country:** | ??? |
| 1. **Try to give example of typical financial products of the selective distribution in your country:** | ??? |
| 1. **Try to give example of typical financial products of the exclusive distribution in your country:** | ??? |
| 1. **Try to find out the market share of the bank A in the market of current bank accounts (using information below).**   *Total number of bank accounts in the Czech republic (all banks) is 8 560 000.*  ***The number of current bank accounts of the bank A in the Czech republic is 2 250 000.***  **The market share of the bank A is:** ??? | |
| 1. **Choose one financial institution in your country and describe briefly its physical evidence (interior + exterior). Insert pictures.**   ??? | |