

Title of Invention: DISTRIBUTION CHANNEL SELECTION METHOD AND APPARATUS**Abstract**

The present disclosure provides distribution channel selection method and apparatus, the method comprising: calculating a distribution cost of each set of distribution channels of multiple sets of distribution channels to distribute products from multiple suppliers to multiple buyers, wherein at least one of the suppliers is set to distribute at least one of the products to each of the buyers in the each set of distribution channels; and adjusting the distribution cost of the each set of distribution channels based on one or more constraints, each constraint limiting a selection of a distribution channel for distributing one of the products from one of the suppliers to one of the buyers, wherein a set of distribution channels having a lowest distribution cost among the multiple sets of distribution channels is selected as an optimal set of distribution channels to distribute the products from the suppliers to the buyers.

[Figure 4]