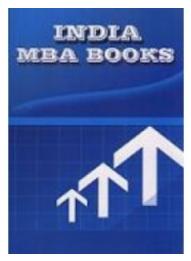
# Distribution Management



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#### Unit-II

**Channel Management:** Channel Planning, Designing Channel Systems – Organizing Patterns – Channels Policies, Channel Communication and Information Systems, Assessing Marketing Channel Performance, Distribution Cost Analysis.

#### **Unit-III**

**Channel Management in other Contexts:** Channel Management by Wholesalers and Retailers – Retail Formats – Franchise – Designing and Management Telemarketing, Emarketing, E-tailing, Integrated Distribution Management.

## **Unit-IV**

**Retail Management:** Identifying and Understanding consumers – Choosing a Store Location – Trading area Analysis and Site Selection, Buying and Handling Merchandise,

Pricing and Financial Management – Establishing and maintaining a Retail Image. Customer Service.

# **Unit-V**

**Physical Distribution Management:** Importance of Physical Distribution, Logistics System Analysis and Design, Organization and Control, Role and Importance of Warehousing, Warehouse Type, Size, Number, Location, Prerequisition for Warehousing, Warehousing in India, Inventory Control – Cost and Issues – Risk Management.

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