

# Distribution Management



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## Short Description

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**RATING OF BOOK: EXCELLENT**

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## **DISTRIBUTION MANAGEMENT**

### **Unit-I**

**Emergence and Components of Marketing Channels:** Types, Functions, Relationship, Retailing – Structure, Operations and Strategies, Wholesaling – Structure, Operations and Strategies, Physical Distribution – Structure and Strategy.

## **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, E-marketing, 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, Prerequisite for Warehousing, Warehousing in India, Inventory Control – Cost and Issues – Risk Management.

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