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АДАПТИВНОЕ РАЗВИТИЕ МАРКЕТИНГОВЫХ КАНАЛОВ
РАСПРЕДЕЛЕНИЯ ПРОДУКЦИИ ПРЕДПРИЯТИЯ

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БЕЛОРУССКО-РОССИЙСКИЙ УНИВЕРСИТЕТ

Distribution, also known as placement, is one of the classic “4 Ps” of marketing (product, promotion, price, placement or distribution).

Distribution channel is the path through which goods and services travel from the vendor to the consumer or payments for those products travel from the consumer to the vendor.

A distribution channel can be as short as a direct transaction from the vendor to the consumer, or may include several interconnected intermediaries along the way such as wholesalers, distributors, agents and retailers. Each intermediary receives the item at one pricing point and moves it to the next higher pricing point until it reaches the final buyer.

As an illustration, coffee does not reach the consumer before first going through a channel involving the farmer, exporter, importer, distributor and the retailer.

In practice, many organizations use a mix of different channels; in particular, they may complement a direct sales-force, calling on the larger accounts, with agents, covering the smaller customers and prospects. In addition, online retailing or e-commerce is leading to disintermediation.

The main activity of the company OLSA is manufacturing furniture group products: camping furniture, home furniture and furnishing medical furniture to health facilities.

The most popular product is swings. Tables, chairs and some other goods are not characterized by high demand and may be excluded from the range.

The company uses direct and indirect sales channels for products. The direct channel is the company store OLSA, indirect channels are sales by wholesalers.

Company has more than a hundred partners all over the world.

ABC analysis of the range was carried out as well. There are only two items from A group, it means that 18% of the company’s products bring 74.49% of the total revenue.

The range of OLSA’s products is fairly balanced and meets the Pareto principle, it is necessary to consider reducing the number of group C products.

The company has stable distribution channels but at the same time it is necessary to move to developed markets, to expand production and increase profitability.