

MARKETING DISTRIBUTION POLICY OF AN ENTERPRISE AND ITS ELEMENTS

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Marketing distribution policy concerns all the pre-distribution and after-distribution measures aimed at delivering a product from the producer to the customer. The aim of this distribution policy is to satisfy customers' needs and to achieve marketing objectives of an enterprise.

Distribution policy should be designed within the context of the entire marketing mix, by going through the following steps:

- reviewing the overall marketing objectives;
- determining product, price and promotion policies;
- deciding whether distribution will be designed in a defensive or proactive manner.

While designing marketing distribution policy all the factors of the enterprise internal and external environment influencing this process must be taken in to account – customers, competitors, suppliers, intermediaries, enterprise organizational structure, its production capacity, etc.

Marketing distribution policy includes all aspects of delivering a product or a service to a customer, such as inventory management, order processing, products handling, warehousing, material management, customer service, security of consignment, accessibility, cost control and policy formulation, products transportation from one place to another.

Marketing distribution policy consists of three major elements – physical distribution, distribution channels and distributions strategies. All the three elements are interrelated and interdependent.

The interrelation between these elements can be shown in such a way: an enterprise chooses a distribution strategy which determines the direction of the enterprise marketing distribution policy development. Distributions strategy involves decisions on distributions channels number and structure and the best way of product physical distribution. Then the enterprise analyses the selected distribution channels to make sure that the products reach the target group. The enterprise must also analyse the performance of the selected distribution channel and whether it corresponds to the customer's expectations. Then it must

analyse the efficiency of physical distribution and of the partners who are of importance in products transportation through the selected distributions channels.

So distribution policy is a complex category. It integrates all the decisions that allow to move finished products to the final customers, including quantity, place, time, cost and price for the benefit of both customers and producers.

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