การจัดจำหน่าย

ผู้ช่วยศาสตราจารย์ ดร.ธนวรรณ แสงสุวรรณ

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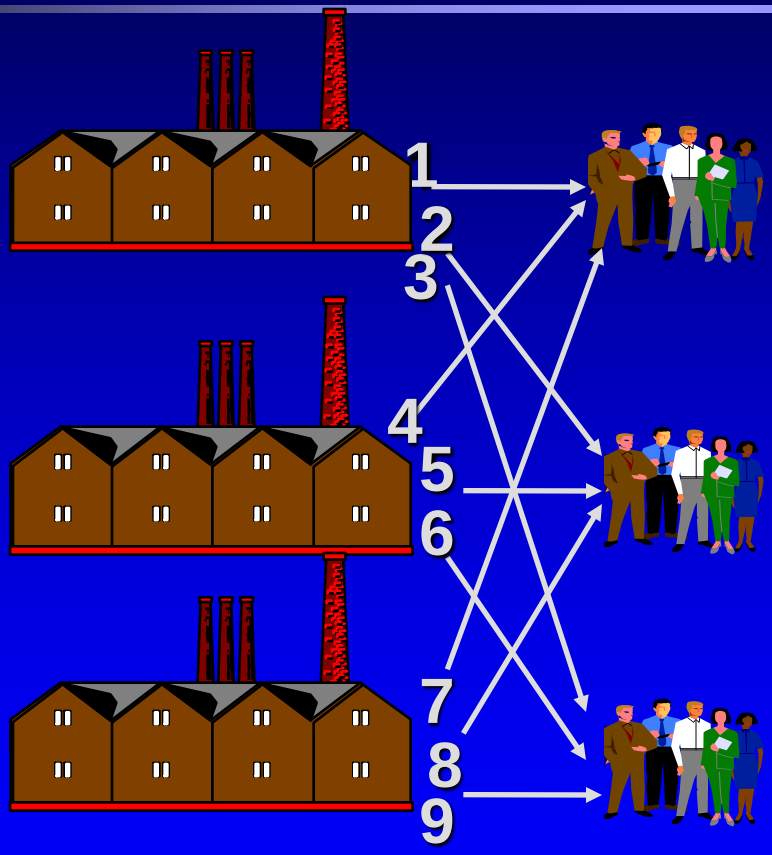
How a Distributor Reduces the Number of Channel Transactions



A. Number of contacts without a distributor
M x C = 3 X 3 = 9

= Manufacturer

= Customer

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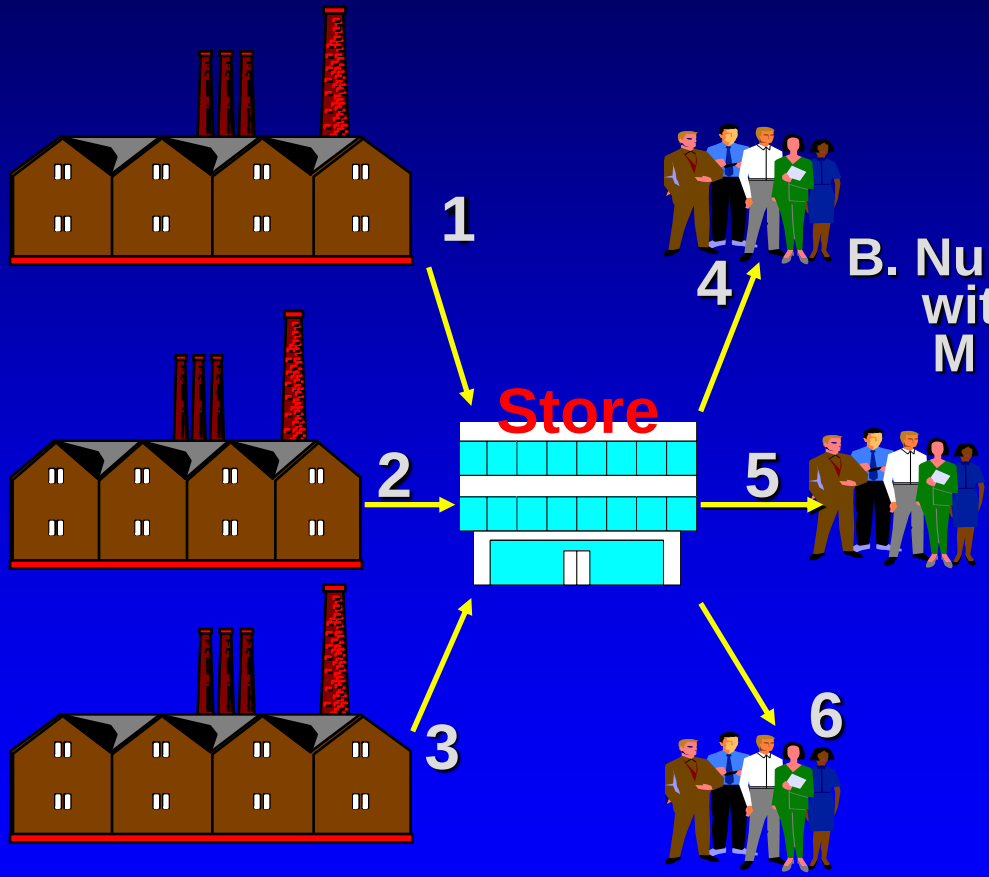
How a Distributor Reduces the Number of Channel Transactions



B. Number of contacts with a distributor
M x C = 3 + 3 = 6

= Manufacturer

= Customer

= Distributor

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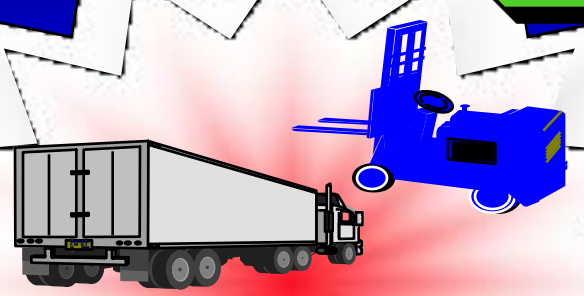
Distribution Channel Functions

Information

Transfer

Communication

Payments



Negotiation

Physical Distribution

Ordering

Risk Taking

Financing

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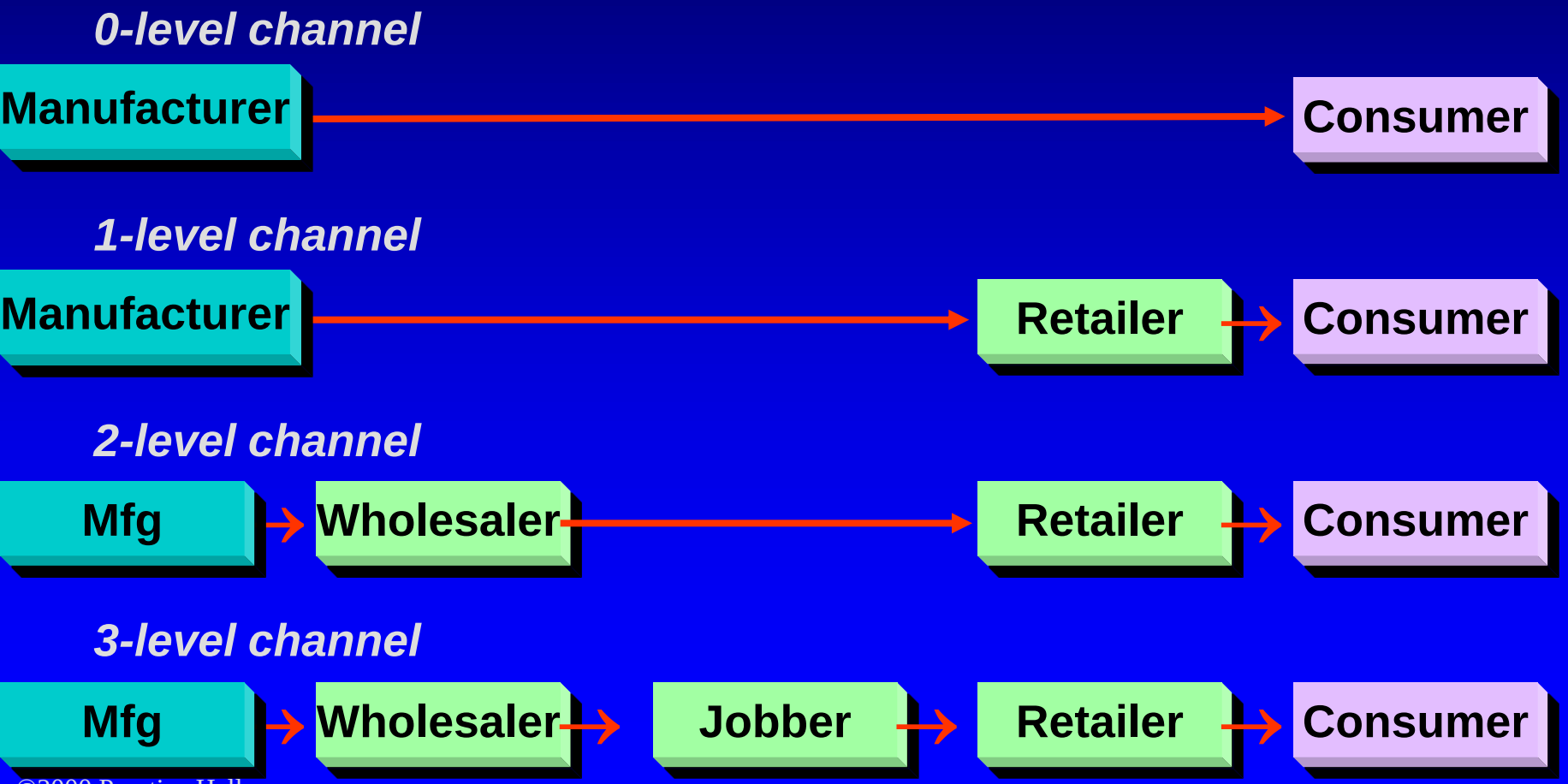
Consumer Marketing Channels



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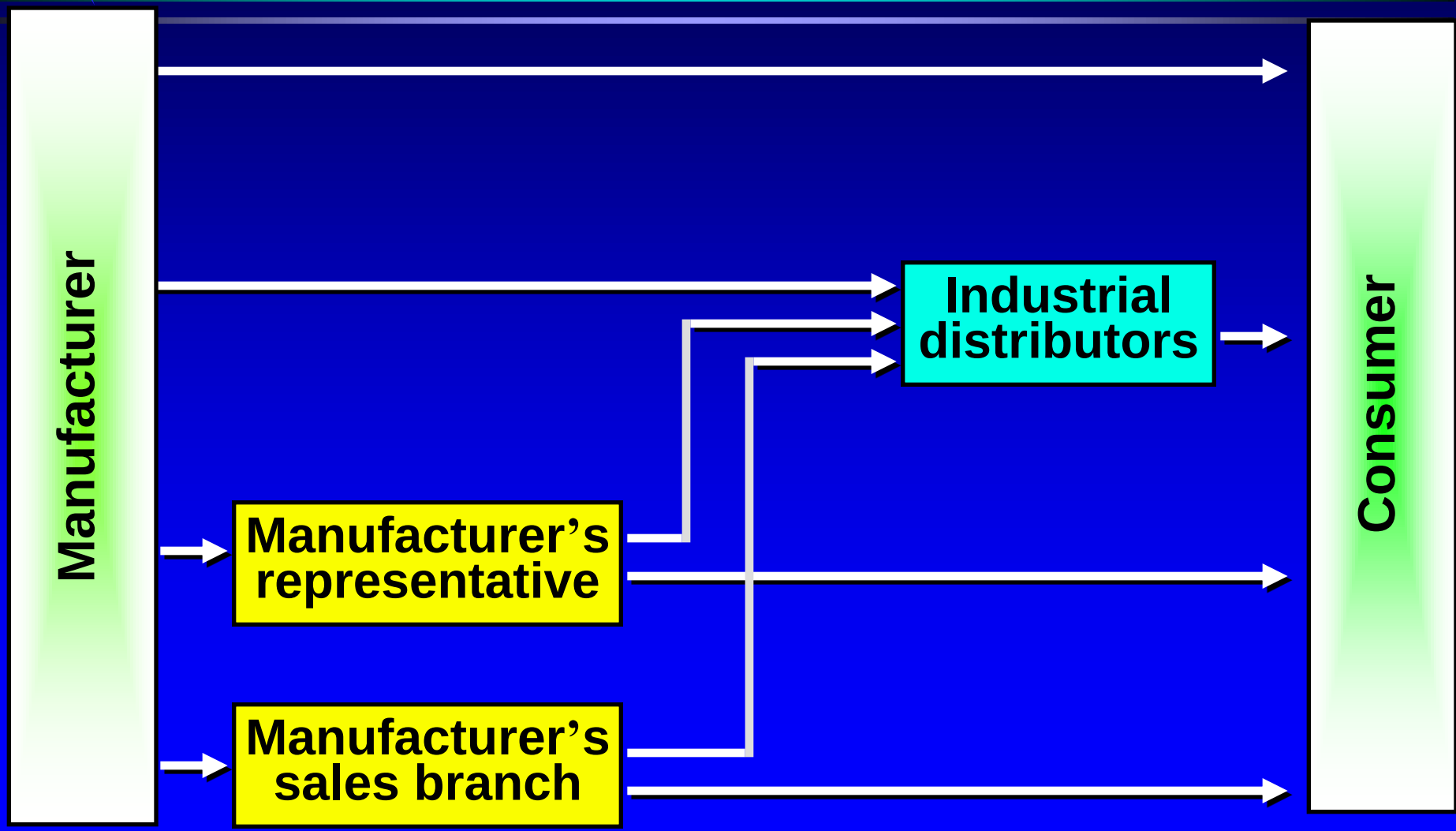
Industrial Marketing Channels



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CHANNEL DESIGN DECISIONS

1. ANALYZING CUSTOMER NEEDS

LOT SIZE, WAITING TIME, CONVENIENCE

VARIETY, SERVICE BACKUP

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CHANNEL DESIGN DECISIONS

2. OBJECTIVES & CONSTRAINTS

OBJECTIVES VERY WITH

PRODUCT CHARACTERISTICS

- ***PERISHABLE***
- ***BULKY***
- ***NON STANDARDIZE***
- ***HIGH UNIT VALUE***

STRENGTH & WEAKNESS OF INTERMIDIARY ENVIRONMENTS

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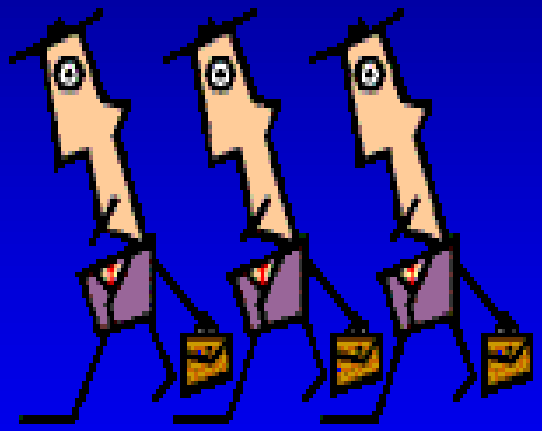
3. CHANNEL ALTERNATIVES

3.1 TYPES เช่น AGENT, DISTRIBUTOR

3.2 NUMBER

- *EXCLUSIVE*
- *SELECTIVE*
- *INTENSIVE*



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3.3 TERMS & RESPONSIBILITIES

- ***PRICE POLICY***
- ***CONDITIONS OF SALES, PAYMENT TERM***
- ***TERRITORAL RIGHTS***
- ***MUTUAL SERVICE & RESPONSIBILITY***

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4. EVALUATE MAJOR CHANNEL ACTERNATIVE

- ***ECONOMIC CRITERIA***
- ***CONTROL CRITERIA***
- ***ADAPTIVE CRITERIA***

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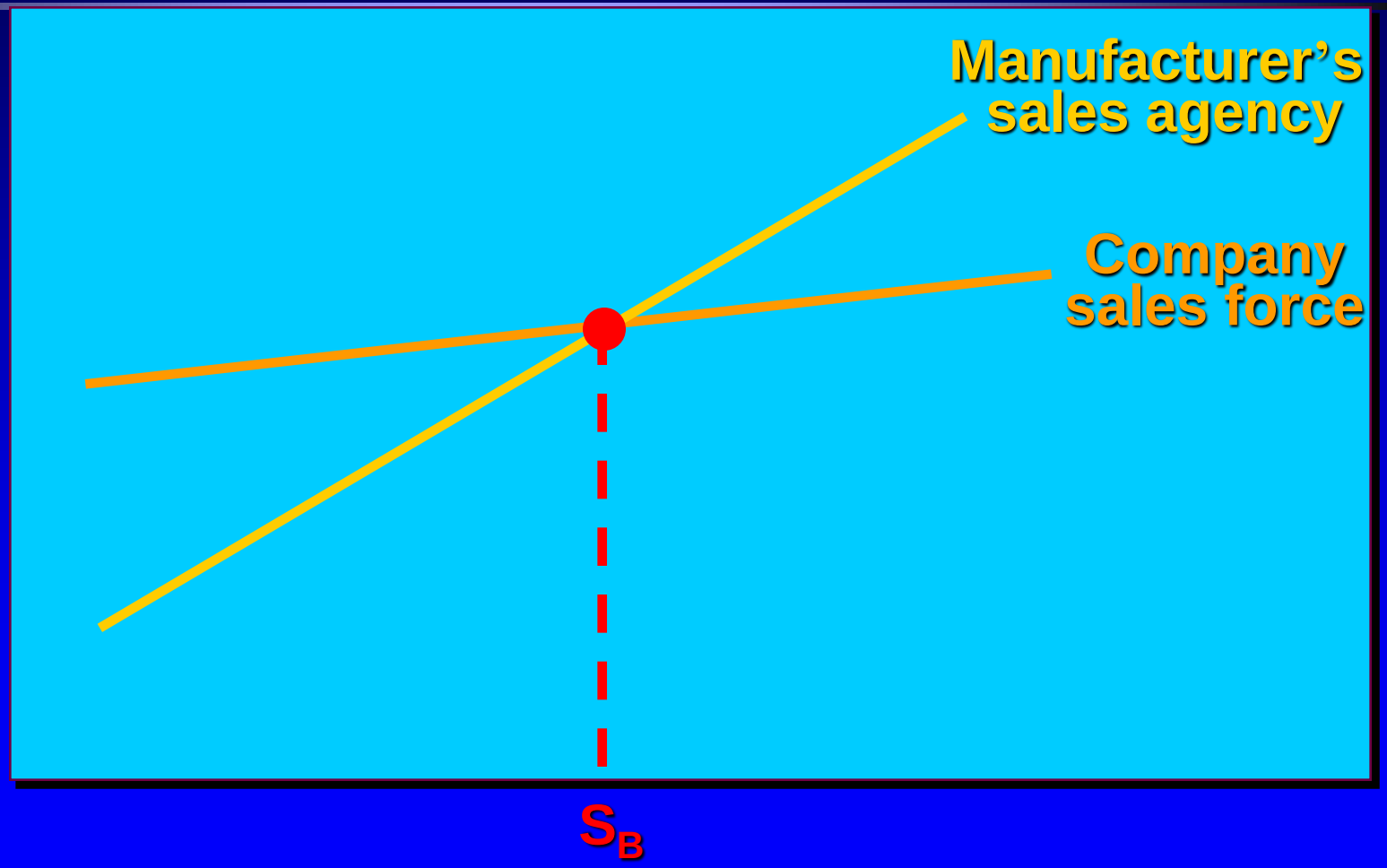
Break-Even Cost Chart



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CHANNEL MANAGEMENT DECISIONS

1. SELECTING CHANNEL MEMBERS

เช่น ดูประสบการณ์ สินค้าอื่นที่ขายอยู่

growth profit record, solvency,

ชื่อเสียง, ความร่วมมือ, location

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CHANNEL MANAGEMENT DECISIONS

2. MOTIVATION

Training, supervising, encourage

- ***positive***
- ***negative***

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CHANNEL MANAGEMENT DECISIONS

3. EVALUATE

ดู ผลงาน การบริหาร **inventory** ความร่วมมือ

4. MODIFYING

อาจต้อง ลด เพิ่ม ปรับ

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CHANNEL MANAGEMENT DECISIONS

3. EVALUATE

ดู ผลงาน การบริหาร **inventory** ความร่วมมือ

4. MODIFYING

อาจต้อง ลด เพิ่ม ปรับ

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Chapter 17

Managing Retailing, Wholesaling, and Market Logistics

Marketing Management
Tenth Edition
Philip Kotler

Classification Of Retailer Types

Store Type	Length and Breadth of Product Assortment
Specialty Stores	Narrow Product Line, Deep Assortment
Department Stores	Wide Variety of Product Lines i.e. Clothing, Home Furnishings, & Household Items
Supermarkets	Wide Variety of Food, Laundry, & Household Products
Convenience Stores	Limited Line of High-Turnover Convenience Goods
Discount Stores	Broad Product Line, Low Margin, High Volume
Off-Price Retailer	Inexpensive, Overruns, Irregulars, and Leftover Goods
Superstores	Large Assortment of Routinely Purchased Food & Nonfood Products, Plus Services
Catalog Showroom	Broad Selection, Fast Turnover, Discount Prices

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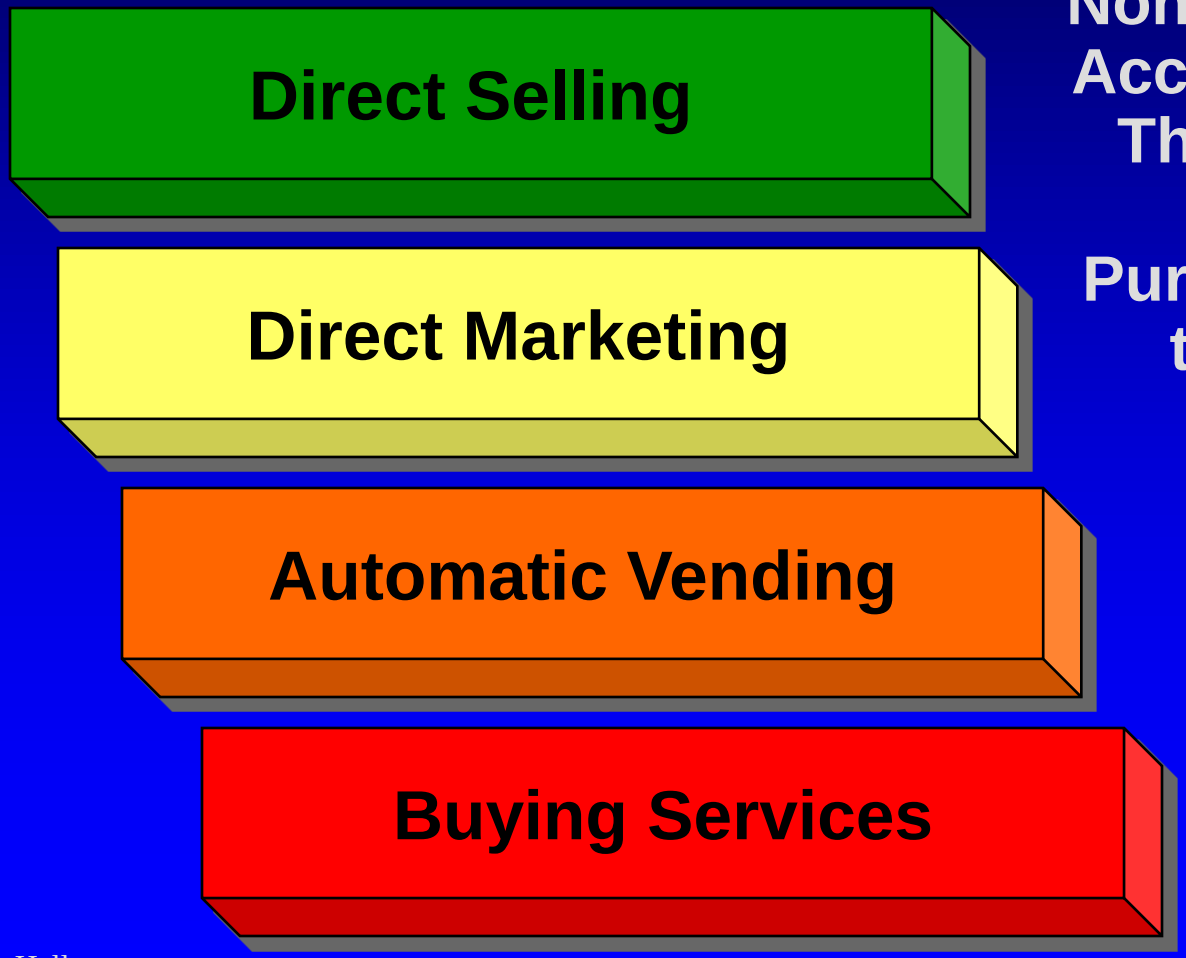
Types of NonStore Retailing



NonStore Retailing Accounts for More Than 12% of All Consumer Purchases, and is trending up.

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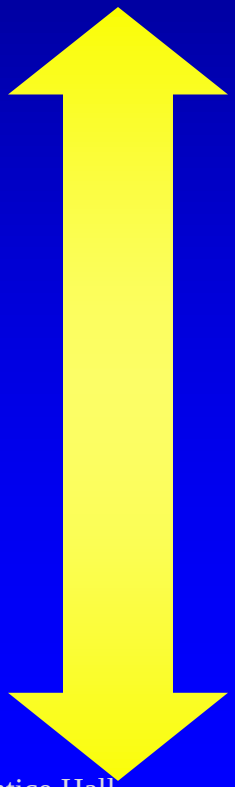
Goals of the Logistics System

- **Provide a Targeted Level of Customer Service at the Least Cost.**
- **Maximize Profits, Not Sales.**



Higher Distribution Costs/ Higher Customer Service Levels

Lower Distribution Costs/ Lower Customer Service Levels

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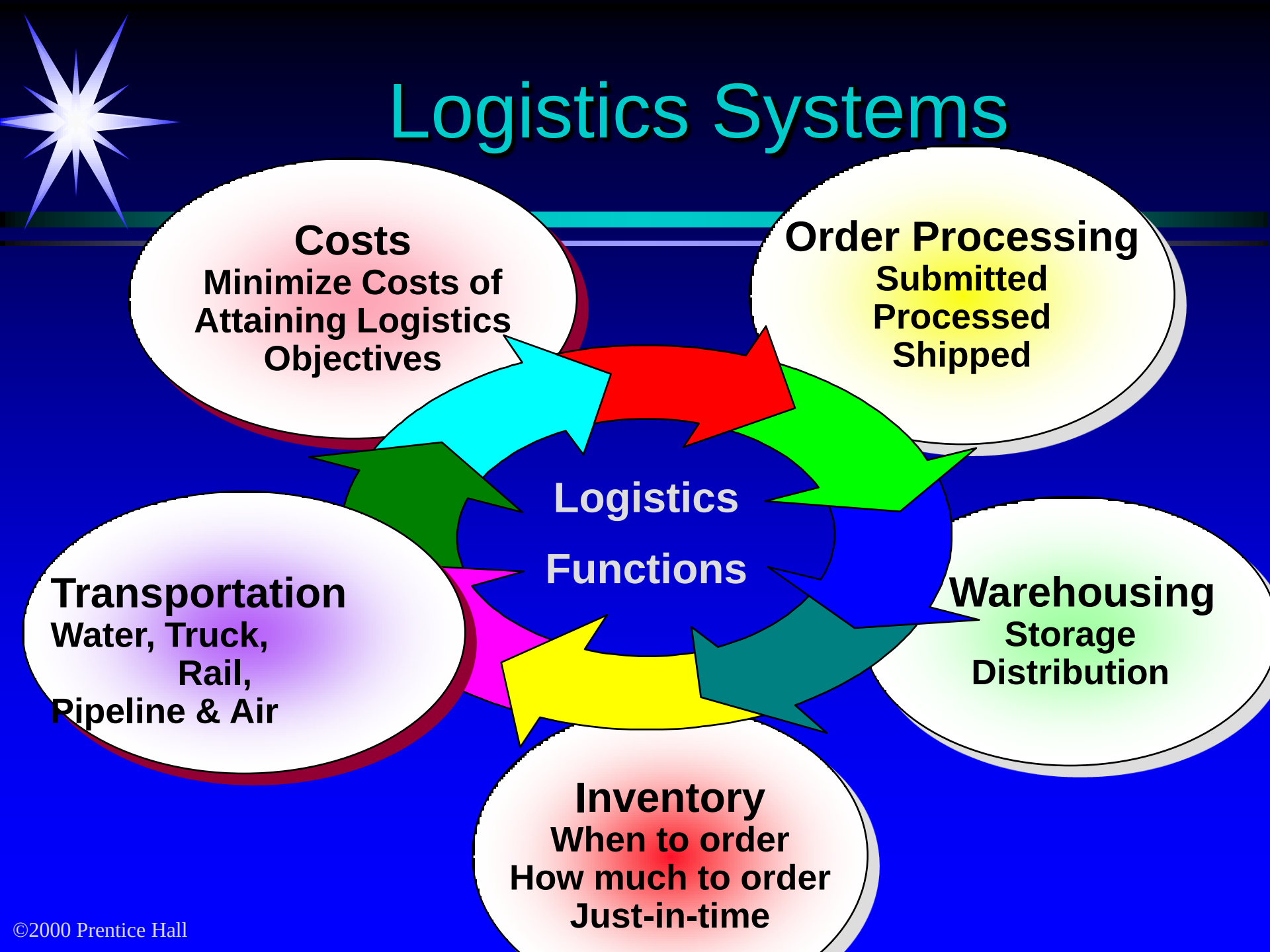
Logistics Systems



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