

# A Study on Distribution Network of Britania Company in Nagpur City

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**Abstract:** *The marketing channels play an important role in the movement of goods from the company to the end-user. Marketing Channels are sets of interdependent organizations involved in the process of marketing a product or service available for use or consumption. Channels of distribution are the means employed by manufacturers and sellers to get their products to the market and into the hands of users. Channels are management tools used to move goods from production to consumption. They are means by which title to goods is transferred from sellers to buyers. The process of transferring title is not so simple, especially in the present day markets that are characterized by heterogeneity on both the supply and demand sides. There are a wide variety of goods produced for sale, or the other side there are highly varied and complex desires of consumers. The channel is, therefore the vehicle for viewing Marketing organization in its external aspects and for bridging the physical and non-physical gaps, which exist in moving goods from producers to consumers through the exchange processes, including the determination of price. Channels of distribution help to move goods from one place to another hence they add place utility. They bring goods to the consumers when the consumer wants them. They bring goods to the Consumer in a convenient shape, size, style and package hence they add Convenient value.*

**Keywords:** Marketing Channels, Distribution Channels, Britania, Distribution Network, Supply Channels

## REFERENCES

- [1]. The issues of distribution were analyzed by a number of marketing specialists (Berman, 1999; Kim, 1996; Delton, 1997; Frazier, 1999; Kotler, 2003; Rosenbloom, 1999; Stern, 2006; etc.)
- [2]. Reflecting their presence in industrial and transitional economies, marketing channels gradually came to be viewed as the set of interdependent organizations involved in the process of making a product or service available for use or consumption (Coughlin, Anderson, Stern, & El-Ansary, 2001).
- [3]. This institutional oriented perspective draws attention to those members (e.g. wholesalers, distributors, retailers, etc.) comprising the distribution system and engaged in the delivery of goods and services from the point of conception to the point of consumption (Anderson & Coughlan, 2002).
- [4]. Channels are organized or structured has been a focal point, centering on the level of channel integration, reliance on multiple channels, distribution intensity and organizational policies relating to centralization, formalization, standardization, and surveillance (cf. Dwyer & Oh, 1988; John & Weitz, 1988; Fein & Anderson, 1997; Shervani, Frazier & Challagalla, 2007).
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