

# 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 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

## I. INTRODUCTION

According to A. W. Shaw “distribution is the application of motion to the materials as they move from times, places, forms and conditions where they have no value to the times, places, forms and conditions where they have value”. 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

## II. ESSENTIAL FUNCTIONS OF DISTRIBUTION NETWORK

- Transfer of title to the goods involved.
- Physical movement from the point of production to the point of consumption.
- Storage function
- Communication of information concerning availability, characteristic and price of the goods in transit, inventory and on purchase.

### Distribution Channel

It is a set of interdependent organizations involved in the process of making a product or service available for use or consumption by the consumer or business user.

Every product seeks to link together the set of marketing intermediaries that best fulfill the firm's objectives. This set of marketing intermediaries is called the marketing channel also trade channel or channel of distribution.

Channels of distribution are the means employed by manufacturers and sellers to get their products to the market and into the hands of users. These are the means by which title of goods is transferred from sellers to buyers.

Role of marketing channels

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- Channel function and flows
- A marketing channel performs the work of moving goods from producers to consumers.
- Key channel member functions include gathering information about current customers, competitors and external forces.
- Place order to manufacturers, assume risk connected with carrying channel work, provide for buyer's payments and negotiations

#### Use of Marketing Intermediaries

- Gives some control over how & to whom the product are sold.
- Greater efficiency in making goods available to target markets, through their contacts, experience, specialization & scale of operation.
- By market point of view the middlemen and intermediaries are divided into merchant middlemen, and agent middlemen.
- Middlemen on the basis of their position are classified into wholesalers and retailers.

### III. LITERATURE REVIEW

Marketing channel decisions are among the most important decisions that management faces today. Indeed, if one looks at the major strategy of the marketing mix (product, price, promotion and distribution), the greatest potential for achieving a competitive advantage now lies in distribution

Distribution, as one of four elements of marketing complex, is an inseparable part of marketing decisions which involves all the decisions about distribution of products to the end user. 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.), paying a big attention to the elaboration of the procedures of marketing channel design

Distribution still offers a new frontier for competing successfully, especially if the emphasis is placed on the design and management of superior marketing channel systems to provide excellent customer services. Yet designing optimal marketing channel systems to boost sales, formulating innovative distribution strategies and managing channels system effectively is no simple task.

### IV. OBJECTIVES OF STUDY

- The purpose of doing this project is mainly to make a thorough study for finding alternative Network of distribution with reference to Britania company.
- To understand alternative channels other than retail outlets where Britania company are sold.
- To identify alternative distribution Network for Britania company.
- To promote Britania company products mainly its economical range.

### V. HYPOTHESIS

A hypothesis in a scientific context, is a testable statement about the relationship between two or more variables or a proposed explanation for some observed phenomenon. In a scientific experiment or study, the hypothesis is a brief summation of the researcher's prediction of the study's findings, which may be supported or not by the outcome. Hypothesis testing is the core of the scientific method.

The Current Study Says that:

H1: The Distribution Network of Britania company is Good.

H0: The Distribution Network of Britania company is not Good.

**VI. RESEARCH METHODOLOGY**

**Research Design:**

The survey was designed to elicit information regarding the brandawareness, brand preferences, different supply channels, mode of order followed, and their profit margins with regard to Britannia Company.

**Data Collection Method:**

The study and related information is gathered from two data sources namely-

**Primary Data Source:**

This Primary data source is gathered from questionnaire which includes dichotomous, multiple choice, open-ended questions, projective techniques and setting up sales point oriented. The data collected through primary sources mainly related to opinion of respondents who consume Britannia Company.

**Secondary Data Source:**

Secondary data such as sales volume, product ranges and profit margins given on different product variants data was collected from company’s Nagpur Area Sales Manager (ASM) and some more data is gathered from company’s website-

- www.superbrandsindia.com
- www.indiainfo.com

**SAMPLE DESIGN**

A sample design is a definite plan for obtaining a sample from a given population. It refers to the technique or the procedure the researcher would adopt in selecting items for the sample.

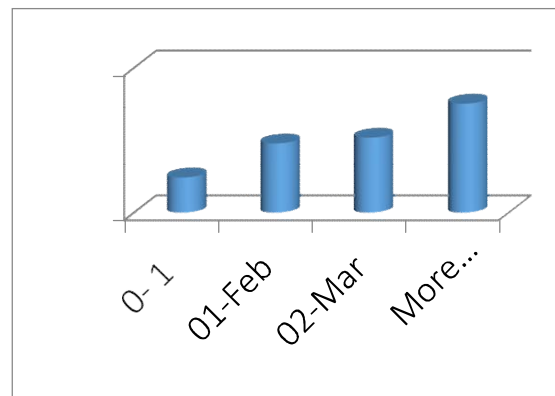
**SAMPLE SIZE:**

Total sample of project is 100.

**VII. DATA ANALYSIS AND INTERPRETATION**

What are daily distribution target of Britannia company?

Distribute per day	Percentage
0-1	12%
1-2	24%
2-3	26%
More than 3	38%



**INTERPRETATION:**

From above data, we can clearly understand that 12% of Britannia Company distribute 0-1 crates, 24% of that 1-2 crates, 26% of Britannia Company distribute 2-3 crates, 38% of Britannia Company distribute more than 3 crates in one day. by this analysis I conclude that in summer

38% of distributor distribute more than 3 crates.

Is Consumer and retailers satisfied, After Your Sale Service & After Consumption of Britania Company?

Particulars	Percentage
Bad	15%
Satisfactory	60%
Good	25%



**INTERPRETATION:**

Yes, From the above data, we can clearly understand the consumers and retailers satisfactions about the Britania Company service is 15% of consumers and retailers says bad, 60% of consumers and retailers says satisfactory, 25% of consumers and retailers says good. By this analysis I conclude that 60% of consumers say satisfactory about Britania Company service in Nagpur city.

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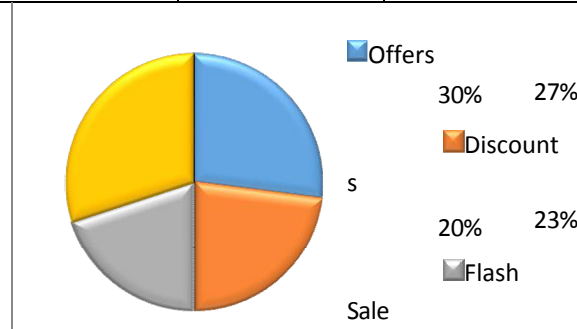


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Sale Promotional Activity That Attracts You More Towards The Britania Product.

Particulars	Noof Respondents	%of Respondent
Offers	13	27
Discounts	12	23
Flashsale	10	20
Invite	15	30
<b>Total</b>	<b>50</b>	<b>100</b>



**INTERPRETATION:-**

From the table we interpreted, The 9 respondents I.e. 30% of the total are attracted to the invite promotional system following 8 respondents I.e. 27% of people are attracted to the offer promotional system, 23% are attracted because of discounts and lastly 20% respondents are because of flash sale promotional activity held by Britania Company

**VIII. CONCLUSION**

- It can be concluded that alternative channels of distribution create new markets for any company. The development of alternative or new channels of distribution makes the company to exist for long.
- A company can add alternative channels or new channels of distribution through research or innovation.
- In the process of distribution channels, alternative channels help in increasing new grounds for transferring the products from company to the end-user.
- Company should find new channels to attract and retain different segment of customers. In past company's used to retain customers by marketing mostly in retail outlets i.e., in general stores, shop etc.
- Thus, Britania Company must take important decisions regarding setting up sales point by taking promotional steps like increasing of profit margin for economical packs, regular refreshing of stock and effective advertising strategies etc.

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- [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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