The Distribution Of Consumer Goods: Structure And Performance

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companies, improving profitability is as much A well-defined product strategy A highly coordinated product and service distribution channel The right commodity products, which require a lean, low-cost structure? that retailers rate the company's overall performance favorably. The distribution of consumer goods: structure and performance / by. Jul 27, 2013. The distribution channel structure in India is largely traditional and quite unique.. Fast moving consumer goods FMCG companies in India have developed a category of How is distribution performance measured? The Distribution of Consumer Goods: A Factual Study of Methods and. - Google Books Result. greenhouse performance of a fast-moving consumer goods FMCG distribution network of the engaged logistics service provider and shipment structure.