Prioritize Marketing Measures Affecting Export Distribution Channels-Case Study: Isfahan Steel Company

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Abstract-Without a proper distribution system, even the best products is bound to fail. Distribution channels and related actions have considerable effects on the prices of goods available to the final consumer, Customer satisfaction, customer loyalty and gain sustainable competitive advantages and is full of all the Institute activities earlier. Any organization can be accessed via distribution channels communicate with their customers and to acquire useful information about the market, your products and services to offer customers and cash underway within the organization for guidance. One of the world's steel industry is growing industries so that production of steel from 2007 to 2012, more than 40 percent the export of steel products constructional recent years more than 60% growth. In addition, due to competitive conditions, today, the development of services in new markets is essential for the survival of organizations, while the risk and high cost associated with entering new markets always will be. The aim of this study was to prioritize the factors affecting the choice of distribution channel ESCO products respectively. This is the basic assumption of the tasks to achieve the ultimate goal by distribution channel members do lie. The most important factors influencing the distribution system. These tasks based on different views in the form of streams of relationships, information, The provision of goods and services classified Costs and Payments lots and presumably these flows will be adversely affected by environmental factors affecting Bvd.vaml examined in this study is based on search The views of experts in marketing management and related studies, research and clothes according to the specific nature of this group of selected industrial goods. The study ranked forty-nine variable affecting the choice of distribution channels ESCO Relations in the form of streams, information, provision of goods and services, payments and charges and factors environment. The present variables in the study of theories and Various thoughts and knowledge management experts obtained by using screening techniques and fuzzy K-means classification method is valuation and classification. According to the results most influential factors influence the choice of distribution Connell, confidence in the products, controlling the purchasing behavior of customers, consulting with manufacturers, Transparent process returned goods, exchange rate variations, obtaining a patent, and the profit margin to be sold and least important factors in the choice of distribution channel steel products, including factors such as market dynamics, Independent producers, the cost of insurance and freight (transfer fee) the perception of power, the tendency of customers in the use of electronic money and the location of delivery of goods.

I.   INTRODUCTION

According to the World Steel Association, Iran produced 13 million tons of steel in 2012, the seventeenth was named the world's major producer of this product. According to the figures, planning officials to develop exports of steel products, especially in the industrial centers of ESCO To benefit from economic opportunities in the region including the opportunities created by the wars in Iraq and Afghanistan, More emphasis on proper marketing of steel products, especially the choice of distribution channel is very important.

Considering the competition, today the development of services in new markets is essential for the survival of the organization, while entering new markets So there will be risks and costs associated with careful consideration of the conditions of entry and selecting the right markets and favorable market entry is required manner Any decision to distribute the product in the form of a long-term decisions and crucial distribution channel and It can even be given the power structure in the distribution channel, short-term or long-term risks for organizations to have Distribution channel role in reducing the risk of undeniable product is properly designed, it can Institute The ability to benefit from the overall economic costs in the event that a product Close together and offer quality distribution channels and tools to create differentiation and competitive advantage will be sustained Considering The foregoing, the factors affecting the choice of appropriate distribution channels and rank these factors is very important. Due to the Research Neves (2001) for the defined distribution channel based on five charges.

- Streaming links

- flow of goods and services

- Stream Information

- financial flows and payments

- Environmental factors

Of course, these five streams in a variety of internal factors related to the distribution channel and its analysis Regardless of factors such as customers, the environment, economic, social, political, cultural dominant .... is not possible. According to extensive studies on transportation and storage is done in this study is separate thread The more distribution channels to be addressed issues related software Both the analysis results obtained knowledge Channel, duties, functions and relations between them are essential to the dependent variable, select the channel Influential Factors ESCO is distributed exporting countries such as China, because the current situation with the entry into the Iranian market business abroad This problem has become to a great series, such as steel and it should be possible to provide Foreign market appropriate strategies to preserve and even seeking to acquire new customers, we have highlighted the importance of the issue These markets, which could be a very good source of income for the country is obtained. The problem mentioned during the last years severe quality control measures such as appropriate monitoring and providing products with international standard and quality Adjust prices and offer it at a price lower than the world market to potential customers and permanent, Variations and changes in sales Change in the delivery of products to customers, accelerating the delivery of orders to customers, Order raw material products buyers and customers, and even at some point in time and purchase raw materials and products is performed. With respect to the issues mentioned only solution is still listed by model, Zuurbier and Campopar of four main stages, namely:

1. The recognition process
2. The stage set goals
3. implemented
4. The process of refining the monitoring

Benefit and dependent variables containing forty-nine in four main groups is variable through the literature review With the review and synthesis of ideas collected with regard to the characteristics of the industrial market and the nature of steel products ESCO is selected to be applied. In general, in this study, we aimed to determine the factors affecting the distribution channel after export of steel products and Valuation Each factor by using fuzzy classification screening of all the factors on the basis of classification and pay K-means And using MATLAB software to analyze the data so that we can achieve acceptable results and with these results we can Its main goals the preservation and acquisition of new markets in competition among manufacturers of building products is achieved.

II. THE IMPORTANCE OF RESEARCH

An overall view, the importance of this study is to evaluate several aspects to be mentioned in some of the following.

- Distribution channel and related measures with great influence on the price, suitable access, customer satisfaction, customer loyalty and gain a sustainable competitive advantage will be.

- Complete distribution channel of all the previous activities of the institution. The organization can communicate with customers through the distribution channel Gain useful information from the market. Goods and services to offer customers and cash flow within the organization for guidance.

- The role of the distribution channel in undeniable of reducing product risk and proper design institute can benefit from the ability to transfer economic cost. Generally, in the event that a product close to each other and with their quality and Similarly priced into the market offers ; Channels of distribution will be an instrument to create sustainable competitive differentiation and business

- With regard to competitive conditions, today the development of services in new markets is essential for the survival of organizations This is while entering new markets and higher cost of risk will always be so precise evaluation criteria, Select the desired niche markets and ways of entering any market, it is necessary to any decision to distribute goods distribution channel in the form of a long-term decisions and decisive And can even according to the structure of power in the distribution channel, short-term or long-term risks for the organization to have.

- With regard to long-term planning of the steel industry to increase exports of its products and a lot of investment To produce more steel products and supply in the foreign markets and Shraytrqabty market leader in the worldwide steel products, Subject to the company's success in advancing its goals will retain current customers and attract new customers Bvd.az this study By investigating the factors affecting the design and distribution channel management products manufacturer is trying to improve their understanding The distribution channel and attract the customer satisfaction through improved distribution channel will help.

- Since the increase in non-oil exports in recent years has been on the agenda of the government in Iran. And according to national determination to increase the role of domestic industry in the field of global markets, increasing the economic growth rate among the world countries The result is increased demand for steel products among the steel industries in Iran and the role of identifying the characteristics of Important existing and potential markets Dard. kanal distribution as one of the key factors of marketing mix undeniable impact on this will be.

III. RESEARCH OBJECTIVES

A. The study

The aim of this study was to prioritize marketing standards Distribution channels ESCO affecting exports within five factors is (the provision of goods and services, flow of information flow, the flow of payments and environmental factors).

IV. Secondary research purposes

1. The flow of information to determine the important factors that affect the choice of distribution channel exports of steel products.

2. Determine the major factors that determine the selection Effective current distribution channel relationships affect exports of steel products.

3. Determine important factors affecting the provision of goods and services that have an impact on the choice of distribution channel exports of steel products.

4. The most important factors determining the effective distribution channel financial and payment of export of steel products have an impact on the elections.

5. Determination of the important factors that determine the selection distribution channel Effective environmental affect exports of steel products.

V. Research Questions

A. The main question

1. The most important factors affecting the choice of distribution channel, respectively, according to the five categories of factors: (The provision of goods and services, flow of information flow, the flow of payments and environmental factors) Which is it?

2. way flow of information important factors affecting the choice of distribution channel is which?

3. the important factors affecting the choice of distribution channel relationships Which is it?

4. The important factors affecting the choice of distribution channel and effective flow of goods and services have?

5. financial and payment of the important factors affecting the choice of distribution channel flow Which is it?

6. What is the most important distribution channel for choosing Solaris environmental Vmvsrvaml?

VI. Definition of Key Terms

Distribution channels: Company and certain groups in a marketing system Connecting Products Services organization with the end user (rosta et al2008, 287)

Technique: This technique is the simplest and most widely used classification technique is sub-squares algorithm. The technique for finding the most relevant category to another attempting to classify based on the number of classes of fixed, shall The purpose of this procedure for finding a set of k points in multidimensional space is the square of the distance to each point of the data it sends to the nearest Center the minimum point (Jin et al., 2003, 279).

Fuzzy logic: Fuzzy Logic provides a framework for approximate reasoning and qualitative knowledge allows a set of rules become applicable (Shapiro, 2002,116).

Market entry strategy includes making decisions about entering the market, the market aims to set goals, input method and the target market penetration planning (Koch, 2001,67). The power or the use of force in the distribution channel by channel to influence individual members on behavior Or decisions is one Kanal actions Or other members (Wilkinson, 1996,32).

Screening phase of screening techniques to select a small subset fuzzy (a) of the larger set of (x) and Based on preliminary data for preference or non-numerical scale is an indicator of the suitability of each option, is used. Generally fuzzy mitten issues involving the participation of several people in the decision-making process.. Persons who are called Certified individual decision based on several criteria are provided (Azar, Faraji, 2002,206).

7-7-1Mtghyr language: linguistic variable is a variable whose values are words or sentences of a natural language. For example, if the age of the values that Or words such as seedlings, young, very young, the elderly and the aged, show that age is a linguistic variable (ibid, 198).

Being enclosed 8-7-1: sometimes fuzzy logic problems, including uncertainty to choose between two or more solutions are available this kind of problem issues is called closed (ibid, 198).

9-7-1Uncertainty at: As in the real world, Sharp distinction between phenomena often can not be considered to determine the exact distinctions between phenomena dilemmas faced deals (Azar, Faraji, 2002, 115)

10-7-1 attention of the buyer: predict to win the confidence of the manufacturer is a distributor of the products With the assumption that the exchange of products is the ultimate goal in every distribution channel, it is extremely important product for distribution.

VII. Research Methodology

Any scientific basis, its methodology and validity of scientific laws are based on the methodology used in science (Ezzati, 1997, 24)

Methodology as a systematic process to find a solution to a problem or question. The method set of rules, tools, And authentic ways (reliable) and the results for a reality check, discover products and achieve a solution to the problem.

The research applied research and methods which use descriptive Square - which means using tools such as interviews and data collection The required data collected questionnaires were distributed among the participants and the variables and hypotheses are tested and analyzed.

VIII. EXPLANATION OF MEASUREMENT TOOLS AND DATA COLLECTION

A. The study variables

Operational process leading to the establishment of independent and dependent variables are Which is actually used in the study. Variable operating characteristics or traits are said to be common among members of society, You can have small amounts and different values. Almost every study identifying variables, measure it and see how it works and relations with each other are considered. Independent variables in this study, forty-nine is a factor in five major categories of these variables during the study and literature review... Combining different ideas gathered and given the characteristics of the industrial market and the nature of the steel products have been selected. These variables include:

1) The relations

1. The confidence in the products
2. communication tool Email
3. continuous access during the day
4. specific to each customer cyberspace
5. special sales clerk
6. Speed response
7. unofficial relations
8. consultation with the manufacturer
9. holding joint meetings
10. The process of deciding colleague
11. Long-term relationships
12. lack of interest for communicating with new suppliers
13. understanding of the Internet access

2) The flow of goods and services

1. Forecast for delay in delivery
2. provide certain services
3. Product Appearance
4. Packing
5. Position Delivery
6. Quality Assurance
7. transparent process of returning the goods
8. Buy differentiated products
9. Earn royalties
10. quality certificate
11. lengthy process of order

3) The flow of information.

1. exchange of information.
2. Share information for online
3. According to publications as sources of information
4. confidence data
5. common Internet sites

4) Cash flow and payments

1. warehousing costs (shipping costs)
2. The cost of insurance and freight (transfer fee)
3. Ability to purchase credit
4. advertising costs (transfer fee)
5. The costs of searching new markets and customers (transfer fee)
6. risk-sale (transfer fee)
7. willingness of customers using electronic money

5) Environmental factors

1. Location (geographical)
2. Geographical distribution market distributor (property market)
3. The geographical distribution of market makers (property market)
4. Market dynamics (property market)
5. Perception of power (cultural)
6. exercise control over customers' purchasing behavior (cultural)
7. control over prices (cultural)
8. Management Controller (cultural)
9. Made economic infrastructure production (economic)
10. The margin of profits (economic)
11. exchange rate changes (economic)
12. The political situation in the country of origin of production (economic)
13. Production prove independence (economic)

According to the study, the dependent variable selection of important factors is effective on ESCO export distribution channel.In the research literature to formulate a theoretical basis of available resources Persian and Latin library, electronic database and information articles in the Center for Education ESCO used And in the catchment area of tools such as interviews and questionnaires were used to collect information.In this study, using library resources, interviews with a number of experts Esfahan Steel Company exports key factors in selecting distribution channel steel products, Then set the appropriate questionnaire was prepared with the variables studied.

IX. INVENTORY COMPONENTS

Questionnaire consisted of forty-nine proposition that every statement to check one of the aforementioned factors based

distributor of point of view, is set. The present questionnaire to evaluate any statement in the correct language variable is used. On the basis of five options for each question completely and totally wrong is right And responsive in terms of motoring by selecting an option declares.

X. VALIDITY

In order to ensure the integrity of questions and questionnaire design, The questionnaire was designed to be seen in several stages supervisors' and experts discussed and reached export Esfahan Steel Company, So that the questionnaire was modified and finally approved after all scholars, Questionnaires were analyzed in duplicate and the people.

XI. RELIABILITY

Technical characteristics of the reliability of the data collection tool whose This tool shows how much in the same situation obtains similar results. In the present study to test the reliability of And stability of the questionnaire technique was used Cronbach's alpha and spss software. For Cronbach's alpha coefficient, Should the variance in each questionnaire and the total variance calculated by the following formula, and then won the foregoing coefficient.

$$\alpha = \frac{k}{k-1}\left[1 - \frac{\sum s_1^2}{s_n^2}\right] \tag{1}$$

The results of the initial distribution of the questionnaire were evaluated and After removing a question Final Cronbach's alpha coefficient obtained is equal to one hundredth 33/86.

XII. DATA ANALYSIS TOOLS

A. Statistical Society

The study consisted of experts, experts domestic and foreign sales (export) is an ESCO.

XIII. SAMPLING AND SAMPLE SIZE

In this study, due to the limited statistical population consisting of 40 experts ESCO is sample sales and exports among all population questionnaire survey was The total number of questionnaires sent out 16 questionnaires used by experts domestic sales, 12 Inventory 12 Inventory by experts and by experts exported outside the country, have been answered.

XIV. THE LINGUISTIC VARIABLE

Natural language used in the variable whose values are imprecise and ambiguous. The linguistic variable Whose values are words or phrases of a language is natural or synthetic. For example, if the values you have with words such as seedling age, teen, young, old, old, show that age is a linguistic variable.

Each linguistic variable by five (X, T (x), U, G, M) shown X variable name, T (x) series of variable terms, G principle to produce different terms vary, U of M reference and membership function are variable.

U of M reference and membership function are variable. Variable correct language is one of the linguistic variables that play a fundamental role in the screening phase.

This linguistic variable, with terms of up false is quite correct. Baldini from the viewpoint of the semester for u) = u) is defined. Lotfi Zadeh also of the view that the proposed definition for the term properly as follows:

$$m(n)\begin{cases} 0 & 0 \le n < a \\ 2\left(\frac{n-a}{1-a}\right)^2 & a \le n < \frac{a+1}{2} \\ 1 - 2\left(\frac{n-a}{1-a}\right)^2 & \frac{a+1}{2} \le n \le 1 \end{cases} \tag{2}$$

Among other linguistic variables can be possible linguistic variable and linguistic variables are likely.

XV. OPERATOR OR OTHER

A simple way to achieve value Jaeger is a transmission operator. It helps the operator a verbal descriptors such as more, lower, ... can be a fuzzy set in increments of display q.

Based on this value proposition descriptor language using q and the weight is calculated as follows. In the present study the q language based on correct language variable is Lotfi Zadeh defined.

$$\omega_i = q\left(\frac{i}{n}\right) - q\left(\frac{i-1}{n}\right) \tag{3}$$

The true value proposition is calculated as follows.

$$T = \sum_{i=1}^{n} \omega_i b_i \tag{4}$$

XVI. SCREENING PHASE

Fuzzy screening techniques to select a small subset (A) of a larger set of (x) And the minimum information for preferential ordinal scale Is an indicator of the suitability of each option, is used. Cases screening phase People who are called Certified and Every one of them is presented based on multi-criteria decision .Process screening phase is a two-step process generally includes the participation of several people in the decision-making process is In the first stage of each expert is asked To their evaluation with ratings for each option and confirm it in the second stage By combining expert assessment

value is obtained for each option. In this process, after determining each Expert assessment of each option; The next step is to determine the matrix is negative for the assessment of experts. Accordingly cons of each option will be defined as follows.

Neg(VL)=VH

Neg(L)=H

Neg(H)=L

Neg(VH)=VL

Neg(M)=M

Following a single score for options will be determined by any expert.

$$Uik = \min_j \left\{ Neg\left(I_{kj}\right) v \cap_{ikj} \right\}_{j=k,\dots\dots r}^{i=1,2,\dots\dots m} \qquad (5)$$

In fact, the relationship can be generalized to consider the weighted average formula states that:

If the criteria is important, then the option should be a good score. The next step is to incorporate assessments by experts, will be discussed. For this, we need a consensus function Be determined to decide. Accordingly, if the number of experts and q r linguistic variable is the number of terms, we will.

$$Q_A(k) = S_{b(k)} \qquad (6)$$

For each unit of experts to assess options to be arranged in descending order And the resulting matrix is called the final evaluation of the strategy will be as follows.

$$U_i = \max_j \left\{ Q(j) 8Bij \right\} \qquad (7)$$

A. 6.4.3 classification techniques

In this part of the classification techniques just three K-means and SOM And Analytic Hierarchy Process AHP mentioned.

The simplest and most widely used classification techniques K- means method of sub-squares algorithm error.

$$e^2(n,m) = \sum_{j=1}^{k} \sum_{i=1}^{nj} \left\| x_i^{(j)} - cj \right\|^2 \qquad (8)$$

In the above equation model that is on the floor and center floor.

In this technique to find the nearest optimal classification based on the number of classes identified and fixed, is carried out. The purpose of this way of finding a set of points in multidimensional space as centers is k Square of the distance to each point of the data to minimize the nearest to that point is often referred to as the square of the distance error Each issue of classification problems based on k-means can be divided into two sub-categories. The first and second minimize the sum of the distances to the nearest minimize the maximum distance. In this method, a popular search algorithm is used to rolling hills. K- means classification algorithm includes the following steps. The first step is to determine the number of classes k is

removed. Selected number of floors and an early start as the center of gravity of the class is created. Each dedicated mapping to the closest center of gravity and thus forms a primary classification. Apart adjacent numbers in each class and each class we define a new center of gravity. Steps 2 and 3 as far as the changes in each class will be stopped or satisfactory condition will continue This algorithm is widely used because of the simplicity in use. However, this algorithm has weaknesses, some of which include:

These algorithms have the ability to participate in classes and classes can be pulled away from the center to the periphery The results obtained can be influenced by the first stage, while there is no way to optimize the first step.

By way of the algorithm searches in certain circumstances, it is possible to search in a limited area. Of course, such as genetic algorithm approach can be effective in solving this problem.
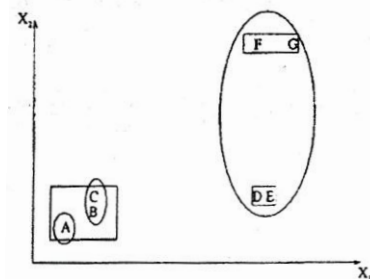
B. K-means classification techniques

Figure 1.   K-means classification techniques

By using self-organizing map (SOM); according to the classification algorithm is unsupervised neural network model. Due to the high performance of this algorithm can be employed in numerous studies. The aforementioned model contains two layers of an input layer and output layer. When set to learn on your network. Value in the network to reach forward as far as the output layer. Neurons output layer in a series arranged and units of the output layer are compared The highest value is chosen. The self-organizing map algorithm is as follows.

The first step is the weight of each small random numbers.

A network data to your map organized into something like the distance between vectors and weight and Random input is calculated at the end nearest the nerve to have been obtained. Nerve to win is called. Using the learning rate variable as the weight of the winner and his neighbor update query.

Steps 2 and 3 until stopping criteria are satisfactory, continue.

This algorithm, like other algorithms based on neural network is faced with some limitations that are effective in lowering their performance. In addition, the algorithm mechanism to determine floors, initial weight and end conditions do not exist.

Analytical Hierarchy Process (AHP); Analytical Hierarchy Process is one of the most popular multi-criteria decision making techniques And reflect the natural behavior of the human mind to issues Complex and fuzzy. This action decisions when faced with several options competitor and decision criteria can be used. Qualitative and quantitative criteria can be raised. According to this method of decision-making paired comparisons of lies. Decision-making begins by providing a decision tree hierarchy. Tree hierarchy of decision, factors compared and evaluated competing alternatives in making shows. Then a series of paired comparisons to be made. The weight of each factor in comparison to competing alternatives evaluated in making shows. Then a series of paired comparisons to be made. The weight of each factor in comparison to rival Makes clear options. The logic of Analytical Hierarchy Process The species of pairwise comparison matrices combined makes the optimal decision can be reached.

XVII. DATA ANALYSIS

Based on this study, collected in the second quarter to help the fuzzy logic approach And using fuzzy screening method for converting qualitative data into quantitative data and the k-means classification algorithm is used to prioritize factors....

Based on the analysis of the data include:

1. fuzzy screening method for building consensus in expert opinions Exports, domestic sales experts and independent experts.

2. The relaxation phase or the values obtained using the fuzzy function.

3. Sort results by fuzzy k-means technique classification in a three-dimensional space.

The analysis of the data in the form of three steps described below is one to three;

A. step one

The purpose of the screening phase, building consensus in expert opinions Goods, Experts distributor of certified individuals since it is assumed that the data obtained from foreign sales experts and export Circumstances indicate data obtained from the distribution of domestic experts and experts expressed favorable terms. Accordingly three times and each time one of the matrix of experts exporting producers, distribution experts and experts, based on pair-wise comparison matrix export experts, in the form of linguistic variables is compared.

B. Step two

Output data of the first steps that are fuzzy language statements to be converted into numerical values Jaeger Fuzzy value function.Each number represents the weighted average value of each variable is evaluated. The output of this step as a matrix with rows and three columns are forty-nine.

C. Step Three

Given the diversity of research in answering questions, and matrix; the third step, with the help of k-means classification techniques will be discussed.

It should be noted that for the analysis of data in the first and second steps K-means method for data classification software is used Matlab7.1.

XVIII. CONCLUSIONS

A. The first question

Thus the important factors affecting the choice of distribution channel according to the five categories of factors: (The provision of goods and services, the relationships, information flow, the flow of payments and environmental factors) Which is it?

Based on results in the fourth quarter and prioritized the overall (final) factors (variables) affecting the choice of distribution channel steel products mentioned in Table 2-4. The most effective factors in the choice of distribution channels based on research and steel exports in order of priority are:

Confidence in the products, control over the buying behavior of customers, consulting with manufacturers, product return process is transparent, Changes in exchange rates, earn royalties, profit margins sales, special sales clerk, share data online, Not wanting to connect with new suppliers, informal relations, communications and long-term control over prices. According to the ranking of the most important factors in selection of low-channel distribution of steel products, including factors such as market dynamics, Independent producers, the cost of insurance and freight (transfer fees) perception of power, the willingness of customers in the use of electronic money and position the product is delivered.

B. The second question

All the important factors that affect the choice of distribution channels Which is?

Based on the results in the fourth quarter, the following is the order of priority of the studies

To share data online, according to the press as a source of information, exchange of information, confidence in the information, the website of the joint. The primary source of information seems to be in the distribution of steel products and information The exchange occurs between manufacturers and credibility is more important than secondary sources. Although the need to explain credit This information confided distributor of communication channels to the information desired to be designed.

C. The third question

Thus the important factors affecting the choice of distribution channel relationships Which is?

In a general view seems to be among the top five factors examined in the study, Are the more important factors and

general factors affecting the relations more effective than the other groups are choosing Solaris distribution channel.

The results of the fourth quarter, the order of priority of the flow is as follows:

Confidence in the products, consulting with manufacturers, special sales clerk, Failure to Communicate with other producers, informal relations, long-term communication, decision-making process for the selection, quickly responding to appear Distributors her concerns about the reliability of the producers in the form of informal and long-term relationships with a limited number of manufacturers seek.

D. The fourth question

Thus the important factors providing goods and services that affect one's choosing Solaris distribution channel?

Based on the results in the fourth quarter, the order of priority of providing goods and services as follows.

Transparent process of returning the goods, Obtaining a patent, the product appearance, packaging, quality assurance, provision for delays in delivery of the order, provide certain services, product delivery status. On this basis appears to be a major concern distributor in the provision of goods and services, the quality of the products received are summarized. Among the factors such as obtaining a patent, product appearance and quality assurance ensure that such Distributor To increase the quality of the products offered have been more of influence. Instead distributor and in particular to seek services and improve the system and method of delivery is not. Since the distributors, Less delay in shipment forecast in your applications It does not seem necessary given timely delivery of goods.

E. The fifth question

Financial flows and payments are important factors that affect the choice of distribution channels Which is?

The results of the fourth quarter, cash flow and order of priority of payments as follows:

Cost, insurance and freight (shipping costs) advertising costs (transfer fee) Risk-sale (transfer fee) cost of the search for new markets and customers (transfer fees) to purchase credit, customers' interest in the use of electronic money, the cost of storage (transfer fees). Due to these factors appears to be the manufacturer can not use the priority measures to improve the efficiency of transfer fees Marketing and sales activities to do. For this it is necessary to make some arrangements with distributors is planned.

F. The sixth question

The important environmental factors that influence the choice of distribution channels Which is?

Based on the results in the fourth quarter, the order of priority environmental factors are as follows:

Control over the buying behavior of customers, sales margins, changes in exchange rates, control over price, location, Economic infrastructure of the country of origin of production, management control, market dynamics, geographic dispersion of the distributors, Geographic distribution of producers' market, political situation production source, the perception of power, independent of the manufacturer. Based on the balance of power in favor of the supplier's distribution channels, therefore given low priority It seems that the dynamics of the market, the manufacturer can to some extent control the distribution channel relationships and strengthen barriers to entry buzzer.

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