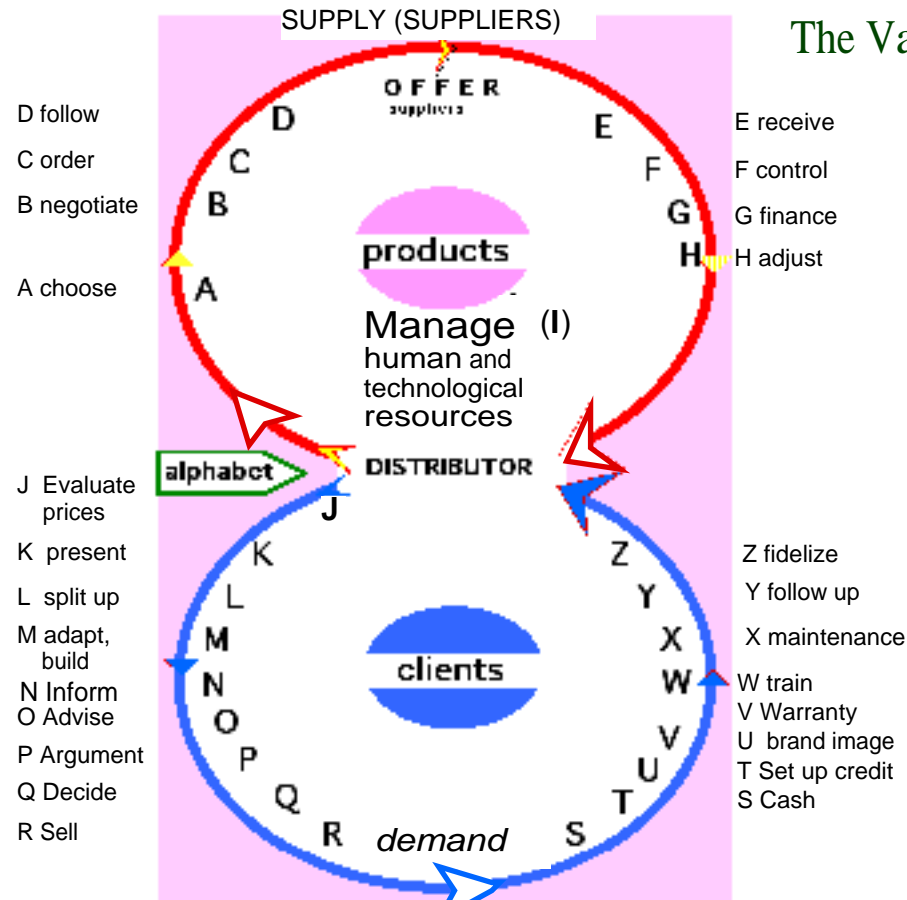


## The Various Tasks Assumed by a Distribution Network



- Know supply aspects
- Measure forecasted demand and its potential growth
- Analyze stocks & marginal costs & revenues, profitability per item
- Rotations times, previous sales
- Manage & use the tools of the business (financial, human & "know how" resources)

Through these tables, we looked at the many different functions that bring demand and supply together, and we also are now familiar with the concepts of production, distribution and consumption. In this chapter, the distribution is in the center of our focus since it relates the supply and the demand.

We just underlined all functions the distribution channels need to successfully accomplish, i.e.

**A/ Choose, B/ Negotiate, C/ Order, D/ Follow up, E/ Receive, F/ Control, G/ Finance, H/ Adjust,**

**I/ Manage** finance, human & technological resources maintenance, **J/ Evaluate, K/ Present, L/ Fraction or M/ Adapt, N/ Inform, O/ Advise P/ Answer** customer objections with appropriate arguments, **Q/ Decide R/ Sell, S/ Cash or T/ Manage** financing, **U/ Manage** brand image and reputation, **V/ Warranty, W/ Train, X/ after-sale Y/ Follow, Z/ Fidelize.**

