

AN ANALYSIS OF MUTUAL DEPENDANCE AND DISTRIBUTION
CHANNELS ON
ORGANIZATION GROWTH IN EMBU COUNTY

(A Case study of Mt. Kenya Beer Distributors Company Limited)

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ABSTRACT

The objective of the study was to find out measures which can be taken to increase the contribution of distribution channel towards the growth of the organizations whole supply chain. This was based on the evaluation of the impacts that distribution has on the organization growth and how well it can be managed. The research was of great importance to all types of organizations, mostly those involved in the production and distribution of products since it equipped them with knowledge of how best they can distribute their materials efficiently and effectively.

The specific objectives of the study were; to find out how the length of distribution channels affects the supply chain in Mt.Kenya Beer Distributors Company, to find out how distribution cost impact on the supply chain in Mt.Kenya Beer Distributors Company, to find out how distribution channel structure affect the supply chain in Mt.Kenya Beer Distributors Company, to find out how distribution channel decision strategy impact on supply chain in Mt.Kenya Beer Distributors Company. The researcher used case study as his study design and used stratified simple random sampling as the sampling technique. Descriptive study design was used to find the in depth information concerning the topic of the study. The researcher recommended that organizations should select distribution channels that do not involve a lot of intermediaries so as to minimize cost and other expenses related to them. The most reliable distribution channel should be selected to be able to deliver products as and when they are required by the customers. The researcher also suggests that distribution channel should be equipped with all information related to the product being distributed so as to be able to serve and to offer timely response to queries from customers. The researcher also recommended that every distribution company should always review its decision implementation strategy to avoid conflicts of interests. Costs associated with channeling products to the final consumers consume most of the organizations' profits. Trying to maintain these costs as low as possible and still reach out to the target population ensures maximization of organizations' profits which may greatly boost its growth and thus the researcher recommended that the organization should use trained professionals and also use short distribution links to channel the products to the customers.