

**FACTORS AFFECTING DISTRIBUTION OF ALCOHOLIC PRODUCTS IN
KENYA: A CASE STUDY OF KEROCHE BREWERIES LTD**

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ABSTRACT

The purpose of this study was to determine the factors affecting distribution of alcoholic products in the beer industry in Kenya with reference to Keroche Breweries Limited. The specific objectives of the study were; to analyse the effect of cost, government policy, channel of distribution, demand and storage facilities affect distribution of alcoholic products in the beer industry. The study will benefit the management of Keroche Breweries, others manufacturing firms and other researchers,

Descriptive research design was used in this research study. The target population was 225 employees from the top management, middle level management and support staff. The researcher used stratified random sampling procedure to select a sample size of 72 employees which was 32% of the target population. Questionnaires were used for collecting data which was then analyzed using statistical tools and presented using pie charts and tables while qualitative data was analyzed by use of descriptive notes

Based on the study findings on how cost affect distribution of alcoholic products in the beer industry, 80% of the total respondents stated that it affect while 20% said it does not affect. The study also showed that government policy affects distribution of alcoholic products in the beer industry which was represented by 73% while 27% said it does not affect. On how channels of distribution affect distribution of alcoholic products in the beer industry, 76% of the total respondents stated that it affect while 24% said it does not affect. Majority of the respondents stated that demand affect distribution of alcoholic products in the beer industry which was represented by 73% while 27% said it does not affect. The study also showed that storage facilities affect distribution of alcoholic products in the beer industry which was represented by 63% while 37% said it does not affect.

The following was the recommendation of the study; the cost of distribution should be properly controlled. The management should ensure that proper measures are put in place which will ensure that distribution run with minimal cost and without wastage. Rules and regulations which are put in place by the government should be followed. The organization should ensure that there is correlation between demand and supply and the organization should acquire modern facilities which will facilitate proper storage of goods.