

Title	Marketing Channels Management Designed of Beverage Corporations
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Abstract

The objectives of this research were 1) to study the efficient marketing channels need scientific marketing channel management so that channel operators can put more energy into product sales, improve their service level. 2) to study the operation efficiency of marketing channels depends mainly on dealers' management level, product sales efforts, and geographical location, and 3) to propose the management level of dealers directly affects their resource utilization efficiency and personnel. This research applied qualitative research methods using documentary and in-depth interviews with 30 people, divided into two types: structured interviews (20 interviewers) and unstructured interviews (30 interviewers). The data collection approach included purposeful sampling and semi structured interviews with open-ended questions. The data analysis content by basic of qualitative Grounded Theory Procedures and Techniques (Glaser and Strauss, 1967)

The research results revealed that:1) the study how beverage enterprises construct their own marketing channels and the core of marketing channel management from two aspects of theory and examples. Focusing on the above points 2) the four main aspects of the importance of marketing channels for beverage enterprises and designing the marketing channels for beverage enterprises. The management of beverage enterprise marketing channels is critical, including conflict management.

Key Words : Beverage enterprise, marketing channel, design, management