

Marketing Channels Designed Management of Beverage Corporations

1* Shang Guan Shu Qi

* Chongkolkorn Singto

Abstract

The marketing channel strategy is one of the marketing mix strategies and is to improve the market competitiveness of enterprises. The channel plays a connecting role between undertaking enterprises and consumers. Efficient marketing channels need scientific marketing channel management so that channel operators can put more energy into product sales, improve their service level, reduce the resistance of commodity circulation, and accelerate the circulation speed. The operation efficiency of marketing channels depends mainly on dealers' management level, product sales efforts, and geographical location. The management level of dealers directly affects their resource utilization efficiency and personnel. The beverage production enterprises are aware of the importance of channel construction.

Therefore, this paper discusses 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, this paper discusses 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

Research objectives

The marketing channel strategy is one of the marketing mix strategies and is to improve the market competitiveness of enterprises. The beverage production enterprises are aware of the importance of channel construction. Channel construction and channel competition have become a magic weapon for market competition, and even for many enterprises, good market channel operation ability has become one of

the core competitiveness of enterprises. For example, Hangzhou beverage enterprise Wahaha can achieve today's results. Strong channel construction and control ability are very important reasons. However, channel construction and management is also a challenge for enterprises. If the channels are poorly managed, there will be various problems, such as chaotic management, poor channels, and high cost.

Design of marketing channels for beverage enterprises

Beverage enterprises could consider the process a series of continuous activities when designing and selecting channels. These continuous activities include the service demand of target consumers, analysis of various influencing factors, establishing channel objectives, and determining the best and revised channel design. In this continuous activity of channel design and selection, the study focuses on the enterprise channel goals because goals are the execution guidelines of enterprise channel selection. In addition, it studies the factors that influence channel design and selection and thoroughly studies these factors. Its channel design scheme is easy to make and make channel decisions.

Management of beverage distributors

Many beverage manufacturers have found that it is not easy to combine distributors. There are different types of dealers, different corporate images, reputations, market influence, profit objectives, and purchasing policies. It is not easy to find the right dealer. The crux of the matter is that the joint dealer is not for sale but for "marriage."

Strategic partners or collaborators of commodity distribution, forming a corresponding social division of labor in the distribution channel or causing the restructuring of the distribution channel structure. Such distribution channel structure usually affects the distribution cost, whether the goods needed by consumers can be transferred to consumers timely and accurately, and the product positioning in

consumers' minds. Select and manage dealers' Importance makes many beverage companies feel pressure.

Classification of channel conflicts

Vertical channel conflict refers to the conflict of interest between different levels in the same sales channel. This kind of conflict is the most common. Horizontal channel conflict refers to the conflict between members and companies at the same level as the sales channel. Multi-channel conflict arises from the competitive conflict when beverage manufacturers have established two or more channels, and these distributors promote to the same market.

Causes of Channel Conflicts

1 Roles of channel members are Inconsistent

A channel member's role refers to each member's acceptable range of behavior. When role inconsistencies occur, the behavior of one channel member goes beyond what is acceptable as determined by the expectations of the other member's role. For example, a beverage channel member may experience shipping delays from a beverage company, which is unacceptable to him. Role ambiguity can sometimes occur when a channel member is unsure about acceptable behavior.

2 Differences in Views of channel members

Viewpoint differences refer to how a channel member understands a situation or responds to different stimuli. For example, a beverage manufacturer may be optimistic about the economic prospects soon and ask the marketing channel of the beverage manufacturer to ask the channel members to prepare more inventory. However, the channel members are not optimistic about the economic prospects. Another example is that while a small independent retailer sees a partnership program with a beverage company as an important promotional tool, a retail chain may consider such a program

ineffective. Channel members can solve conflicts of different viewpoints by understanding the viewpoints of other members and changing the compensation system.

3 Differences in decision-making rights of channel members

Decision-making power disagreement refers to the channel member's strong feeling that he should control the business in a specific field. The disagreement occurs when the channel member is unsatisfied with the scope of external influence. Co-decision power disagreement refers to whether the retailer or beverage enterprise has the right to decide the final selling price of the commodity, whether the retailer has the right to resell the commodity, or whether the beverage enterprise has the right to stipulate the retention level of the inventory to the channel members.

4 Differences in Expectations of channel members

Expectation differences involve one channel member's expectations about other members' behavior. For example, a beverage company's pessimistic view of channel members may result in poor sales performance due to reduced visits by its sales force and tighter credit controls.

5 The goals of channel members are inconsistent. That is, the goals are misaligned

The so-called goal misalignment means that the goals of different dealers may be inconsistent, and these goals are irreconcilable. For example, a beverage company may seek more shelf space for its new flavor product to expand its market share.

Instead, supermarket retailers are concerned about how the new flavor will increase sales. By analyzing the views of channel members and beverage companies about how channel members can maximize their profits, we can also see the phenomenon of misalignment of goals. Channel members seek to maximize profits through higher gross margins, faster inventory turnover, lower expenses, and higher commissions. In addition to stimulating larger sales, beverage companies are willing to

see lower gross margins, more inventory, more promotional expenses, and less commission for channel members.

6 Communication difficulties of channel members

Communication difficulties refer to the slow or imprecise transfer of information between channel members. For example, a beverage business cannot get information on the sales of an important product in a particular channel.

7 Resource Scarcity

Resource scarcity refers to the conflict caused by the allocation of scarce resources. For example, a beverage company that uses indirect sales channels still decides to keep its larger customers as its customers.

Conclusion

1. Strengthen the basic management and supporting human resources system construction combined with strategic goals

Implementing performance management requires enterprises to have a high starting point, especially managing human resources to meet the standards. However, at present, the system construction of the management level of China's small and medium-sized enterprises is still in the stage of uneven and backward as a whole. Under the guidance of enterprise strategic objectives, SMEs should establish a human resource management system that is compatible with performance management, such as work analysis, training, and development, salary and welfare, staffing, employee incentives, etc., so that the design and operation of the SME performance management system can be based on and achieve the expected goals and objectives.

2. SMEs should choose appropriate performance appraisal tools and pay more attention to long-term performance in the assessment

For developing small and medium-sized enterprises, to solve the problem of benefit and distribution between enterprises and employees, it is necessary to achieve it through performance appraisal, and KPIs are more appropriate. MBO is relatively simple in operation, low in assessment cost, and timely, which should be a good method for small and medium-sized enterprises in the entrepreneurial stage. Consider a combination of MBO, KPI, and BSC as your business grows. In addition, in the performance appraisal process of small and medium-sized enterprises, the appraiser should reasonably choose the evaluation cycle, pay attention to which are the factors that need to be evaluated in the short term and which are the factors to be evaluated in the long term, so as better to balance the long-term and short-term performance of the enterprise, and pay more attention to the long-term performance.

Recommendation

The content of this article is the author in a domestic beverage enterprise during the period of work encountered problems and thinking of some solutions, some of them are lessons from the experience of the forerunners. Due to the short time, the solution of the author's thinking is superficial and may even be wrong. Some problems cannot be solved from the specific operation of the existing beverage enterprises. For example, for managing the second batch of suppliers and the end of the channel, many beverage enterprises have adopted different management methods, and there are no specific operational management methods for reference. The author has to borrow the management methods of beverage enterprises on distributors, but its effect can only be tested in practice.

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