

Title	Marketing Channels Designed Management of Beverage Corporations
Name	Shangguan Shuqi
Advisor	Dr.Sittachai Jirathanyasakul
Degree	Master of Business Administration
Year	2023

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 analyze 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. The beverage production enterprises are aware of the importance of channel construction.

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