



Adding Customer Value Through Effective Distribution Strategy: The Case of Coca-Cola's Equator Bottlers Limited, Kenya

Charles Nyangara Asaka, Fredrick Aila

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This book centers on the impact of distribution strategy on customer value. Of the four marketing mix elements, distribution has attracted a lot of interest since the execution of distribution activities adds value to customers which is imperative to the success of a firm's marketing strategy. This book reviews relevant literature on distribution strategy, value addition, and customer value. Distribution strategy in this context includes all those decisions that center on the determination of the method of selling products to the designated end markets and the types of contracting agreements to employ, the determination of the number and location of outlets that the seller wants to work through, and the determination of the best way to supply products to distributors.

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