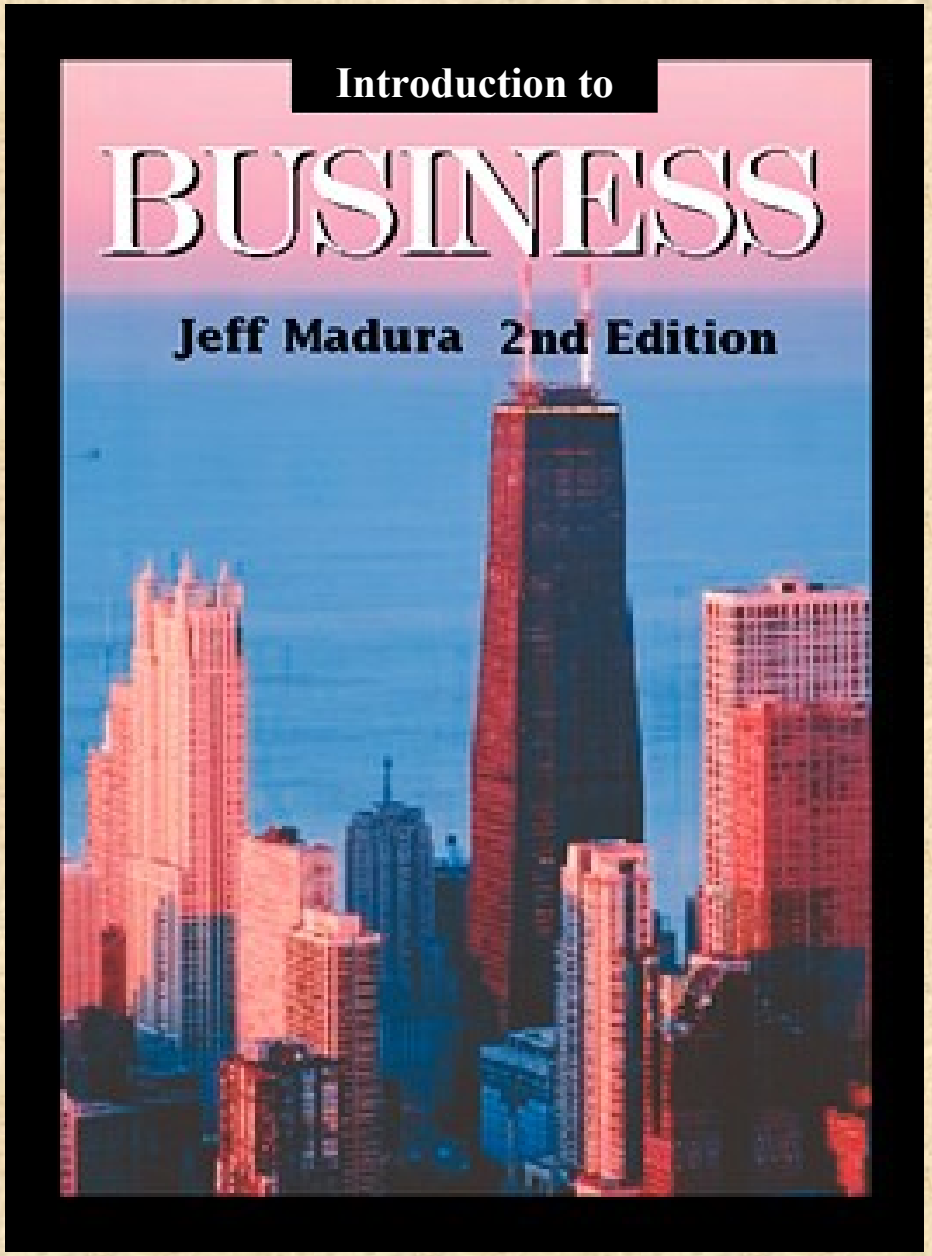

Chapter 14

Distribution Strategies

MultiMedia by Stephen M. Peters

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Learning Objectives

- Menjelaskan keunggulan dan ketidakunggulan sebuah saluran langsung distribusi dan indntifikasi faktor-faktor yang akan menentukan saluran distribusi yang optimal.
- Bedakan antara jenis pemenuhan pasar.
- Jelaskan bagaimana proses distribusi dapat dipercepat.
- Jelaskan bagaimana pengecer dapat melayani pabrikan.
- Jelaskan bagaimana tengkulak dapat melayani pengecer dan pabrikan.
- Jelaskan strategi dan potensi keuntungan-keuntungan pengintegrasian saluran vertikal.

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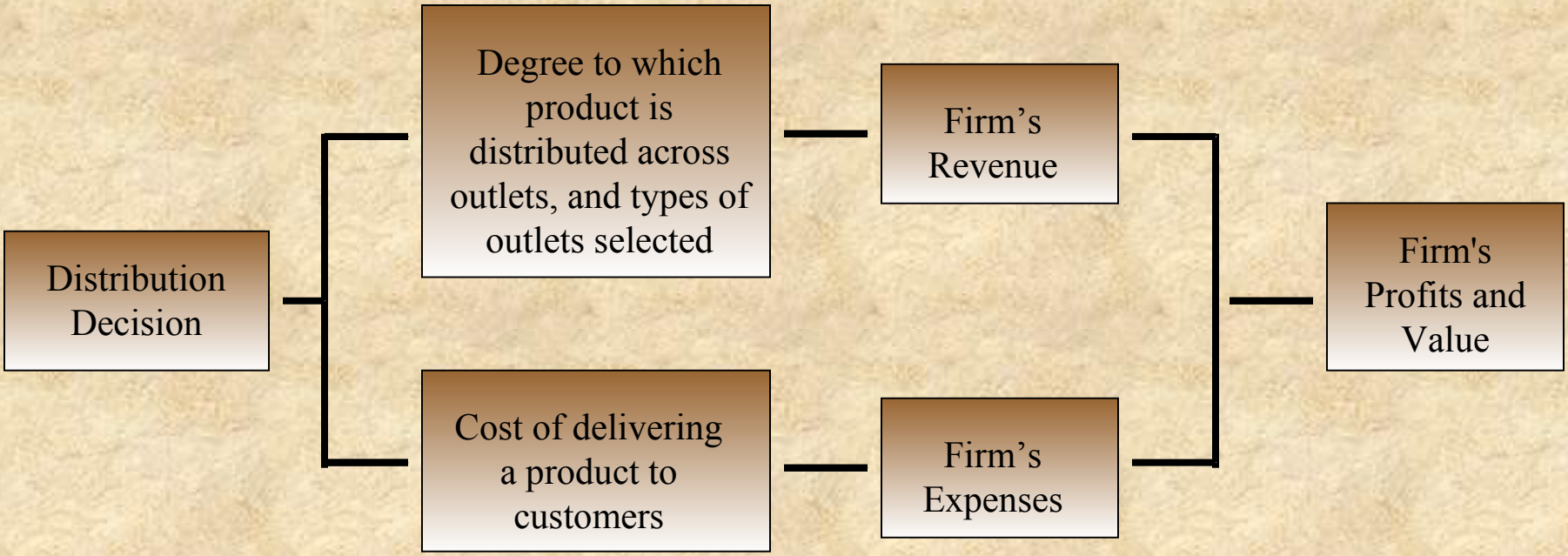
Distribution and a Firm's Value



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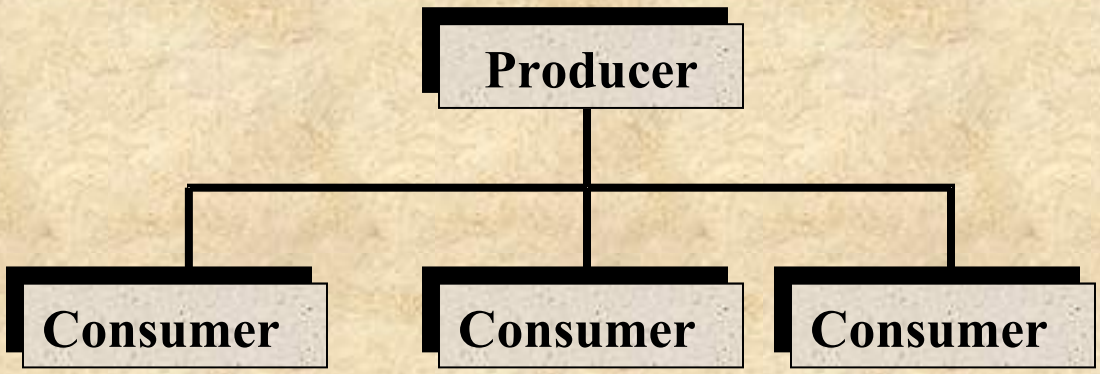
Distribution: Direct Channel



Advantages of direct channels:

- Turunkan harga untuk pelanggan.
- Produsen mempunyai penuh kendali.
- Produsen memperoleh umpan balik langsung.
- Pemesanan langsung..

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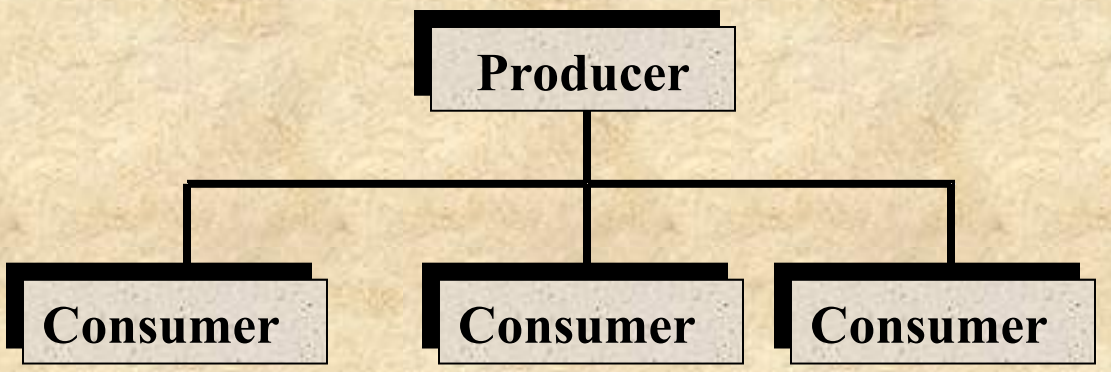
Distribution: Direct Channel



Disadvantages of direct channels:

- Produsen main beberapa peran.
- Biaya Promosional lebih tinggi.
- Produsen memerlukan lebih banyak karyawan.
- Produsen cenderung menjual dengan kredit.

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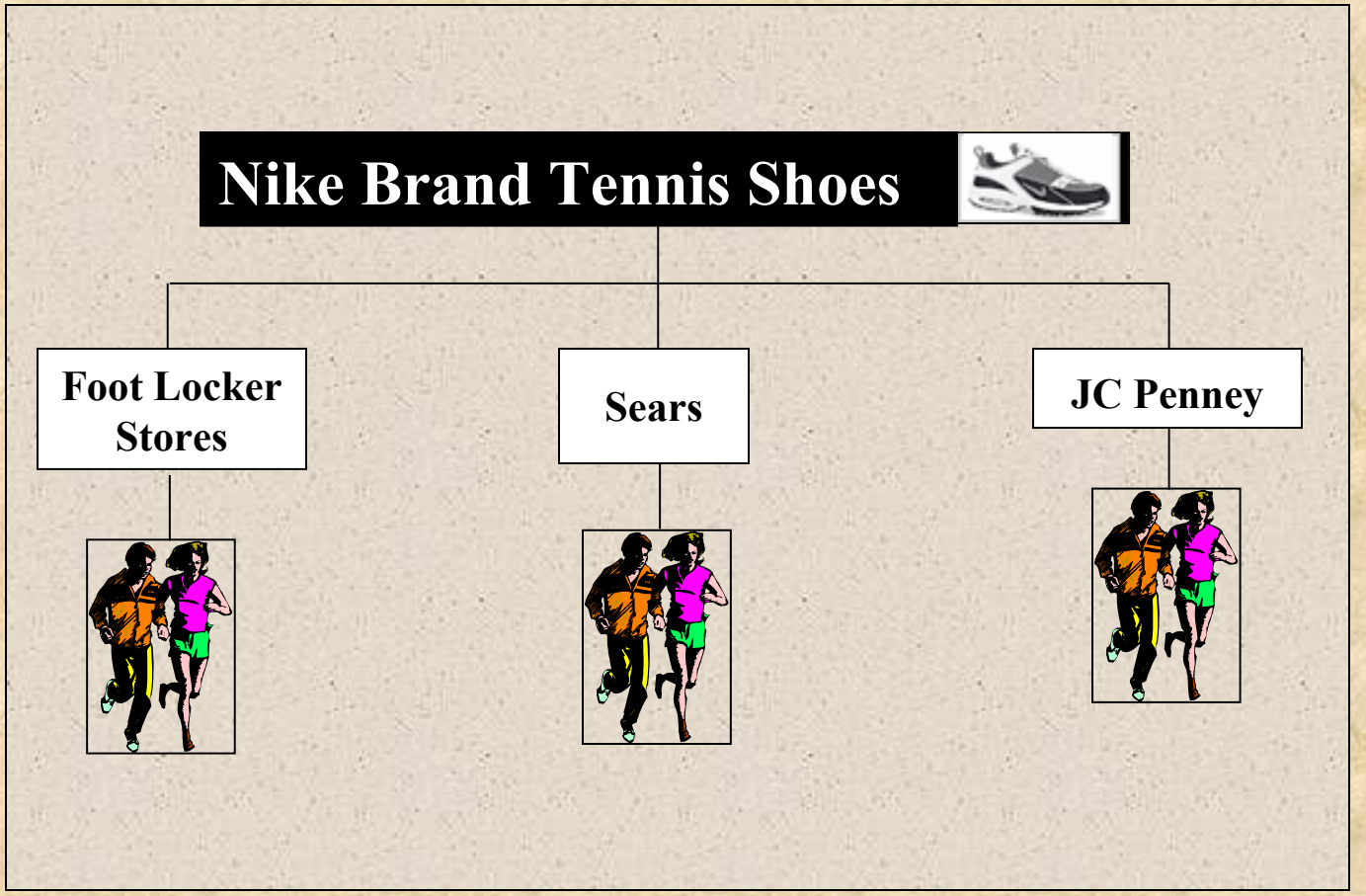
Distribution: One-Level Channel

Retailers



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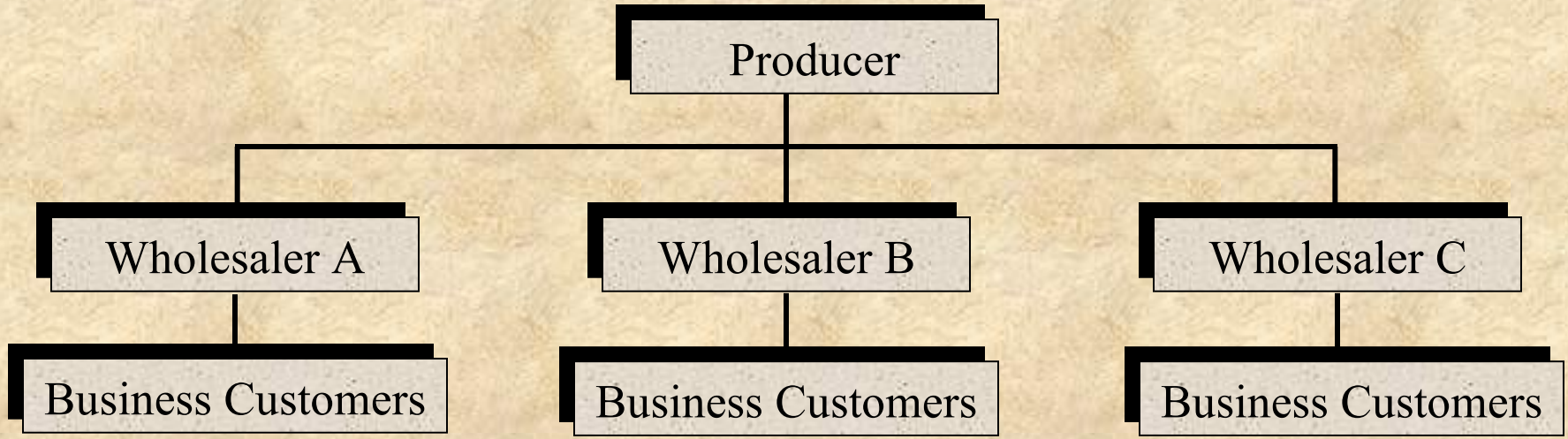
Distribution: One-Level Channel
Wholesalers



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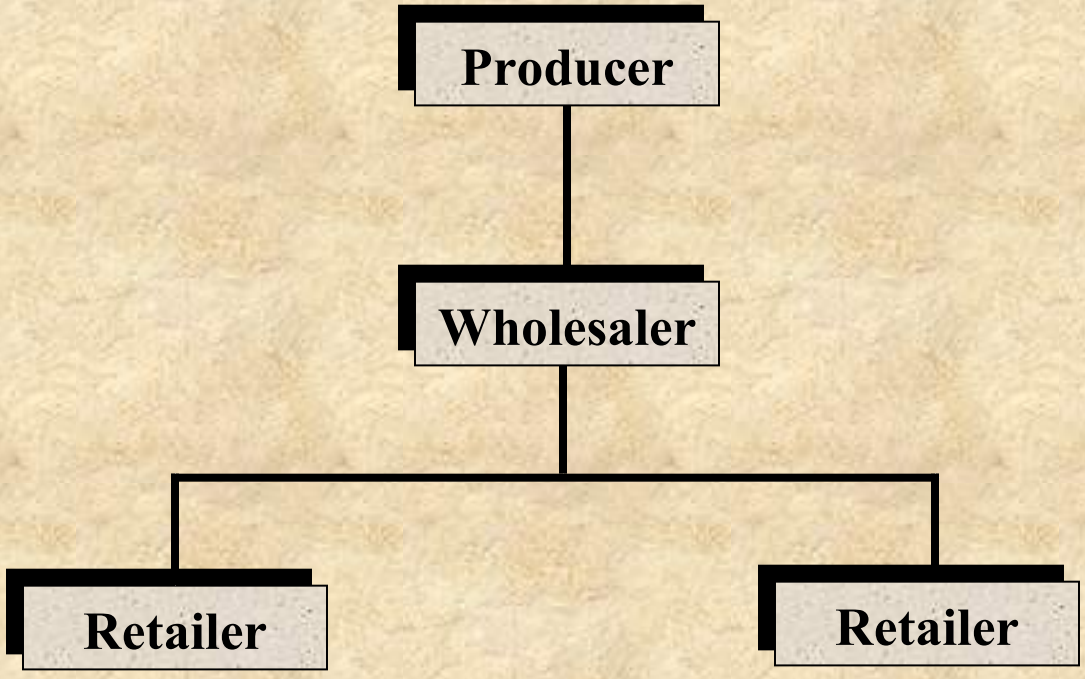
Distribution: Two-Level Channel

Two intermediaries participate.



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Optimal Channel of Distribution

Dihadapkan pada:

① Kemudahan transportasi.

② Derajat standardisasi.

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Intensive Distribution

- Produk diletakkan sebanyak mungkin kepada toko pengecer
- Convenience goods menggunakan distribusi macam ini

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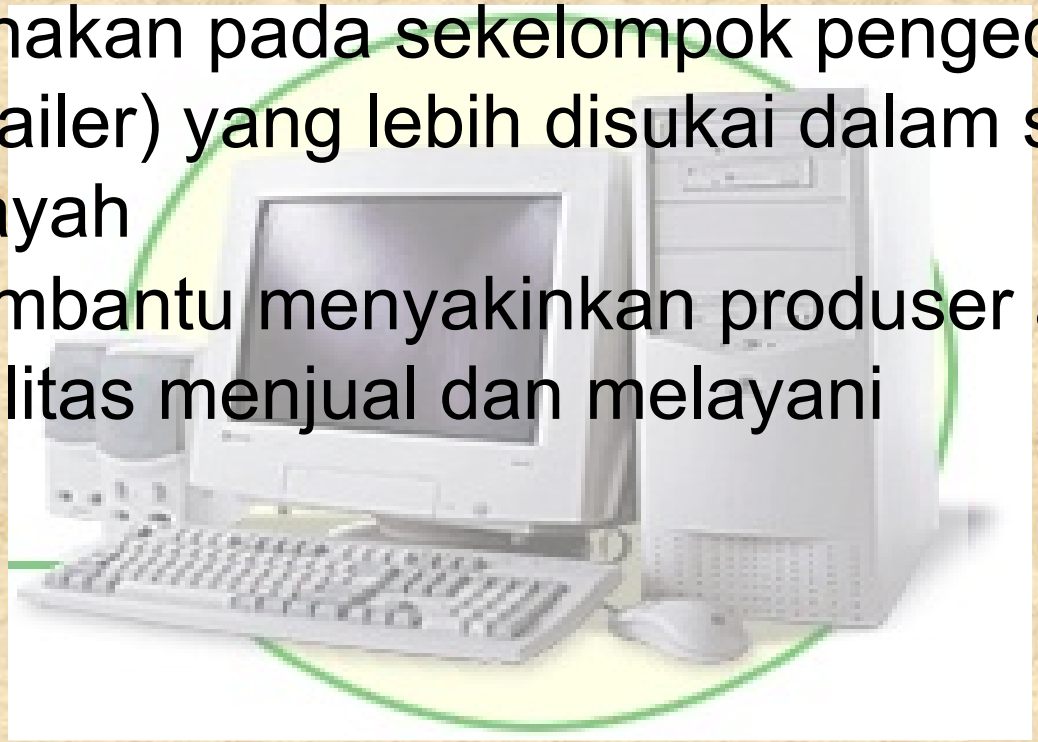
Selective Distribution

- Gunakan pada sekelompok pengecer (retailer) yang lebih disukai dalam suatu wilayah
- Membantu menyakinkan produser akan kualitas menjual dan melayani



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Exclusive Distribution

- Gunakan hanya satu atau sedikit retail outlets dalam sebuah wilayah geografis tertentu
- Retailer memiliki hak ekslusif tunk menjual produk.
- Lebih mungkin untuk membawa lebih banyak persediaan dan lebih baik layanan/jasa.
- Dapat menciptakan atau memelihara prestise atas produk.

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Transportation Truck

Cost	Speed	On Time Dependability	Flexibility Handling Products
Moving from low to high	Fast	High	Medium

The above criteria represents the industry as a whole.

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Transportation Air

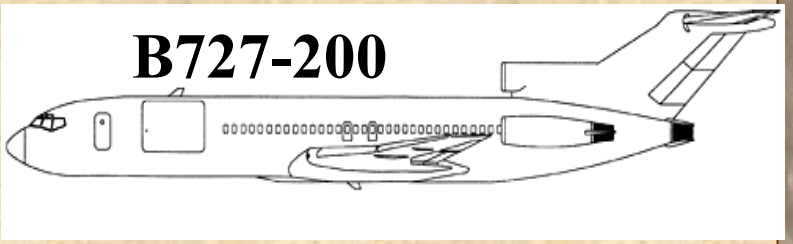
Cost	Speed	On Time Dependability	Flexibility Handling Products
Highest	Fastest	Low	Low

B727-200 Specifications

CARGO CAPACITY		
Maximum Cubic Capacity	Cubic Feet	Cubic Meters
(depending on loading mode selected)	6844	194
MAIN DECK		
(12) 88" x 125" pallets/nets	5340	151
or (12) 88" x 108" pallets/nets	5340	151
FORWARD LOWER COMPARTMENT		
bulkloaded	752	21
AFT LOWER COMPARTMENT		
bulkloaded	752	21
DOORS	*Inches*	*centimeters*
Main cargo door	140 x 86	355 x 218
No. 1 compartment door	52 x 43	132 x 109
No. 2 compartment door	52 x 43	132 x 109
FLOOR BEARING WEIGHT	*lbs. / sq. ft.*	*kg. / sq. m.*
	200	975
MAXIMUM NET PAYLOAD*	*Pounds*	*Kilograms*
	60,000	27,216
SPEED	*m.p.h.*	*km. per hr.*
	475	764

* Actual payload will vary somewhat with length of trip and typical operating conditions.

B727-200



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Transportation Train

Cost	Speed	On Time Dependability	Flexibility Handling Products
Medium	Slow	Medium	High

The above criteria represents the industry as a whole not necessarily the Alaska Rail Road.

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Transportation Water

Moving cargo in a changing world closer to Asia than any other major U.S. port, Seattle is the premier gateway between North America and the Far East. Centered within the Pacific Northwest, they serve inland markets with unmatched efficiency.

Cost	Speed	On Time Dependability	Flexibility Handling Products
Lowest	Slowest	Lowest	Highest

The above criteria represents the industry as a whole.

Business Online: Port of Seattle

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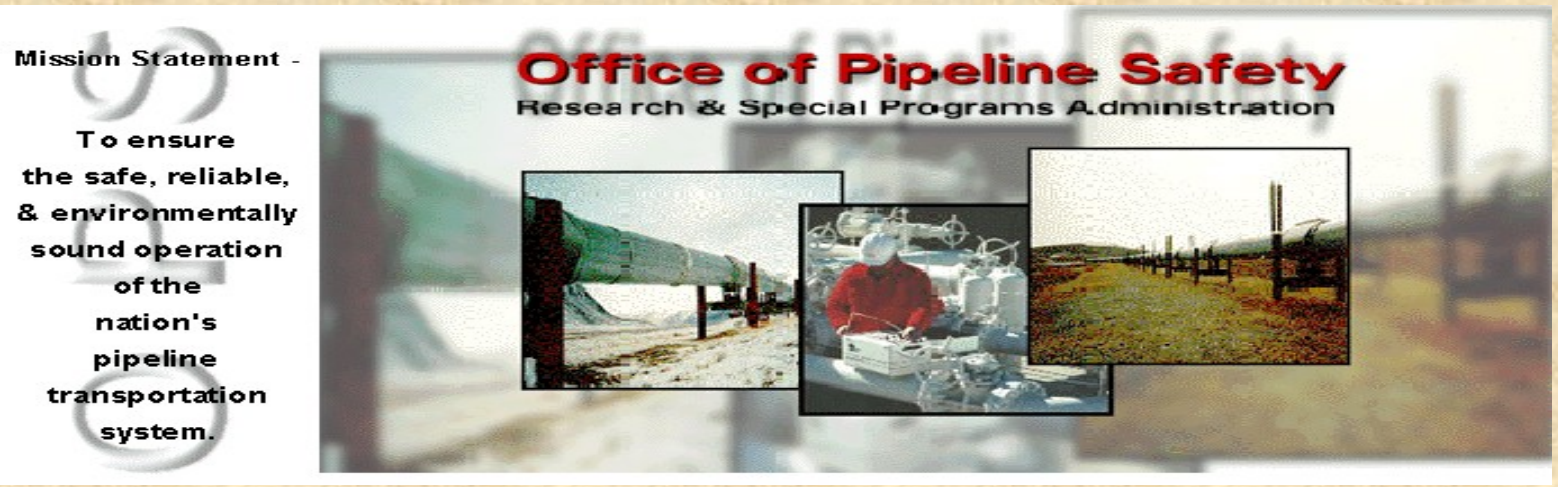
Transportation Pipeline



Cost	Speed	On Time Dependability	Flexibility Handling Products
Low	Medium	Highest	Lowest

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Characteristics of Retailers

- Banyak outlet
- Kualitas layanan
- Penawaran Produk
- Store versus non-store

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How Wholesalers Serve Manufacturers

- Pergudangan (Warehousing)
- Keahlian menjual (Sales expertise)
- Pengantaran kepada retailers
- Asumsikan resiko credit kepada retailers
- Information

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Vertical Channel Integration

Vertical channel integration: Dua atau lebih tingkat distribusi yang dikelola oleh sebuah perusahaan .

Vertical channel integration can occur by:

- Manufacturers
- Retailers

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