



FACULTY OF ECONOMICS - MASTER STUDIES

MASTER THESIS

THEME:

Distribution as an element of mix marketing

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INTRODUCTION

Decisions for distribution channels are very important with which the society leaders face and that impact directly on other decisions for marketing. For example, the decisions of society for prices are depended by the fact that it uses big traders of high quality or average trader of average quality. Decisions for the sailing staff of the firm are depended by the fact that how much qualification and sales the traders will require. Besides these, the firm decisions for distribution channels include its relatively long engagement with other firms. For example a firm that deals with the import of gas and does its transportation with trucks of another firm, can't replace them easily with their own trucks in case if the conditions change.

Distribution serves to send the products to consummators. Engagement with marketing channels raises these questions:

How do the products and services move through marketing channels?

How are the marketing channels organized?

How are designed the marketing systems integrated vertically to replace the channels of conventional distribution

What kind of decisions are taken to lead a distribution channel?

What kind of problems should a marketing leader consider when choosing a marketing channel?

How can the activity of sales of a distribution channel members be estimated?

CONCLUSIONS AND RECOMMENDATIONS

For recognition of implementation of marketing strategies in function of the activity field of the distribution strategy in enterprise, respectively in URSA enterprise from Slovenia in placing of the contacts with the companies of Kosovo, it was seen necessary the use of conducted surveys and their analysis. For this purpose as a sample are chosen the enterprises, respectively 30 respondents from three regions of Kosovo: the region of Prishtina, Peja and Ferizaj. Interviews are mainly conducted with individuals which are owners of the enterprise or high managers of these enterprises.

Questionnaire is the research instrument used to collect data from market enterprises and it's created by different questions related mainly with methods to promote sales and the impact of these methods in the business of these enterprises and other questions regarding marketing and sailing through which we came to an interesting conclusion, having a clear reflection on how are these strategies being implemented practically to promote the sales and how much importance is given to marketing in distributive enterprises.

Determination of competitive and unique strategies for enterprises inside the same sector aiming long-term development of enterprises in the market is difficult and complicated. For this are needed experts from the marketing field. This issue of a special importance for enterprises is treated as the first hypothesis of the study, enterprises, distribution of products and services have an impact in the behavior of the consummator during purchase. Outcome results from the research show that this hypothesis is confirmed completely since the methods of promoting sales decide the behaviors of consummators.

Distribution sector of building materials in Kosovo is faced with local and international competition. Manufacturing enterprises in this sector, aiming to create competitive priority in the market, they often use the strategy of the lowest price instead the quality of their products. The second tested hypothesis based in the conducted study, is confirmed that choice of the distribution type is very important in determining the consummator for the purchase of products, because consummators also focus to the quality of distribution as a necessity to create competitive priority in the market.

Since most of the strategic decisions in the surveyed enterprises are taken by the owners or managers of marketing, the managers of finances are not responsible at all, it's recommended that these enterprises to base their strategic plan in a coordination between the department of marketing and other departments in the enterprise, and at the enterprises that do not have a marketing department, to employ marketing experts or to engage experts out of the organization for partial work.

Distribution enterprises in the sector of building products in Kosovo are mainly based in the politic of fighting the competition by applying same methods of promoting sales. This could be a strategy with a short term period but enterprises should focus more in creating the competitive

priority in the market by applying diversified strategies with certain physical elements of distribution where they have a considerable impact in the identity of product and consummator, in this case is confirmed the 3d hypothesis as well.

Modification of actual products or even the starting of creating new products similar with the leading products, it's a recommendation that is especially done to enterprises, which with the actual products have reached the stage of maturity and for which the consummatoms require innovation.

I recommend that during the time, to advance the department of marketing by creating a special sector of the market research and the behavior of consummatoms that would identify the needs for new products based on the market requests and at the same time would give proposals and ideas for new products of the production department, based on the market requests, needs and wishes of the consummatoms.