

# PROIECTAREA CANALELOR DE DISTRIBUȚIE

## DISTRIBUTION CHANNEL PROJECTION

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**Abstract:** The distribution activity is an integral part of the value chain. It represents the ultimate goal of the production process and it offers feedback on the developing strategies of the organization. Based on the product characteristics, the organization management will choose a specific distribution channel for a certain number and type of intermediaries, or it will self-distribute its own products, provided that its resources allow this.

**Keywords:** management, strategy, value chain, system.