MARKETING DISTRIBUTION PRACTICES OF SMALL BUSINESS UNITS OF PUNJAB

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ABSTRACT

The paper aims at to examine the distribution channel practices being adopted by the small manufacturing units relating four manufacturing industries such as textiles, bicycle and bicycle parts, food products and beverages and leather and leather products. The data have been collected from 200 units out of which 173 units considered for data analysis purpose. A number of statements indicating the relevant issues in the distribution channels have been developed and the respondents were asked to respond for the same. The findings reveal that units relating different industries, age and turnover groups have not been using proper distribution strategies and needs to update the channels strategies.

KEYWORDS: Marketing practices, small business units , textiles units, distribution strategies.