

Distributor's organization

Location of the warehouse.

The location of the warehouse is an important factor. Because unsuitable location may result in waste of efforts, loss of time, annoyance and inconvenience to the personnel, waste of money, more expenses Etc.

- Factors to be considered.
- Geographical and local siting.
- Accessibility to related trades.
- Nearness to service facilities
- Nearness to transport facilities.
- Availability of labour.
- Government and building restrictions.

Warehouse layout.

The objective of the warehouse layout is to work at the low cost by improving the flow of work. Layout refers to size, area, partitions, equipment, security Etc.

Factors to be considered.

- Safety and security.
- Loading facility.
- Sufficient as per requirement.
- 20% extra space for peak and promotion season.
- Well ventilated.
- Good approach to road.
- Avoid upstairs.
- Entire warehouse in one building.
- Away from traffic roads to avoid delays.
- Long term lease.
- Pest and water leakage free.
- Free from physical hazards.
- Economical.
- Water and power supply.
- Near to his area of market.

Elements of distributor point.

- Personnel. The purpose of the distributor point can not be achieved unless there is sufficient number of trained personnel working for that. Eg. Salesmen, delivery boys, warehouse in charge, accountant, drivers, clerks, merchandisers Etc.
- Means. These includes stocks, POP material, files, reports, tables, chairs, racks, autos, vans, tricycles, autorickshaws Etc. required for the performance of work by the personnel.

- Environment. The environment and the surroundings in which the employees is expected to work must be good enough to keep them interested in their work to achieve the targets and goals.
- Purpose. Determination of purpose of the distributor point will provide direction to the activities and it makes it easier to achieve and to evaluate performance.

Distributor point administrative problems.

- Delays in work. If the responsibilities of distributor point employees are not defined and assigned clearly, there will be delay in doing the work. In return resulting not achieving the targets, primary sales, secondary sales, delay in market credit collection Etc.
- Wrong actions. If there is inadequate of the work and authority for caring the assigned work, the distributor's workers are bound to do that in wrong manner in return results in negative achievement.
- Poor quality of work. If the responsibilities are not fixed properly, results in poor quality of work.
- Waste of work. Waste of work may arise if fails to define the jobs of distributor employees.

Ideal personnel-Salesmen.

1. Tactful.
2. Constructive work.
3. Foresight.
4. Analytical ability.
5. Business sense
6. Target oriented.
7. Healthy
8. Good at numerically.
9. Good command over language.
10. Responsibility accepted.
11. Honest
12. Self-control
13. Good reporter.

Duties of salesmen.

1. Ensure that the retailer is holding adequate stocks. Retailer is holding all SKUs as per selling norms.
2. Makes the products available and visible in all the outlets.
3. Usage of POP material properly.
4. Maintaining good relation with retailers.
5. Spreading the credit to maximum number of outlets and collection in time.
6. Submission of reports in time.
7. Reporting competition activities.

Why a salesman fails?

1. Lack of planning ability.
2. Lack of time management.
3. Poor working habits.
4. Negligence in working.
5. Escaping from responsibilities.
6. Lack of self-development interest.
7. Lack of confidence.
8. Inability to answer objectives.
9. Poor at numerical and calculations.
10. Poor at understanding trade behaviour.
11. New to the locality or business.
12. Local language.
13. Lack of observation over competition activities.

14. Inability to collect outstanding.

Tools of the distributor organization.

1. Records and reports. Records and files management includes all the activities designed to control the life cycle of a record and file from creation to ultimate disposition. A record refers to the informational document utilized by an organization to carry out its functions. Records constitute the memory of the entire organization. Records contain.

- Letters.
- Circulars.
- Reports.
- Deeds or agreements.
- Invoices.
- Vouchers.
- Pictures.
- Graphs.
- Books of accounts.
- Minutes of meetings. Etc.

2. Filing.

Filing is the process of arrangement and storing the records relating to the activities of the organization in a systematic manner so that they may be found and delivered when needed for reference.