

ABSTRACT

The main goal of this dissertation was to design an effective distribution channels for existing goods manufacturing firm. Doing a research study on this subject is very significant because any products manufacturing firm will not be able to make profit to its expected optimum level unless its distribution channels are effective.

A herbal products manufacturing firm named the “Link Natural Products (Pvt) Ltd”, which is situated at Dompe in Gampaha district has been chosen for this purpose. The researcher was undergoing training in this firm as a part of his degree course and his perception was that the firms’ distribution channels were not effective.

The research method of the dissertation is qualitative and based on interviews and consultancy of working personnel in the Link Natural Products (Pvt) Ltd and its distribution channels and physical observations done by the researcher himself.

The theories applied for the research study were based on the knowledge that the researcher acquired in the CINEC Maritime Campus, books and the Internet. In fact it can be found in the Internet that many successful research studies previously done for the improvement of the products distribution channels were used the SWOT analysis tool in the analytical part of those dissertations. Therefore it was justifiable to use the same tool in the analytical part of this dissertation too.

According to the results obtained from the analysis part of the dissertation the conclusions were presented. Afterwards necessary recommendations were suggested in order to design effective products distribution channels in the Link natural Products (Pvt) Ltd. Finally, the recommendations for further researches were proposed in order to achieve much better end results such as expansion of international distribution channels and further logistics costs savings.

