

A Study on International Marketing Channel of Cryptomonadales Foods- Take International Cryptomonadales Biotechnology...

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ABSTRACT

About the research of the thorough channel structure, carry on the discussion to the division of labor angle between thorough channel members mainly, probe into the influence on the power, atmosphere, conflict and cooperation in the thorough channel of the structure of thorough channel, or probe into the relation on sale throughout the thorough channel and enterprise's whole performance. And the angle circulating with the thorough channel, it is less in difference about structure of thorough channel of different areas to probe into the same enterprise. So, this research is a research object with a Company, probe into the thorough channel structural design that world is on sale throughout the thorough channel and develop. The a Company structural design of thorough channel, worthy of selling trader's redesigning, at the same time via spreading the setting-up that is sold directly to households, make the role with marketing person at the same time of consumers. And the distributor's structure tactics of thorough channel, depend on regionally and different from consumer's consumption habit and different to some extent. Europe, America, New Zealand and Australian area, consumer its consumption habit inclined to large-scale chain thorough channel of person who retail, but between Southeast Asia and Korea to inclined to marketing thorough channel of network type. Thought he thorough channel structural design of all parts all adopt the same way, but in order to answer consumption habits of every area are different, the committee is drafted the management tactics in the thorough channel by oneself in accordance with every regional characteristic with full authority by the distributor. And its distributor's role transfers from supplying even more to a cooperative partner help a Company to lower costs. And the distributor dealt with the transportation and sales procedure by oneself in the past, afforded the cost by oneself, in order to reduce the expenditure and risk of a Company.

Keywords : International Channel Structure, Cryptomonadales, International Market

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