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**DISTRIBUTION STRATEGIES OF BEVERAGE SALES
AGENTS IN SELECTED AREAS OF CAVITE**

THESIS

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and Development Studies**

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**DISTRIBUTION STRATEGIES OF BEVERAGE SALES AGENTS IN
SELECTED AREAS OF CAVITE**

Undergraduate Thesis
Submitted to the Faculty of the
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ABSTRACT

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A study was conducted from January to February 2006 in five selected areas of Cavite, namely: Cavite City, Dasmarinas, Imus, Naic and Tanza to determine the distribution strategies of beverage sales agents in selected areas of Cavite. Specifically, the study aimed to: describe the socio-economic characteristics of beverage sales agents in selected areas of Cavite, determine the distribution strategies employed by beverage sales agents, determine the level of income obtained by sales agents from the company and determine the problems encountered by sales agents in the distribution of beverages to customers.

Results of the study revealed that the beverage sales agents had an average age of 31 years, male, married, attended formal education and had an average household size of five members. The beverage sales agents had been in this line of work for an average of six years and had regular status in their companies

The top ten beverages commonly delivered by sales agent were Coke In Can, Coke, Sprite, Royal tru orange, POP cola, Red horse beer, San Miguel beer, Pepsi, Sprite Light, Ginebra San Miguel Premium Gin, Sprite Pet, and Absolute Distilled Water. Majority of the sales agents adopted the delivery plan specified by their company. Most of the sales agents delivered beverages to customers on a daily basis.

The value of carbonated beverages per delivery averaged at PhP9,379 while the value of non-carbonated beverages averaged at PhP9,526 per delivery.

Most of the sales agents disclosed that they were the ones in-charge in vehicle scheduling and that their buying groups include convenience stores, grocery stores and sari-sari stores, supermarkets and street vendors. They maintained accurate records of sales call list and customer data. Their privileges include calling prospective customers in order to explain company services and solicit new business, collect money from wholesalers/retailers resolve customer complaints, review list of dealers and customers and station drops, among others.

The sales agents issued sales promotion materials such as leaflets, billboards, cooler and refrigerator to customers, offered volume discounts in amounts ranging from 2 to 12 percent to retailers/wholesalers, offered rebates as high as 10 percent of the total annual purchase order and engaged in telephone sales.

The monthly income of the respondents ranged from PhP10,000 to PhP45,000 with an average of PhP24,964.

The sales agents encountered problems in the distribution of beverages to customers which include shortage of stocks, poor order monitoring, lost/damaged stocks, and delayed deliveries.

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DISTRIBUTION STRATEGIES OF BEVERAGE SALES AGENTS IN SELECTED AREAS OF CAVITE^{1/}

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INTRODUCTION

The beverage industry has never offered more opportunities or challenges than it does today. Changing consumer demands and preferences require new ways of maintaining current customers and addressing new ones. With ever-increasing competition, beverage companies must intensively court customers and offer high-quality products, efficient distribution, and rockbottom prices – all while staying nimble enough to exploit new markets for new product launches and new regional markets (Berman, 2003).

In this environment, the success depends on the company's ability to quickly capitalize on emerging opportunities, respond to new customer behaviors and tastes, and adapt to new market conditions. Gaining more visibility of the customers' buying habits creates a huge opportunity to increase revenue per sales person or telesales representative (Berman, 2003).