

**THE RELEVANCE OF EFFECTIVE DISTRIBUTION
MANAGEMENT TOWARDS THE ACHIEVEMENT OF THE
ORGANIZATIONAL GOAL**

(A CASE STUDY OF DANGOTE FLOUR MILL PLC ILORIN)

By

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CERTIFICATION

This is to certify that this research project work has been read and approved as meeting parts of the requirements for the award of National Diploma (ND) in the Department of **Procurement and Supply Chain Management**, Institute of Finance and Management Studies, Kwara State Polytechnic, Ilorin. Kwara State.

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DEDICATION

This project is dedicated to the Almighty God, the Creator of Heaven and Earth who gives Knowledge and wisdom and also to my parents for their support both morally financially for the well-being and successful Completion of my program.

May God Have Mercy Upon them as they brought me Up from infancy.

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May God Bless You All !

ABSTRACT

This study is Concerned with the relevance of an effective distribution management towards the achievement of the Organizational Objective. for any organisation to be effective, there should be effective distribution management to deliver finished goods or product from the manufacturer to the final Consumer. Distribution plays a key role within the marketing mix and Key to Success is its successful interrogation with MIXI ensuring the consumer get their product at the right time. The study indicates that the emergency and explosion of the internet and other information and Communication technologies has greatly affected distribution of goods in recent time. Thus the Significance of distribution management to the achievement of the organizational Objectives cannot be over emphasized. Efforts are made to discuss in detail the Conceptual and theoretical framework of distribution management. Descriptive type of research was adopted, while probability random Sampling Size for the study. Data Collection was achieved with the aid of structural questionnaire and the research finding revealed that effective distributors management is vital to the attainment of organizational Objectives. The findings Obtain that distribution system decision is not static but dynamic part over all marketing planning process. The study concludes that distribution management is critical to the attainment of organizational Objectives. The study recommended that distribution management is such a technical function that requires the attention of experts if success is to be achieved.

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CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

Distribution is an activity which is a sensitive part of a Company's Marketing effort and failure to Obtain prompt and viable Service may Cause Customer to look for other Sources of Supply. Every business has the Objecting for Satisfying Some Specific Customer needs at profit. It is an age bing and Objective service that will satisfy the customer needs. In these days, Suppliers make use of intermediaries for their distribution process.

The Major distribution are: producer, agent, Wholesalers, retailers and final Customers. In Some Companies only two of the distributors are used

are are used (the producer and Consumer) while in other Companies few intermediaries are Used, it is therefore left to Company to Company to make the decision of the best distribution that is appropriate for them. Fundamental am of a distribution System is to transfer product from place of production to the place of Consumption at lower cost, some Manufacturing Companies who provide wide product varieties of product differentiate from One another and Similar in Some respect to those of their Competitors are faced with.

1. Raising Cost of production
2. Fierce Competition from Competitor for its product.
3. Low capacity Utilization of their factory.

12 STATEMENT OF THE PROBLEM

This research work is interested in the assessment of the effectiveness of distribution strategies of Dangote Mill plc Ilorin in during the process of Manufacturing and Cost consideration, Management decides on how to make the company product available to the final Consumers as at the right time and right quality, in an affordable price which is a challenge to Management and the essence of this work.

1. Poor road network adversely affect the effectiveness and efficiency of product distribution in the Country This results

In high rate of Vehicle breakdown and Causes the product to act to final Consumer at the wrong time.

2. High Cost of transportation delivery equally affects the distribution strategy of the firm, this factor increase both the production and market cost of goods and Services to the detriment of the final Consumers.

3. Government policy goes long a way in affecting the distribution strategy of the firm. It is obvious that government contract or appoint adhoc standing taskforce who mobilizes revenue for the government or its representatives in line with the established law, by-law, edict or act or act as the Case may be.

4. Thereby, causes impediment to Smooth flow of a business by demanding for annual Official registration, stickers, emblems daily tickets, infrastructural levy doing the course of business in an Area.

5. Environmental factors like whether / Seasons are uncontrollable variable that affect the distribution strategy of a firm. During this period, distribution is hampered resulting In low turnover and profits reduced astronomical.

Meanwhile, production is said to be incomplete Until the product get to the final Consumers.

1.3 OBJECTIVES OF THE STUDY

The aim and Objectives of the study are

- i. To find out how the Company distributes its goods to the final Consumer. Also,
- ii. To helps to Know what Consumer goods really means and the activities involved in Marketing Consumer goods and impact act of distribution entailed in the market.
- iii. The study will help Us to know the basic Concepts involved in this distribution and its application in Marketing consumer goods activities and how the company applied their own principles Marketing activities.
- Iv. It also serves as one of the requirements for the award of National Diploma (ND) in procurement and supply chain management by the Department, institute of finance and management studies, Kwara State Polytechnic, Ilorin

1.4 SIGNIFICANCE OF THE STUDY

The Significance of the study cannot be over emphasized especially in these days when organizations are facing Serious distribution problems due to nonchalant attitude of workers to distribution Management.

This research work is very crucial for the management of Dangote mill plc Ilorin as it will make management device means of cutting down cost on distribution activities in order to make reasonable profits.

- i. it will Serve as a Knowledge base for management to employ

ii. It will enable the Management to provide consumers with the right live, right products at the right time, right place and at the right price which result to a substantial percentage of sales for the company.

iii. Finally, it will serve as a blue print of action guide to infant companies and as a compendium of knowledge further Research work in logistics / distribution channels management of Indigenous and multination industry.

1.5 SCOPE AND LIMITATION OF THE STUDY

Many short comings and Set back Many back Contributed in no project way to the limited Coverage on which this research project wished for.

Firstly, financial Constrain were seriously experienced when carrying out this research work. Also, Literatures were not enough to be Consulted for Ones in the market were not sold at affordable prices.

Secondly, the time at our disposal for this project study was very short because of this limited time most of our lecture period had to be forgone so that the right fact and quantity materials can be gathered at the right time and from the right source.

Finally, despite all the limitations, we have been to be make judicious Use of the information gathering for the production of the project work.

1.6 RESEARCH QUESTIONS

i. How does channel affect Sales performance?

ii How Indirect Channel does affects Sales performance?

iii. What are the distribution Channels affects the availability of the product and Sales performance of the Company?

1.7 FORMUJAITION OF RESEACH HYPOTHESIS

In order to achieve the Objectives of this project research developed some hypothesis project to enable us to determine whether distribution management / Consumer goods Con actually Serve as an impact.

The hypothesis are divide into Ho and Hi while. the Ho postulate a negative stand, the Hi revealed the reality that the project work Seek reveal.

Ho. Distribution management does not help in promoting goods and services

Hi. Distribution Management helps in promoting the goods and Services

1.8 BRIEF HISTORY OF THE CASE STUDY

Dangote group was found in 1981. by Aliko Dangote he was the chairman and chief executive officer (CEO) of the group. its headquarters is base in Lagos the branches office across Nigeria and Africa.

The product of Dangote group of companies includes the following:

- i. Sugar production
- ii. Cement production
- iii. Textile processing
- iv Natural gases
- v. Flour Mill production
- vi. Banking
- vii. Crude Oil processing
- viii. Transportation

Dangote group was incorporated during 1980 and 1990 the group will natured into the imported sugar, mill, flour, rice, Cement and Iron rods then later group embarked on the haviage business which started with boo truck under incorporated in Order to sustain the group market leadership trading commodities and to expand into manufacturing foods clothes and building materials

6 DISTRIBUTION MANAGEMENT: This is referred to as Numerous activities process Such as packaging, investor warehousing Supply and logistics.

1.9 OPERATIONAL DEFINITION OF TERMS

Distribution: It is the process or system of transporting and delivery goods from a particular area or among to a particular group of people.

Marketing: According to Kotler (1980) defines marketing which says that marketing is human activity directed at satisfying needs and wants through exchange process.

Channels: A method or system that people use to communicate, or to send something somewhere to send products using a particular route.

Organization: Is define as a group of people who form a business together in order to achieve a particular aim, is made up of people living together in an area or in an entity.

Customer: This is define as the ability to buy more on a regular basis

Consumers: Is a person, who buy goods or uses services, it is the ability to use something.

CHAPTER TWO

LITERATURE REVIEW

INTRODUCTION

The Chapter explores both the Underling theoretical as well as empirical studies that are of relevance to this research problem.

furthermore, in the Chapter, analysis of the Conceptual framework on which the study is built the underlying assumptions as well as providing the definitions and describe the relationship between Variables.

2.1 CONCEPTUAL FRAMEWORK

for any Organization to be effective there should be effective distribution management process to Convey finished products from the manufacturers to the final Consumers. This is because without distribution, the best product will not be delivered and the Marketing Mix will break down and fail. As a result of this, firms are increasingly adopting Supply Chain Management to reduce cost, increase market Share and Sales build Solid Customer relations (Ferguson 2000).

Supply chain management can be Viewed as a philosophy base on the belief each firm in the Supply Chain directly and indirectly affects the performance of all the other Supply Chain Members, as well as Ultimately. Overall Supply Chain performance (Cooper et al. 1997). The effective use of this philosophy requires that functional and Supply Chain partner activities are aligned with Company strategy and harmonized with Organizational structure processes, Culture incentive and people (Abell 1999).

Distribution channel consist of a group of individuals or Organizations that assist in getting the product to the right place at the right time.

Distribution plays a vital role primarily because it Ultimately affects the sale turnover and profit margins of the organization if the product cannot reach its chosen destination of the appropriate time, then it can erode competitive advantage and Customer relation.

The retail industry is responsible for the distribution of finished product to the Consumer as well as public. The retail Sector Comprised of general retailers (managed by individuals/ Families), department stores, Specific stores and discount stores. In practice many organizations Use a mix of different Channels. In particular, they may Complement a direct sales force, Colling On the large accounts with agents Covering the Smaller Customers and prospects.

However, the major Challenge now facing the retail industry is the power of the Customer or buyers. This is because the customers are becoming increasingly

Knowledgeable, impatient, not wishing to wait for the Suppliers, product for any period of time. This coupled with the fact that firms are now trying to Implement Specific distribution strategy or practices based upon their unique set of Competitive priorities and business Conditions to achieve the desired level of distribution strategies and practice which has the most influence On retail performance in Nigeria.

The purpose of the exploratory study is to investigate the relationship between distribution strategy and practice and retail performance in the fast moving consumer goods in Nigeria Using Dangote mill plc as a Case. To do this, the paper is divided into five Section. The introduction is followed by the review of related literature. Research method and data analysis, the last Section of the paper looks at Conclusion and Recommendations.

DEFINITIONS OF DISTRIBUTION MANAGEMENT

According to Abdulsalam (2011) defines distribution

Management as all activities which facilitate the movement and coordination of supply and demand in the Creation of time and place utility in goods.

Distribution Management has been Variously define by many authors in Stainton (6th Edition) define it as the title to a particular goods a the route taken by the title move from the producer to the Ultimate Consumer.

Also Nnoveiu (1981), he defined distribution management as the combination of institute through which a seller market his or her product to the ultimate buyer or a part traced in the direct or indirect transfer of Ownership of a product as it moves from a producer to the final Consumer by installation, We mean middlemen Like Wholesaler, distributor, retailer and agent distribution in the economy Cannot be Over emphasized. because produced and get to the final Consumer. An Ultimate Consumer is the person who buys goods and Sequences for his or her personal purpose but not for business basis. Hence, distribution system Use to Satisfy the needs of Customer has a number of factors that influence the consumer by making the product of different producer's available place, will have a greater demand, because Consumers are rational. Though, goods with lower price are regarded as inferior goods especially goods of high value, this make price of goods to be competitive.

The Consumer perform no tasks, traditionally performed by sales, staff, Customers Sometimes Serve themselves thereby having free access to their choices distribution system provided them with numerous product fully On shelves.

According to stonton (1981) Consumer goods are the goods or services for his or her personal purpose household Users.

An Ultimate Consumer is the person who buys the goods or services for household in such form that can be used without further processing. Not all Consumer products are the Same Consumer

Purchases Cover extensive number of products, since purpose of marketing is to satisfy wants and needs.

Consumer goods Classes depends on the Uses, way people believe and made the purchase below are the Various classes of Consumer goods stated according to Philip 4th edition.

1. Government goods: these are goods that Consumer usually purchase frequently immediately when minimum of effective Comparison and buying. Example are Soap, Newspapers and tobacco product. The goods are Characterized with little services and may be bought by habit.
2. Impulsive goods: These are goods purchase without any planning or search effort. These pre normally look for them thus le Cream, Cream, Sweet and Magazine are placed next to checkout counters because Shopper may not have thought of buying them.
3. Emergency: This Consists of goods that are normally purchased Urgently for example, Umbrellas during the raining Season and sun Shade during the Sunny season. Manufacturers of emergency goods will place in the Outlet so they will not lose Sale when Customers' needs those goods.
4. Specialty goods: With Unique Characteristics and on brand identification for which a Significant group or buyers are habitually willing to make special purchase effort Example would include cars H.I.F Component photographic equipment and men's suit.
5. Shopping goods: goods that customers in the process of Selection and purchase Characteristically Compares Such based as suitable equality price and style example includes furniture, Clothing used as major appliances, shopping goods can be divided into homogeneous and heterogeneous goods product features are often more important to the Consumer than the price.
6. Unsought goods: These are goods that the Consumer does not normally think buying new products goods until the consumers are made aware of them unsought advertising

2.2 THEORETICAL REVIEW

This study examines two influential distribution channels theories, namely Bargaining theory of Constraints.

2.2.1 BARGAINING THEORY OF DISTRIBUTION

This theory shows how the intuitions of Bargaining has

force and it affects Channel Coordination when the complexity of Specific ability of power promotes Channel Coordination these fore the theory enabled the researcher to Understand the Conditions in which the presence of a powerful retailer might actually be beneficial to all Channel members. The theory helps to recover The standard double Marginalization take it or leave it Offers Outcome as a particular of the bargaining process. the theory helped the researcher to

examine the implications of relative Bargaining powers for whether the product is delivered early (i.e delivered to the retailer only if there is demand). The theory indicate the implications for returns policies as well as of negotiation costs and retail

Competition (Harrington 2003).

2.2.2 Theory of constraints

Gives clue on how to manage distribution strategy to eliminate stock Outs with less investment in inventory (Mc Cabe 2009). Eliminating stock Out is Certain to boost Sales and profitability it is designed for executive who want to learn how to improve the performance product availability and improve steadily the System Increase product availability and improve supply chain responsiveness to changing and uncertain demand in relation to Carbonated soft drinks company environments like Dangote the theory helped to understand how is essential to make to stock, the time it takes, to procure raw materials and then produce the product is simply longer than customers are willing to wait. At the time the product is produced its uncertain where it will be need (Mc Carthy, 1991). As well as how to Maximize Order fill rates to the Consumer how inventory are Carried in fairly Significant amounts. Also the theory enabled the be researcher to understand how Dangote Minimizes Costs for Carrying inventory (obsolescence interest Spoilage).

So on one hand the amount of inventory should be increased but on the other the amount of inventory should be reduced. Most supply chain solutions Compromise One Objective in favor of the distribution problem how to develop and execute an integrated strategy that resolves the problem with Out Compromise.

The researcher discovers how using an integrated approach one Can Simultaneously reduce inventory and increase Customer, Service theory of Constraints (16c) helped researcher to Understand, how a powerful new forces that Create Excess Inventory and know how company govern good service to customers. In relation to this study it was also be useful in understand how companies develop tactics that Counter demand uncertainty and improve plant flexibility. Moreover the theory of Constraints enable the researcher to Understand how company create a supply chain system that can be managed and controlled integrating production and market planning (Khera 2011).

The theory of Constraints Distribution Solution delivers direct financial benefits Several ways. it delivers on array of benefits affecting through put inventory and operating expense in the plant distribution and customers. The most important avenue of improvement is of course increasing sales (throughout). The essence of the distribution solution is rapid replacement model and not the conventional replenishment model that is often used within a learn supply chain mechanism. The top model supports a range of different distribution environments from a Vml (vendor managed inventory) situation where a Toc user replenished a client inventory from capacity to what is more accurately considered a distribution environment where inventory is held perhaps event to point

of sale (John, 1999) but the replenishment Mechanism itself is different from the increasing. It takes the technology to new levels of effectiveness Mechanically. the Toc distribution Solution differs from the traditional and the lean technique by providing for Semi Atomic adjustment of inventory levels in line with actual Consumption levels and also in line with other factors (Hill, et al 2005). The techniques is always striving for low inventories. But Constantly adjusting to ensure that there are no availability problems. In flock this approach is So effective that Some theory of Constraints Users guarantee availability at pain of a of a Casual penalty while providing inventory reductions of 50% to 66% but there is another element that Comes into play buffer management. Buffer management is a technique perfected within Toc to achieve three goals. To make sure that availability at any point of time is extremely high. To Communicate Crystal Clean priorities to all in valued in the distributing Solution are typically greatly reduced inventories throughout the system combined with extraordinarily high levels of product availability (Moore 1991).

Porter (1990) and Brucker (1985) pointed out that innovation is a Characteristic feature of organizational Sustainability and organization with high levels of knowledge in technology are required to pay more attention to innovation strategies.

Innovation is indeed the process of transforming Opportunities into new Idea as well as the application of such new idea to foster specific Improvements (west & fair 1989) Supply chain innovation is a procedure that cas improve, Organizational processes to Manage efficient Supply Chain Management through integrated interactions with Suppliers producers distributors and Customers (Lin 2007) thus Supply Chain Innovation Causes time and cost reduction development Novel Operational techniques and reliable delivery system for Coping with growing Changes in the business (Lee el al 2011).

Researchers agree that Supply Chain Innovation helps Companies to maintain their Competitive position and improve Supply Chain performances.

Dubey, Singh and Tiwari (2012) found that innovation is Supply Chain processes (e.g Sales Management and the number of Order has a Significant effect on the sc performance. Thus, Suppliers and Manufactures require to transform their business through innovation in sc to gain success among competitive industries (Wong & Ngai, 2019).

The Supply Chain are responsible for including any fast transfer and distribution of technological Innovation (sobri et al, 2018). (Cal et al.2009) Found that Supply Chain affiliated Companies which produce innovation products for the general market might analyze Supply Chain model to meet their daily Innovation needs in the Supply Chain affiliated companies. Which produce innovative products for the general market might utilize a supply chain model to meet their daily innovation need in the Supply Chain.

2.3 EMPIRICAL REVIEW

Fergiyi wu and Yethan Lee (2009) in their study investigations channel power and satisfaction is a marketing channel. The study adopted Case study design in Guangzhou province China it was found out that the Competition faced by business Organization is on longer mere inter firm Competition. But also inter channel competition caused by adopting to industry globalization considering this trend, this study found out that there was a correlation between distribution Channel power customer commitment and satisfaction the result provide non-coercive power has a positive and significant impact on the channel firms Communication and Commitment as well as the Supplier Communication and Commitment had a positive and Significant impact On the economic Satisfaction and Non-economic Satisfaction of Channel firms.

Nadin (2008) in his study "Manging relationship in distribution networks, evidence from the soft drinks manufacturer and its dealers focusing especially on the trust determinants.

The nature of the report is controversial since asymmetrical power but as the same time strong exclusive bonds influence the perception and the decisions of the parties. In addition, a recent evolution in the European relating contract regulation has given new rooms for improvement for the dyad but has also left dark areas as regards potential opportunistic initiative based on the emerging theories on trust and the construct in relationship the paper explored the deep nature of relationship and trust in order to understand and reinforce the distribution of products to the ends users (customer). A field research run in the Halmian domain (Nadin 2008) has demonstrated the relationship between the soft drink producers and the dealer. It has suggested furthermore that soft drink producers can influence by a cause effect chain approach the feelings of dealer toward the relationship and consequently can boost the dealer collaboration on an affective commitment base.

According with the results of the Lado Daril and Tekleab (2007) study Our research has remarked to the importance of the Competitive tenure in the relationship as determinant of the innovation in the relationship and widely in the distribution network. Daugherty (2009) in her study titled reverse logistics in the automobile after Market industry.

The study employed Case study design whereby 321 respondents participated in the study data Collection was done through the questionnaires and interviews. The results indicated that trust exist when one party has confidence in an exchange parties' reliability and integrity. Trust involves an expectation held by an individual that another can be relied on.

The existence of trust is particularly important with respect to buyer - Seller exchange relationship. Buyer - Seller are almost always Unequal. One party has more power better positioning and/or more resources, because of the Unevenness of power the other party is likely to feed Vulnerable unless trust is preset.

As Such, trust is the mutual Confidence that party to an exchange will exploit another Vulnerabilities it was shown that downstream Channel partners that trust Suppliers exhibit higher

levels of Corporation and exert more effort on the part of the Suppliers channel partners that trust Supplier also tend to be more committed to and intend to stay in the relationship. Trust is viewed as a highly effective means of fostering cooperation across on types of inter organizational relationships. Thus, trust in their Customers appears important for Supplier who want to reap maximum benefits from the exchange relationship in a recent review of the literature on trust. Atuahene Gmand Li found that both the academic literature and the popular press have a strong normative bias toward the inherent value of trust that is trust is good for parlance.

However, they continue there is little empirical evidence to support the Validity of this Viewpoint. One study by Smith and Berclay, however did find a positive relationship between trust and a firm's ability to achieve Superior performance the first hypothesis is Offered to further explore the Issue.

Alofar et al. (2001) in their study "Assessing the effectiveness of distribution Channel in Islohan Zamzam company in their research, they gathered data by interviewing the top Marketing Managers who have high experiences In Marketing, finally the Variables in the research assumptions been used to incorporate flow table model for Measuring the effectiveness of distribution channels in Isfahan Zamzam to the study revealed that Zamzam distribution Channel was Successful in product transportations gathering Market information was effective in payment procedures but distribution Channel of this Company is not been effective in trade promotion programs and Communication with retailers and wholesalers.

Mcfarland (2001) in this study "the marketing position of industrial distribution" the article discussed the position of industrial distribution in Channels of distribution the study was Conducted in Johannesburg, South Africa interview and questionnaires were employed as methods of data collection the results indicated that doing business with industrial distributors is more cost effective than doing business with Sales branches. Sales Offers and agents the author notes that when compared to alternative agencies. The gross margin required be industrial distributors is similar, also it was noted that industrial distributors are better qualified than alternative agencies to offers Services such as emergency deliveries, credit clearance and knowledge of sources of supply for buyers.

Tori et al, (2004) on the length of wholesale marketing distribution Channels in Japan the study adopted Case study design data Collection was Conducted through the use of questionnaires and intensive it was revealed that Wholesaler enter distribution Channel to Capitalize on their private information about demand and supply the channels become long only then such private information and length of panel data for five wholesale industries drawn from the last three decade of Japan's census of commence specifically. It was shown that marketing distribution channels tend to be longer, that is they have more wholesale steps where Wholesaler tend to be in close geographic proximity to the final demanders where wholesalers tend not to be organized into distribution keiretsu by manufacturers where regional variation less intensively and distributors advertise more intensively and where the

density and heterogeneity of retail Outlets is greater. All of these are factors likely to be associated with the Value of wholesalers private information.

2.4 GAP IN LITERATURE

By analyzing the literature of the Supply Chain innovation we found that although numerous articles have been published regarding the scl none of them have thoroughly addressed the gaps in the Supply Chain Innovation Sci way and Ngai (2019) Systematically reviewed 18 years of the SCI literature in Order to find the research gaps. How even their study focused only on a general overview of SCI employing Gregors (2006) theory Classification. It is still necessary to examine existing research gaps. In this study we reviewed the scl literature from 2014, to study we 2019 to 2019 to Identify research gaps and address Some future research directions on this critical topic.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 INTRODUCTION

In this Chapter we shall examine how the data Used in the research have been Collected and analyzed.

Data are Often Collected in the normal Course of administration and not for special purpose. The method of data Collection refers to the Sources and method of Collecting information be used by a researcher in a research work.

Researcher work is to acknowledge the distribution management in a manufacturing Company. The Cannot be meaningful without the stating of source used while collecting data during the research work.

Generally, the Source of data Classified into primary and Secondary Sources.

3.2 RESEARCH METHOD USED

Generally, the Source of data Classified into primary and Secondary Sources. also pointed Out that data used in a research product are mainly Collected from two Sources which were mention above

- i. primary Source of data
- ii. Secondary Source of data

3.3 SOURCES OF DATA

The primary data refers to the information where is being collected for the first time for a particular purpose in other words it is firsthand information.

Some of the primary Sources of data are:

1. Questionnaires to be filled by respondent.
2. interview
3. Observation
4. Experiment

The fact and figures Collected relating to this work consists of primary Sources in that the exact information need is obtained and clearly defined while misunderstanding is avoided thus due to our research work the primary Sources of data are based only on interviews and Observation.

SECONDARY SOURCE OF DATA

This is the second Source of data Used in the research work, the Secondary Source of data includes all place of information Used by the research which was written by another by person for particular reason other than this research.

It Can be seen that they are Source of information at the time of their completion no height was given to this research work.

The Secondary Source of our data encompass information for the part record of the Company's Marketing department and issued journals of the performance both on product achievement and staff accreditation including relevant textbooks, paper presented at seminar and Workshop.

Handout issued by lecturers, this on supplement lecture notes to distribution Management of Marketing Organization.

3.4 DATA COLLECTION TOOLS

The researcher will use

extensive approach in the distribution of questionnaires and Oral interview.

3.5 RESEARCH POPULATION AND SAMPLE SIZE

Asiko (2011) assess population as a Census of all terms or subject that possess the characteristics or that have Knowledge of the phenomenon being study. The population of the study Composes of staff of Dangote mill plc and their distributors. The staff of Dangote Mill Plc Conveniently Choose 40 distributors of Dangote Mill Plc. Thus, the population of the study was 140

3.6 SAMPLING PROCEDURE EMPLOYED

Sample according to Nwobuke (2013) is the population of the total population of the Universe to the studies Since the population is a finite One, application of statistical formula become imperative in determine the Sample Size.

The sample size according to Okeke (2015) Can be determined by using Taro Yamani formula

$n = \frac{N}{1 + N(e)^2}$

Where n = Sample Size

N=Population of the study

e = tolerable error (5%)

i = Constant (Unity)

$$= \frac{140}{1+140(0.05)^2}$$

$$= \frac{140}{8}$$

$$= 17.5$$

Using Burleys proportional allocation formula;

$$n = \frac{n(n)}{N}$$

Where n= element within the Sample frame i.e Number to each employees and diatributors

n= Sample or proportion of the universe used for the study (tolal Sample size)

n = population of the study

$$\text{staff } n = \frac{100 \times 140}{140}$$

$$= \frac{14,000}{140}$$

$$= 100$$

$$\text{Distribution } N = \frac{40 \times 140}{140}$$

$$= \frac{5,600}{140}$$

$$= 40$$

3.7 METHOD OF DATA ANALYSIS

In analyzing the data Collecting Using questionnaire the researcher used descriptive sample percentage table and Chi- Square statistical tools which is used in testing two random Samples

Chi- Square is given as

$$\chi^2 = \frac{\sum(o-e)^2}{e}$$

When χ^2 = Chi Square

O= Observation Frequency

e = expected Frequency

Σ = Summation of the frequency

This text is based strictly on the primary data gotten from the Use of questionnaire Decision Rule:
Reject null hypothesis If Calculated value of (χ^2) is less than the Critical Value

The degree of freedom (n-1) (k-1) The

When sf degree of freedom = (n-1)(k-1)

Where df = degree of freedom

n = numbers of rows

K = Numbers of Constant

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

4.1 PRESENTATION AND ANALYSIS

This Chapter focuses on presentation, analysis and interpretation of data Collected through the Use of questionnaires that was distributed to both Management staff and distributors of Dangote mill plc.

The analysis of data is necessary to bring Out the result of the research work done and to enable Comment to be made on data Collected and draw conclusion based On it.

SECTION A

TABLE 4.1.1

AGE DISTRUBATION OF THE RESPONDENTS

AGE DISTRIBUTION	NO OF RESPODENT	PERCENTAGE %
20-30	70	54
31-50	50	38
51 and above	10	8
Total	130	1000

Source: Field Survey, 2025.

The above table indicates that people in the age bracket 20-30 years, representing 54%, while 50 respondents, 30% fall under 31-50 years, 10 respondents, representing 8% above 50 years and above. This shows that the Company has more young men and women working than elderly people.

TABLE 4.1.2**MARITAL STATUS OF THE RESPONDENTS**

MARITAL STATUS	NO OF RESPONDENT	PERCENTAGE %
Married	80	62
Single	30	23
Widow	14	11
Divorce	6	4
Total	130	100

Source: Field Survey, 2025.

The above table Shows that 50 among the respondent representing 62% were Married, while 30 people representing 23% were Single 14 person representing 11% were widow and 6 person representing 4% were divorced Out of the population. Sampling this indicates that there are matured people working in the Company

TABLE 4.1.3**WORKING EXPERIENCE OF THE RESPONDENTS**

YEAR	NO OF RESPONDENT	PERCENTAGE %
0-10	50	38
11-20	50	38
21-30	20	15
31-Above	10	8
Total	130	100

Source: Field Survey, 2025.

This table shows that the respondents were learned people of active age with experience who are in position to answer the questions put ot them on the relevance of effective distributors management toward the achievement of the Organization.

TABLE 4.1.4**EDUCATION BACKGROUND AS THE RESPONDENTS**

EDUCATIONAL LEVEL	NO OF RESPONDENT	PERCENTAGE %
SSCE	5	4
OND/ NCE	15	11
HND/ BSC	70	54
Master	40	31
Total	130	100

Source: Field Survey, 2025.

The above table indicates that 4% of 5 people of the population are secondary School holder, while 15 people representing 11% are ND/ NCE, 70 people of 45% are HND/ BSC and 40 people representing 34% are master and above this analysis shows that the Company got fairly and highly qualified workers Working for them.

SECTION B**TABLE 4.1.5****RESEARCH QUESTION 1: WHAT ARE THE FACTORS THAT WILL DETERMINE THE CHANNEL OF DISTRIBUTION?**

OPTION	RESPONSE	PERCENTAGE %
Products	130	100
Consumers	-	-
Distribution	-	-
Total	130	100

Source: Field Survey, 2025.

The above table indicates that 100% of the population agreed that products determine the channel of distribution.

TABLE 4.1.6**RESEARCH QUESTION 2: WHAT MEANS OF DISTRIBUTION DO YOU USE TO DISTRIBUTE YOUR PRODUCT?**

OPTION	RESPONSE	PERCENTAGE %
Land	120	92
Sea	10	8
Air	-	-
Total	130	100

Source: Field Survey, 2025.

from the above table, 120 respondents with 92% Choose land as their means of transportation Use in distributing their products while 10 respondents with 8% choose sea and nobody choose air. Therefore, the research found out that land is the means of Transportation they used in distributing their products to their customers.

TABLE 4.1.7**RESEARCH QUESTION 3: IS THERE ANY SPECIAL PROCEDURE FOR DISTRIBUTOR IN YOUR COMPANY?**

OPTION	RESPONSE	PERCENTAGE %
Yes	130	100
No	-	-
Total	130	100

Source: Field Survey, 2025.

The above table indicates that 130 respondents, representing 100% agreed that there is a Special procedure to be a distributor in their Company

Table 4.1.8

RESEARCH QUESTION 4: HOW DO YOU DISTRIBUTE TO CONSUMER?

OPTION	RESPONSE	PERCENTAGE %
DIRECTLY	-	-
WHOLESALE	130	100
Total	130	100

Source: Field Survey, 2025.

from the above table, 130 respondents representing 100% agreed that they distribute their products to the wholesales Therefore, the Company distributes the product to the wholesale for their Customer to be able to buy their product easily.

TABLE 4.1.9

THATCH QUESTION 5; WHAT ARE THE PROBLEMS THAT YOUR ORGANIZATION FACE IN DISTRIBUTION

OPTION	RESPONSE	PERCENTAGE %
FINANCIAL	30	23
INFRASTRUCTURE	70	54
VEHICLES	30	23
Total	130	100

Source: Field Survey, 2025.

The Table above shows that 30 respondents with 23% have financial problem, and 70 respondents representing 54% agree on Infrastructure and 30 respondents representing 23% agreed on Vehicles Therefore, the Company is facing the infrastructure problem in distribution in their organization.

TABLE 14.1.10**RESEARCH QUESTION 6; DO YOU THINK THAT MIDDLEMEN ARE NECESSARY IN THE DISTRIBUTION OF YOUR PRODUCT?**

OPTION	RESPONSE	PERCENTAGE %
Yes	65	50
No	65	50
Total	130	100

Source: Field Survey, 2025.

from the above table indicate the half of the total sampling agreed the Middlemen are necessary in the distribution of their product while the remaining half agreed that is not necessary to include Middlemen for the distribution of their product.

TABLE 4.1.11**RESEARCH QUESTION 7: DO YOU BELIEVE THAT INCLUSION OF MIDDLEMEN IN THE DISTRIBUTION CHANNEL WILL ADD TO THE COST OF THE PRODUCT?**

OPTION	RESPONSE	PERCENTAGE %
Yes	130	100
No	-	-
Total	130	100

Source: Field Survey, 2025.

The above table shows that all the respondents agreed that inclusion of middlemen will add cost to the distribution.

TABLE 4.1.12

RESEARCH QUESTION 8: ARE YOUR PRODUCTS SPREAD ACROSS THE WHOLE COUNTRY?

OPTION	RESPONSE	PERCENTAGE %
Yes	130	100
No	-	-
Total	130	100

Source: Field Survey, 2025.

The above table shows that all 130 respondents representing the 100% of the population sampling agreed that their products spread across the whole Country.

TABLE 4.1.13

RESEARCH QUESTION 9: DOES YOUR ORGANIZATION NORMALLY DO MARKETING RESEARCH BEFORE CHOOSING DISTRIBUTION CHANNEL?

OPTION	RESPONSE	PERCENTAGE %
Yes	130	100
No	-	-
Total	130	100

Source: Field Survey, 2025.

From the above table, all the 130 respondents, representing 100% agreed to doing Market research before choosing distribution channel.

TABLE 4.1.14

RESEARCH QUESTION 10: DOES THE COMPANY PROVIDE TRAINING FOR ALL SALES REPRESENTATIVES

OPTION	RESPONSE	PERCENTAGE %
Yes	130	100
No	-	-
Total	130	100

Source: Field Survey, 2025.

From the above table Shows that all the respondent of the population Sampling agreed that the Company provide training for their sales representative for the effective distribution towards the achievement of the Organization

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 SUMMARY

The study examined effectiveness of Channel of distribution models in the achievement of an Organization goals, taking the case study of Dangote Mill Plc, Ilorin

The Specific objectives included to assess the extent in which increased Coverage distribution Channels as One. the four element of marketing mix influence availability of Dangote products to evaluate on how Customer Characteristics influence different types of distribution Channel to assess distribution channel being used by Competitor with that Dangote mill plc Ilorin and to assess distribution on channel adopted by Dangote Mill plc Ilorin both direct and indirect Ilorin adopt and Control of the retail Outlets.

The research design used was case study strategy whereby a single unit was. Sentenced data collection methods Includes interviews, questionnaires, Observation and documentary review.

Data were analyzed through statistical package of Social Science, finding revealed that distribution Channels adopted by Dangote mill plc Ilorin ensure availability of her products, reduce response time, and make information available to her customers in aspects. It facilitates positive relationship with her Customers and agent. it was also found out that Selection of agents/distributors was also found out that Selection of size of firms among others. it was found that majority of the respondent agreed that distribution channel system adopted by Dangote mill plc Ilorin guarantees Supply of her Customers requirement.

The distribution Channel adopted by Dangote mill plc Ilorin has impact on business performance of an Organization hence, leading to profit or its easy for Dangote mill plc and Ilorin to control quality yet its an aspect that determines the Sales to hence profits.

The study established that distribution Channels Simplifies

The buying process Dangote process among Customers in Ilorin.

The findings also manifested that distribution Channels for strong as it minimizes Costs respondents agree that the system eliminates distribution costs.

the study revealed that distribution Channel process provides, timely information about goods and services available. A large number of respondents agree that distribution Channel provides timely information about goods and Services available.

5.2 CONCLUSION

In reference to the researcher set the researcher concludes that Channel of distribution play a positive role on Supply of Dangote mill plc Ilorin products. Distribution channels place a very important role especially with respect to the Dangote industry Consumer will switch on to other brands and the Company will lose its market Share and hence an effective distribution Channels is the need of this industry.

The distribution Channel of Dangote mill plc Ilorin have enjoyed its benefits like easing processes, increasing the supply chains awareness, reducing total cost on distribution of her products. However, despite the many benefits that across from application of Channel of distribution, the direct network links between Dangote mill plc Ilorin and trading partners are not widely used because Dangote mill Ilorin used much selling point rather than distribution direct to the retail sellers. In "make demand" situations, intermediaries and their personnel play a vital role in generating sales for Dangote products the capabilities of agents/ distributors in marketing and selling Dangote product impact end customer behaviour.

5.3 RECOMMENDATIONS

Below are practical recommendations that will yield, Substantial results in boosting the role played by distribution Channel managers should seek to adopt the most appropriate model that will aid Dangote Company to achieve its objectives. Distribution Channel Can be used by both manufacturing and processing firms as it aims at reducing operational costs.

Distribution Channel Should be geared strengthening relationships between Dangote Company and Customers.

1. The benefits that accrue from distribution Channel should be adequately analyzed that is the Dangote company's management should be in position of continuously weigh the benefits that accrue from application of distribution channel.
2. Dangote Company management should ensure strict adherence to the Company's policies and guideline regarding the application distribution Channel. That is the responsible person in should eject their duties following the pre- requisite in place.
3. Dangote Company should ensure aggressive marketing regular Visit to distributors, Sales promotion and advertising to be made more frequent for brand building and Communications should be improved.

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APPENDIX

Kwara state Polytechnics ilorin, Kwara state,
Department of Procurement and Supply Chain Management Studies
P.M.B 1375 ilorin.
2025.

The Management,
Dangote Flour Mill Plc
Ilorin, Kwara State

Dear Sir/Madam

QUESTIONNAIRE ON THE RELEVANCE OF EFFECTIVE DISTRIBUTION MANAGEMENT TOWARDS THE ACHIEVEMENT OF THE ORANIZATIONAL GOALS

I am an Undergraduate student with matri no ND/23/PSM/PT/0013 in the Department of Procurement and Supply Chain Management, Kwara State Polytechnic Ilorin.

The above mentioned topic is the research project. I wish to Carry out as part of pre-requisite for the award of nation diploma (ND) Certificate in procurement and Supply Chain Management

I would be glad if you Can spare time to supply information in this questionnaires purpose of this research work is purely for academic and information will be treated strictly Confidential

Yours faithfully,

OKE SUSAN HAMNAH.

ND/23/PM/97/0013.

QUESTIONNAIRE

SECTION A

1. Sex: Male ☐ female ☐
- 2 Age: : 20-30 years(☐)31-50 years ☐ 51 years and above
3. Marital status: Married ☐ Single(☐) Window Divorce(☐)
4. Working Experience 0-10 years (☐) 11- 20 years (☐) 21-30 30 years and above(☐)
5. Education background: SSCE(☐) OND/NCE (HND /BSC(☐) Education master and above (☐)

SECTION B

1. What are the factors that will determine the Channel of distribution.
Product ☐ Consumer ☐ Distribution ☐
2. What means of distributor do you Use on the distribution of your product? Land Sea ☐ Air ☐
3. Is there any special procedure to be distributor of your Company? Yes ☐ No ☐
4. How do you distribute to Consumer? Direct ☐ Indirect ☐
5. What are the problems that your Organization faces in distribution.
Financial ☐ Infrastructural ☐ Vehicles ☐
6. Do you think that your organization face in distribution of your product? Yes ☐ No ☐
7. Do you believe that inclusion of middlemen in the distribution of your product? Yes ☐ No ☐
8. Are your product Spread across the whole Country? Yes ☐ No ☐
9. Does your Organization normally do market research before Closing Distributor Channel?
Yes ☐ No ☐
10. Does your Company provide training to sales representative? Yes ☐ No ☐