

Summary

Subject matter: Improving efficiency of the product distribution system management of an enterprise in current business environment (based on the example of "All-purpose mineral water bottling factory "Aqua-Vait" Ltd).

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Customer organization: "All-purpose mineral water bottling factory "Aqua-Vait" Ltd (AMWBF "Aqua-Vait").

Topicality of the research: The current state of economic relations is characterized by the transformation taking place on some commodity markets, and namely: the structure is changing, major players are coming, who set the terms of dealing with contractors, unified product distribution systems from manufacturers to retailers are being formed. In the given situation the task of improving efficiency of an enterprise's product distribution system management, capable of adapting to such changes and striving to influence the market, becomes acute. Rational optimizing of product distribution channels demands of a manager a deep knowledge of the very essence of physical distribution of goods, ability to employ the methods of product distribution and practical instruments of managing flows of goods. At the same time a manager has to perform not only the tasks of operational management of the processes of physical distribution, but also to form an effective conception of the product distribution system management. Therefore, he/she should have the knowledge of logistics, marketing, psychology and be able to combine and apply different methodological approaches.

Objective of the research: to study the product distribution system of a modern organization and to develop the conception of product distribution of the given organization, the realization of which will allow to improve the efficiency of its business operations.

Tasks: to reveal the essence of product distribution system management of a modern enterprise;

to define the modern conceptions of the organization of the product distribution system of an enterprise;

to study the trends in management of product distribution systems of modern enterprises;

to assess the current state and prospects of development of the technologies of product distribution systems management of the mineral water market entities on the territory of the Russian Federation (RF) and the Caucasian Mineral Waters (CMW);

to analyze the current system of product distribution in "AMWBF "Aqua-Vait";

to develop the conception of improving efficiency of the product distribution system management in "AMWBF "Aqua-Vait".

Theoretical and practical significance of the research: to identify the current trends in the management of product distribution systems of mineral water market entities on the territory of the RF and the CMW, and to develop a general project on improving the product distribution system of a modern enterprise aimed at increasing the efficiency of its operation.

Results of the research: the first part is dedicated to the study of the theoretical basics of the management of product distribution of a modern enterprise, main approaches and conceptions of organizing the product distribution system are enumerated. The current state of consumer markets is analyzed and the possible ways of their development are identified in the second part, in particular, the prospects of development of technologies of the management of product distribution systems of the market entities on the territory of the RF and the CMW. The current system of product distribution management of "AMWBF "Aqua-Vait" is analyzed in the third part. The advantages and disadvantages of the object of the research are identified, the conception of the current product distribution system management of "AMWBF "Aqua-Vait" is presented.

Recommendations: the conception of managing the current product distribution system of "AMWBF "Aqua-Vait" is presented and described, the procedure of **its** implementation and realization is created. The conception **in** question will allow "AMWBF "Aqua-Vait" to expand the region of supply, target audience and **will** give the opportunity to satisfy the demand of not only large suppliers (owners of chain stores), but also small-scale wholesalers via online sales **in** a timely fashion. The recommended procedure of the project's realization is a general one **and** can be implemented in the operations of any manufacturing enterprise.