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# PRACTICAL ASPECTS OF FORMATION OF DISTRIBUTION CHANNELS OF PRODUCTS

An important task for the enterprise to make product available for customers is forming a marketing policy of distribution, which includes a choice of distribution channel for products and solutions of marketing (sales) logistics that is associated with the storage and transportation of products.

When making decision on the choice of indirect distribution channels of production for the enterprise is important to choose the specific agents that will represent its products it's products in the market. To estimate the mediators and their next choice may be suitable only multicriteria considering.

To select a possible mediator is necessary by the way of qualitative analysis to form a system of possible criteria for evaluating each provider (financial situation, market coverage in a particular region, etc.). To evaluate each intermediary for the selected criteria, you can use the method of expert estimates that are given due to the ten-point scale (eg, stable financial situation is evaluated by a large number of points, and a large number of products of different companies - by a small number of points). Experts can evaluate criteria in three ways:

- unambiguous (expected) estimation;
- maximum (optimistic) $K_{max}$ and minimum (pessimistic) $K_{Min}$ estimation that determine expected value $K_{exp}$:

$$K_{exp} = \frac{3K_{min} + 2K_{max}}{5}$$

- maximum (optimistic) $K_{max}$, most likely $K_l$ and minimum (pessimistic) $K_{Min}$ estimation that determine expected value $K_{exp}$:

$$K_{exp} = \frac{K_{min} + 4K_l + K_{max}}{5}$$

Then using the "weight" of each criteria we can make calculation of the integral criterion:

$$K_T = \sum_{s=1}^{n} K_i \times \alpha_s$$

where: n is number of possible criteria; $K_i$ is expert's estimation of i-criterion; $\alpha_i$ is "Weight" of i-criterion;

The most optimal will be the choice of mediator for which total integrated estimation will be the greatest. When using direct marketing is necessary make decisions about its form (sales via phone, mail, catalogs, the Internet, personal

selling). In the case of sales through trading staff  we determine whether it is own staff or staff involved from other companies or hired under the contract.

Current trends in the development of distribution channels of goods are related to increasing role of direct marketing with using a variety of its forms.