

Presents

## One Day Workshop on Building and Managing Distribution Channels



### Event Highlight

A recent BCG report mentions that India is well on its way to becoming one of the largest consumer markets, especially for consumer goods. This growth is being propelled by rising disposable incomes, a burgeoning middle class and a disposition to spend considering the relative 'young demographic age'.

Despite the rosy picture challenges especially infrastructural ones are endemic. Dispersed population, retailing density, channel intermediaries, unorganized markets are challenges which confuse and confound marketing professionals. This workshop aims to ahead clarity on the challenges associated with various types of distribution channels enabling young managers to navigate faster and better.

### Best suited for

- Post-graduate students specializing in marketing
- Working professionals, currently managing channels, to help them understand the 'craft' of distribution management
- Academicians at a graduate and post-graduate level

### Program Content

This workshop aims to blend academics and the best industry practices related to distribution channel management. At the end of the session, the participants should be able to:

- ✓ Understand how to build, maintain and enhance relationships across traditional and modern channels.
- ✓ Gain insights on the various types of sales pitches which can be leveraged, across channels
- ✓ Understand the various types of conflicts which may arise, across distribution formats as well as conflict resolution mechanisms
- ✓ Learn the essential 'human' and 'professional' skills necessary in managing distribution channels

### About the speaker

Prof. Krishna Koppa, Associate Professor of Marketing with Jain University, has been a part of corporate world for over 17 years. Prior to moving to academia, he has worked in senior management positions in organizations like Reliance Communications, Whirlpool India Ltd and Godrej Appliances. Prof. Koppa had successful career in the fields of sales and distribution, business development and marketing.

**Venue:** Lecture Hall 1, CMS Business School, JP Nagar

**Date:** Saturday, January 23, 2016

**Time:** 09:30 AM - 4:30 PM

Nominations to be send to

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