

ASSESSMENT OF THE PHYSICAL DISTRIBUTION PRACTICES OF WOWSPRING WATER COMPANY



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BY

WUDIE ENDAYU

ADVISOR

ABEBE WORKU

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WOLKITE ETHIOPIA

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ABSTRACT

This study is conducted in WOW spring Water Company in order to know the assessment of physical distribution practice of the company. The study was important to assess the physical distribution of the organization is going on right things or not in order to arrange objectives. The data were collected by using primary and secondary data. The sample size of customers were selected by using non probability sampling specially convenience sampling techniques, questionnaires distributed to them 150 respondent and the data were analysed using descriptive research statistics presented with form of table and percentage. Finally from the findings of the questionnaire and interview the researcher draw a conclusion..... Give recommendation and conclusion body of the organization.

CHAPTER ONE

INTRODUCTION

1.1. Background of the study

Physical distribution involves planning, implementing, and controlling the physical flow of goods, services, and related information from points of origin to points of consumption to meet customer requirements at a profit. In short, it involves getting the right product to the right customer in the right place at the right time.(Kotler,2005)

Physical distribution involves planning, implementing, and controlling the physical flow of finished goods from points of origin to points of use to customer needs at profit. Customer

Attraction and satisfaction is highly influenced by the seller's physical distribution capabilities & decisions. Traditional physical distribution has typically start with products at the plant and tried to find low-cost solution to get them to customers. However, today's marketers prefer market logistics thinking which starts with the market place and works back ward to the factory. Physical distribution consists of the activities marketing concern with moving the right amount of the right product to the right place to the right time.(Stanton,1998).

According to Anderson, (2008) time and space of customer service become an internal part of marketing. Physical distribution is a branch of business logistics that deals with the movement storage and processing of orders for firm output. Physical distribution concern with finished and semi- finished goods(goods that are the company offers for sale and for which the firms plans no further processing) from the time of production complete until the buyer takes possession of the goods are the responsibility of the logisticians who may remain them at the plant warehouse ship them directly to customer. The physical distribution concept emphasizes the connection between costs and service levels and aims to minimise the total distribution costs at the given level.

1.3. Statement of the Problem

The marketing process is not complete simply by creating a super quality product and by creating a customer by aggressive salesmanship. Delivering the product to the customer at the right time and place is an equally important function in marketing. In the process of marketing this vital function is called physical distribution.(sherlekar,2007).

The Physical distribution concept says that all transporting, storing and product handling activities of a business and a whole channel system shall be coordinate as one system that seek to minimize the cost of distribution for a given customer service level. Both lower costs and better services help to increase customer service level.(perrealult,2007).

The student researcher conduct this research paper were, company have not mechanism to give order progress information for customers and it is not identical for all the customers and the company did not deliver quantity order in right date and time for customer (Kotler,2012).

1.4. Basic Research Questions

1. How efficient or effective does the company's order processing time cycle?
2. How does the information exchange practice with the customers about the physical distribution?
3. How effective does the company on document handing of the physical distribution practice?

1.5. Objective of the Study

1.5.1. General objective

The general objective of the study is to assess the physical distribution practice of Wow spring Water Company.

1.5.2. Specific objectives

- To assess the efficiency of the company's order processing time cycle.
- To evaluate the information exchange practice with the customers about the physical distribution.
- To assess the effectiveness of the company on document handing of the physical distribution practice.

1.6. Significance of the Study

At the very outset the research was very important to the student researcher in enhancing the ability towards undertaking a research. It can also give an insight for other researchers who are interested in conducting a research with the same topic. It also would be very helpful for the case company in directing the solution.

1.7. Limitation of the study

Any type of research may have its own limitation. The degree of limitation is depending on the situation that the researchers were involved. Some respondents were not willing to respond at the time of data collection.

1.8 Scope of the study

The study was conducted in the Wow spring Water Company located around in chehaworda in amorameda, SNNP region. The study perceptions of customer and managers of Wow spring Water Company regarding to the organization distribution. The delimitation of the study emphasis on the factor those affect distribution practice Wow spring water company. Since the distribution practice very wide and broad so the study would focus only on distribution practice of the company. The researcher would not include other company.

1.9 Organization of the study

The research has five chapters. The first chapter includes back ground of the study, statement of the problem basic research questions, objective of the study, significance

of the study, limitation of the study, organization of the study. Chapter two includes review of literature; chapter three includes data design and methodology. Chapter four includes presentation analyses and interpretation. Chapter five includes summary, conclusion and recommendation.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1. Overview of Physical Distribution

Physical distribution involves planning, implementing, and controlling the physical flow of finish goods from points of origin to points of use to customer needs at profit. Customer attraction and satisfaction is highly influence by the seller's physical distribution capabilities & decisions (Kotler. 2012: P. 146).A traditional physical distribution has typically started with products at the plant and tries to find low-cost solution to get them to customers. However, today's marketers prefer market logistics thinking which starts with the market place and works backwards to the factory. Logistics addresses not only the problem of outbound distribution but also the problem of inbound distribution. Thus, the logistics manager's task is to coordinate the whole – channel physical distribution system i.e. the activities of suppliers, purchasing agents, marketers. Channel members, and customers (Stanton, 1998: P. 256). Physical distribution describes the board range of activates concern with efficient movement of finish products from the end of the production line to the consumer. Physical distribution then, deals with the flow of products from producers to consumers. Its

major focus is the physical aspects of that flow rather than the institution activities within channels of distribution dealing with changing title, facilitation exchanges, and negotiating with intermediaries (Brown, 2006: P. 88). Physical distribution management focuses on all materials activities that come after the completion of a finish product: i.e. from finish goods inventory to customer delivery and service (kotler, 2012: P. 142). Physical distribution includes specific activities such as: Order receipt and processing; Storage and handling; Deployment of inventories; Outbound transportation within a channel of distribution (Aaker, 1997: P. 265).

2.2. Importance of physical distribution

Physical distribution is an activity of placing goods to customer, in doing so it gives great importance to both the customer & the producer. These include improving customer service, reduce distribution cost, expansion in product variety, generating additional sales volume, stabilizing price, and adjust to differences in production and consumption: create time and place utilities etc. Generally, Physical distribution has the following merits for an organization:

2.2.1. Improve Customer Service

Customer service and satisfaction have become the corner stones of marketing strategy in many businesses, and distribution is an important customer service element. A well run logistics system can improve the distribution service a firm provides its customer whether they are middlemen or ultimate users. Physical distribution is not only a cost; it is a potent tool in competitive marketing. The level of customer service directly affects demand. This is especially true in the marketing of non-differentiate products; companies are finding that they can attract more customers by giving better service or lower prices through physical distribution improvements. On the other hand, companies may lose customers when they fail to supply the right products on time (Robbins, 2011: P. 268).

2.2.2. Reduce Distribution Costs

Physical distribution is a major cost element for most companies. Poor physical

distribution decisions result in high costs, Improvements in physical distribution efficiency can yield tremendous cost savings for both the company and its customers (Ravlin, 2007: P. 289).

2.2.3. Expansion

The explosion in product variety has create a need for improve physical distribution management ordering, shipping, stocking and controlling such a variety of products presents a sizable logistics challenge (Brown, 1995: P. 341).

2.2.4. Generating Additional Sales Volume

A properly design logistic system can also help generate additional sales volume. Such a system minimizes out-of-stock condition, thereby increasing both sales and customer satisfaction. A responsive system can shorten the order cycle and thus reduce inventory requirements, the cost savings can than be passing on to customers in the form of lower prices, again leading to increase sales, increase efficiencies in physical distribution often enable sellers to expand their geographic markets (Rokeach, 2003).

2.2.5. Stabilizing Price

Careful management of warehousing and transportation facilities can help to stabilize prices for an individual firm or for an entire industry. If a market is temporarily glut with a certain product, sellers can store the product until Supply and demand conditions are more in balance. This managerial use of warehousing facilities is common in the marketing of agricultural products and other seasonally produces goods (Heskett, 2002: P. 229).

2.2.6. Create Time and Place Utilities

The economic value of storage is the facts that it crates time utilities, a product may be properly locate with respect to its market. But the timing may be such that there is no present demand for it. Management adds precious value to this item simply by holding and properly preserving it in storage until the demand arises. Consumptions as in the

case of agricultural products are seasonal. Proper use of warehousing facilities enables a producer to store the seasonal surplus so that it market long after the harvest has ended. In other instances warehousing helps to adjust year round production to seasonal consumption, as in the case of umbrella, manufactures prefer to produce on a year – round basis to operate their plants more efficiently. For this enough surplus stock must be store during the off-season to meet the peak-season demand without requiring overtime operation or additional plant capacity (Ballmer, 1995: P. 266).

2.3. The total cost approach

Typically, management's attempts to handle the complexes problem pose by the increasing cost of distribution have been of a piecemeal nature. That is individual activity centres have being example for possible improvements, seemingly without lingere for the effects that any change might have on other activity centres. For example, attempting to cut costs in transportation might well lead to disproportionately higher costs inventory holding elsewhere in the system. More able to recognize, and is prepare to take advantage of, the " trade off's" which are found to be pre-test in only given situation. A trade off occurs when costs are consciously increase beast fits from another activity centre, or from the aggregate effect of other activity centres. In all cases the objective is to achieve a net gain. The successful identification of cost trade-offs is the crux of logistics systems engineering and is thus the key to enhance corporate profitability (because it produces additional funds either through cost saving or revenue generation, or both) However, trade- off aphasis can be complex and time-consuming because the process requires detail consideration of all relevant activity centres with in the logistics system, and the listing of all the alternative methods of perfuming thisis respective functions (Ven, 2000: P. 190).

2.4. Element of total cost

(J ackson, 1999: P. 257). Element of total cost are;

Intra-element trade-offs: Trade – offs which occur within individual elements of the distribution mix, for example. The decision ether uses one's own fleet, or hoses a

contract carrier. Similarity in warehousing the decision may lie between using & operating one's own facilities or leasing a public warehouse.

Intra- functional trade-offs: Trade-offs which occurs between elements of the distribution mix it might be relate with the use of premium transportation.

For example, the use of air freight, although apparently more expensive than the alternative surface modes, is capable of reducing repayments to such an extent that the overall effect is a net saving.

Inter- functional trade-offs: Trade-offs which occur at the interface between distribution and other functional areas within the firm. Regardless of whom has direct managerial responsibility for a particular activity all function affect by that activity shall have some input to the decisions making. The classic example is that of product packaging which has two distinctly different tasks: promotion & protection. But the package, which best protects a product may well be unsuitable for promotional purposes. Another example may be that of marketing people wanting to high love of product a availability together with a product range- this obviously poses problems for the distribution faction which can usually only be resolve to best effect by exploring the rate of alternatives.

2.5. Objectives of physical distribution

Many companies state their physical distribution objective as getting the right goods to the right place at the right time for the least cost. However, no physical distribution system can simultaneously maximize customer service and minimize distribution cost. Maximum customer service implies large inventories, premium transportation and multiple warehouses, all of which raise distribution cost minimum distribution cost implies cheap transportation, low stokes, and few warehouses. A company cannot achieve physical distribution efficiently by asking each physical distribution manager to minimize his or her own costs. Physical distribution costs interact, often in and inverse way; the transport manager fevers rail shipment over air shipment whenever possible. It reduces the company's freight bill. However, because the railroads are

slower, rail shipment ties up working capital longer, delays customer payment, and might cause customers to buy from competitors offering faster service.

The shipping department uses cheap containers as to minimize shipping costs, this leads to a high rate of damage goods in transit and customer ill will. The inventory manager favours low inventory to reduce inventory cost, however, this policy increases stock out, back orders, paper work, special production runs, and high cost fast freight shipments. So, given that physical distribution activates involves strong trade-offs, decisions must be made on a total system basis. The company also must look at competitor's service in setting its own. It will normally want to offer at least the same level of service as competitors. But the objective is to maximize profit not sales. The company has to look at the cost of providing higher level of service. Some companies offer less service, but charge a lower price. Other companies offer more service than competitors and charge a premium price to cover their higher costs. The company ultimately has to establish physical – distribution objectives to guide its planning which shall be to provide a target level of customer service at the least cost. Given a set physical distribution objectives the company is ready to design a physical distribution system that will minimize the cost of achieving these objectives: each possible physical distribution system implies a total distribution cost given by the expression. Choosing a physical – distribution system calls for examining the total distribution cost associated with different propos systems and selecting the system that minimizes total distribution cost (Kotler, 2012: P. 255).

2.6. Component of Physical Distribution

Physical distributions refers to the activities—order processing, inventory management, materials handling, warehousing, and transportation—used to move products from producers to consumers and other end users. According to Dumas (2004: 247), elements of physical distribution are;

2.6.1. Oder Processing

Physical distribution being with a customer order Performa invoice is requested,

Performa invoice is sent, If accept order is place, Items out-of stock are back order. Multiple invoices prepare and dispatch to various departments, Items be ship accompany by shipping and billing documents. The company and customer benefits when these steps perform quickly and accurately. The distribution process is activating by a customer order. The order cycle includes the time spent in processing the order as well as the time taken by the physical motion and therefore depends on the speed and efficiency of (hest.: operations, Electronic systems are now available to reduce the time need for the flow of information and communications.

There are three main tasks in order processing. Since the costs of physical distribution can amount to more than a quarter of sales price at manufacturing level and the necessary assets can amount to as much as a third of the corporate assets, it is important for management to keep these costs down. It is possible to keep visible costs, such as warehousing, inventory and transport, down when the logistics functions are integrate. The invisible costs are due to customer dissatisfaction cause by late deliveries, lost sales/orders, etc. Controls of these costs, both visible and hide, is very difficult owing to the effect of any changes on customer service levels. Improvement of the latter can increase costs and a decrease in costs may mean a drop in the quality of the service. Physical distribution management provides guidelines for keeping a balance between cost and service levels (Dumas, 2004: P. 247).

2.6.2. Transportation

Transport is an important part of logistics since inadequate transport provision can increase inventory costs prohibitively, as well as the investment in inventory, it can also cause customer dissatisfaction and increase the invisible costs dramatically. Therefore, the selection of the right mode of transport, which is inefficient and dependable, is essential for the achievement of distribution objectives. The five modes are: rail, road, sea/waterways, air and pipeline, plus combinations of some or all of these. The possibilities must be consider for cost, reliability and possibility of risk/damage (Dumas, 2004: P. 248).

2.6.3. Modes of transportation

Road: Trucks are highly flexible in their routing and time schedules. They are efficient for short hauls of high-value merchandise. Also, there is increasingly greater freedom for international haulers to transport goods between destinations within one country, resulting in greater efficiency in the use of trucks.

Rail: Railroads are one of the most cost-effective modes for shipping large amounts of bulk products – coal, sand, minerals, farm and forest products – over long distances. The EU's efforts to speed up the development of rail freight and combine road/rail transport services throughout Europe – including the opening up of networks in Eastern Europe – are pushing rail transport much more firmly into the general distribution spotlight. However, collaboration and standardisation among Europe's railways is necessary to reinforce rail's presence on main cross-border routes (Dumas, 2004: P. 249).

Water: In countries favourably served by coastal and inland waterways, a large amount of goods can be moved by ships and barges. Although the cost of water transportation is very low for shipping bulky, low-value, non-perishable products such as sand, coal, grain, oil and metallic ores, water transportation is the slowest mode and is affected by the weather. In the EU, waterways' share of freight transport volume is low compared to rail and roads. Its full potential, however, can only be realised through harmonisation of European shipping and port policies and pricing systems, and continued attempts to remove restrictive and unhelpful legislation.

Pipeline: Pipelines are a specialised means of shipping raw commodities such as petroleum, natural gas and chemicals from sources to markets. Most pipelines are used by their owners to ship their own products.

Air: Although the use of air carriers tends to be restricted to low-bulk goods, they are becoming more important as a transportation mode. Air-freight rates are much higher than rail or truck rates, but air freight is ideal when speed is needed or distant markets have to be reached. Among the most frequently air-freighted products are perishables (fresh

fish, cut flowers) and high-value, low-bulk items (technical instruments, jewellery). Air freight is advantageous as it reduces inventory levels, packaging costs and the number of warehouses need.

Internet: The Internet carries digital products from producer to customer via satellite, cable modem or telephone wire. Software firms, the media, music companies and education all make use of the Internet to transport digital products. While these firms primarily use traditional transportation to distribute CDs, newspapers and more, the Internet holds the potential for lower product distribution costs. In choosing a transportation mode for a product, shippers must balance many considerations: speed, dependability, availability, cost, capability and others. Thus, if a shipper needs speed, air and truck are the prime choices. If the goal is low cost, then water or pipeline might be best. In practice, firms may rely on a combination of transportation methods which will best enable them to meet logistics objectives cost-effectively (Dumas, 2004: P. 250).

2.7. Warehousing

This can be either company-own or lease/rent from others. The advantages of company-own warehousing are: greater flexibility and control, better information feedback and potentially lower unit costs. Regional distribution centre serving regional markets are a new development in the Europe of today; if they are highly automate and can cater for packaging of orders, maintenance of full inventory and combining products from different production centres, they can go a long way towards achieving improve efficiency and increase customer satisfaction. The advantages of leasing are: location and space flexibility, and possibly lower costs for seasonal businesses. Warehousing firms may also offer a variety of extra services to compete with each other. It is possible to reduce the need for warehousing by choosing as lower form of transport, e.g. storage in transit.

The number and location of warehouses is decide by their purpose and the level of customer service to be provide. They shall be so position that they will yield the desire service level after all the variables are consider. This solution is unique to each

business. The transportation costs decrease as the number of warehouses increases; while the inventory and warehousing costs increase at a diminishing rate.

The locations of the warehouses affect the customer service level and the total costs; they also have a significant effect on the competitive powers of the business. A number of models have been developed to help management make better decisions. The significant factors are the estimates of lost sales due to the distance of the warehouses from the customers, and the costs of operation and of transport. Every company has to store its goods while they wait to sell. A storage function is necessary because production and consumption cycles rarely match. The company must decide on how many, what type of warehouses it needs and will be located. The more warehouses the company uses the against distribution cost (Dumas, 2004: P. 252).

2.7.1 Types of Warehouses

Actually, there are three basic types of warehouses-the "security" warehouse; the "production" warehouse; and the "distribution" warehouse-and it is important to distinguish between the three. And of course there are private, or company-own warehouses, and public warehouses (Hemsley, 2008: 133).

2.7.1.1. The security warehouse

As its name implies, the security warehouse serves primarily to protect goods from loss or theft. Household goods warehouses, records repositories and vaults are good examples of security warehouses. There is little involvement with transportation, and very little volume movement in or out. Goods may remain in the warehouse for months or even years without being moved, and about the only requirements are a sound roof and limited access; an outdated multi-storey building, provided it has adequate floor load and clearance, serves quite as well as a modern, single story structure, and in fact from the point of view of investment cost, probably better (Hemsley, 2008: P. 344).

2.7.1.2. The production warehouse

Where manufacturing economies can be gained only through long production runs, or

where seasonal requirements like crops require concentration of production at a certain time, The production warehouse provides a place to store the product and afford it whatever protection is necessary. Like the security warehouse, the production warehouse does not see a great deal of transportation activity, and the principal emphasis is on sufficient capacity to permit the long production runs dictate by the company's particular economics and/or whatever type of protection-heating, cooling, refrigeration, etc.-is necessary for either the raw materials or finish products being held (Hemsley, 2008: P. 277).

2.7.1.3. The Distribution Warehouse

Unlike the static protective functions of both the security warehouse and the production warehouse, the distribution warehouse has a dynamic function of movement and mixing: receiving goods inbound in large-volume, uniform lots and breaking these down into the individual orders of different items require by customers in the market area. Theoretically, product moving through the distribution warehouse (note how natural it is to say "moving through"!) shall never come to rest, although as a practical matter the fact that any company's product line includes both "fast movers" and "slow movers" means that the distribution warehouse also has to provide the "holding" action that is a basic function of the production warehouse, and for similar reasons of levelling off the transportation "peaks and valleys"(Hemsley, 2008: P. 123).

2.7.1.4. Public Warehouse

The public warehouse generally serves as either a security warehouse or a distribution warehouse, and sometimes as a production warehouse. In this latter case, the seasonal storage of crops is an important function which saves the store the expense of investing in facilities which will only see seasonal use. In general, the public warehouse offers the important advantage of flexibility although at first glance higher public warehouse rates seem to offset much of the advantage. In actual fact, the public warehouse industry and the whole price structure of public warehousing represent an

area where there is considerable room for improvement by operators and by those who use their facilities. Properly conducted, public warehousing offers many advantages over private facilities, and in many instances it will be to the shipper's advantage to take the initiative (Helmsley, 2008).

2.8. Inventory Management

Inventory levels represent a major physical distribution decision affecting customer satisfaction. Marketers will like their companies to carry enough stock to fill all customer orders immediately. However, it is not cost effective for a company to carry this much inventory. Inventory decision making involves knowing when to order and how much to order. As inventory draws down, management must know at what stock level to place a new order. They operate on the assumption that they are managing inventories intended to replace other inventories. An accurate forecast of future demand is obviously essential for any inventory control system. Lack of such a forecast or inaccuracies can wreak havoc throughout the physical distribution channels. Unpredictable increases also cause stock outs and loss of orders in the future, every firm and every channel member has to balance the costs of holding higher inventory levels against the costs of stock outs (Belch, 2002: P. 311).

2.9. Transportation and Materials Handling

The whole field of bulk transportation and handling presents numerous opportunities for creative transportation management which can make an important contribution to other company activities. One example involving the interrelationship between transportation and materials handling is provided by a firm which changed its method of transporting chocolate for use in baked goods and confectionery. Originally, water was transported in large blocks, which had to be loaded aboard the carrier manually at the point of origin and then unloaded in the same fashion at destination, moved into storage and subsequently melted down and aged before entering production. The firm changed over to bulk transportation, which requires the use of specially heated and insulated common carrier tank trucks. The water is quickly pumped into the vehicle at origin and then pumped into heated storage tanks at destination, thus avoiding the time-consuming

manual loading and unloading. Transportation in liquid form also avoids the former remelting, and the time:In-transit for the 1,500- mile trip provides the aging that formerly have to be allowed for on the company's premises.

Obviously, without a good overview of handling requirements and costs, the traffic department will not be in a position to initiate such a major improvement in the company's methods (Gilly, 2008: P. 188).

2.10. Packaging

Present packages may prove difficult to convert to clamp handling. Clamp handling requires greater lateral strength in the packaging material than traditional pallet stack systems. The increase pressure on the sides of the package from clamp equipment may damage the product inside by rubbing or shear pressure. Package redesigning costs may be high. As discuss in the section on packaging, the cost of package change is high-engineering, testing, follow through, administrative costs, etc. For a package to be redesign for clamp handling the only change may be just a repositioning of the flute direction-or it may be necessary to make a complete overhaul which results in decrease density and creation of an odd shape package (Black, 2004: P. 197).

2.11 Physical distribution and Customer Value

Ultimately the success or failure of any business will be determine by the level of customer value that it delivers in its chosen markets. Customer value can be define quite simply as the difference between the perceive benefits that flow from a purchase or a relationship and the total costs incurre. Another way of expressing the idea is:

Total cost of ownership' rather than 'price' is use here because in most transactions there will be costs other than the purchase price involve. In business-to-business markets particularly, as buyers become increasingly sophisticate, the total costs of ownership can be a critical element in the purchase decision. 'Life-cycle costs', as they are refer to in the military and defence industries, have long been a critical issue in procurement decisions in those markets.

The 'iceberg' effect of total costs of ownership where the immediate purchase price is the only aspect of cost that is visible, whereas below the surface of the water are all the costs that will arise as a result of the purchase decisions.

Acquisition cost, Management cost, The total cost of ownership, Maintenance cost, Inventory cost, Technical support, cost, Training cost Disposal cost, Operating cost In the same way that the total cost of ownership is greater than the initial purchase price so too the benefits that are perceived to flow from the purchase or the relationship will often be greater than the tangible product features or functionality. For example, there may be little difference between two competitive products in terms of technical performance, but one may be superior to the other in terms of the customer support that is provided. One way to define 'competitive advantage' is simply that the successful companies will generally be those that deliver more customer value than their competitors.

In other words, their ratio of benefits to costs is superior to other players in that market or segment. Logistics management is almost unique in its ability to impact both the numerator and the denominator of the customer value ratio. This point becomes clearer if it is expanded in the ratio as follows: Each of the four constituent elements can briefly be defined as follows:

Quality: The functionality, performance and technical specification of the offer.

Service: The availability, support and commitment provided to the customer.

Cost: The customer's transaction costs including price and life cycle costs.

Time: The time taken to respond to customer requirements, e.g. delivery times.

Each of these four elements requires a continuous programme of improvement; innovation and investment to ensure continued competitive advantage (Janis, 2001: P. 160).

2.12. Production Control and Materials Requirement Planning

These, together with purchasing and raw materials handling, are generally group under the materials management function. Sometimes the objectives set by the management for these functions clash and cause a drop in the level of the customer service and/or a rise in physical distribution costs as a whole. Production is the focal point of all this activity, because production levels determine the needs for raw materials, parts, etc., and also the amount and types of finish products, which in turn influence the delivery times and modes for the distribution function. Materials management is the 'single manager' organization concept embracing the planning, organizing, motivating and controlling of all activities and personnel principally concern with the flow of materials in an organization. If the physical distribution concept is adopted by a business, it is usual to combine all activities concern with raw materials under a single manager, who is sometimes also responsible for production scheduling. These activities are similar to those concern in physical distribution of finish products, the difference being in the materials handle and their recipients (Banik, 2001: P. 163).

CHAPTER THREE

Research Design and Methodology

3.1 description of the study area

Wow spring water company s.c was established in 2008E.C that is found in Southern Nation Nationality People (SNNP) Region in chehaWordaAmoraMeda.The major products of Wow spring water Company are spring water products are mainly produce

in the company. The production of Wow water was discontinued starting from October 2009 E.C and the plant totally shifted to bottling of wow spring water. In the meantime the company has set a crash program to rehabilitate or reallocate the existing company currently the organization holds 159 permanent worker manager and 29 contracts and temporary employee from these 30 are skilled and 100 workers are semi skill employees all the rest employees experience acquired on job.

The company has six departments, Technical, Human resource management, production, financial, property, quality management. Wow spring water locates from 175km fare from Addis Abeba. The company is distributing the water in all regions.

3.2 Research Design

In order to achieve the objectives of the study and come up with a possible solution for the problem, the researcher used descriptive research method which helps in describing and determining the physical distribution practice of WOW Water Company. Moreover Descriptive study helps to describe the characteristics of a particular group of respondents.

3.3 Research Approach

In this study the researcher used mixed research approach. The researcher used quantitative research approach to numerical data, because to explain particular phenomena, particular questionnaire seem immediately suite to answer by use of quantitative research approach. And also researcher used qualitative research approach through words, because qualitative research approach involves asking open-ended questions, usually researcher make interview with manager of wow spring Water Company.

3.4 Target population

The target populations of the study were the business customer and the marketing manager of the he target population is the collection of elements or objects that possess the information sought by the researcher and about which inferences are to be

made. The target population should be defined in terms of elements, sampling units, extent, and time. the researcher used 140 retailers and 100 wholesalers. The size of population of this research was 240.

3.5 Sample Size

Due to the difficulty nature of determining sample size of the customers, the researcher used 150 respondent customers as representative sample in order to have sufficient and reliable data. In this study, the researcher use convenience- sampling technique for the customers of the institution. The total customers of the institution was 240 from this number the researcher take a sample of 150 people. According to (Yemane, 1967)

$P = 0.5 = 50\%$ $p =$ estimation proportion

$Q = 1 - p = 0.5$ $Q = 1 - p$

$e = 0.05 = 5\%$ $e =$ margin of error

$Z = 95 = 1.96$ $Z =$ area of confidence level

$n = N / (1 + N(e^2))$

$n = 240 / (1 + 240(0.05)^2) = n = 240 / 1.6 = 150$

3.6 Sampling Technique

In order to determine the sample size of the study, the researcher used non- probability sampling approach for the customer population under study, particularly convenient sampling technique. The sample respondents were selected based on non- probability sample approach for the customer population under study, particularly convenient sampling technique .

3.7 Data sources

The researchers used two types of data source. These are primary and secondary sources. Primary sources include questionnaires, interview, and other related sources

and secondary source includes magazines, books, and internet and other relevant documents.

3.8 Types of Data Collection instrument

To achieve the objective of the study, the primary data was collected from customers using questionnaires and from the marketing manager of the company by interview and secondary data was collected from books and company's documentations. To accomplish the objectives of the research fruitfully primary data was collected via close ended and open ended questionnaires and by distributing to the customers and structured interview was undertaken with the marketing manager of the company.

3.9 Method and data Analysis

Both quantitative and qualitative data analysis techniques were used by the student researcher. Quantitative data analysis techniques used to analyse the data includes percentage, frequency and tables. Qualitative data analysis techniques was used to narrate the data gathered through interview and open end questions.

CHAPTER FOUR

4. DATA PRESENTATION, ANALYSIS AND INTERPRETATION

This chapter is, 93% (140) of them were returned but only 7% of them were not returned. From 150 questionnaires, 140 are filled and collected properly, but 10 of the questionnaires are not collected because 6 of the customer lost the questionnaire and the researcher cannot get the remain customers. The data obtained from close ended questionnaires are analysed quantitatively and presented by tabulation and percentage and the data obtained from open ended questionnaires analysed qualitatively and presented by narration and paragraphs.

4.1 General Background of the Respondents

Table. General Background of the Respondents

S/N	Items	Frequency	Percentage
1	Gender		
	A. Male	49	35
	B. Female	91	65
	Total	140	100
2	Age		
	A.18- 23 years	60	43
	B.24- 29 years	42	30
	C.30- 35 years	17	12
	D.Above 40 years	21	15
	Total	140	100%
3	Educational background		

	A. high school complete	28	20
	B.diploma	18	13
	C. BSC or BA	63	45
	D. MSC or MA	31	22
	E. PHD	0	0
	Total	140	100%
4	Marital status		
	Married	64	46
	Single	76	54
	Total	140	100%

Source :questionarie,2019

In the fig.above, the demographic information of the respondents shows that 35% of the respondents are males and 65% of them are females. Based on the data majority of the respondents are females. On the item 2 of the same table the age distribution of the respondent, 43% of them were between 18 and 23 years, 30% of them between 24 and 29, 12% of them between 30 and 35 and 15% of them are above 40 years. Based on the data majority of the respondents are found between the age of 18 and 23 years. On the third item of the table the educational background of the respondents shows that 20% of the respondents are high school complete, 13% of them are diploma graduate 45% of them are graduated by first degree and 22% of them graduated by second degree. Based on the data majority of the respondents are graduated from different higher institutions. This implies that the respondents can easily understand the ideas of the questionnaire. On the fourth item of the same table the marital status of the respondents shows that 46% of them were married and 54% of them were single. Based on the data majority of the respondents were single.

4.2 – analysis of questionnaire

Table 1. Informing the Customers about Order Performa Cycle

No		alternatives	frequency	percenta ge
1	All the customer's order performs invoice request are sent to the next cycle with the knowing of customers	Strongly agree	D. Diploma	
		Agree	44	31
		Neutral		
		Disagree	19	13
		Strongly disagree	77	56
		Total	140	100

Source: Questionnaire,2019

in fig.1 shows the extent of respondents' agreement to the statement "All the customer's order Performa invoice request are sent to the next cycle." Out of the total respondents, 44(31%) agreed, 19(13%) disagreed, the rest 77(55%) strongly disagreed. The majority of the respondents strongly disagree to the statement. This indicates that, the company does not emphasis to send the entire customer's order Performa invoice request to the next cycle.

Table 2. Transparently Processed the Customers Order

No	Item	Alternatives	Frequency	Percentage
2	The company processed the order transparently for you	Strongly agree		
		Agree		
		Neutral	18	13

		Disagree	32	23
		Strongly disagree	90	64
		Total	140	100

Source: Questionnaire, 2019

The above fig, shows, respondents level of agreement to the statement “The company processed the customer’s order transparently.” 18(13%) and 32(23%) of the total respondents chose neutral and disagree respectively, the majority i.e. the rest 90(64%) respondents strongly disagree to the statement implying the company didn’t processed the customer’s order transparently.

Table 3 The Uniqueness of the Company Order Processing Practice

NO	ITEM	alternatives	Frequency	Percentage
3	As you have seen the company orders processing is not identical for all customers	Strongly agree		
		Agree		
		Neutral	55	36
		Disagree	77	55
		Strongly disagree	8	
		total	140	100

Source: Questionnaire,2019

As it can be seen in the table above, 55(36%) chose neutral, 8(6%) strongly disagree, the majority of the respondents i.e. 77(55%) disagree to the statement “The company orders processing is not identical for all customers.” This implies the company orders processing is not identical for all customers.

Table 4. The Cost Minimization Advantage of the Transportation Service

No	Item	alternatives	Frequency	Percentage
4	The transportation service of the company considered for cost minimization for the customers	Strongly agree		
		Agree		
		Neutral	45	32
		disagree	31	22
		Strongly disagree	64	46
		total	140	100

Source: Questionnaire, 2019

fig, four shows the extent of respondents’ agreement to the statement “The transportation service of the company considered for cost minimization.” Out of the total respondents, 45(32%)chose neutral, 31(22%) disagree, the rest 64(46%) strongly disagree. The majority of the respondents strongly disagree to the statement. This indicates that, the transportation service of the company didn’t consider for cost minimization.

Table 5. The Risk Minimization Advantage of the Transportation service

No	ITEM	Alternatives	Frequency	Total
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5	As you have seen the transportation service of the company considered possibility of risk or damage	Strongly agree		
		Agree	32	23
		Neutral	38	27
		Disagree	51	37
		Strongly disagree	19	13
		Total	140	100

Source: Questionnaire,2019

The above fig, shows, respondents level of agreement to the statement “The transportation service of the company considered possibility of risk/ damage.” 32(23%) and 46(33%) of the total respondents chose agree and neutral respectively, the majority of respondents i.e. 51(37%) respondents disagree and the rest 19(13%) strongly disagree. This implies the transportation service of the company didn’t consider possibility of risk/ damage.

Table 6. Periodical Inform the Progress of the Order Processing

No	Item	Alternatives	Frequency	
6	The company gives the order progress information for the customer.	Strongly agree		
		Agree	32	23

		Neutral	38	27
		Disagree	51	37
		Strongly disagree	19	13
		Total	140	100

Source: Questionnaire,2019

As it can be seen in the fig, above, 17(12%) agree, 32(23%) disagree, 72(52%) strongly disagree to the statement “The company gives the order progress information for the customers.” The majority of the respondents strongly disagree. This implies the company didn’t give the order progress information for the customers.

Table 7. The Time Variability of the Order Cycle

No	Item	Alternatives	Frequency	
7	The company has problem on order cycle time variability	Strongly agree	73	52
		Agree	18	13
		Neutral	17	12
		Disagree	32	23
		Strongly disagree		
		Total	140	100

Source: Questionnaire,2019

As it can be seen in the fig, above, 18(13%) agree, 17(12%) neutral, 32(23%) disagree,

the majority of the respondents i.e. 73(52%) strongly agree to the statement “The company has a problem on order cycle time variability.” This implies the company didn’t have a problem on order cycle time variability.

Table 8. The Handling of Time from Order Receipt to Dispatch

No	Item	Alternatives	frequency	Percentage
8	The company properly handle the time from order receipt to dispatch from the depot	Strongly agree		
		Agree	23	16
		Neutral	32	23
		Disagree	20	14
		Strongly disagree	65	47
		Total	140	100

Source: Questionnaire,2019

fig, eight shows the extent of respondents’ agreement to the statement “The company properly handle the time from order receipt to dispatch from the depot.” Out of the total respondents, 23(16%) agree, 32(23%) chose neutral, 20(14%) disagree, the rest 65(47%) strongly disagree. The majority of the respondents strongly disagree to the statement. This indicates that, the company didn’t properly handle the time from order receipt to dispatch from the depot.

Table 9. Delivering Complete Quantities Ordered

No	Item	Alternatives	frequency	Percentage
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9	The company delivered complete to the quantity ordered	Strongly agree		
		Agree	7	5
		Neutral	25	18
		Disagree	23	16
		Strongly disagree	85	61
		Total	140	100

Source: Questionnaire,2019

The above fig, shows, respondents level of agreement to the statement “The Company delivered complete to the quantities ordered.” 7(5%) and 23(16%) of the total respondents agree and disagree respectively, the majority i.e. 85(61%) respondents strongly disagree. This implies the company didn’t deliver complete to the quantities ordered.

Table 10. Delivered exactly to the Customer’s Requested Date and Time

No	Item	Alternatives	frequency	Percentage
10	The company delivered exactly to the customers requested date and time	Strongly agree		
		Agree	51	36
		Neutral	46	33
		Disagree	43	31
		Strongly		

		disagree		
		Total	140	100

Source: Questionnaire,2019

The above fig, shows, respondents level of agreement to the statement “The company delivered exactly to the customer’s requested date and time.” 46(33%) and 43(31%) of the total respondents chose neutral and disagree respectively, the majority of respondents i.e. 51(36%) respondents agree. This implies the company didn’t deliver exactly to the customer’s requested date and time.

Table 11. Accurate and Complete Delivery Documentation

No	Item	Alternatives	frequency	Percentage
11	The company has accurate and complete delivery documentation	Strongly agree		
		Agree	17	12
		Neutral	19	13
		Disagree	32	23
		Strongly disagree	72	52
		Total	140	100

Source: Questionnaire,2019

fig.11 shows the extent of respondents’ agreement to the statement “The company has accurate and complete delivery documentation.” Out of the total respondents, 17(12%) agree, 19(13%) chose neutral, 32(23%) disagree, the rest 72(52%) strongly disagree. The majority of the respondents strongly disagree to the statement. This indicates that,

the company didn't have accurate and complete delivery documentation.

Table 12. Receiving the Customer's Comment about the Order Processing Practice

No	Item	Alternatives	frequency	Percentage
12	The company receives the customers comment about the order processing practice	Strongly agree		
		Agree	Agree	13
		Neutral	17	12
		Disagree	32	23
		Strongly disagree	73	52
		Total	140	100

Source: Questionnaire,2019

fig,12 shows the extent of respondents' agreement to the statement "The company receives the customer's comment about the order processing practice." Out of the total respondents, 18(13%) agree, 17(12%) chose neutral, 32(23%) disagree, the rest 73(52%) strongly disagree. The majority of the respondents strongly disagree to the statement.

This

indicates that, the company didn't receive the customer's comment about the order processing practice.

Table 13. The Transportation Service Efficiency for all Customers

No	Item	Alternatives	Frequency	Percentage
13	The transportation of the company is efficient for all customers	Strongly agree	72	52

		Agree	19	13
		Neutral		
		Disagree	48	35
		Strongly disagree		
		Total	140	100

Source: Questionnaire,2019

As it can be seen in the fig, above, 19(13%) agree, 49(35%) disagree, the majority of the respondents i.e. 72(52%) strongly agree to the statement “The transportation service of the company is efficient for all customers.” The transportation service of the company is efficient for all customers.

Table 14. Effectively Deliver all the Item Ordered

No	Item	Alternatives	frequency	Percentage
14	The company is effectively deliver all the item ordered	Strongly agree	85	61
		Agree	7	5
		Neutral	25	18
		Disagree	23	16
		Strongly disagree		
		Total	140	100

Source: Questionnaire,2019

Fig, 14 of the previous page shows respondents level of agreement to the statement

“The

company is effectively deliver all the item ordered.” 7(5%) and 23(16%) of the total respondents agree and disagree respectively, the majority i.e. 85(61%) respondents strongly agree the rest 25(18%) chose neutral. This implies the company is effectively deliver all the item ordered.

Table 15. The Company Cars Exposing the Product to the Pollution

No	Item	Alternatives	frequency	Percentage
15	The company cars are not exposed the product to the physical damage	Strongly agree	85	61
		Agree		
		Neutral	25	18
		Disagree	30	21
		Strongly disagree		
		Total	140	100

fig, 15 of the previous page shows respondents level of agreement to the statement

“The

company cars are not exposed the product to the physical damage.” 7(5%) and 30(21%) of the total respondents agree and disagree respectively, the majority i.e. 85(61%) respondents strongly agree the rest 25(18%) chose neutral. This implies the company cars are not exposed the product to the physical damage.

4.3 Analysis of the Interview

The physical distribution of the company being with a customer order Performance invoice is requested, Performance invoice is sent, If accepted order is placed, Items out

-of stock are back ordered, multiple invoices prepared and dispatched to various departments, Items be shipped accompanied by shipping and billing documents. The company and customer benefits when these steps performed quickly and accurately. The distribution process is activated by a customer order. Inventory management practice of the company performs plausibility tests, such as

: 1. Test for correct item identification. If this is a number, it can contain control digits. This will avoid recording errors such as reversed digits or data entry.

2. Test for correct quantity. The transaction quantity (receipt or issue) is below a particular amount. This limit quantity either be defined manually or adjusted continually in dependency upon the average inventory movement (receipts or issues). In doubtful cases, a computer-aided system can request explicit double entry of quantities. With material goods, bar codes can collect item identification. However, if the transaction quantity deviates from the planned quantity, it must be registered manually. This contrasts with product sales in the warehouse, where each issue represents exactly one unit quantity, making quantity recording unnecessary. In order to avoid recording long lists of components for a production order (picking lists), recording is required only for deviations from the picking list. The other positions are booked automatically by using the allocated quantity as the issued quantity as receipt to dispatch from the depot but there don't have a mechanism to use it for the crosschecking the efficiency that the time taken for each order cycle. The company gives the transportation service for both customers. The service given to the customers both retailers and wholesalers which are found in Addis Ababa but for the regional customers this service provided for the wholesalers only. The company used the outcome of the marketing researches that shows the market demand of the product to decide the distribution channel. The company has delivery documentation mechanism but it is not believed that it is accurate and complete. The company orders processing is not identical for all customers. It is exercised by considering the availability, customer's loyalty and the payment system. The company gives the order progress information for the customers by the relation section personnel's any time but the customer's request is required to do this.

CHAPTER FIVE
SUMMARY, CONCLUSION AND RECOMMENDATION

This chapter of the study envisages the summary of the major findings, conclusions and recommendations. The major findings of the analysed data is summarized based on the conclusion is given and finally for the problems that are shown on the conclusion part about the physical distribution practice of wow spring water company the necessary recommendations are given in order to improve the their performance.

5.1 SUMMARY

- On the table one the demographic information of the respondents shows that 35% of the respondents are male and 65% of them are female. The age distribution shows that all of the respondents are found between the age of 18 and 40 years. The educational background of the respondents indicates that majority 58% of them are graduated from different higher institutions. The marital status of the respondents shows that 46% of them are married and 54% of them are single.
- The majority 96(68%) of the respondents strongly disagree to the statement all the customer's order Performance invoice request are sent to the next cycle.
- The majority i.e. 90(64%) respondents strongly disagree to the statement the company processed the customer's order transparently.
- The majority 77(55%) of the respondents disagree to the statement the company orders processing is not identical for all customers.
- The majority 95(69%) of the respondents didn't agree to the statement the transportation service of the company considered for cost minimization.
- As the majority 51(37%) respondents the transportation service of the company didn't considered possibility of risk/ damage.
- The majority 72(52%) of the respondents strongly disagree to the statement the company gives the order progress information for the customers.
- The majority of the respondents i.e. 73(52%) strongly agree to the statement the company has a problem on order cycle time variability.
- The majority 85(61%) of the respondents strongly disagree to the statement the company properly handle the time from order receipt to dispatch from the depot.
- The majority i.e. 85(61%) respondents strongly disagree for the statement the Company delivered complete to the quantities ordered.

- The majority of respondents i.e. 51(36%) respondents agree the company delivered exactly to the customers requested date and time.
- The majority (75%) of the respondents didn't agree to the statement the company has accurate and complete delivery documentation.
- The majority (75%) of the respondents disagree to the statement the company receives the customer's comment about the order processing practice.
- The majority of the respondents i.e. 72(52%) strongly agree to the statement the transportation service of the company is efficient for all customers.
- The majority i.e. 85(61%) respondents strongly agree for the company is effectively deliver all the item ordered.
- The majority i.e. 85(61%) respondents strongly agree for the company cars are no exposed the product to the pollution.
- Inventory management practice of the company performs plausibility tests, such as:
 - Test for correct item identification. If this is a number, it can contain control digits. This will avoid recording errors such as reversed digits or data entry.
 - Test for correct quantity. The transaction quantity (receipt or issue) is below a particular amount. This limit quantity either be defined manually or adjusted continually in dependency upon the average inventory movement (receipts or issues). In doubtful cases, a computer-aided system can request explicit double entry of quantities.
 - With material goods, bar codes can collect item identification. However, if the transaction quantity deviates from the planned quantity, it must be registered manually. This contrasts with product sales in the warehouse, where each issue represents exactly one unit quantity, making quantity recording unnecessary. In order to avoid recording long lists of components for a production order (picking lists), recording is required only for deviations from the picking list. The other positions are booked automatically by using the allocated quantity as the issued quantity as soon as the picking list is designated as issued
- The company handle the time from order receipt to dispatch from the depot but there don't have a mechanism to use it for the crosschecking the efficiency that the time taken for each order cycle.

- The company gives the transportation service for both customers. The service given to the customers both retailers and wholesalers which are found in Addis Ababa but for the regional customers this service provided for the wholesalers only.
- The company used the outcome of the marketing researches that shows the market demand of the product to decide the distribution channel. The company has delivery documentation mechanism but it is not believed that it is accurate and complete.
- The company orders processing is not identical for all customers. It is exercised by considering the availability, customer's loyalty and the payment system. The company gives the order progress information for the customers by the by the customer relation section personnel's any time but the customer's request is required to do this.

5.2 Conclusion

- All the customer's order Performance invoice request are not sent to the next cycle.
- The company is not processed the customer's order transparently as well as there were not a mechanism to give the order progress information for the customers and it is not identical for all customers.
- The transportation service of the company didn't considered for cost minimization and it didn't considered possibility of risk/ damage.
- The company has a problem on order cycle time variability and the times from order receipt to dispatch from the depot were not properly handling.
- The Company didn't delivering complete to the quantities ordered and exactly to the customers requested date and time.
- The company didn't have accurate and complete delivery documentation in order to improve the problem it didn't receive the customer's comment about the order processing practice.
- Although the company cars are not exposed the product to the pollution, the transportation service of the company is efficient and effective on delivering the entire item ordered for all customers.
- Inventory management practice of the company performs plausibility tests, such as:
 - ❖ Test for correct item identification. If this is a number, it can contain control digits. This will avoid recording errors such as reversed digits or data entry.

❖ Test for correct quantity. The transaction quantity (receipt or issue) is below a particular amount. This limit quantity either be defined manually or adjusted continually in dependency upon the average inventory movement (receipts or issues). In doubtful cases, a computer-aided system can request explicit double entry of quantities.

➤ With material goods, bar codes can collect item identification. However, if the transaction quantity deviates from the planned quantity, it is registered manually. This contrasts with product sales in the warehouse, where each issue represents exactly one unit quantity, making quantity recording unnecessary. In order to avoid recording long lists of components for a production order (picking lists), recording is required only for deviations from the picking list. The other positions are booked automatically by using the allocated quantity as the issued quantity as soon as the picking list is designated as issued

➤ The company handle the time from order receipt to dispatch from the depot but there don't have a mechanism to use it for the cross checking the efficiency that the time taken for each order cycle.

➤ The company gives the transportation service for both customers. The service given to the customers both retailers and wholesalers which are found in Addis Ababa but for the regional customers this service provided for the wholesalers only.

➤ The company used the outcome of the marketing researches that shows the market demand of the product to decide the distribution channel

5.3 Recommendation

➤ The Company should process the customer's order transparently as well as there should be a mechanism by their public relation department to give the order progress information for the customers and it should identical for all customers.

➤ The transportation service of the company should consider for cost minimization and it should consider possibility of risk/ damage.

➤ The company should not have order cycle time variability and the times

from order receipt to dispatch from the depot should be properly handling.

➤ The Company should deliver complete to the quantities ordered and exactly to the customers requested date and time.

➤ The company should have accurate and complete delivery documentation in order to improve the problem it should receive the customer's comment about the order processing practice.

➤ The transportation service of the company should be efficient and effective with amount that the customers need on delivering the entire item ordered for all customers.

➤ The company orders processing should be identical for all customers. The company should give the order progress information for the customers by the customer relation section personnel's any time.

➤ The physical distribution of the company should be with a customer order Performance invoice is requested, Performance invoice is sent, If accepted order is placed, Items out-of stock are back ordered, multiple invoices prepared and dispatched to various departments, Items be shipped accompanied by shipping and billing documents. The company and customer benefits when these steps performed quickly and accurately. The distribution process is activated by a customer order.

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APPENDIX

Wolkite University

College Of Business and Economics

Department of Marketing Management

Questionnaire to be filled by customers of WOWSPRING WATER Company

The purpose of this questionnaire is to collect primary data for conducting a study on the topic,

"Physical Distribution Practice in the wow spring water company " as partial fulfilment to the completion of the BA Degree with Marketing Management at Wolkite University. In this regard I kindly request you to provide me reliable information that is to the best of your knowledge so that the findings from the study will meet the intended purpose. I strongly assure you of confidential treatment of your answers and will like to extend my deep-heart thanks in advance for being a volunteer to devote your valuable time in filling this form.

Directions

- _ No need to write your name
- _ Answer by making a √ mark, by circling or in writing wherever appropriate
- _ In case you have ambiguities on any of the questions, please do not hesitate to contact me through my mobile number shown above.

I. General Characteristics of the Respondents

1. Personal information	Gender	Male	Female			
Age	18-23	24-29	30-35	36-41	42-46	Above 47

2. Educational back ground 12thCompleted \ Certificate Diploma 1st Degree
 Master and above

3. For how long have you being customer of the company Less than 1year 1-2year
 3-4year above 4 years

4. Marital status married single

II. Questions Directly Related to the Study please put the on the space, if you are strongly disagree tick 5 if you are if you are disagree put on 4 if you are neutral 3 for agree 2 and strongly agree tick on 1

N u m b e r o f q u e s t i o n	1	2	3	4	5
1, all the customers order performance invoice request are sent to the next cycle					
2, the company processed the customers order transparently					
3, the company orders processing is not identical for all customers					
4, the transportation service of the company consider for cost minimization					
5, the transportation service of the company consider possibility of risk					
6, the company gives the order progress information for the customers					
7 t h e c o m p a n y h a s p r o b l e m o n o r d e r					

8, the company properly handle the time from order receipt to dispath from the dispot					
9, the company delivercomplet to the quantities order					
10, the company deliver exactly to the customers request date and time					
11, the company has accurate and complete delivery documentation					
12, the company receives the customer comment about the order processing practice					
13, the transportation service of the company is efficient for all customers					
14, the company is effectively delivery all the item order					
15 the company cars are not expose the product to the pollution					

Checklists for the Marketing manager of wow spring water company

How does the order processing practice of the company?

How does the inventory management practice of the company?

How effective the marketing department of the company on the materials handling?

To what extent the company properly handle the time from order receipt to dispatch from the depot?

How does the transportation service of the company

What are the criteria that the company used for the distribution channel decision?

How does the company on the having accurate and complete delivery documentation?

Does the company orders processing identical for all customers? What are the criteria to do this?

How the company does give the order progress information for the customers