

**Effectiveness of Company owned against Wholesalers’  
Distribution Network: An Analysis of Soft-drinks Industry in  
Pakistan**

**Impact of Distribution Channel on Satisfaction: A Case Study  
of Coca Cola Pakistan**

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Enrollment No. 01-120112-010

A thesis presented to Bahria University, Islamabad in partial fulfillment of the requirements for the Degree of Masters of Business Administration



## **ACKNOWLEDGEMENTS**

First of all I would like to thank Allah without whose consent nothing can come about.

I would like to thank Sir M. Naveed and all other mentors who have helped and supported and supervised me.

I would also like to thank all the respondents who spared their valuable time to fill out the questionnaires.

## **DEDICATION**

*This thesis is dedicated to my parents.*

*For their endless love, support and encouragement*

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## ABSTRACTS

Distribution channel is considered as the major and most important requirement for all types of products. The effectiveness of distribution channels have been extensively measured in previous literature. In literature, it was found that distribution channel has significant on satisfaction of retailers and customers. The purpose of this study is to explore the commonly used distribution channel in manufacturing companies. The study also determines the effectiveness of company owned distribution network in comparison to wholesaler's network. For this purpose, the international company, Coca Cola has been selected as sample of study. The present study used an adopted structured questionnaire to gather the data from the respondents. The data analyzed by using the advance econometric technique. The SPSS 20 is used to conduct the analysis of data. The results of study reveal that there is effective distribution channel in Coca Cola Company. The findings also identified the best suitable distribution channel for FMCGs. The study also documented that company owned distribution network has significant positive impact on consumer's satisfaction. The findings also support the results of previous researchers. The study also suggests some policy implications for FMCG companies to attract more market share.

**Keywords:** Pakistan, Coca Cola, SPSS, Distribution Channel