



International Distribution Institute

**The role of business
consultants in deciding the
appropriate strategy for getting
and keeping control at the
retail level**



International Distribution Institute

John H Pratt, Hamilton Pratt

Warwick, United Kingdom

Raffaella Còndina, Còndina & Associati

Milan, Italy

Farrah Rose , The Franchise Centre

York, United Kingdom

Andrea Maria Meschia, 3io s.r.l

Milan, Italy



- What are the various distribution channels?



- How do you, as business consultants, approach projects?



- What are the important areas of control?



- Does control change for different goods or services or markets?



- In terms of control, are there particular challenges for each structure used in retail distribution?