

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



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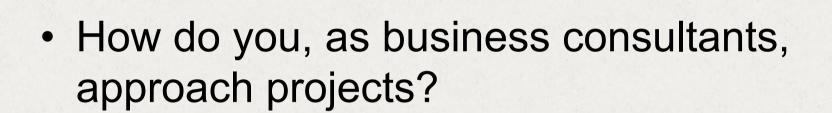
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What are the various distribution channels?







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?