

EXECUTIVE SUMMARY

The report focuses on the “**Marketing Research on Distribution System**, with special reference to **William Goodacre & Sons**”. William Goodacre is one of the key businesses operating in the coir industry and know to be one of the best retail & wholesale company. They mainly focus on producing various types of mats and other products derived mainly from coir. The primary objective of the study is to conduct marketing research on distribution system, with special reference to William Goodacre & Sons.

The project was accepted to be carried out at William Goodacre under the supervision of the branch manager at VCSB Road, Allepey, 688012. The main objective behind this research was to study about the distribution system of the business and how it is influenced by various key marketing factors. The study used primary data as well as supported by secondary research using literature review. Graphical analysis was conducted with the primary data and also statistical analysis of ANOVA method used.

The study gives an overview about how the distribution system functions and the main factors that influenced them. The study concluded by emphasizing on the finding that William Goodacre & Sons has successfully carried out the policy of distribution. They have managed the distribution channel very well in such a way that the dealers and customers are highly satisfied with the distribution policy of the company.