



CHANNEL conflict in the MULTI CHANNEL DISTRIBUTION system OF SAMEER AGRICULTURE & LIVESTOCK (u) LTD

ABSTRACT

The purpose of this study was to examine the channel conflict in the multi channel distribution system in Sameer Agriculture & Live Stock Ltd (SALL). The study was guided by the following research objectives; to examine the types of channel conflict in Sameer Agriculture & Live Stock Ltd distribution system; to identify the causes of channel conflict in Sameer Agriculture & Live Stock Ltd distribution system and to propose the strategies for managing channel conflict in Sameer Agriculture & Live Stock Ltd distribution system.

A sample of 120 respondents was selected from the different channel members that included Sales Representatives, Agents, Whole Sellers and Distributors around Kampala district using simple random sampling among the four channel members. A cross sectional research design was adopted which involved descriptive and quantitative approaches. Findings revealed that Sameer Agriculture & Live Stock Ltd experienced channel conflict in its distribution with horizontal, vertical and multi channel conflicts all prevalent in the company.

The major causes of the channel conflicts established included; territory invasion by other channel members, price differentiations within the same market territories, intense competition from other channel members, lack of clear and timely information and lack of support from the company. The study recommends the following strategies for managing channel conflict in

Sameer Agriculture & Live Stock Ltd; communicating effectively with various channel members, clearly designing and defining roles of different channel members and demarcate their territories, carry out regular checks to monitor the conduct and behaviors of channel members, establish mutually agreeable and aligned business goals and offer trainings to their channel members among others.