



Agricultural Journals

AGRICULTURAL

Zeměděls

home **page** about **us** c

us

Table of Contents

IN PRESS

**AGRICECON
2014**

**AGRICECON
2013**

**AGRICECON
2012**

**AGRICECON
2011**

**AGRICECON
2010**

**AGRICECON
2009**

**AGRICECON
2008**

**AGRICECON
2007**

AGRICECON

2006
AGRICECON
2005

AGRICECON
2004

AGRICECON
2003

AGRICECON
2002

AGRICECON
Home

Editorial
Board

For Authors

- **Authors Declaration**
- **Instruction to Authors**
- **Guide for Authors**
- **Copyright Statement**
- **Submission**

For
Reviewers

Guides for

· Reviewers
Login

Subscription

Agric. Econ. Czech

M. Zábaj

Choosing the distribution cha for meat produc

Agric. Econ. – Czech, 48 (2
331

In the paper, the author deals with the problem of choosing the distribution channel and offers the use of methods which should contribute to the final distribution process decision of a firm pursuing production and sale of fresh and smoked goods. It is directed at the direct estimate approach, weighted summing approach and distribution

approach. The last two methods quantify the decision criteria. The weighted factor summing the weights are assigned to the decision factors and at the same time each channel alternative is ranked according to its overall weighted factor score which is the basis of setting the order of distribution variants. Distribution analysis made for specific sites proves higher effectiveness of distribution through the own unit than with sale by intermediary (concretely by 350,533 CZK), a single numerical result can be used as the only evaluating indicator necessary to consider the other alternatives which would increase the overall final decision.

Keywords:

calculation, criterion, cost, sale, distribution, distribution character, intermediary

[[fulltext](#)]

XHTML1.1 VALID

CSS VALID