

SUMMARY

The Subject Matter of the Graduation Thesis: The Formation and Improvement of the Distribution System of Brewing Products at the Public Limited Company «SAN InBev».

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The Supervisor of the Graduation Thesis: the Doctor of Economic Sciences, Professor of the Department of Economics, Management and Finance Y.R. Tumanyan.

The Information about the Contracting Authority: «SAN InBev» Plc.

The Topicality of the Research: The effective functioning of the company involves building such a distribution system that corresponds to the constantly changing environment and takes into account the specifics of the modern market. The diversity of connections and relationships between market players – buyers and sellers – can be viewed as a single chain of the variety of distribution channels, that is, those real ways along which the flow of goods and services goes in the direction from producers to consumers.

Objectives of the Research: are to work out some theoretical and methodical principles and practical recommendations to form an efficient distribution system of the brewing products.

The Tasks of the Research:

- to study the concept, content and specific features of the distribution system at a modern enterprise;
- to analyze the management of the product distribution system at a modern enterprise;
- to reveal and analyze the methods of influencing the effectiveness of the distribution system at modern enterprises;

- to indicate the prospects of development of the brewing industry in the Russian federation;
- to carry out the analysis of the distribution system at «SAN InBev» plc.;
- to work out recommendations to improve the distribution system of brewing products at «SAN InBev» plc.

The Theoretical Significance of the Research lies in the enlargement of the scientific notions about the formation of the product distribution system, its components and the place in the modern enterprise management. **The practical significance** is in the fact that the research carried out and the obtained methodical workings out the main provisions of which are set out in the graduation thesis, are brought to the level that allows to use them in the practical activity of brewing industry enterprises.

The Findings of the Research: In order to operate successfully under the present conditions and to solve the tasks given, it is no longer enough for businesses just to manufacture products in the fullest extent possible, fulfilling all the plans; it is important to market these products successfully. In this connection, the increase of the distribution effectiveness of products on commodity markets as an essential element of the turnover process has become a prerequisite for the further development of the enterprise. In the competitive environment, only those enterprises survive, which are able to offer to the market the products that best meet the needs of the end user, as well as provide competent promotion, distribution and marketing.

Recommendations:

- we propose to modify the distribution system of brewing products which will allow a more efficient formation of business relations with the buyers, the reduction of the size of the trade allowances when passing goods-producing channels, and eventually, the increase in the distribution of beer in the retail network in the system of individual and mass service;

- we propose to change the organizational structure of the distribution management adapting it to the current realities.