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College of Accountancy, Business, Economics and International Hospitality Management

MKT 309 – INTERNATIONAL MARKETING
Chapter 15
International Marketing Channel

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21-88115

1. Discuss the ways Japanese manufacturers control the distribution process from manufacturer to retailer.

Answer: Allow me to answer the following based on my understanding of the textbooks and the discussions with Doc Abacan.

Japanese manufacturers exert a high degree of control over the distribution process through several key practices:

- Manufacturers rely on a dense network of specialized middlemen. The Japanese distribution system is dominated by many small wholesalers and retailers, with consumer goods often passing through three or four intermediaries before reaching the consumer. This multi-layered structure allows manufacturers to closely manage and coordinate the flow of their products through the channel.
- Manufacturers establish strong economic ties and dependencies with wholesalers. Wholesalers act as agent middlemen, extending the manufacturer's control down to the retail level. Wholesalers provide a range of critical services like financing, physical distribution, inventory management, and promotion on behalf of the manufacturers. This creates a high level of interdependence and loyalty between manufacturers and their wholesale partners.
- The distribution system is also shaped by a unique Japanese business philosophy that emphasizes long-term relationships, harmony, and loyalty between channel members. This relational orientation makes it difficult for manufacturers to easily switch between distributors and retailers, further reinforcing their control.
- Japanese laws have historically protected small retailers and restricted the growth of larger retail formats. This regulatory environment has preserved the traditional multi-tiered distribution structure favored by manufacturers. While these laws are evolving, they have long served as a barrier to disruptive changes that could undermine manufacturer control.

In summary, Japanese manufacturers leverage a dense network of specialized middlemen, strong economic ties with wholesalers, a relational business culture, and protective regulations to maintain a high degree of command over the distribution process from end to end. This allows them to closely manage the flow of their products to consumers.

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B Lingard



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The Public General Acts ... and the Church Assembly Measures Great Britain, 1964 *Ensuring compliance with International Humanitarian Law. The EU, France, and Spain* Steible, Bettina, 2020-08-24 Seg n los t rminos del Art culo 1 Com n a los cuatro Convenios de Ginebra de 1949 los Estados partes quedan sujetos a una obligaci n de respetar y de hacer respetar el Derecho Internacional Humanitario DIH En este libro se analiza si la Uni n Europea UE y dos de sus Estados Miembros Francia y Espa a ejecutan su obligaci n de hacer respetar el DIH Concretamente se trata de analizar c mo dos corpus jur dicos originalmente indiferentes el uno del otro el DIH y el Derecho de la Uni n llegaron a converger y entrelazarse Se sostiene que la aplicaci n del DIH ha de ser analizada desde una perspectiva multinivel Mientras el DIH depende de los Estados para asegurar su efectividad el proceso de integraci n europea obliga a aadir el nivel supranacional la UE Esta configuraci n genera un c rculo virtuoso de cumplimiento del DIH seg n el cual la autoridad jur dica del Art culo 1 Com n queda reforzada lo cual conlleva una mejor implementaci n del DIH Asimismo la UE proyecta sus valores en la escena internacional y se ve reforzada en su calidad de l der en materia de derechos humanos Adem s la UE constituye un nivel adicional tanto de garant a como de actuaci n para sus Estados Miembros que la usan para dar efecto a sus obligaciones derivadas del DIH Se sostiene pues que la UE se ha establecido como un actor esencial del DIH en la escena internacional La UE un autoproclamado l der en materia de derechos humanos y sus Estados Miembros no solamente quedan vinculados por el Art culo 1 Com n sino que han aceptado de ejecutar su mandato de manera efectiva en la escena internacional *Monthly Catalog of United States Government Publications* ,1996-07 **Catalogue of the Public Documents of the ... Congress and of All Departments of the Government of the United States for the Period from ... to ... ,** **Monthly Catalogue, United States Public Documents** ,1993-12 **Interstate Commerce Acts Annotated** United States. Interstate Commerce Commission, 1951 *Professional Journal of the United States Army* ,1984 **General Reports of the XIXth Congress of the International Academy of Comparative Law Rapports G n raux du XIX è me Congr è s de l'Acad é mie Internationale de Droit Compar é** Martin Schauer, Bea Verschraegen, 2017-06-01 This book deals with convergences of legal doctrine despite jurisdictional cultural and political barriers and of divergences due to such barriers examining topics that are of vital importance to contemporary legal scholars Written by leading scholars from more than twenty countries its thirty two chapters present a comparative analysis of cutting edge legal topics of the 21st century While each of the countries covered stands alone as a sovereign state in a technologically advanced world their disparate systems nonetheless show comparable strategies in dealing with complex legal issues The book is a critical addition to the library of any scholar hoping to keep abreast of the major trends in contemporary law It covers a vast area of topics that are dealt with from a comparative point of view and represents the current state of law in each area **The Budget of the United States Government** United States, 1934 *Nuclear Science Abstracts* ,1947 *Military Review* ,1984 **International Law**

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