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Abstract

Technological growth and development over the last years have changed the field of mobile phone industry greatly. This fierce competition to achieve market share has lead into high concentration on management of distribution channels, and emphasis on the relationships between the channel members.

The purpose of this study is to examine the distribution channel management of mobile phones in Russian context. The main research problem *what are the possibilities to improve and develop case company's distribution channel management in Russia* was studied with the help of the following sub problems:

- *What is the field of the mobile phone retail landscape like in Russia?*
- *How is the current channel management organized?*

The research problems were examined through theoretical framework, which consists of theories for example in channel strategy and distribution channel management together with key account management, concentrating especially on the management of high technology products and relationship management. The qualitative study was conducted as a case study of global manufacturer of mobile phones. The empirical data included both primary and secondary data. The primary data consisted of seven theme interviews, and secondary data included interviews made by market research company, internal material from the case company, and public data.

The empirical results suggest that though the different aspects of distribution channel management of the case company are in progress and developing, there are several challenges in the Russian retail environment. The unbalanced mobile phone penetration and low brand loyalty in the regions creates challenging environment for the case company According to the study, the growing power of retailers in the distribution channels also sets challenges to develop relationship further.

Key words	Distribution channel, relationship management, retail, mobile phones, Russia
Further information	