

# Aramex distribution strategy

[Business](#), [Marketing](#)



**ARAMEX DISTRIBUTION STRATEGY Distribution Objectives** In conformity with the fact that most of the business service delivery of Aramex is based on online protocols, the company has introduced several distribution channels that deal with customers directly through an online system<sup>1</sup>. Commonly known as the computerized distribution system (CDS), the objective of the system has been to reach as many internet users as possible<sup>2</sup>. For this reason, a new dimension has also been introduced to the system whereby the use of new media and particularly the social media have been adapted with an objective of bringing the services of the computer to the doorstep of each and every existing and potential customer.

#### Degree of market exposure

There are two major factors that make the degree of market exposure required by Aramex very high. The first of these has to do with the fact that the company operates in a modern globalised market where there is so much competition within the logistics and transportation sectors<sup>3</sup>. Again, there exist limited users of the services that the company offers.

Consequently, the company has positioned itself in a manner that ensures that it exposes itself to as many clients as possible. The strategy behind the market exposure has been one that targets globally recognized exporters and their affiliates<sup>4</sup>. With such a selective distribution strategy, the company's investments on marketing always get to the right target and thus bring about the needed returns.

#### Distribution channel

Aramex practices a comprehensive distribution channel with so much emphasis on reaching the right people. The main guiding principle to the

channel is the fact that the company revolves the distribution channel on an online system whereby distributors, wholesalers, retailers and direct end-users are reached through an online mechanism. Commonly, the over 700 wholesalers of the company get their supplies by placing an electronic demand and they in turn give out their distributions to retailers via electronic commerce<sup>5</sup>. In the midst of all these, there are terrestrial transporters who operate distribution vans and work directly under the retailers. Invariably therefore, the whole channel becomes a well coordinated one that fits into an integrated marketing channel to form a common system<sup>6</sup>.

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