

# Distribution

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



DISTRIBUTION-WALMART AND MACY'S SHOPS Ordinarily, increased sales are normally determined by how the product is effectively distributed. The products are usually channeled to the business using various means. Wal-Mart Company has distributed centers across the U. S. A and the globe. It has 42 regional distribution centre or warehouse across the US and other 207 across the globe. This has been designed so as to not only to be on the competitive advantage but also help their esteemed customers get quality products at their convenient places. (Mark)

The company uses logistics distribution networks tonsure that the fleet keeps on moving. The distribution networks ensure efficient number count and accountability of the products in the firm. The customers are satisfied with the goods of high quality. The displays are made in such a way that furnitures, clothes, utensils and foods are arranged in different places. (Mark)

On the other hand, Macy's company generally deals with men, women and children'swears. It also deals with accessories, jewelry, furniture, home décor and utensils which are displayed at different places. The stock is not that much compared to Walmart. The brand name is also not well established as compared to Wal-Mart and therefore the customers have no loyalty to the shop. (Anonymous)

The two companies source their goods from Germany, Japan and China. The companies buy goods in bulk so as to take the advantage of the economies of large scale. The goods are kept in their ware house and then they are distributed to the wholesalers and theirs shops for sale in retail. The companies have fleet of vehicles to facilitate this distribution of their goods

to their destinations to save time. (Mark)

Works Cited

Anonymous. magic of macys. 2010. 2015 .

Mark, Pol. Distribution center. 2009. 2015 .