

Global logistics and distribution planning

Business



On the other hand, for the model to be successful, the business must maintain high-quality goods and services in order to create loyal customers who are likely to act as advertising agents (Waters 2003).

In case lead generational potential model is not operational, it can be combined with public relation opportunities. This model relates to the customer directly through the sales agents. This model is advantageous as it gives the company information concerning market behavior. This helps the company to produce goods and services that are of high demand in the market. As a result, the company is able to maintain its competitive level an aspect that increases its overall revenue. On the other hand, the process is expensive especially for a company that is not well established and one that lacks adequate finances to support the services. In order to succeed, I would combine the two models in order to increase the market size of the company (Waters 2003).