

Riordan manufacturing

Business, Management



Product Distribution Riordan Manufacturing Company has the responsibility to ensure that its customers receive their orders at the right and precise time. Delaying the delivery means that customers suffer inconveniences which can lead to the company losing their loyalty, reducing the sales. Huffman Trucking also wants to maximize their services to ensure that they gain from their low charges but from many clients. They therefore cannot limit their number of clients or the quantity of transported goods from other clients in order to ensure full service to Riordan. This means that there are two competing requests both from the two companies each trying to maximize their wants. Riordan Manufacturers has to think of other ways to ensure that timely delivery or customer access is kept and goods delivered to the quantity set by the company. This document outlines ways Riordan Manufacturing can distribute its products even with the Huffman Trucking on the slacking process.

The five-year contract entered with Huffman Trucking restricts Riordan Manufacturing from exiting the contract before its expiry; they therefore have to continue with them even with their delays costing them. Riordan still pressure Huffman on the delivery process in a different way. They have to set a certain limit of shipments which must be met by the Huffman Trucking in a given period. Failure to meet this limit, the company can sue Huffman or even exit the contract. This would keep Huffman on toes and ensure that they transport the goods to the required destinations in time.

Riordan can also put up on distribution retails all over United States. This will ensure customers need not purchase their goods from the main company

but can just visit the nearest retail and demand what they want. Self service can also be implemented by the company (Kotler, 2009). Customers can purchase the goods and personally come for them from the company premises. This will even save the company the expenses of having to ship the goods to the customers. Direct mailing is also another method which can be used by Riordan to ensure customers receive their goods in time. Riordan needs to acquire customers' direct addresses which will ensure access by the company. The company can also use wholesale agreements to ensure their customers are reached (Kotler, 2009). The wholesalers come for the goods from the premises and Riordan only receives the final price after the wholesalers have deducted their costs. This will reduce the time taken by the company to reach their customers.

Riordan Manufacturers have to ensure that they have other convenient means to satisfy their customers' demands even if the shipment means slows the process. Distribution choice needs to be convenient for both the customer and company (Kotler, 2009). Use of other channels will reduce the quantity of goods to be shipped through Huffman trucking and at the end the contract would not have been violated.

Reference

Kotler, Keller and Burton, (2009). Marketing Management, Pearson Education Australia:
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