

## Managing Marketing Channel Strategies in Global Markets

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### Abstract

*In today's global marketplace, the key to manufacturers' success increasingly lies in their ability to provide exceptional customer service and implement efficient distribution strategies. These elements are crucial for enhancing customer experiences, strengthening brand equity, and ultimately, driving sales and solidifying market positioning. As the retail landscape becomes more competitive and globally expansive, the integration of distribution functions with marketing mix and brand development strategies becomes imperative. This ensures the delivery of high-quality sales services and significantly enhances market performance.*

*The dynamic shifts in the global market, especially with the internationalization of retail firms and the rise of retailer-owned brands, are reshaping manufacturers' marketing channel strategies. In light of these changes, there is a pressing need for manufacturers to revisit and refine their international distribution strategies. By doing so, they can better align with the evolving dynamics of marketing channels and maintain a competitive edge in the global market. This paper delves into the strategic adjustments necessary for manufacturers to thrive in this changing landscape, offering practical recommendations for enhancing their international distribution approaches.*

**Keywords:** sales channels, distribution strategy, brands, private labels, globalisation