

# **Summary of Master's thesis: Management of distribution channels at Boral Gypsum Vietnam Co., Ltd**

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## **1. General information**

1.1. Topic: Management of distribution channels at Boral Gypsum Viet Nam Co., Ltd

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1.3. Major: Business Administration

1.4. Publishing year: 2014

1.5. Instructor: Dr. Pham Thi Lien

## **2. Research purposes and tasks**

### ***Research purposes:***

Find the solutions to improve the efficiency of the distribution channel management at Boral Gypsum Vietnam

### ***Research tasks:***

- Learn reduced profits cause, on the basis of analysis and evaluation of assessment distribution capacity, competitive environment, the state of Boral Gypsum Vietnam Co., Ltd. Then answer some questions related to the distribution channel management of Boral Gypsum Vietnam: (1) What are factors, fundamental factors affecting the distribution channels of the company in the current period? (2) What are problems in the distribution channel of Boral Gypsum Vietnam now?
- Propose the channel policies for the purpose of effectively solving the existing problems, limited in distribution channel management at Boral Gypsum Vietnam.

### **3. New contributions**

- Systemize theoretical basis of distribution channel management
- Identify some basic criteria, limitations affect distribution channel management at Boral Gypsum Vietnam.
- Giving some proposed solutions to improve the efficiency of the distribution channel management in general and in Boral Gypsum Vietnam.