

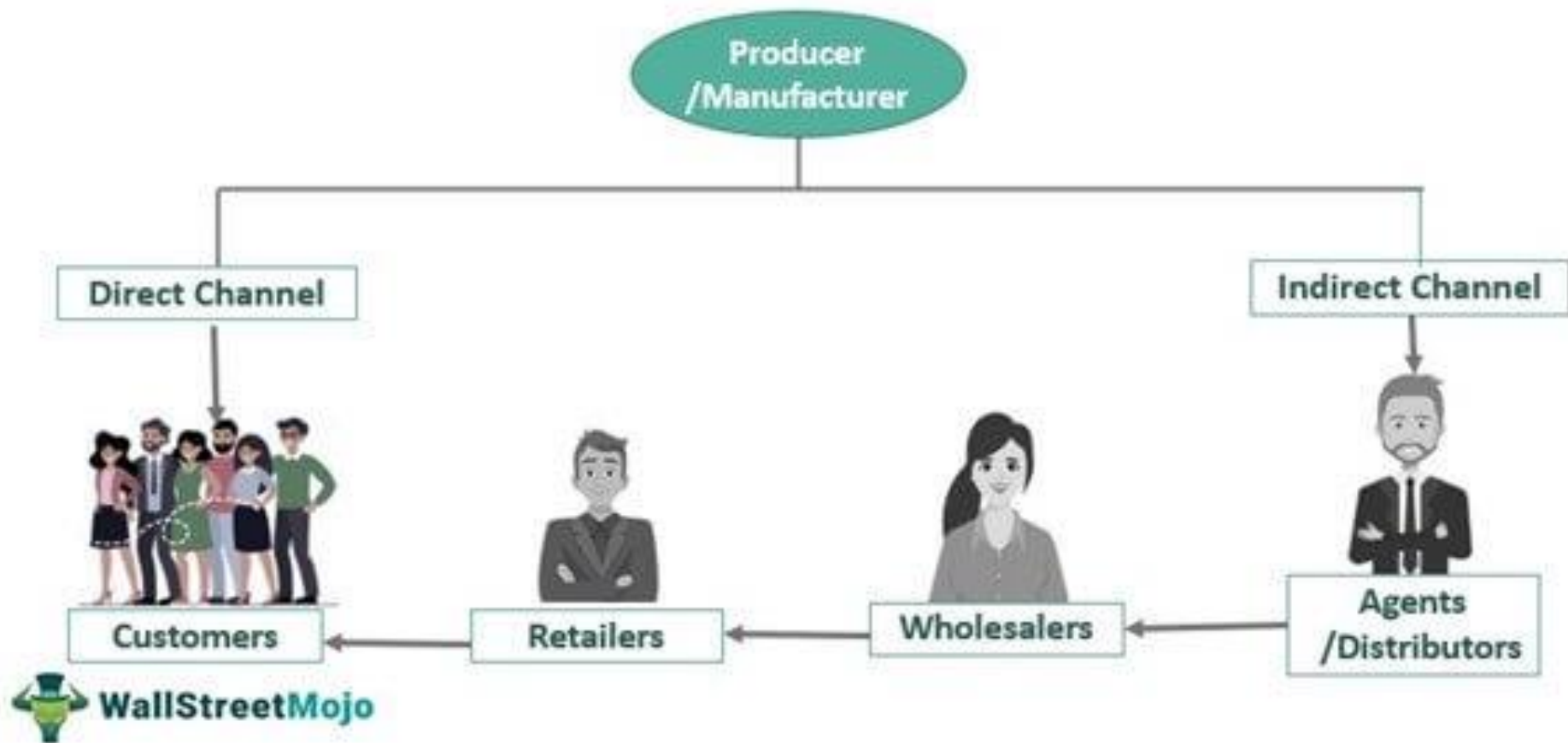


Canais de Distribuição

Prof. Dr. Claudio Barbieri da Cunha
Escola Politécnica da Universidade de São Paulo
Departamento de Engenharia de Transportes

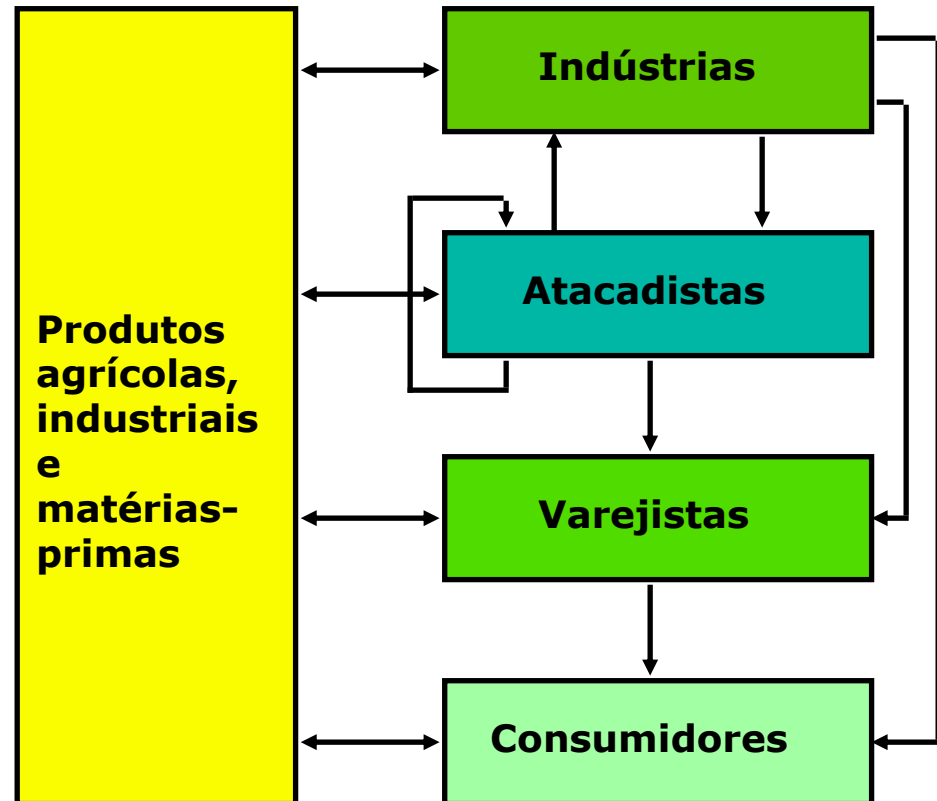
Maio de 2023

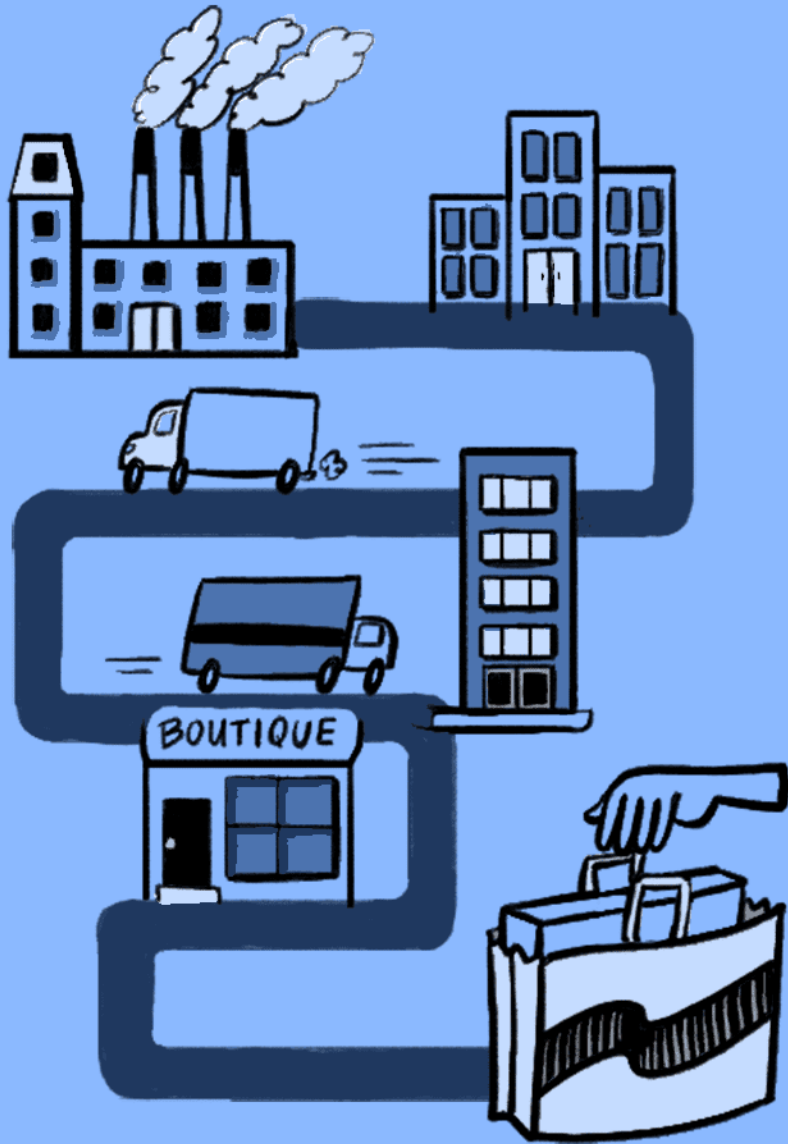
Distribution Channel



Canal de distribuição

- **Seleção e organização das instituições pelas quais a oferta de produtos se torna disponível no mercado.**



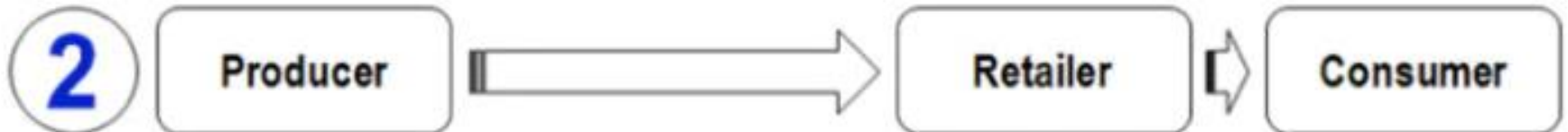


Distribution Channel

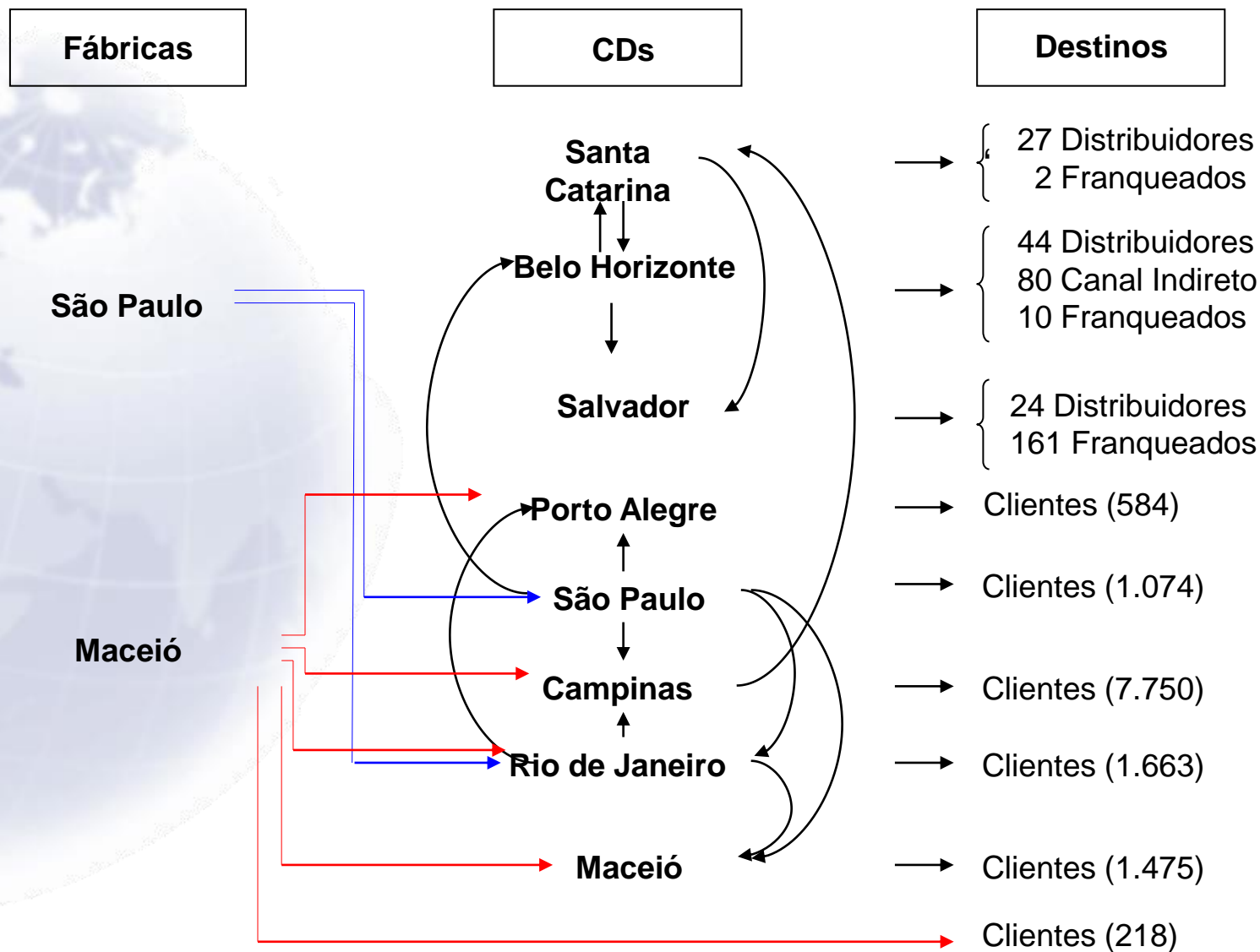
[,di-strə-'byü-shən 'cha-nəl]

A chain of businesses or intermediaries through which a good or service passes until it reaches the final buyer or the end consumer.

Canais de distribuição



Exemplos de canal de distribuição e estrutura física



Canais de distribuição

- **B2B versus B2C**
- **Diretos x indiretos**

Novo canal (venda direta)



ENTRAR

Bebidas geladas a preço de mercado na sua casa agora

 Inserir endereço para ver preço

Como funciona o Zé Delivery?



Onde você estiver

Achamos as bebidas geladinhas na sua área e levamos até você!



Só as favoritas

Você pode escolher entre cervejas, vinhos, água, energéticos, refrigerantes, salgadinhos e até gelado!



Facilita seu brinde

Suas bebidas chegam geladinhas e super rápidas, prontas para brindar!

13/03/2023 ⌚ 3 min

Zé Delivery se volta ao comércio "especialista" e fortalece marca nacionalmente

A entrega de comida, ou delivery, é aplicada na maioria dos estabelecimentos e que, mais do que consolidada, está perpetrada no cotidiano do consumidor. Por outro lado, a logística rápida e específica de bebidas passou a ter outro exemplo a ser seguido a partir da chegada do Zé Delivery.

Desenvolvido como um projeto de trainees da Ambev em 2015, a Big Tech voltada à entrega rápida — e específica — de bebidas alcançou um novo patamar a partir da pandemia da covid-19. Ficar em casa neste período gerou a demanda necessária para a empresa fixar-se no mercado.

A partir disso, o estabelecimento da proposta de valor manteve o Zé Delivery em destaque com três objetivos: entregar bebidas geladas, de forma rápida e com preço acessível.

Ambev e Beam Suntory fecham acordo de distribuição

Por Redação — Data 21 jan, 2021

A nipo-americana Beam Suntory, terceira maior fabricante mundial de destilados, atrás da inglesa Diageo e da francesa Pernod Ricard, fechou acordo com a Ambev, maior fabricante de cerveja do país, para a distribuição de seu portfólio no Brasil.

Desde a segunda metade de dezembro, a Ambev começou a vender e entregar produtos da Beam Suntory em pontos no Estados de São Paulo, Espírito Santo, Minas Gerais, Goiás, Rio Grande do Sul e região Nordeste. A Beam Suntory, por sua vez, manterá o atendimento direto aos principais clientes nacionais e regionais por meio de sua rede de distribuição. A Ambev também distribui desde o segundo semestre de 2019 os energéticos Red Bull, além de produzir e distribuir os produtos Pepsi no Brasil.

Cosméticos

- **Venda Direta (Consultoras)**



A V O N



- **Lojas e Venda Direta**

O Boticário



Sorvete Kibon



Funções de um canal

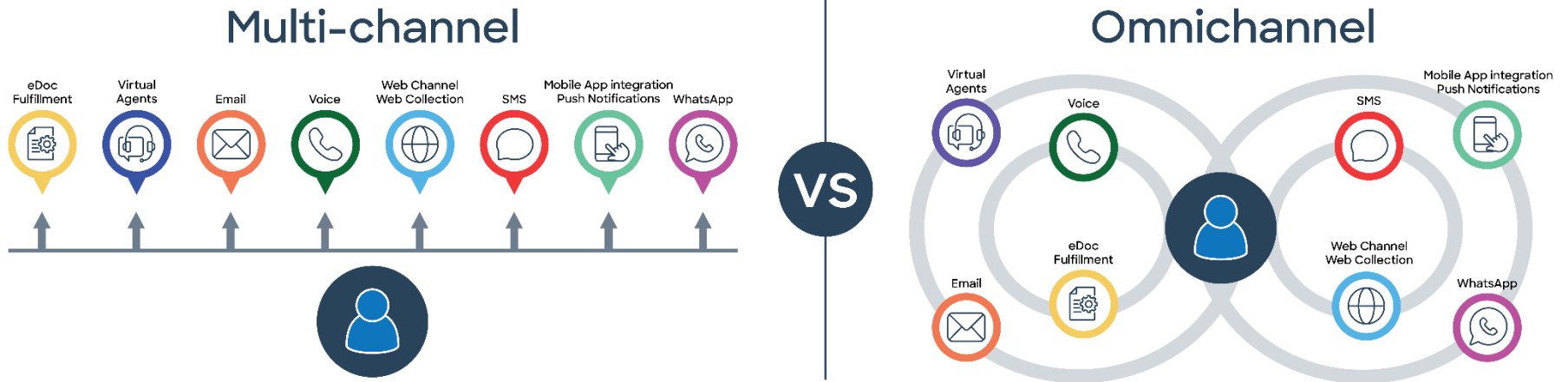
- **Promover/estimular vendas**
- **Fazer promoção/divulgação**
- **Negociar preço**
- **Cobrar/receber pagamento (cigarro)**
- **.....**

Omni-channel

- **How do you do when you need to buy a new TV?**
- **omni-channel is driven by the rise of smartphone**
- **.com x stores**
 - buy online => pick up in store;
 - view in store => buy later online
- **Most top 50 traditional retailers in the US say they are pursuing some version of an “omni-channel” strategy.**

Fonte: <http://marketingland.com/opposite-omni-channel-targets-last-mile-e-commerce-customer-service-failure-112164>

Omni-Channel



- Delivery of a **consistent brand** and **shopping experience** across channels: online, mobile or in store

Omni-channel

- Traditional retailers are supposed to be breaking down the walls between their “.com” and actual store experiences for the benefit of both: buy online, pick up in store; view in store, buy later online
- Give the customer the shopping experience he or she wants and now expects. As a practical matter, “omni-channel” is driven by the rise of mobile
- Most top 50 traditional retailers in the US say they are pursuing some version of an “omni-channel” strategy.



NEWS

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Zara is Going to Install iPads in its Changing Rooms DECEMBER 1, 2015

Is it Lights Out for Black Friday? NOVEMBER 30, 2015



Retail CEOs: e-commerce is Keeping Black Friday Alive and Well NOVEMBER 27, 2015

Why Retailers Should Embrace the 'Omnichannel' NOVEMBER 25, 2015



Why Walmart's same-day pickup strategy faces long odds NOVEMBER 2, 2015

How do Target and Walmart stack up in the e-commerce wars? MARCH 11, 2015

How Neiman Marcus is harnessing its e-commerce firepower DECEMBER 19, 2014

Zara is Going to Install iPads in its Changing Rooms

by Geoffrey Smith

@Geoffreytsmith

DECEMBER 1, 2015, 6:50 AM EST




Key points

- Zara is to install iPads in its changing rooms to help customers select the items they want
- The idea is to allow customers to scan their items on to the iPad
 - as soon as they enter the changing room, and then request different sizes or colors to be brought to them by staff if they have a change of mind.

Omni-Channel To Omni-Fail: How Target Went Wrong From Sale To Customer Service

Gap between CMO rhetoric and actual consumer experience on full display.

Free Shipping Over \$50 [See more items](#)



ProForm PRO 2000 Treadmill
TARGET. EXPECT MORE. PAY LESS.

Item condition: **New**

Quantity:

List price: ~~\$1,999.00~~

You save: \$999.01 (49% off)

Now: **US \$999.99**

[Join eBucks](#) and earn 2% back on this item. [See details](#)

Shipping: Will ship to United States. Read item description or [contact seller](#) for shipping options. | [See details](#)
Item location: Ontario, California, United States
Ship to: United States | [See details](#)

Delivery: Varies

Payments: [PayPal](#) | [See details](#)

Returns: 60 days money back, free return shipping | [See details](#)

TARGET on eBay

Shop Target on eBay

Our promise is simple: Expect More. Pay Less.® We have a mind for design, a passion for innovation, and creating an exceptional guest experience regardless of where our guests are shopping us.

[Follow this seller](#)

More... [See all](#)

TARGET

What else do you need today?



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More... See all

TARGET

What else do you need today?

- **USD 999.99 on Ebay's Target Store x USD 1299.99 on Amazon**

Target.com navigation bar featuring the Target logo, links for sign in / account, my store (Atlanta Edgewood), weekly ad, gift cards, registries, TargetLists, REDcard, and wish list app (fun for kids. easy for you.). Below the navigation bar is a search bar with a dropdown menu set to 'all' and a search button. To the right of the search bar is a shopping cart icon labeled 'your cart' with a right arrow. Below the navigation bar, a banner states 'free shipping on all orders of \$50+ view details'.

Target > sports & outdoors > exercise & fitness > treadmills

ProForm PRO 2000 Treadmill

\$1,999.00

★★★★★ (0) write a review


quantity:
- 1 +

☐ add product essentials [learn more](#)

\$99.00 Target 3-Year Service Plan (covers items \$1,000 - \$2,500)

add to cart Oversized handling fee applies

find in store not sold in stores



Not Ebay's Target

Claudio Barbieri da Cunha

Fonte: <https://marketingland.com/opposite-omni-channel-targets-last-mile-e-commerce-customer-service-failure-112164>

What happened at the delivery?

- On December 8, a delivery truck showed up at my house. The driver didn't have an assistant and complained that the treadmill was too heavy (roughly 300 pounds) for him to unload by himself. When I offered to help him, he declined and refused to take the shipment off the truck.
 - I asked him, “what am I supposed to do?” He said I would have to make another arrangement with [the shipping company](#)
- That evening I received an email claiming that I “had refused shipment” and to contact the shipper, which I did promptly.
 - I explained what had actually happened and said I still very much wanted the treadmill.

The delivery (2)

- I upgraded the shipping to inside the home, which would reportedly guarantee two people to deliver it, and rescheduled delivery for December 11 between 1 pm and 5 pm.
 - December 11 turned out to be the [date that hurricane force winds and rain were supposed to hit the SF Bay Area](#) where I live. Schools were closed and people anticipated a dangerous, major storm.
- I thought it wasn't going to be safe to be carrying 300 pounds of treadmill down two flights of slippery exterior stairs.
 - So I rescheduled delivery for December 17 between 1 pm and 5 pm. All this was verbally agreed on the phone and confirmed in email.

The delivery (3)

- Jump to December 17 at 3:15 pm local time.
Two hours into the delivery window, I called the shipping company just to make sure that things were still on track.
 - I was told that not only was the treadmill not going to be delivered, it had been sent back to the warehouse in Indiana.
- After admitting their failure, the shipper said there was nothing more they could do and told me to take it up with Target. I immediately contacted Target customer service in Minneapolis (it was about 7:30 pm Eastern).
 - After telling my story, the customer service rep. (CSR) got the shipper on the phone with the two of us to determine what happened.

The delivery (4)

- We got off the phone with the shipper and the Target CSR tried to help me. But when she discovered that I had purchased the treadmill through the Target-eBay store and not Target.com she said she couldn't do anything for me.
- She then told me I'd have to contact the Target-eBay store
- The Target-eBay CSR said that the item was no longer for sale and not available. I replied, "The one I bought is sitting in a warehouse isn't it? Can't you just send that back out." She said no, "We don't carry it anymore."