Baramichai, M.  
**Distribution network redesign: A case study of the beverage manufacturing company in Thailand**  
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**Abstract**
The product distribution is one of the most important functions that directly impact the organizational performance in term of cost and service level. This paper reports the case study from one of the leading company in Thailand to redesign its' distribution network. Being driven by marketing initiatives, the company would like to operate its' own distribution centers to instead of relying on wholesalers. In this study, the methodology for redesigning the distribution network is described in details. The distribution network redesign can help the company achieve higher customer service and reduce its' expense by $290,000 per month. © (2012) Trans Tech Publications.

**Author Keywords**
Distribution planning; Linear programming model; Optimization

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