

## Abstract

Almost all the business firms in the FMCG industry trust on consignment agents for dispersion of their merchandise. Nevertheless the challenges presented by the agents have turned into a rising fear in the FMCG sector with stock out events, handling costs, loss of sales in consignment agent business entities and deficiency of competitive advantage due to furious competition being outstanding among many agents.

The dissertation presented here determines the need to conduct a thorough research in the context of distribution for consignment agents and ways in which the subject can be prevented. The main concentration of the research was to gain an in-depth understanding of the problem domain through an extensive study of relevant literature and execution of a practical research. The research approaches adopted in this process are twofold: qualitative research and quantitative research, with the top two methods of gathering data being face to face interviews and questionnaires. The main conclusions drawn from this study evaluates the current approaches taken to resolve issues of consignment. It was identified that agents are deficient and it is necessary to revamp the distribution levels of the consignment agents through better utilization of resources. Furthermore, in preference to traditional evaluation methods an automated approach to information analysis is far more efficient and effective.

Key Words:- FMCG Industry, Consignment Agents, Distribution

