

ABSTRACT

Distribution channels are an issue that companies view as of outmost importance. Therefore, companies that have distribution channels have to recognize and plan them. This study investigated the ways and means by which MTN Rwandacell existing distribution channels were designed and managed. It also analysed how these channels could be improved in order to be used as competitive advantage in this period of competition. The results obtained in this research were based upon its objective, which acted as guiding factors during data collection. The main objective was to assess the effectiveness of distribution system of telecommunication companies in Rwanda. The study was mainly facilitated by data collection techniques, which involved the use of questionnaires and interviews. Data were collected from three categories of respondents: MTN Rwandacell distribution center staffs, MTN customers, and distributors, From the study, it was found that, MTN Rwandacell distribution channels design and management had a positive impact on the effectiveness of its objectives and goals particularly those of maintaining the leading position in telecommunication sector during this period of competition. Further findings indicated that the major factor hindering the effectiveness of MTN Rwandacell distribution channels was poor management of those channels in terms of quality assurance and selection of good distributors. The distribution channels should be designed in such a way every customer become easier for him/her to get the solution of theirs queries and informs all its distributors the way of how handling customers complaints at one point.