

**DISTRIBUTION CHANNELS AND SUPPLY CHAIN MANAGEMENT IN COCA-COLA
COMPANY IN MOGADISHU-SOMALIA**

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ABSTRACT

Distribution channel plays a key role within the context of supply chain, to ensuring that customers get their products at the right place and at the right time. This study was intended to examine the relationship between distribution channels and supply chain management with specific objectives of 1) To assess the relationship between outsourcing and supply chain management 2) To examine the relationship between distribution centers and supply chain management 3) To find out the relationship between warehousing and supply chain management. The study employed descriptive research design and researcher used structured questionnaire. A research population of 225 was identified and a sample size of 144 respondents was selected using the Slovine's formula. In selecting the respondents the researcher used the simple random sampling technique. The study found that using a bivariate Pearson linear correlation analysis that outsourcing and supply chain management of Coca-Cola Company, Mogadishu, Somalia has a weak positive relationship with R of 0.365. Distribution centers and supply chain management have also a strong positive relationship with R of 0.628. The study also found that warehousing and supply chain management of Coca-Cola company in Mogadishu Somalia, has also strong positive relationship with R of 0.756. The researcher recommended that Coca-Cola company must consider outsourcing as an important factor on their supply chain, they also take into account that distribution center plays an important role in their supply chain and the company must aware that warehousing contributes the wellbeing of their supply chain management. The study concluded and found that there is a relationship between distribution channels and supply chain management of Coca-Cola Company in Mogadishu- Somali.