

## ITC – THE KEY PREMISE FOR SUSTAINABLE EVOLUTION OF THE CONTEMPORARY COMMERCIAL DISTRIBUTION

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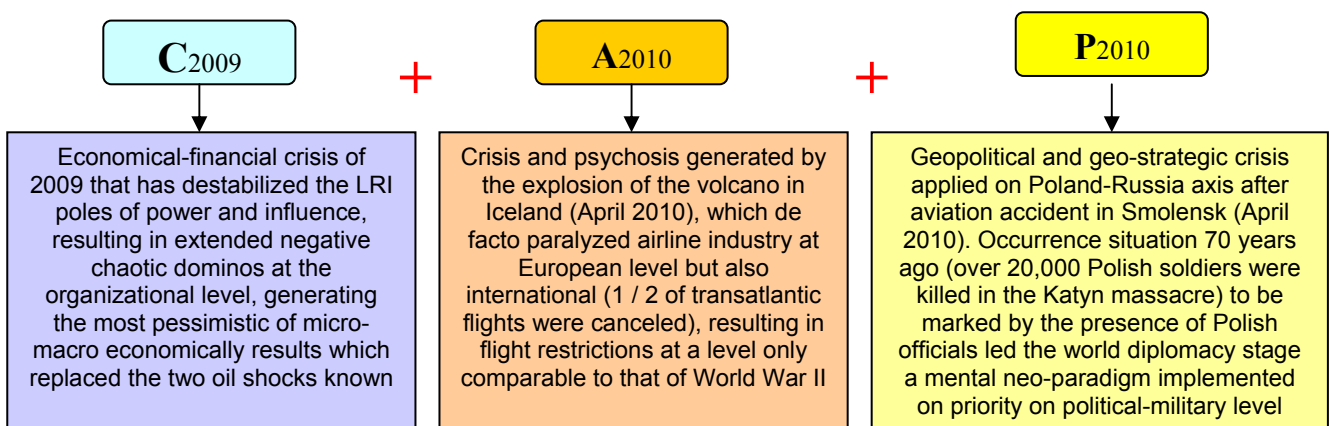
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**Key words:** ITC, distribution, globalization, sustainability

**Abstract:** In an effervescent landscape specific to crisis elements that coats practically the EFS’s contemporary profile, we find ourselves in a position to manage [12] in a new way the mechanisms, instrumentation and related distribution business mentality. This essential variable of the classical marketing mix advertising claims currently relocating to a neo-perspective found on the optimal information transfer so as to produce an association of feedback necessary to implement an efficient dosage of energy involved in upstream and downstream distribution-logistics axis. Thus, ICT is metamorphosed into an adjustable niche, driven increasingly in LRI (local-regional-international) commercial space.

### 1. INTRODUCTION

The purpose of distribution activity is essential to any organization present in the commercial circuit specific to XXI<sup>st</sup> century. That means ensuring the implementation of all desirable objectives is connected to the black-box lever by which products and/or commercial services reach their destination, respectively the final CBU (consumer-buyer-user). It follows a new direction of analysis localized in the specifically area of accounting for and / or audit of efficiency report, the NPE's (needs, preferences, expectations). Therefore, it must understand that in the world generic drawn by the brush of chaotic globalization, the commercial distribution by its turn is rethought and transposed on the LRI scene as the body's own blood circulation system [4]. In fact we want to highlight the invisible adjustable character of the commercial distribution, able to attenuate the impacts of balance, a track of CVP (product lifecycle) with optimistic forecasts downward economic boom of post-'90s period. Moreover, current economic and financial alarming slide metamorphosed in an area with multiple connotations, symbols and various crises that we certainly appreciate in the perspective of a hallucinatory mix but real enough, transposed in the equation C2009-A2010-P2010, in which case requires deciphering which is expressed as:



**Fig.1. Major EFS crises over the past two years globally**

And yet, if we refer only to the acronym that can form the initials hook these events, then we could say that a "head" or in other words a real cap was placed over the actual trade weak growth forecast that experts have released and even published for the first quarter of 2010.

## **2. METHODS AND MATERIALS**

All of these events already mentioned can not be minimized by the impact conjunction of international trade. Europe is now locked by the impossibility of overflight as a result of the incident from Iceland. Such economic and financial restraint should quickly find solutions not only short-term, able to bring concrete solutions of resumption of the extra and intra-state trade. Therefore we are able to appreciate that in such major force situations the only propeller generally valid remains positioned in the area of ICT. By this we mean that the distribution itself is actually transferred to CBU consumer sources through channels that have to justify the cost of maintaining systems and / or maintenance involved, which makes the neo-present context to become almost impossible to achieve.

If we think about the fact that in all the phases involved in upstream and / or downstream of commercial distribution it is possible the risk that the path from manufacturer to final CBU and / or intermediate to split so as the length of the distribution channel to become a real obstacle, then we have to configure, in our commercial practice, a neo-mechanism able to avoid this undesirable process.

This purpose demands a proactive organizational participation which pragmatically steps to position necessarily to a strategy followed, considering that the strategy represents a beneficial sequence of planned activities, whose objectives established for a long period must be achieved in terms of event of the firm internal and external influence factors [10].

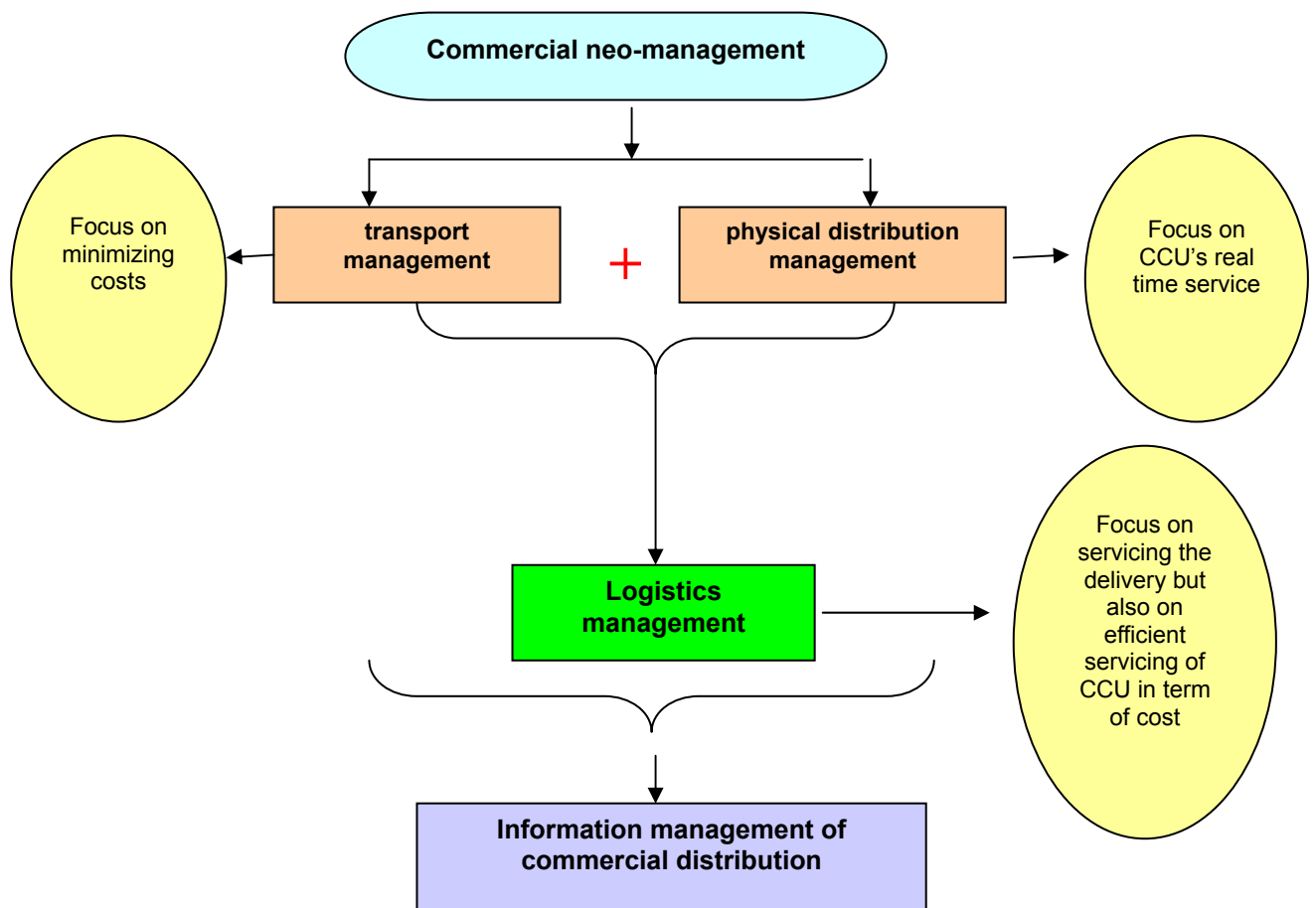
In our opinion this approach calls for sustainable piloting of all micro-macro economical ingredients concealed, in a position to provide an evolutionary direction of current commercial approaches. Such space created by shifting points of interest to the immaterial business side [1] will be favorable to the real capacity of organization, strategic-decision and / or evaluation-control, specific to the outbreaks existing active trade on the LRI contemporary scene, providing enough plausible reasons come to ensure the sustainability pursued by the specific context of trade.

By this we understand that this scenario proposed, no one can deny that globalization gathers them all organizational players in a neo-size, making it obvious the junction between the available financial and economic system and the commercial one without which the present organizational profitability would become only a perpetual uncertainty [4], a cloud of smoke whose consequences are already floating in a troubled atmosphere of air currents too mobile for a world rhythm locked in a chain unprecedented crisis.

At this level, the explanations that seek to offer, strictly related to current commercial sphere, have to arrange a set of steps specific to regulations and/or commercial activities that can be converted in real time and then actually implemented in the organizational practices regardless of level of development behaved.

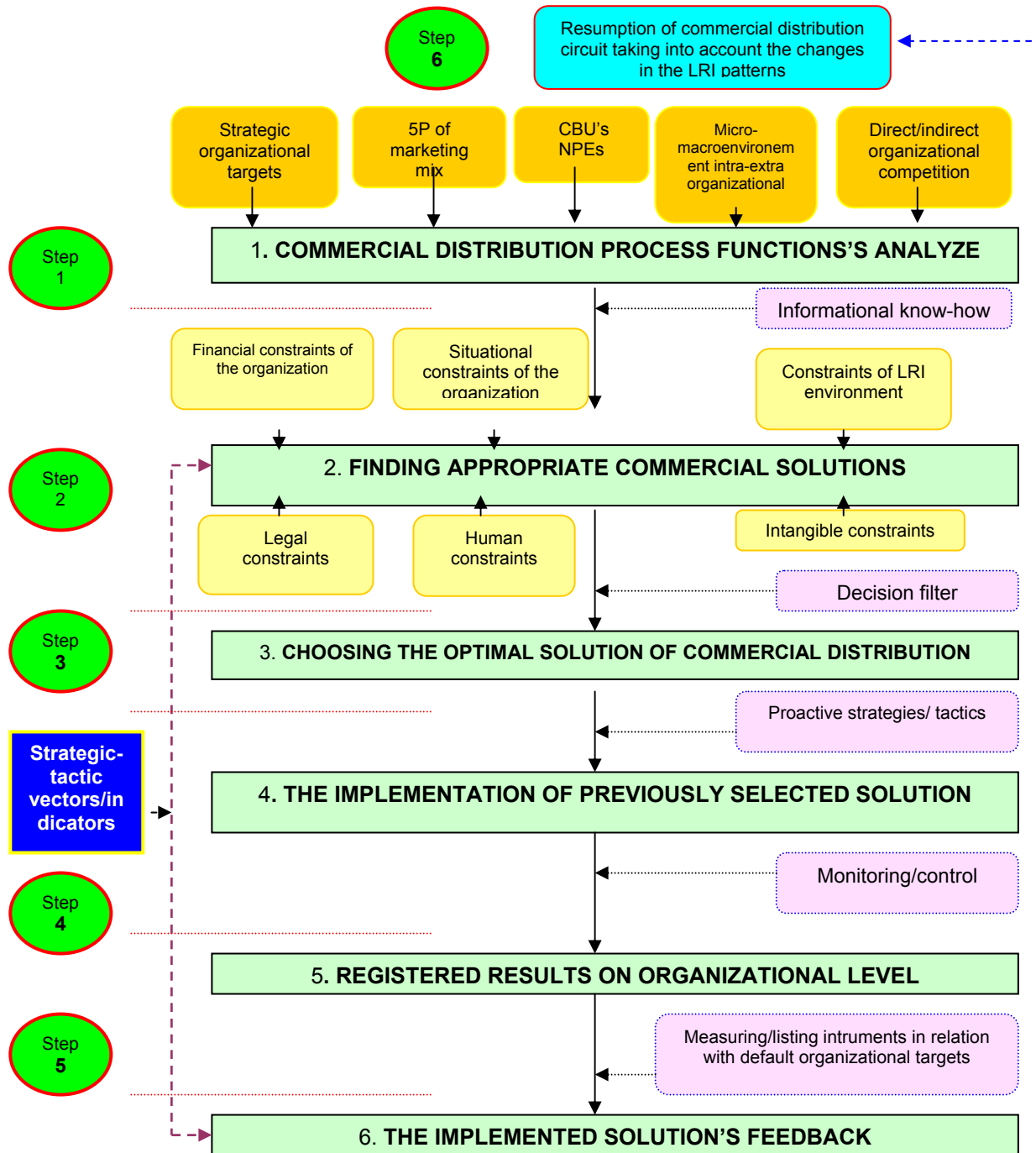
## **3. RESULTS AND DISCUSSIONS**

Taking into account, in turn, all items listed above should we now appreciate that we can no longer afford to believe that an integrated management of all distribution channels is rarely used in practice [8]. Well, the current neo-stage adds another side of digital management, applies not only to keep up EFS (financial, social and economic) evolving trends, but just to make a horizon in a position to cause satisfactory commercial results. In this regard, a commercial managerial pattern [7] should contain the elements played in the following figure:



**Fig. 2. Commercial managerial pattern specific to XXI century**  
*Source: made by authors*

We appreciate that a specific commercial distribution circuit must comply with all the organizational targets to answer continuous to axe organization-driving-planning-decision-monitoring-control [11] so as to cause permanent connection of distribution to marketing mix [9] modern-specific to new commercial patterns potential sustainable. In fact, the sustainability of commercial distribution development relating to the 3<sup>rd</sup> millennium is achieved only in the moment of the appropriate mixing and on optimal parameters of all organizational ingredients held in his own carefully selected portfolio able to satisfy aspirations to achieve. To transpose into commercial reality all these details already presented, we are able to offer a specific mechanism to elect a distribution circuit capable of providing commercial sustainability, shown in figure below.



**Fig. 3. Choosing modern commercial distribution circuit**  
 Source: made by authors

If it is contemplated that any distribution channel design starts from the premise of satisfying in just under maximum operational of final CBU's and/or intermediate's NPEs, then we can't draw from this context that the proposed model in Figure 3 is able to meet a summum of requirements: fast and reliable supply of products/services to CBU in the context of a variety and/or product mix available in the markets, providing access to distribution units in the normal parameters, rational use of intermediaries in the upstream and/or its downstream supply chain [3], servicing commercial insurance ante and/or post-sales, the implementation of monitoring evaluation steps throughout the specifically commercial distribution mechanism able to bring a permanent rehabilitation and

repositioning of the initial distribution system so as to continuously adapt to the high specificity trends of LRI micro-macro environment.

#### **4. CONCLUSIONS**

We appreciate that all items found in this work are able to respond to LRI expectations of sustainable development found connected to the specific commercial distribution of XXI century only the context in which specific actions involved are in direct line with economical-financial-commercial policies targeted at priority MIV (mieux-vivre) level, in accordance with SITICC (foreign investment, business and ICT). Moreover, in the future the transition to exclusively digital economy is inevitable since the digital revolution continues to exert a strong influence on behavior of modern CBU, trend that we think it will increase as the Internet's power increases [6] so that the organizations of the 3<sup>rd</sup> millennium are increasingly forced now to resist the e-opportunities [5] offered by commercial Neo-distribution behaved of current e-economy.

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