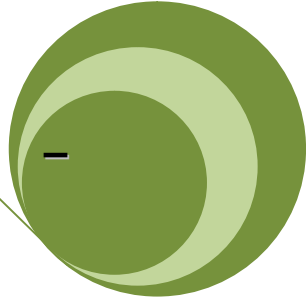
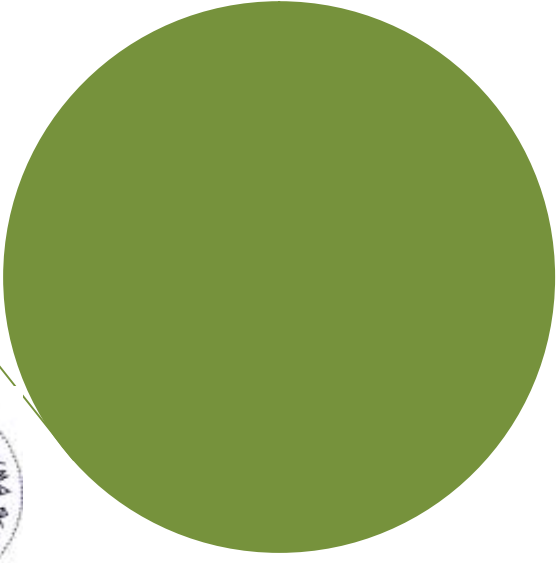




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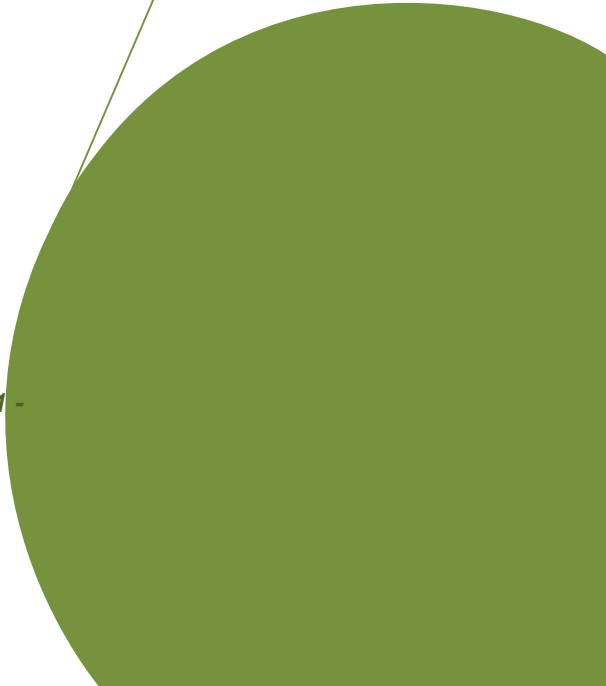


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1.1 μ	10
1.2 μ	11
1.3 μ	12
μ	12
1.4 μ -	13
1.5 μ μ - marketing.....	14
1.6 μ	17
1.7 μ μ	18
1.8 μ -	19
2:	
2.1	21
2.2 μ	26
2.3 μ	26
2.4 μ	27
3:	
3.1 μ	29
3.1.1 μ μ	30

3.1.2			μ	33		
3.2	marketing			38		
3.3	μ		μ	41		
3.3.1				42		
3.3.2				43		
3.3.3	μ			44		
3.3.4			μ	51		
3.3.5	μ			μ	53	
3.4			μ	55		
3.4.1				55		
3.4.2		μ		59		
3.4.3		μ		61		
3.4.4	μ			62		
3.5	μ		μ		μ	62
3.5.1				63		
3.5.2				64		
3.5.3				μ	67	
3.5.4	μ		μ	69		
3.6	μ – Logistics			70		
3.6.1				μ	71	
3.6.2	Logistics			73		
3.6.3	Logistics	marketing		74		
3.6.4		Logistics		76		
3.6.5		Logistics		79		
3.6.6		μ	Logistics	80		
3.6.7	μ		Logistics	81		
4:							
4.1				83		
4.2	μ			85		
4.3	μ			86		
4.4				86		
4.4.1				86		

4.4.2			μ	89
4.4.2.1	μ	μ	μ	89
4.4.2.2			μ	91
4.4.2.3				93
4.4.2.4				96
4.5			marketing	103
4.5.1	μ		μ	103
4.5.2				103
4.5.3				103
•			-		109
•				-	111
•					120

2.1	. . (2000-2006)	μ	22
2.2	2007)	μ	(2005- 23
2.3		μ (2006-2007)	27
3.1		μ	μ 60
4.1	μ		88
4.2	μ		94
4.3			. . . 105
		: , μ	μ

μμ 3.1		μ	32
μμ 3.2	μ		μ 42
μμ 3.3		μ	49
μμ 3.4	μ		μ 50
μμ 3.5			μ μ 72
μμ 3.6			logistics 74
μμ 3.7	marketing –		logistics 75
μμ 3.8	μ		logistics 81
μμ 4.1			μ 91
μμ 4.2	μ		μ 92
μμ 4.3	μμ		93
μμ 4.4	μμ		95
μμ 4.5		- Marketing	102

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 (Henry F.L. Chung, 2010).

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 μ . (Mostafa et all, 2006)

(Morgan-Thomas & Bridgewater, 2004;)

Danaher P.J & Rossiter J.P. (2009),

(internet, e-mails)

e-mails SMS

(Danaher P.J & Rossiter J.P.,2009)

1.5 marketing

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 Grønhaug K., and Hammervoll T., 2011)
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(2009), μμ branding μ

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BizWriter (2005), μ (international / global marketing) μ

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. (I.F. Wilkinson, (1996).

(μ - μ)

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1984).

. (John F. Gaski,

μ , μ
2000-2006. (ICAP 2009)

μ , (2.2)
μ .

2.1

	μ . . (2000-2006)						
	2000	2001	2002	2003	2004	2005	2006
μ	165.314	159.531	163.164	99.093	94.008	62.955	67.000
	34.000 (1)	31.000 (1)	35.000 (1)	35.000 (1)	35.000 (1)	35.000(1)	35.000 (1)
	341.394	300.700	298.500	307.439	231.574	257.360	177.450
	252.488	253.820	247.580	253.347	263.108	242.511	265.571
	454.000	507.000	370.500	109.900	365.500	390.000	358.000
	202.200	242.000					167.527
	115.800	108.252	99.604	119.131	113.590	110.610	80.950*
μ	19.260	19.716	-	-	-	5.342	15.136
	1.584.456	1.622.019	1.214.348(3)	923.910(3)	1.102.780(3)	1.103.778(4)	1.166.634
	850 ml						
(1) : μ							
(2) : μ							
(3) : μ							
(4) :							
(5) : μ	1997						
(6) : μ	1996						
* : μ	Koeleman						

: ICAP

μ μ 2.2

• μ

μ ,

μ 2005-2007.

μ μ

2007 μ 92.000

μ -0,4% μ μ

μ (μ 56.000 2007,

μ (19,3%) μ μ

2007 μ μ μ

μ
 , μ μ
 μ μ 2006.

2.2

μ (2005-2007)						
2005	μ	20.102	1.179	0	5.363	1.594
		146.608	64.000	206.500	69.892	65.000
		4.409	1.965	2.598	108	0
		171.119	67.144	209.098	75.363	66.594
		53.332	50.812	80.827	55.509	34.000
		74.913	12.600	128.271	10.000	32.000
	μ	42.874	3732	0	9.854	594
2006	μ	42.874	3732	0	9.854	594
		92.380	71.000	244.050	83.000	80.000
		4.124	700	3.875	100	0
		139.378	75.432	247.925	92.954	80.594
		69.378	62.000	112.963	70.000	40.000
		50.000	12.600	134.962	12.000	38.000
	μ	20.000	832	0	10.954	2.594
2007	μ	20.000	832	0	10.954	2.500
		92.000	78.000	301.500	76.000	84.000
		4.000	500	4.672	100	0
		116.000	79.332	306.172	87.054	86.500
		56.000	66.000	149.196	65.000	42.000
		50.000	12.600	156.976	12.000	42.000
	μ	10.000	732	0	10.054	2.500

: ICAP

• μ μ μ
 μ μ μ
 μ 7.300 μ
 27 μ

Fortuna Philip's Cling, Pomona, Andros, 75%

90%

(23%)

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2007 149 23,5%

2007,

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Langerberg Food International (LFI), Cirio Del Monte, Ashton Canning
Rhodes Food Group. 2005 LFI

Ashton Canning Company, μ μ μ
μ μ

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2007 μ

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Hong Kong,

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Mendoza.

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80.000

2007

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2007

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μ μ μ .
42.000 2007,
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	2006		2007	
μ	51.127.378	75.760	60.745.655	74.781
	9.423.378	17.153	12.326.062	20.480
	7.840.274	12.124	12.181.459	18.680
	18.023.028	23.710	13.703.203	17.550
	5.074.202	9.057	5.217.250	7.860
	2.837.293	3.937	3.448.998	4.771
	1.354.652	2.975	1.276.617	2.792
	-	-	1.108.932	1.627
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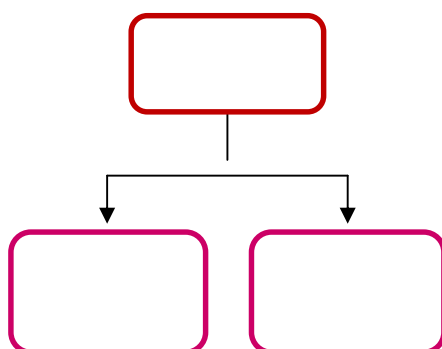
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(product), μ (price), - μ (place) μ (promotion).
(, 2006)
μ p μ mix
μ place. (place)
μ (physical distribution)
μ (distribution channels). (E , 1996)



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 . (, 1999)

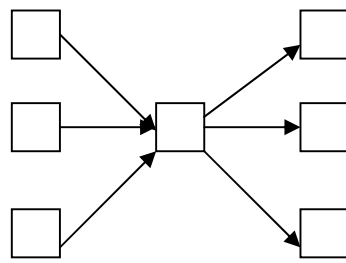
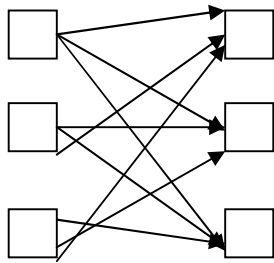
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3.1.2

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(Kotler, 1991)

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(μ , 2001)

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 Hyatt
 H&R block
 H&R Block
 H&R Block
 Hyatt
 (Kotler, 1991)

(Kotler, 2001)

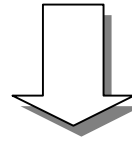
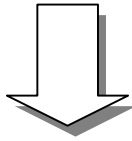
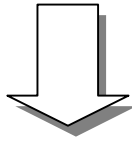
Hannifin Corporation (PHC) Parker
 ()

Οι ανάγκες των καταναλωτών

Οι ιδιαιτερότητες του προϊόντος

Οι αντικειμενικοί στόχοι του καναλιού

Η ένταση του καναλιού διανομής



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Σχεδιασμός διεθνών καναλιών διανομής

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 . (Armstrong & Kotler, 2001)

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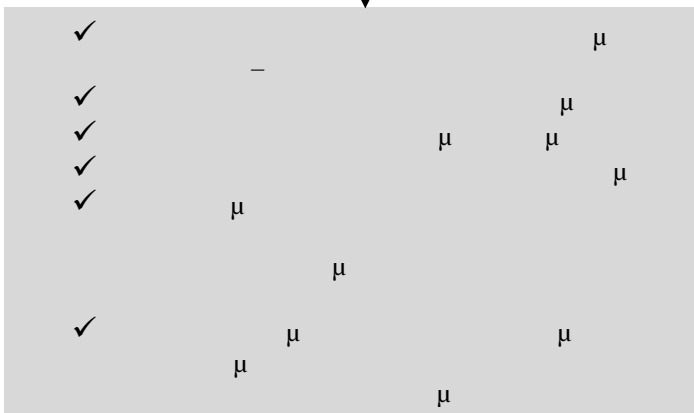
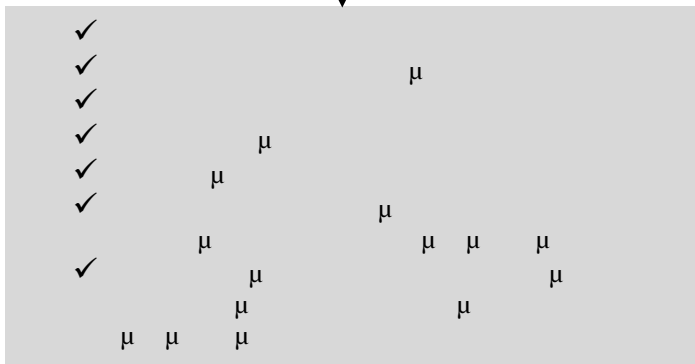
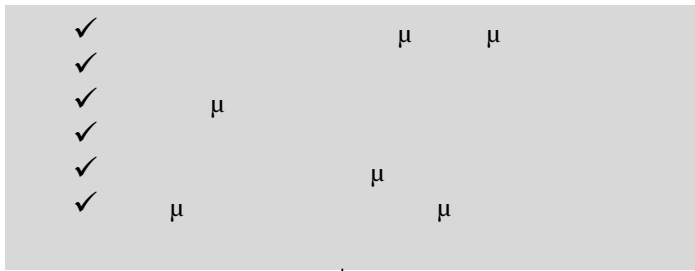
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 (- , 2003)

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. (Keller & Kotler, 2006)

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. (Armstrong & Kotler, 2010)

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(Sandhusen, 1999).

(Armstrong &

Kotler, 2010)

(Armstrong &

Kotler, 2001),.

- (indirect exporting).

- (direct exporting).

(control). (Blythe, 2002)

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3.4.2

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.(Armstrong & Kotler,

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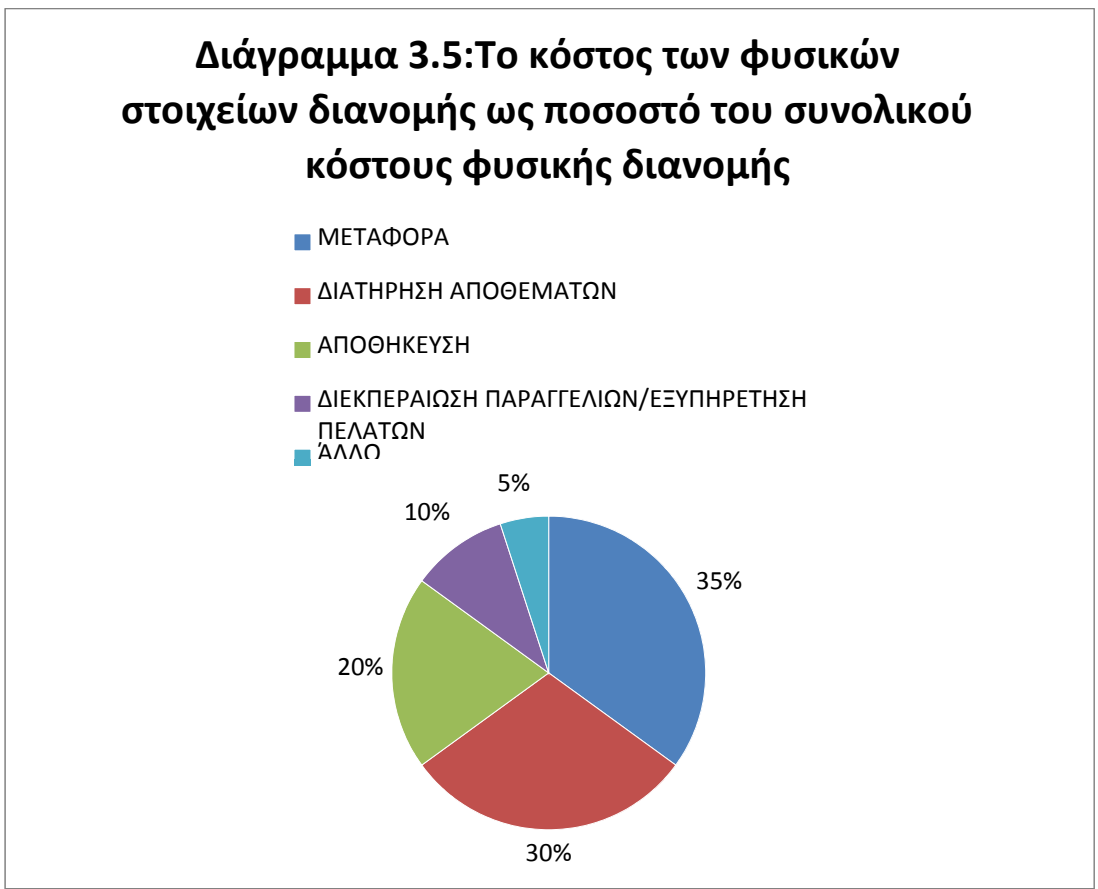
μμ μ , μ

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μ (35%), μ (30%), μ (20%), μ (10%) μ (5%).

(Armstrong&Kotler,1990)



: (Armstrong&Kotler,1990)

μ μ .
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 μ (Kotler,1991)

3.6.2 logistics

logistics μ .
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Logistics

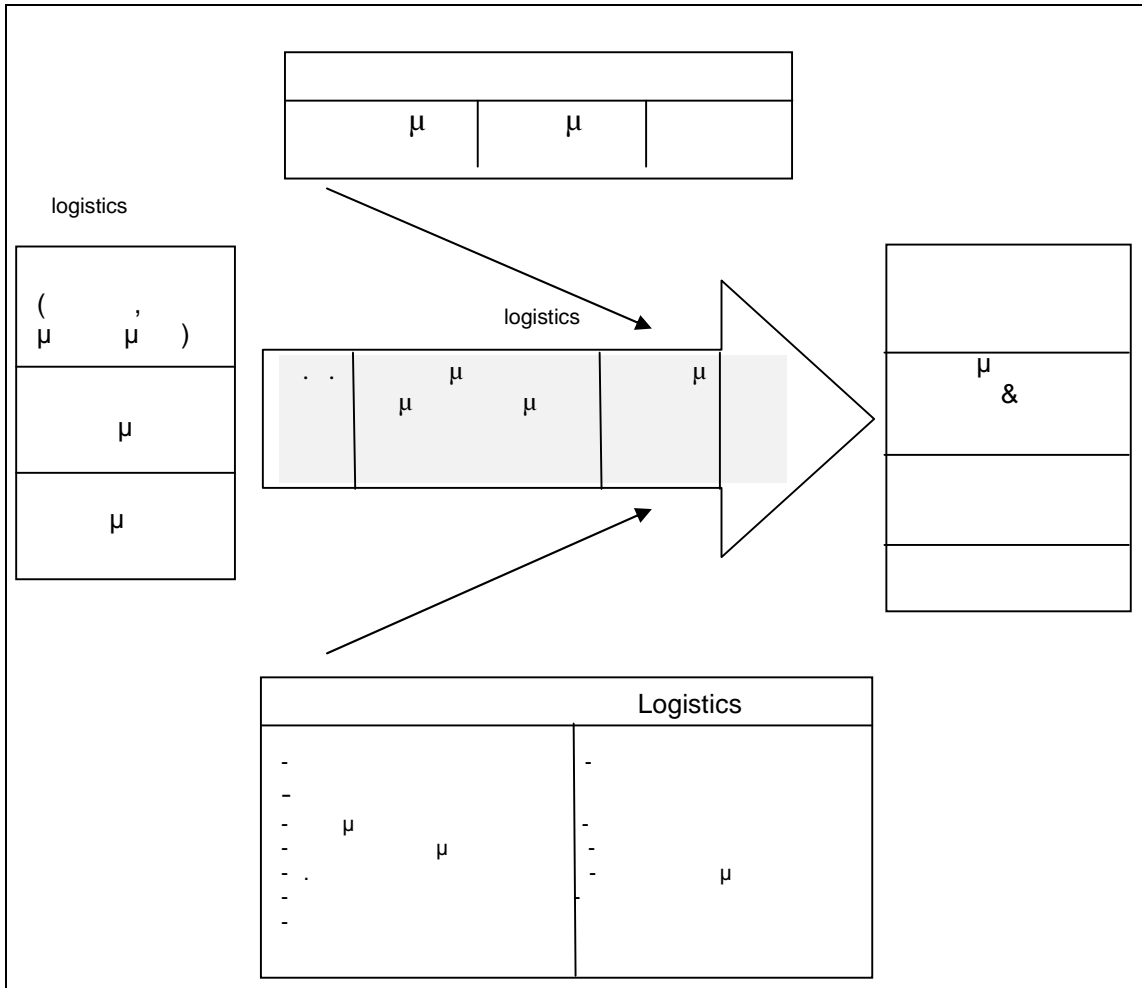
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(Christopher, 2007)

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 (,1996)



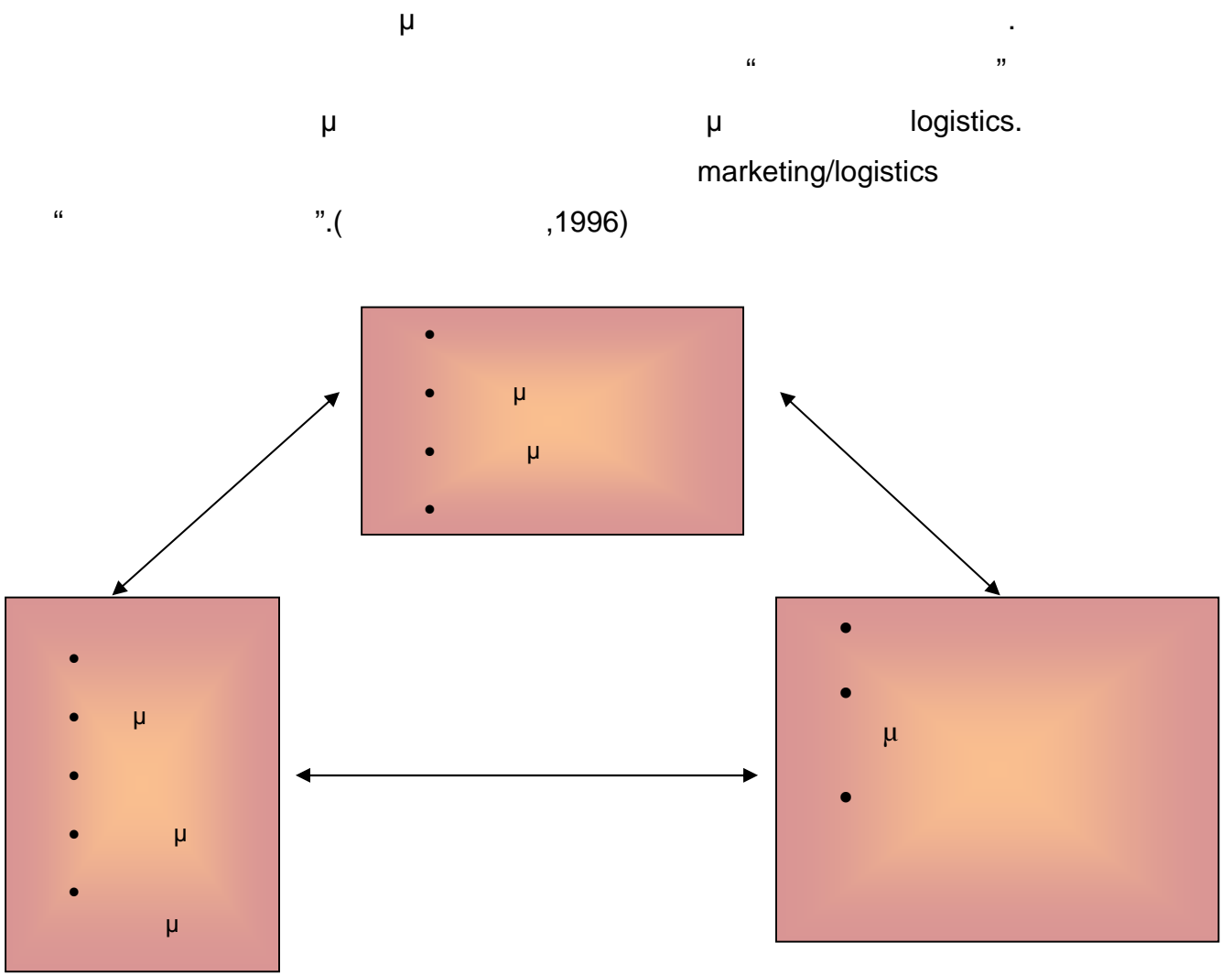
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3.6.3 logistics & marketing

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(μ - , 2004)

3.6 5 logistics

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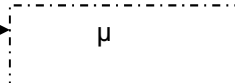
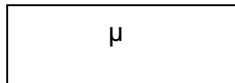
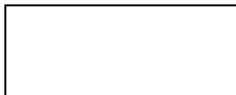
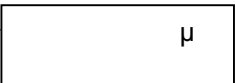
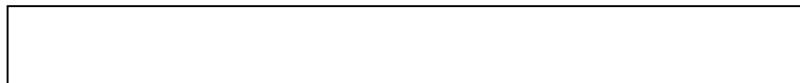
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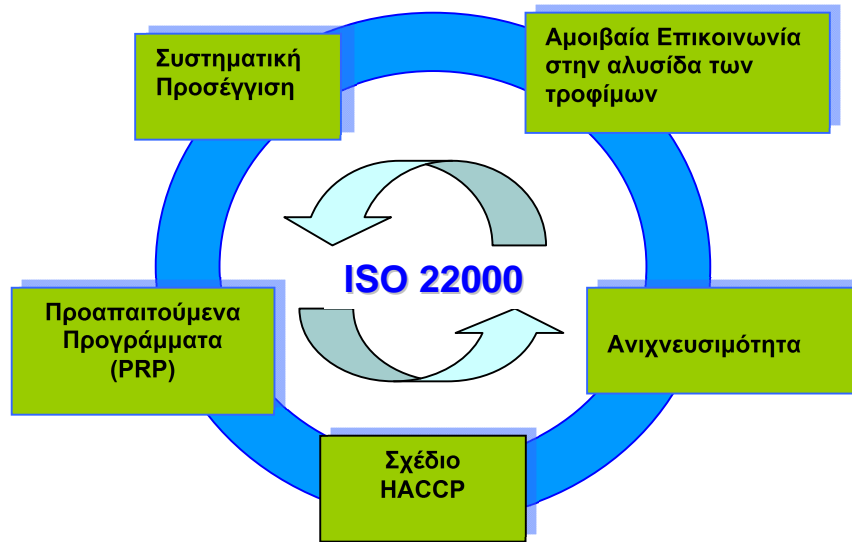
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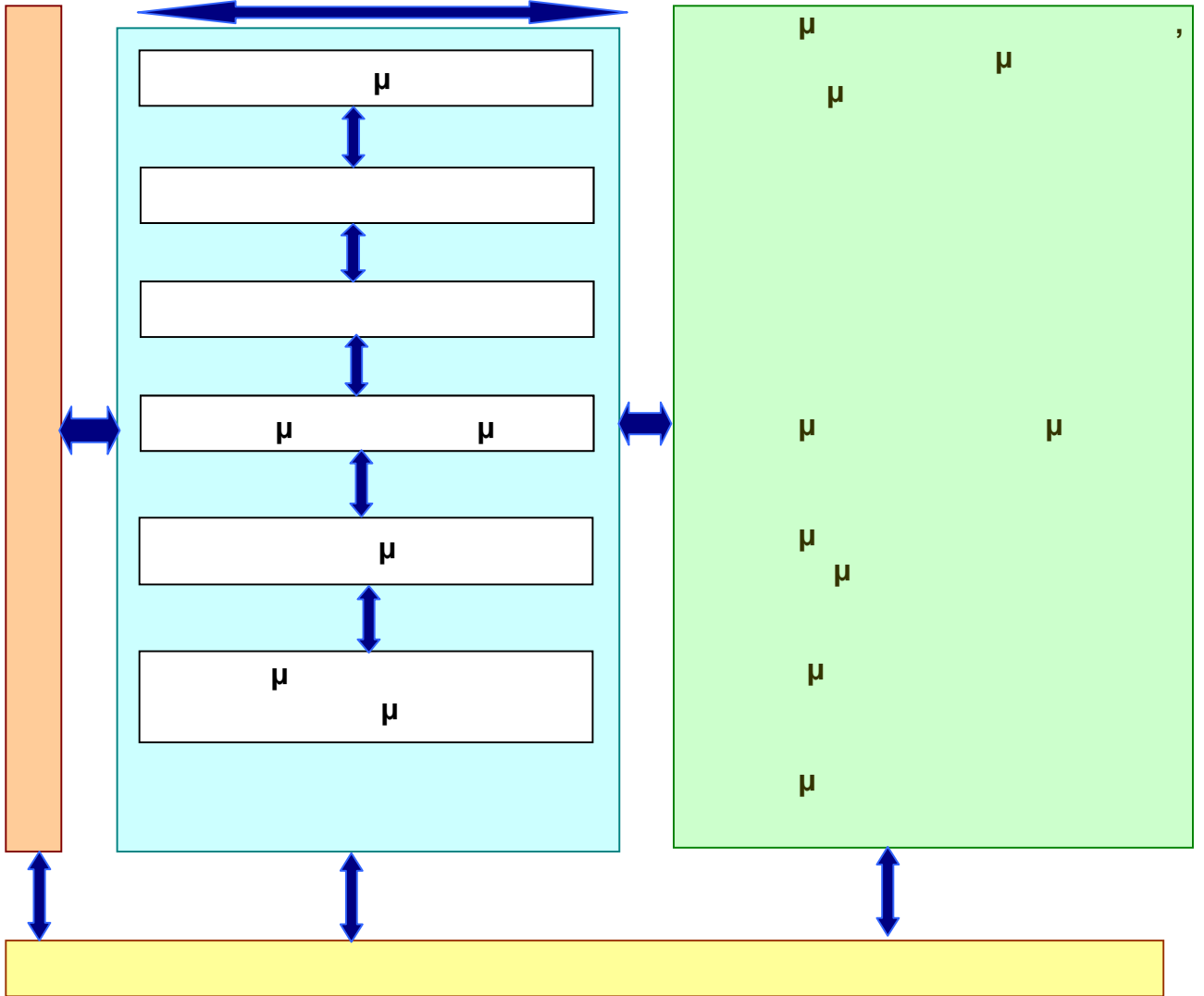
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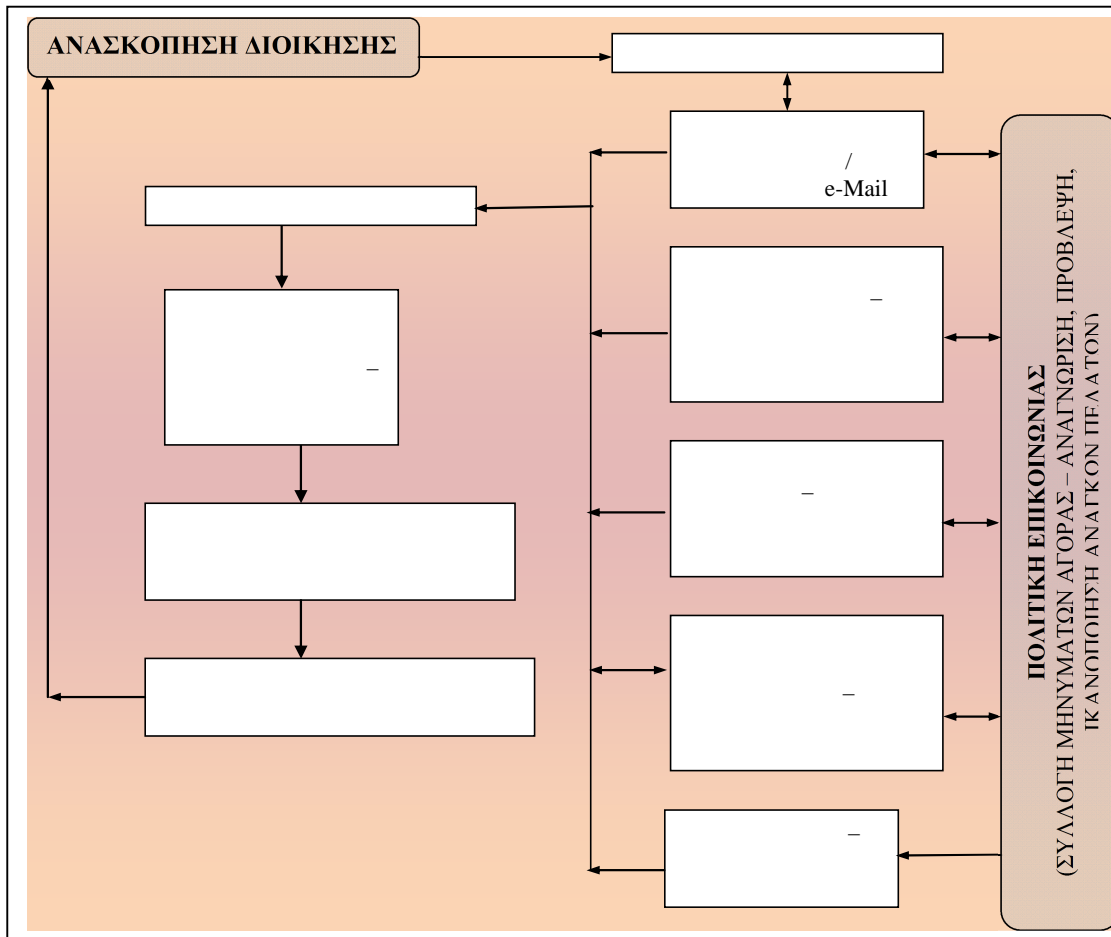
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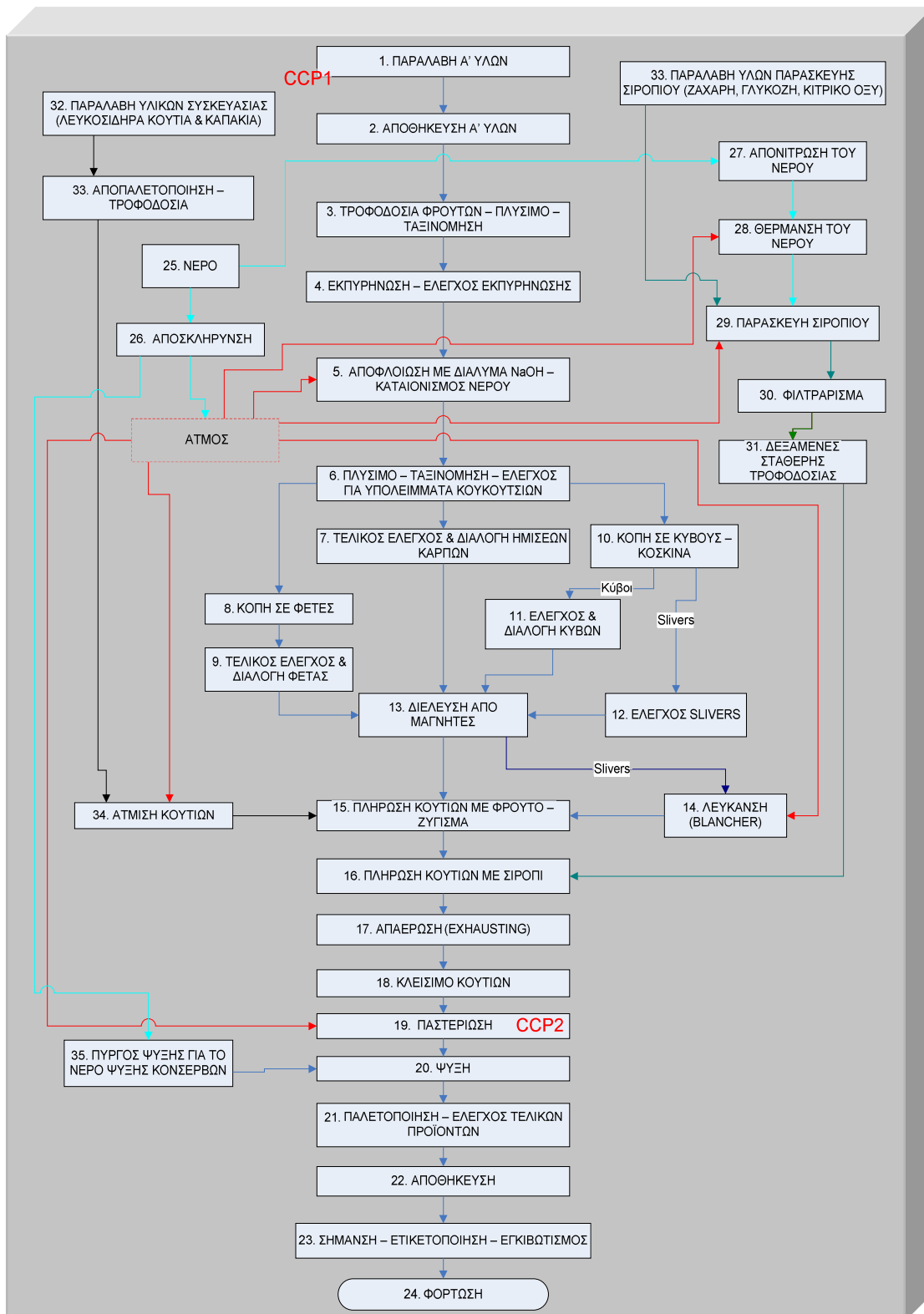
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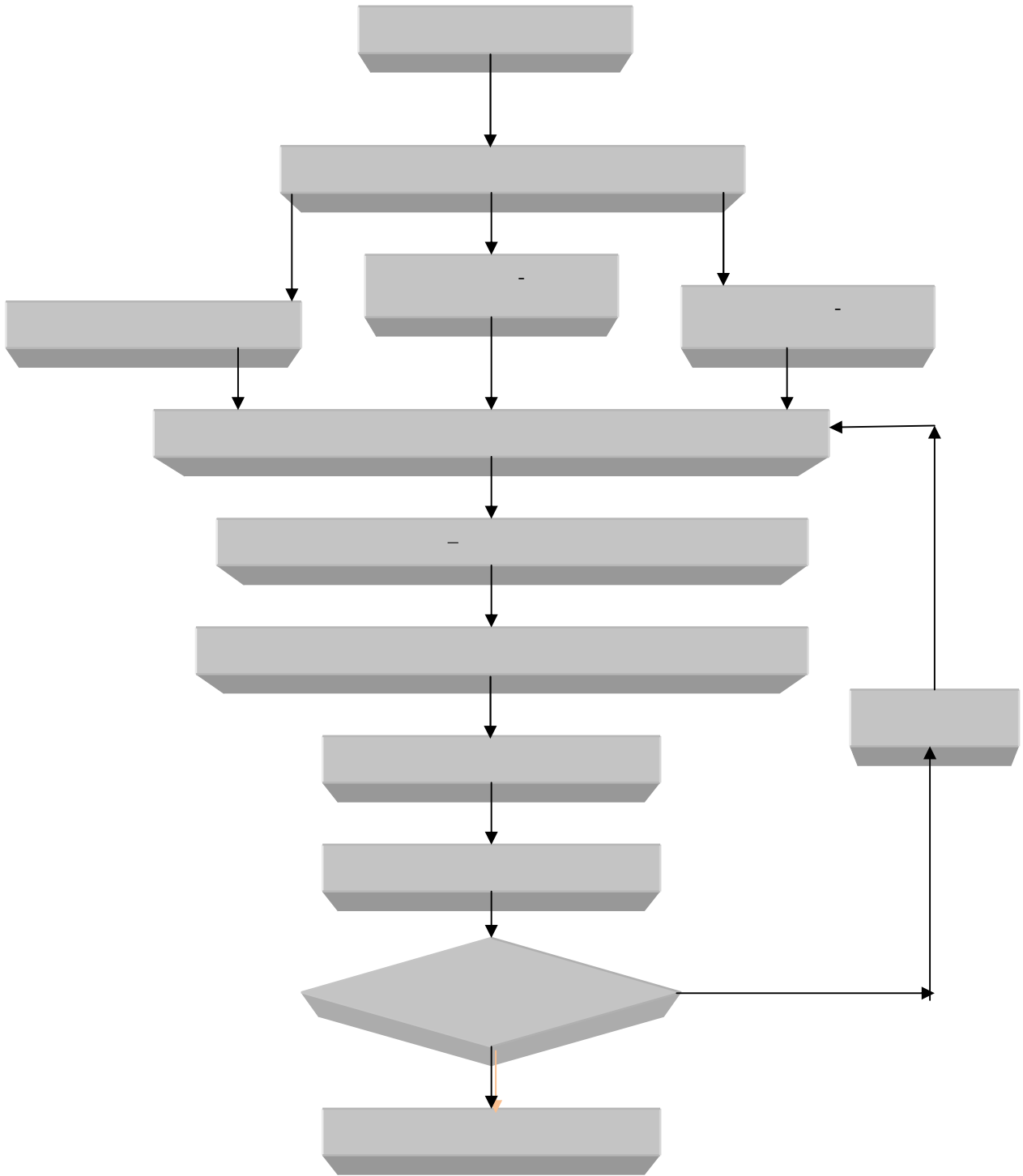
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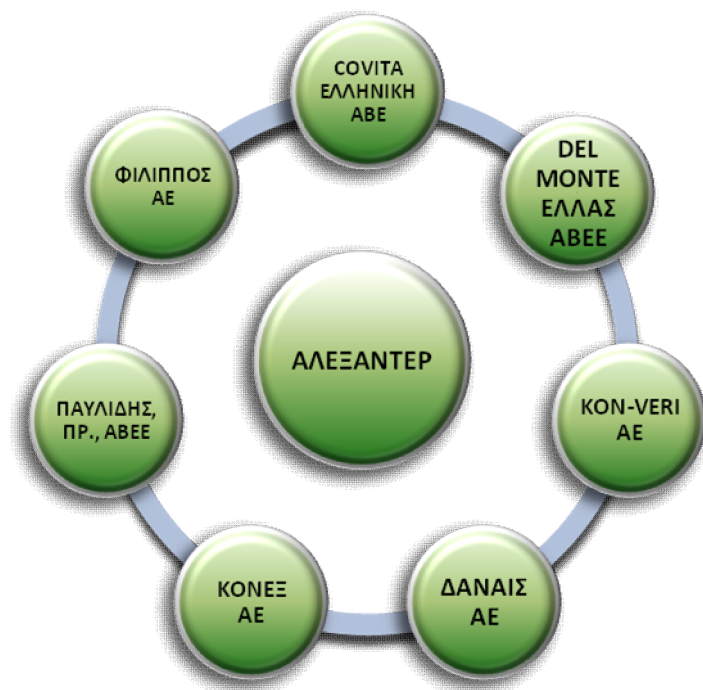
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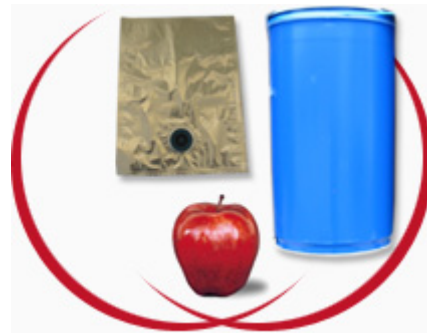


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http://books.google.gr/books?id=ZW2u5LOmbs4C&pg=PA376&dq=design+of+international+distribution+channels&hl=el&ei=Y4GkTefYGeHb4wa6zpSUCg&sa=X&oi=book_result&ct=book_thumbnail&resnum=4&ved=0CEYQ6wEwAw#v=onepage&q=design%20of%20international%20distribution%20channels&f=false