As markets and product offerings diversify, the supply chain for products becomes increasingly complex. In many instances, the management of the transportation and distribution of your company’s products can greatly influence the profits of the company.

Coca-Cola is a leader in developing strategies for transporting and distributing their products through the supply chain. Chris Gaffney, Vice President of Logistics, Coca-Cola North America, discussed a few of Coca-Cola’s strategies for distribution and logistics. A methodology for creating a successful distribution strategy was discussed, beginning with identifying market needs and trends and involving the cross functional collaboration with other facets of a business. After the presentation, several participants asked questions, which prompted discussions that continued after the primary presentation was completed.