

**The Quantitative Methods in the Process of Development and Assess of the
Distribution strategy. A study of the Polish beer market.**

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The firms have to identify the level of development of their distribution strategy according to the product brand. The tools that can be used in that situation are distribution indicators. On the basis on the distribution indicators analysis the firms can collect information related to the level of effectiveness of their distribution strategy. In the paper authors analyse possibilities of using quantitative methods in the process of assess of the distribution strategy. They present the research results regarded to the Polish beer market.