

What are the elements of distribution?

The key considerations in drawing up the distribution plan are:

- The number of beneficiaries.
- The type of beneficiaries (different items may be destined for different groups).
- The location of the beneficiaries, and how many in each group per location. The location is generally expressed as an area, depending on how far down the distribution plan goes. It is generally a good idea to show numbers at each level. For example, numbers can be expressed at a provincial level, district level, town level, village level and health point/school level. The more detailed the plan, the more accurate will be the distribution.
- The goods that are going to be distributed to each group of beneficiaries and the properties of the goods (value, weight, volume, lead time).
- How the goods are going to be packed and transported.
- The target distribution date.
- The distribution partner for each geographical region.
- The distribution sites where your organisation will handover goods to partner, and the numbers of beneficiaries within each area that the distribution site will cover.
- How the distribution partner is intending to deliver from the handover point to the beneficiary.
- Assistance that the partner might require.
- The monitoring system to ensure that goods are moving from the distribution point to the end user.