List of Map and Charts

Map

Frontispiece Gujarat State - showing the locations of cotton textile mill units.

Charts

3.1 Producer-consumer relationships under the intermediaryless system and after the emergence of an intermediary.

3.2 Available major channels of distribution—Non-integrated and integrated.

3.3 Sales organisation of Soma Textiles.

3.4 Hierarchical structure of marketing division of Mafatlal Group.

3.5 Hierarchical structure of marketing division of Sarabhai Group.

3.6 Hierarchical structure of marketing division of MTC Group.

3.7 Distribution pattern of cotton textiles in Gujarat.

3.8 Place of Selling Agents in the structure of distribution.

3.9 Position of Wholesalers in the distribution structure as the first link.

3.10 Position of Dalals in the distribution structure as the first stage intermediary.
3.11 Integrated mill management—Controlled channel.

3.12 Government prescribed channels for the distribution