Distribution of agricultural products in Romania

Gh. PETRESCU - "Gr.T. Popa" University of Gabriela BOLDUREANU - "Petre Andrei" University, Iasi

In the present paper there are analyzed the main factors on which the distribution of the agricultural production within the Romanian economy depends. On the logistic chain made up of producers – merchants – consumers, there were pointed out the most important elements that must be taken into consideration by the distribution channels managers in order to assure a faster, cheaper and a more efficient distribution from the entire participant viewpoint.