**International Marketing Channel**

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**Specific Conflicts and Avoidance Techniques**

International business is associated with various conflicts caused by multiple factors such as geographical area, cultural factors, political factors, and legal and governmental factors. The disputes might occur at any point of the supply chain process. Vidda Royalle, in particular, which is a processing company producing luxury bed linen for the most discerning of global clients, may face various conflicts with its independent distributor located in the United Arab Emirates. The multiple disputes which might arise between the two companies include:

**Quantity Related Conflicts**

Quantity disputes might occur when VR supplies more petite linen to the independent distributor, causing the distributor to close its activities due to stock out. The supply of less quantity might be caused either by the loss of linen on the distribution channel or during the transistor, even by flawed mathematical calculations while loading or offloading the linen in logistics. Quantity conflict might also occur when the independent distributor wants to be supplied with more linens than the distributor can handle.

However, VR can reduce the chances of having a quantity conflict with the dependent distributor by enhancing inspection during the loading process of the linen in VR company premises. The proper inspection would ensure that the correct quantity of linens is being dispatched to be delivered to the distributor (Canal,2011). The excellent review will provide sufficient documentation of the issued number of linens if some get lost on the way.

**Quality-Related Conflicts**

Quality conflict might occur when the VR supply linens of low quality. Low quality might be due to defects in the production process or due to damages, which may be due to poor storage conditions while in transit. VR can avoid Quality conflict by training its employees on quality control and how to detects defects on linens before they. Implementing programs on how to produce quality linens and how to maintain their quality. VR can also educate all the employees on the favorable environmental conditions for the linens.

**Payment Related Conflicts**

Payment-related conflicts might occur due to late payment. The independent distributor might delay payments due to differences in time zones or due to various avoidable circumstances. Payment conflicts might also occur due to fluctuations in the foreign exchange market. The instability of the Arabian countries could significantly affect the cost of the linens in the VR company. Pricing complications such as an increase in price due to currency fluctuation may lead to the exit of distributors from the distribution channel (Prachi 2019).

Therefore, the Occurrence of payment-related conflicts may be reduced by ensuring a good laid down procedure and guidelines to be followed if there is a payment disagreement.VR should impose penalties to avoid deliberate delaying of payments by the independent distributor. The two organizations should agree on terms and conditions of payment and the adjustments in price in case of currency fluctuation. They should also agree on the mode of payment and who to cater for amount associated cost they occur.

**Logistics Related Conflicts**

Logistic-related conflicts may occur due to a complication from the point of placing and delivery of the product. VR may face competition with the Arabian independent distributor due to delayed delivery or even prolonged lead time. Delayed linen may lead to the loss of prestigious customers since the Arabian countries are characterized by many wealthy citizens who enjoy luxurious commodities like linen in their bedding and who have a great sense of time. The Arabians are said to value hence delayed products may lead to business collapse between the two countries.

Logistic-related conflicts may be mitigated by storing the proper distribution channel while having significant concerns on the lead time (David, 2015). VR should employ experts to enhance the excellent and on-time delivery of linens to the Independent distributor. VR should also consider differences in time zones since different time zones confuse timing.

**Legal Related Conflicts**

legal related conflict occurs due to different legal formalities between other countries. Such may include taxation policies, export policies, and payment of customs duties. VR may dispute with the independent distributor on who to pay the customs duties. VR should have a good understanding of the legal formalities of the distributor's country. Understanding the legalities will help VR know what regulatory bodies to clear with when the need arises. A conflict between VR and the distributor may occur when the linens don't meet the standards set by the distributor's countries which in turn may lead to the closure of the distributorship leading to a significant conflict.

However, the legality conflict may be avoided by ensuring that there is a clear understanding of all the legal requirements needed to do business with the Arab Emirates countries. Knowledge of the countries' legal rules and regulations on business matters will help avoid any inconveniences that may occur while conducting business.

**Marketing and Advertising Related Conflicts**

Marketing conflicts between the distributor and VR might arise based on who should cater for the marketing and advertisement cost in the Arab Emirates states. The competition may occur if there are reduced sales from the distributor, thus causing increased inventory costs to the distributor. When the linens aren't selling, then there might be some conflict which may arise as a result of the distributor delaying payments claiming the linens are not appealing to the customer, or they are not known to the customer hence the distributor refusing to pay for the linens since they are not selling as expected due to lack of proper marketing and advertising.

Nonetheless, VR can avoid conflict by maintaining aggressive marketing and advertising of the linens at emirates. These would assure the distributor of sales hence motivating the distributor to sell more. VR may reduce the Occurrence of the conflict by compensating the distributor the cost incurred in the marketing and advertising of the linens

**Conclusion**

Moreover, VR may reduce the chances of Occurrence of various conflicts by ensuring there is a well-stipulated agreement clearly stating each and every contradicting issue that may occur. Some conflicts arise due to ambiguity of the terms and conditions of the contract between the two organizations. A well-stipulated contract with proper reference reduces the chances of conflict occurrence. The agreement should cover all the factors that influence international business relationships covering payment terms, mode of payment, time is taken for charges to take place, lead times, and quantity and quality to be supplied.

Finally, the primary resolution to avoid conflicts between VR and its independent distributor is to enhance a long-term relationship with the distributor. VR can work together with its distributor towards achieving a common goal. Long-term relationships are attained by mutual understanding by both the distributor and VR. Good communication largely contribute to long term relationship and reduction of conflicts.

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