**ANALYSIS OF THE FLOW OF GOODS**

**IN NEW FORMS OF MULTICHANNEL SALE**

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**Abstract:** New distribution channels have been growing dynamically in recent years. It results from the ever-present Internet, which offers a number of new forms enabling communication between individual market participants. The recent growth of trade has been identified chiefly with the dynamic development of e-commerce sale.The purpose of the article is to define characteristic features of each new distribution channel and guidelines referring to the economics of the flow of goods in a logistics system. The conclusions have been based on the analysis of literature and observed business practices.Today, further growth of commercial exchange is linked to the introduction of new forms of multichannel, crosschannel and omnichannel sale. New distribution channels have not been precisely defined to date. Presently executed undertakings which employ multichannel sale are rather pioneering pilot projects. The further functioning of new distribution channels will depend on economic calculations. In these terms, analysing the effectiveness of individual new forms of distribution channels will be of key significance. The term "effectiveness of a distribution channel" is linked to the size of a lot of flowing goods. Classic methods of specifying lot size assume stable conditions of the environment in which a distribution channel works. Today, however, the market situation is unstable and subject to continuous changes which occur very fast.

**Keywords:** Distribution channel, multichannel, crosschannel, omnichannel, goods flow, lot sizing

**Biography:**

**PhD Eng. Roman Domański** works in Poznan School of Logistics. He focuses on management and logistics. Participant of 5 research grants, 10 implementation projects for industry and 2 Erasmus projects. Author and co-author of about several dozen publications in the subject of logistics – supply, production and distribution. He specializes in the analysis and reorganization of logistics systems and supply chains.

**PhD Eng. Michał Adamczak** works in Poznan School of Logistics. He is an author of about 50 publications in the subject of logistics, production and e-learning. Participant of many national and international conferences. Researcher in LdV and ERASMUS+ projects. Team member of 5 scientific projects. In scientific field he is interested in: supply chain planning, modeling of logistics systems, simulation of logistics processes and implementation of scientific solutions into companies.