

As organizations streamline their production and internal processes, the next opportunity for improvement is through better coordination and networking with their suppliers and customers through supply chain. Much of the cost and value creation occurs in the supply and distribution chain. The purpose of value chain is to attain full and seamless interaction among stakeholders to create a win-win situation. Identification and analysis of factors influencing distribution efficiency in a business process from production to sales has great potential in unlocking value. Mode of transportation, amount of commission to the agents, chicks delivery time, order confirmation period, customer relations, quality of chicks packaging boxes and communication are some of the variables thought to influence distribution efficiencies of chicks. The study was focused on the distribution efficiencies of day old chicks in poultry industry in Kenya. Players in the DOC supply chain in Kenya are spread over the whole country. The population consisted of two groups; exclusive agents and inclusive agents. With a constrained budget and time limitation, a census was done on all the agents within study area which is 40km radius of Nairobi which consumes 50% of the entire DOC produced in the country. A structured open-ended questionnaire was used to collect primary data Secondary data was obtained from the company's management information system and printed records. Commercial SPSS software and Microsoft Excel spreadsheet was used to analyse the data. From the study it was found that efficient communication in terms of reliable mode, speed and accuracy was ranked first at 76%. Early and specific time of delivery was ranked second at 49.6%. Reliable transport means was ranked at 49.5% coming third in order of priority. Commission percentage or allowance was ranked fourth at 38.2%. Order or delivery confirmation period was placed at fifth position at 38%. Customer care /after sales services as a factor that influence distribution efficiency was ranked sixth at 30%. Finally the quality of chicks boxes was ranked at 26.7% as the least important factors to influence the chicks distribution efficiency.