

This study investigated the effectiveness of distribution management strategies and customers satisfaction in Brian Munro limited Lagos, Nigeria. This research is premised basically on four objectives which are to; examine the impact of transportation on customers satisfaction of Brian Munro Limited, determine the effect of inventory control on customers satisfaction of Brian Munro limited and assess the importance of order processing on customers satisfaction of Brian Munro Limited.

This study made use of a descriptive research design in the gathering of data from customers of Brian Munro Limited. The descriptive survey includes the use of a well –structured questionnaire, and the selection of respondents was based on a simple random sampling technique to select respondents from Brian Munro Limited. The population of this study comprise both male and female customers of Brian Munro Limited, who are estimated to be 200 while the study sample is 134. Both descriptive and inferential statistics were used for each objective.

The findings recorded that transportation have significant influence on customers satisfaction of Brian Munro limited in Lagos, therefore the alternative hypothesis is accepted which is significant at 0.05 level of significance. For hypothesis two, it was found out that warehousing and storage have a significant influence on customer satisfaction of Brian Munro limited in Lagos, therefore the alternative hypothesis is accepted which is significant at 0.05 level of significance. Findings for hypothesis three showed that inventory control have a significant influence on customers satisfaction of Brian Munro limited in Lagos, the alternative hypothesis is accepted which is significant at 0.05 level of significance. For hypothesis four the findings imply that order processing have significant influence on customers satisfaction of Brian Munro limited in Lagos, hence the alternative hypothesis is accepted which is significant at 0.05 level of significance.

The study concluded that the importance of transportation, warehousing and storage, inventory management, and order processing are fundamental in moulding customer satisfaction at Brian Munro Limited. Implementing initiatives to improve these areas can lead to better customer experiences, more loyalty, and eventually, commercial success. Brian Munro Limited can establish itself as a customer-centric organization by prioritizing these criteria, delivering great service and cultivating long-term connections with its consumers.