The Impact of Coal Quality and Availability on the Efficiency of Distribution Strategies: A Perspective from the Polish Mining Sector

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Abstract

The article presents the findings of research conducted using a partially structured in-depth interview framework with management personnel from all mining companies in Poland. The study was carried out between September and November 2022 against the backdrop of a domestic coal shortage caused by the war in Ukraine. To this day, Poland continues to face instability in this market. The aim of the research was to understand how product quality and availability affect the effectiveness of distribution strategies in the context of the coal market. In the face of changing market conditions and the specific challenges of coal mining, it became crucial to examine how companies adapt their strategies to customer demands and how they address challenges related to the quality and availability of the resource. The study found that the effectiveness of distribution strategies in a declining market depends on aligning the product with customer needs and maintaining its quality at an appropriate level. Mining companies that successfully adapt their products to market requirements and ensure their quality have a greater chance of success in a competitive environment. The research identified four strategies for managing excess inventory and the reasons why increasing supply during periods of heightened demand is often unfeasible. This article underscores the importance of product quality and availability in the context of distribution strategies within the mining sector. It also highlights the necessity for companies to adapt to changing market conditions and customer expectations. Additionally, it provides recommendations for the management of mining enterprises.

Keywords: Customer expectations; Declining markets; Inventory management; Market instability; Strategic adaptation