

## **ABSTRACT**

*Enterprises brick industry has an important role in increasing the income of rural households. Continuance effort brick industry is influenced by various factors, among which are the factors of natural resources (land, water, weather) and the market (prices, wages, demand). The study entitled 'Rules of Commerce Industry Case Study of Rural Bricks Tambaksari Blora' aims to determine the distribution chain business administration and marketing margins of the brick industry in the village Tambaksari Blora. This study used a survey method. There are four areas of research that Ngawen Hamlet, Hamlet Tambaksari, Belik Hamlet, and Hamlet Ngareng. Sample of respondents is 50 votes out of 30 respondents consist brick makers, merchant wholesalers 5 respondents, 10 respondents retailers, and wholesalers 5 respondents were each divided into four hamlets. They are drawn at random have a similar socio-economic conditions. They were interviewed using structured questionnaires to obtain the primary data. In addition to the primary data are also collected secondary data obtained from formal institutions at the village and sub-district. Analysis of the research conducted by the percentage descriptive analysis and analysis of the results of marketing. In percentage Descriptive analysis results obtained with the greatest percentage of the channel is from maker to merchant wholesalers to wholesalers to consumers. Then the marketing margin analysis that traders collectors Rp. 50, - per seed, retailers Rp. 100, - per seed, and wholesalers Rp. 150, - per seed.*

*Keywords: brick industry, market, trading systems, market margin.*