

Gegenüberstellung Der Unterschiede Handels- Und Herstellermarketing - Irka Schneider

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Es kann zwischen dem 'ursprünglichen' Marketing (entspricht dem Hersteller-Marketing) und dem Handelsmarketing unterschieden werden. Das Handelsmarketing umfasst alle Marketingaktivitäten eines Handelsunternehmens. Ziel dieser Aktivitäten ist eine marktorientierte Unternehmensführung. Die Abgrenzung des Begriffes 'Handelsmarketing' ist in der Praxis nicht immer eindeutig geregelt. Zum Teil wird unter dem Handelsmarketing auch das Marketing vom Hersteller in Bezug auf den Handel verstanden [Trade Marketing] (vgl. Bruhn, Gabler-Marketing-Lexikon, 2001). In dieser Ausarbeitung soll Handelsmarketing nur als das Marketing von Handelsunternehmen gegenüber ihren Absatz- und Beschaffungsmärkten verstanden werden. Die zwei wesentlichen Marketingziele eines Handelsunternehmens sind zum einen die gezielte Beeinflussung der Kaufentscheidung potentieller Abnehmer (private Haushalte und gewerbliche Nachfrager), als auch die Beeinflussung der Verkaufsentscheidung potentieller Lieferanten (Beschaffungsmarkt). Da Herstellermarketing und Handelsmarketing die gleichen Wurzeln haben, sind die für die Erreichung des Marketingzieles zur Verfügung stehenden Marketing-Mix-Instrumente prinzipiell vergleichbar. Trotzdem ergeben sich einige Abweichungen beim Handelsmarketing, die in den Besonderheiten des Handels begründet liegen. So ist ein Eigenheit des Handelsunternehmens zum Beispiel die große Nähe zum Endverbraucher und die Ausbildung eines Sortiments über verschiedene Lieferanten hinweg.

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