

Die Großhandelsstrukturen Im Deutschen Kraftfahrzeugteilebereich - Stephan Frenzel

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Eine Form des Absatzes von Gütern ist neben dem Absatz über Einzelhandelsbetriebsformen derjenige, welcher über den indirekten Absatzmittler Großhandel realisiert wird. Die folgende Arbeit soll zuerst die verschiedenen Gesichtspunkte des Großhandels, bzw. seiner verschiedenen Ausprägungen im Allgemeinen, und im Folgenden die Umsetzung im Bereich der Kraftfahrzeugersatzteile und Komponenten, bzw. deren Vertrieb im freien deutschen Ersatzteilgroßhandel beleuchten. Der gesamte Ersatzteilmarkt verzeichnet interessanterweise bereits seit einigen Jahren keine nennenswerten Umsatzzuwächse mehr. Jedoch entstehen kontinuierlich neue Vertriebswege durch den Verdrängungswettbewerb und das Zusammenwachsen von Großhändlern in Marktkooperationen sowie die daraus erfolgende Marktbereinigung. Author: Frenzel, Stephan Publisher: GRIN Verlag Illustration: N Language: GER Title: Die Großhandelsstrukturen im deutschen Kraftfahrzeugteilebereich Pages: 00017 (Encrypted PDF) On Sale: 2009-01-01 SKU-13/ISBN: 9783640263547 Category: Business & Economics : General

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