

Bedeutung, Probleme Und Methoden Der Angebotspreisanalyse - Thomas Foj

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'Die Macht der Einkaufsverkäufer ist legendär. Seit Jahren werden ihre Forderungen schärfer, der Umgangston ist so rade wie noch nie. Als Affenhaus bezeichnet ein norddeutscher Lieferant die Preisverhandlungen mit einer fahrenden Discountkette' An diesem kurzen Ausschnitt des Zeit - Artikels kann man sehen, dass der hinter den Kulissen tobende ewige Kampf zwischen Lieferanten und Kunden in den letzten Jahren nicht unbedingt leichter geworden ist. Dabei stehen sich seit ewigen Zeiten, zurückgehend bis zum mittelalterlichen Basar, die gleichen 'Gegner' gegenüber. Auf der einen Seite die Verkäufer, die ihre Ware zu einem möglichst hohen Preis, mit der sie günstigen Kondition verkaufen wollen, auf der anderen Seite die Einkäufer, die zu einem möglichst niedrigen Preis an die Produkte kommen wollen um für die eigene Firma einen möglichst hohen Gewinn zu ermöglichen. Eine 'Waffe' auf der Einkaufsseite, die in den letzten Jahren immer mehr an Bedeutung gewonnen hat, ist dabei die Angebotspreisanalyse oder auch Produktpreisanalyse. Dies ist eine Methode, die dem Einkauf eines Unternehmens Kosteninformationen über ein Produkt eines Zulieferers verschafft und ihm so eine bessere Argumentation bei Preisverhandlungen ermöglicht.[...]Author: Foj, Thomas Publisher: GRIN Verlag Illustration: N Language: GER Title: Bedeutung, Probleme und Methoden der Angebotspreisanalyse Pages: 00014 (Encrypted PDF) On Sale: 2009-01-01 SKU-13/ISBN: 9783640296361 Category: Business & Economics : General

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