

Handelsgerichtete Aktivitäten Der Industrie Bei Lebensmittelskandalen - , Marina Wilgen

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In den letzten Jahren wird der Lebensmittelsicherheit immer mehr Beachtung geschenkt, wozu unter anderem die langwierige BSE-Krise oder andere Lebensmittelskandale wie z. B. der Einsatz von Wachstumsfördern in der Mast oder Dioxine in Schweinefleisch geführt haben. Auch wenn diese Skandale teilweise nur von kurzer Dauer waren, zogen sie immer einen Vertrauensverlust der Konsumenten nach sich. Das Gesundheits- und Qualitätsbewusstsein der Konsumenten ist deutlich gestiegen, wodurch der Lebensmittelqualität ein höherer Stellenwert zukommt. Die oberste Intention der Absatzbeziehungen der Lebensmittelindustrie ist es nach wie vor, ein Produkt an den Endkonsumenten zu verkaufen. Dafür muss das Produkt zur richtigen Zeit an einem angemessenen Ort zur Verfügung stehen und möglichst optimal angeboten werden. In der Lebensmittelindustrie sind die Hersteller bei der Distribution ihrer Produkte stark vom Handel abhängig, da die Konsumenten ihre Lebensmittel vorwiegend aus ihrer Gewohnheit heraus bei nahe gelegenen Einzelhandelsgeschäften oder Supermärkten beziehen, die sie als zuverlässig und vertrauenswürdig einstufen. In dieser Arbeit wird die Absatzkette von Lebensmittelprodukten, also der Institutionen des Absatzweges, die ein Gut von der Produktion zum Verkauf durchläuft, betrachtet. Dabei wird auf das vertikale Marketing in der Beziehung Hersteller - Handel eingegangen, welches das Pendant zum horizontalen Marketing (Anbieter - Konkurrent) darstellt. Author: Flatken, Magnus Author: Wilgen, Marina Publisher: GRIN Verlag Illustration: N Language: GER Title: Handelsgerichtete Aktivitäten der Industrie bei Lebensmittelskandalen Pages: 00038 (Encrypted PDF) On Sale: 2005-01-01 SKU-13/ISBN: 9783638434386 Category: Business & Economics : Marketing - General

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