

Marketing Im Lebensmitteleinzelhandel - Stephan Nowotny

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Im Folgenden soll ein grober Überblick über das Marketing im Handel, speziell im Lebensmitteleinzelhandel (LEH), gegeben werden. Kapitel 1 geht dabei zunächst kurz auf die Begriffsdefinitionen von Marketing und LEH ein und beschreibt dann die Betriebsformen und die Entwicklungen im LEH. Kapitel 2 versucht die Kunden in verschiedene Kauftypen mit verschiedenen ausgeprägten Präferenzen einzuteilen, um so eine gezieltere Kundenansprache möglich zu machen. Kapitel 3 gibt schließlich einen Überblick über die Marketinginstrumente des Handels, konzentriert sich dabei aber weitgehend auf die vier bedeutendsten Instrumente, die Leistungspolitik, die Preispolitik, die Distributionspolitik und die Kommunikationspolitik. Dabei werden zurückgreifend auf die Kauftypeneinteilung aus Kapitel 2 immer wieder Rückschlüsse auf mögliche Schwerpunktsetzungen gezogen. Kapitel 4 zeigt anhand zweier konkreter Beispiele aus der Lebensmittelbranche, wie zwei unterschiedliche Umsetzungen der Marketingkonzeption in der Praxis aussehen. Kapitel 5 fasst abschließend die wichtigsten Erkenntnisse kurz zusammen und gibt eine kurze Einschätzung der Praxisrelevanz der theoretischen Erkenntnisse. Author: Nowotny, Stephan Publisher: GRIN Verlag Illustration: N Language: GER Title: Marketing im Lebensmitteleinzelhandel Pages: 00023 (Encrypted PDF) On Sale: 2005-01-01 SKU-13/ISBN: 9783638342797 Category: Business & Economics : Marketing - General

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