

Funktionen Des Handels: Eine Kritische Bestandsaufnahme - Oliver Opel

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Wenn man heute etwas über den Handel hört oder liest, so geht es meist um den Preiskampf im Einzelhandel. Schon die markanten Werbeslogans, wie Geiz ist geil! (Saturn) und Die Mutter aller Schnäppchen (Media Markt), zeigen deutlich, dass man sich hier auf eine gefährliche Niedrigpreispolitik eingelassen hat. Die Konsumenten werden immer mehr zu 'schnäppchenjägern' erzogen, die kaum mehr beim typischen Fachhändler einkaufen, weil sie dort viel zu teure Produkte vermuten. Hinzu kommt noch, dass die Verbraucher fast ausschließlich nach reduzierter Ware suchen und Angebote zu regulären Preisen in den Regalen stehen lassen. Der Autor stellt die klassischen Funktionen des Handels vor und überpruft anhand aktueller Praxisbeispiele ihre heutige Bedeutung. Studienarbeit aus dem Jahr 2004 im Fachbereich Wirtschaft - Handel und Distribution, Note: 2,3, Fachhochschule Hof (Fachbereich Betriebswirtschaft), Veranstaltung: Dienstleistungsmarketing, Sprache: Deutsch. Author: Opel, Oliver Publisher: GRIN Verlag Illustration: N Language: GER Title: Funktionen des Handels: Eine kritische Bestandsaufnahme Pages: 00028 (Encrypted PDF) On Sale: 2004-01-01 SKU-13/ISBN: 9783638276214 Category: Business & Economics : General

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