

Beschaffungsmarketing Des Handels - Florian Schwarz

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Die betriebliche Grundfunktion der Beschaffung und damit auch das Beschaffungsmarketing konnten in den letzten Jahren erfolgreich aus dem Schatten von Produktion und Absatz heraustreten. In weiten Teilen der deutschen Wirtschaft hat sich die Auffassung etabliert, dass das Beschaffungsmanagement eine beträchtliche Bedeutung für den Erfolg und die Erfolgspotentiale von Unternehmen darstellt. Bestätigt wird diese durch eine von Koppelman aufgestellte Rechnung. Demnach hat eine Kostenreduktion um ein Prozent im Einkauf die gleiche Gewinnwirkung wie eine Umsatzsteigerung um zehn Prozent. Ein weiteres Beispiel für den Stellenwert der Beschaffung in Handelsunternehmen, zeigt ein Blick auf die Beschaffungsaktivitäten eines Supermarktes. Ein moderner Supermarkt führt in etwa 20 000 Artikel in seinem Sortiment, die von ca. 500 verschiedenen Lieferanten beschafft werden. Jede Woche finden in einem Supermarkt bis zu 500 Preisaktionen, für deren Durchführung teilweise gezielt Produkte beschafft werden müssen, statt. Weiterhin erfolgen jährlich bis zu 5000 Sortimentsveränderungen. Die vorliegende Arbeit soll einen umfassenden Einblick in das Gebiet des Beschaffungsmarketing, speziell im Handel, geben. Dabei werden insbesondere die Thematiken der verschiedenen Beschaffungsmarketingstrategien, der Lieferantenauswahl sowie der Bestellmengen und Bestelltermine genau betrachtet. Author: Schwarz, Florian Publisher: GRIN Verlag Illustration: N Language: GER Title: Beschaffungsmarketing des Handels Pages: 00025 (Encrypted PDF) On Sale: 2010-01-01 SKU-13/ISBN: 9783640754885 Category: Business & Economics : Marketing - General

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