

# Vertikales Marketing In Der Schreib- Und Zeichengeräte-industrie - Daniel Bradtke

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Um sich als Hersteller von Markenartikeln in der Schreib- und Zeichengeräte-Industrie von den Wettbewerbern zu differenzieren, ist es notwendig die Aufmerksamkeit der Verbraucher zu gewinnen und sie durch gezielte, integrierte Marketingmaßnahmen von den Produkten zu überzeugen. Um nachhaltig erfolgreich zu sein, muss allerdings der Produktvorteil für den Kunden nachvollziehbar sein. Damit dieser erfolgreich vom Endverbraucher wahrgenommen wird, muss der Handel mit dem Hersteller kooperieren und die gewählten Marketinginstrumente am Point-of-Sale (PoS) einsetzen. Mit zunehmenden Konzentrations- und Zentralisationsprozessen im Handel stellt dieser verstärkt seine Eigeninteressen in den Vordergrund. Eine zunehmende Marken- und Produktvielfalt unter den Schreib- und Zeichengeräten und die immer stärker werdende qualitative Homogenisierung der Produkte haben zu einem Stärkungsprozess auf der Konsumentenseite geführt. Diese Käufermacht stärkt die Macht des Handels, der auf Grund des begrenzten Regalplatzes die wichtige Rolle des 'gatekeepers' von Produkten übernimmt. Somit stehen die Hersteller vor dem Problem, aus einer Vielfalt von marketingpolitischen Gestaltungsmöglichkeiten den Marketing-Mix sowohl an den Bedürfnissen des Handels als auch am Endverbraucher auszurichten. Studienarbeit aus dem Jahr 2006 im Fachbereich Wirtschaft - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Note: 2,0, Duale Hochschule Baden-Württemberg Heidenheim, früher: Berufsakademie Heidenheim, 45 Quellen im Literaturverzeichnis, Sprache: Deutsch. Author: Bradtke, Daniel Publisher: GRIN Verlag Illustration: N Language: GER Title: Vertikales Marketing in der Schreib- und Zeichengeräte-Industrie Pages: 00026 (Encrypted PDF) On Sale: 2006-01-01 SKU-13/ISBN: 9783638542548 Category: Business & Economics : General Category: Business & Economics : Marketing - General

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