

Handelsmarken - Michael Kutz

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Anfang November hat die Neckarsulmer Schwarzgruppe in ihren größten Kaufland-Häusern die Handelsmarke 'K-Classic' eingeführt. Dies umfasst ein Eigenmarkenprogramm mit rund 500 Artikeln.¹ Dies war eine weitreichende strategische Entscheidung die die Position von Kaufland Warenhandel im Lebensmittel Markt auf viele Jahre hinaus stärken wird. K-Classic bietet ein Sortiment von Lebensmittelprodukten zu den gleichen Preisen wie beim Discounter (Aldi, Lidl) mit hervorragender Qualität. Da ich in einem dieser Häuser beschäftigt bin möchte ich die Gelegenheit nutzen und mich in dieser Praxisarbeit mit diesem Thema ausführlicher befassen. Hinzu kommt, dass ich in meinem sechsmonatigen Einsatz in der Firmenzentrale in Neckarsulm letztes Jahr aktiv am Prozess der Einführung mitwirkte. In meiner Praxisarbeit werde ich im Allgemeinen auf das Thema Handelsmarken eingehen. Dabei werde ich die Abgrenzung der Handelsmarke zur Herstellermarke definieren und die Entstehung, Entwicklung und Ziele einer Handelsmarke erläutern. Am Ende möchte ich noch die Marktchancen einer Handelsmarke darlegen. Insbesondere welche zukünftigen Entwicklungen sich daraus für die Kaufland Stiftung Co KG ergeben könnten. Da die Handelsmarke K-Classic nur im Food Sortiment von Kaufland eingeführt wurde, werde ich in dieser Praxisarbeit nur diesen Sortimentsbereich der Handelsmarken behandeln.

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