

MARKETING MANAGEMENT

12th edition

16

**Managing Retailing,
Wholesaling, and Logistics**

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Chapter Questions

- What major types of marketing intermediaries occupy this sector?
- What marketing decisions do these marketing intermediaries make?
- What are the major trends with marketing intermediaries?



Retailing

Includes all the activities involved in selling goods or services directly to final consumers for personal, nonbusiness use.



Table 16.1 Major Retailer Types

- Specialty store
- Department store
- Supermarket
- Convenience store
- Discount store
- Off-price retailer
- Superstore
- Catalog showroom



Levels of Retail Service

- Self-service
- Self-selection
- Limited service
- Full service



Nonstore Retailing

- Direct selling
- Direct marketing
- Automatic vending
- Buying service



Major Types of Corporate Retail Organizations

- Corporate chain store
- Voluntary chain
- Retailer cooperative
- Consumer cooperative
- Franchise organization
- Merchandising conglomerate

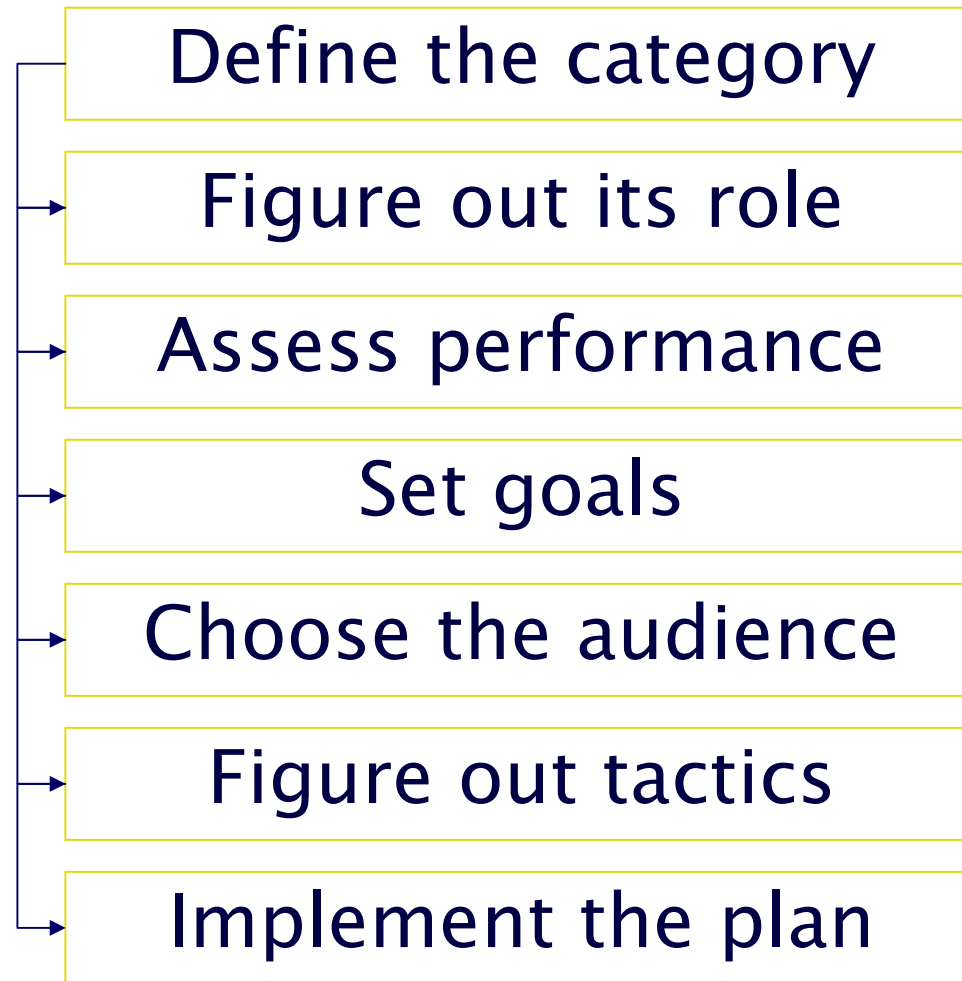


Retailers' Marketing Decisions

- Target market
- Product assortment
- Service/store atmosphere
- Price
- Communication
- Location



Retail Category Management





Retailer Services Mix

- Prepurchase services
- Postpurchase services
- Ancillary services



Location Decision

- General business districts
- Regional shopping centers
- Community shopping centers
- Strip malls
- Location within a larger store



Indicators of Sales Effectiveness

- Number of people passing by location
- Percentage who enter store
- Percentage of those who enter who also buy
- Average amount spent per sale



Trends in Retailing

- New retail forms and combinations
- Growth of intertype competition
- Competition between store-based and non-store-based retailing
- Growth of giant retailers
- Decline of middle market retailers
- Growing investment in technology
- Global presence of major retailers



Wholesaling Functions

- Selling and promoting
- Buying and assortment building
- Bulk breaking
- Warehousing
- Transportation
- Financing
- Risk bearing
- Market information
- Management services and counseling



Major Wholesaler Types

- Merchant
- Full service
- Limited service
- Brokers and agents
- Manufacturers
- Specialized



Wholesalers' Marketing Decisions

- Target market
- Product assortment
- Price
- Promotion
- Place



Market Logistics Planning

- Deciding on the company's value proposition to its customers
- Deciding on the best channel design and network strategy
- Developing operational excellence
- Implementing the solution



Market Logistics Decisions

- How should orders be handled?
- Where should stock be located?
- How much stock should be held?
- How should goods be shipped?



Transportation Factors

- Speed
- Frequency
- Dependability
- Capability
- Availability
- Traceability
- Cost