



MARKETING MIX - PLACE

Through their contacts, experience, specialization, and scale of operation, intermediaries usually offer the firm more than it can achieve on its own

Retailing is the activities involved in selling goods or services directly to final consumers for their personal, non-business use



MARKETING MIX - PLACE

I. Store Retailing:

1) Amount of Service

a) **Self-service** *e.g.* supermarket

b) **Limited-service retailers** *e.g.* sales assistance as the result of higher prices

c) **Full-service retailers** *e.g.* Specialty stores and first-class department stores



MARKETING MIX - PLACE

2) Product Line

a) Specialty Store is a narrow product line with a deep assortment within that line **e.g.** sporting goods, furniture, books, flowers, or toys stores;

- **single-line store** is a clothing store
- **limited-line store** is a men's clothing store
- **super-specialty store** is a men's custom shirt store

b) Department Store carries a wide variety of product lines **e.g.** clothing, home furnishings, and household goods



MARKETING MIX - PLACE

- c) Supermarket** is large, low-cost, low-margin, high-volume, self-service store that carry a wide variety of food, laundry, and household products
- d) Convenience Store** is small, limited line of high-turnover convenience goods, near residential areas and remain open long hours, charge high prices because of lower sales volume **e.g.** kiosks
- e) Superstore, Combination Store, and Hypermarket**
e.g. Ramstor, Mega etc
- f) Service Business** hotels and motels, banks, airlines, colleges, hospitals, movie theaters, tennis clubs, bowling alleys, restaurants, repair services, hair-care shops, and dry cleaners



MARKETING MIX - PLACE

3) Relative Prices

a) **Discount Store:** lower margins and selling higher volume offering mostly national brands, not inferior goods

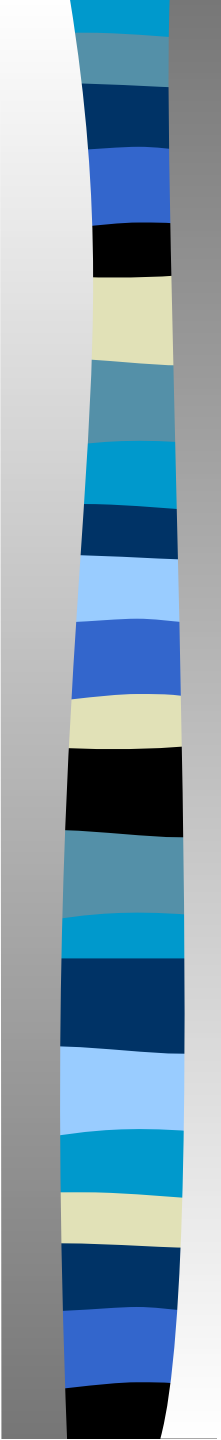
b) **Off-Price Retailers:** buy at less than regular wholesale prices and charge consumers less than retail

- ✓ Factory outlets
- ✓ Independent off-price retailers
- ✓ Warehouse clubs

MARKETING MIX - PLACE

c) *Catalog Showroom* sells:

- high-markup
 - fast-moving
 - brand-name goods
- } at reduced prices





MARKETING MIX - PLACE

II. Control of Outlets

Corporate Chain

- two or more outlets
- owned and controlled
- employ central buying and merchandising
- sell similar lines of merchandise

Franchise Organization

e.g. you produce a type of juice and ask for brand from Cola to sell under its brand, quality control and other staff rights Cola.



MARKETING MIX - PLACE

Merchandising Conglomerate

Merchandising conglomerates are corporations that combine several different retailing forms under central ownership and share some distribution and management functions

III. Non-store Retailing

1) Direct Marketing uses telemarketing and on-line computer shopping

2) Direct Selling

- door to door
- office to office, or
- at home-sales parties



MARKETING MIX - PLACE

- 3) **Vending Machines** wide variety of convenience and impulse goods - cigarettes, beverages, candy, newspapers, foods and snacks, cosmetics, paperback books, T-shirts, insurance policies, pizza and bla-bla-bla



MARKETING MIX - PLACE

WHOLESALE

- buy mostly from producers and sell mostly to retailers
- Selling and promoting
- Buying and assortment building
- Bulk-breaking
- Warehousing
- Transportation
- Financing
- Risk bearing
- Market information
- Management services and advice



MARKETING MIX - PLACE

Types of Wholesaler:

1) Merchant Wholesalers

a) *Full-Service Wholesalers*

- carrying stock
- offering credit
- making deliveries

b) *Limited-Service Wholesalers*



MARKETING MIX - PLACE

2) Brokers and Agents

They earn commissions for the aid in buying and selling specialized by product line or customer type

3) Manufacturers' Sales Branches and Offices

Sell themselves in offices rather than through independent wholesalers