

PRINCIPLES OF MARKETING

Ross Evans – 4/14/2015



RETAILING VS. WHOLESALE



RETAILING VS. WHOLESALING

- *Retailing: any business involved in the act of selling directly to the final consumer.*
- Retailing includes: hotels, department stores, accountants, eCommerce, hospitals, restaurants etc.
- Retail marketing is all about “right now” – consumers are searching for something they want now (or soon) and we need to deliver it to them at just the right time.
- *Wholesaling: includes all activities involved in selling goods and services to those buying them for resale or business use.*
- Wholesaling are largely unknown to consumers, but can be quite large (ie Grainger)
- Wholesale marketing includes many of the same considerations as retail marketing, but margins are much slimmer!



DEFINING RETAILERS

- Three main categories:
 - Level of Service Provided: classified by the service environment within the store (self-service or full-service)
 - Product Line Sold: classified by the types of products sold
 - Relative Prices: classified by the prices charged for goods or services (high, medium, low)



SPECIALTY RETAILERS

Carry narrow product lines with deep assortments within those lines

LENSCRAFTERS®

Lids®

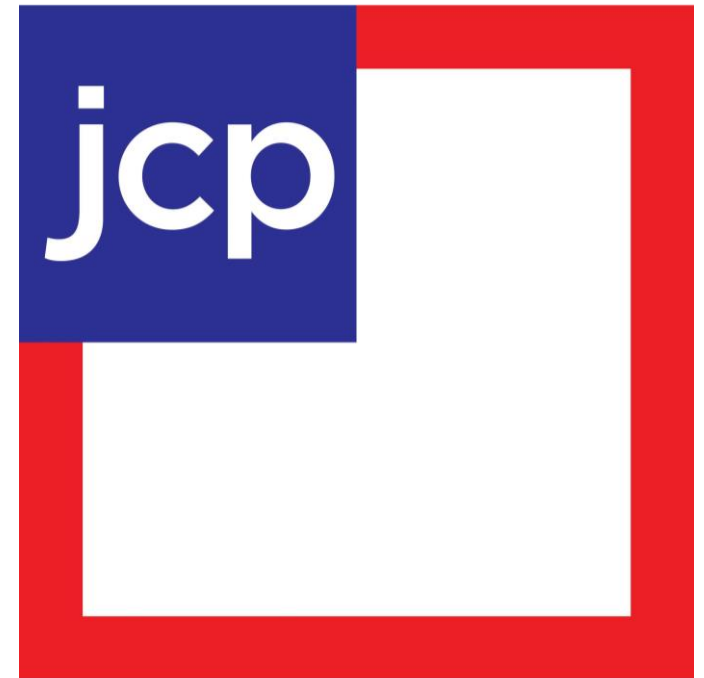
TIFFANY & CO.

 **Tire Warehouse**
TIRES *For Less*



DEPARTMENT STORES

Carry a wide variety of product lines separated into departments.

The logo for Neiman Marcus, featuring the brand name in a black, elegant script font, set against a light gray rectangular background.The logo for Sears, featuring the word "Sears" in a bold, blue, italicized sans-serif font, with a red curved line underneath.The logo for Dillard's, featuring the brand name in a black, serif font.

SUPERMARKETS

The most frequently visited of retail stores. Currently being threatened by slow population growth and competition from big box and discount superstores.



CONVENIENCE STORES

Small stores that carry a limited line of high-turnover “convenience” goods.



SUPERSTORES

Larger than a regular supermarket that offer a large assortment or routinely purchase food products, nonfood items and services.



KEY MARKETING CONSIDERATIONS FOR RETAILERS

Marketing must fit with the target market and positioning:

- **Price** must fit with target market and positioning (remember JCP??)
- Most use all **promotional tools** (advertising, personal selling, sales promotions, public relations and direct marketing) – but again, it must fit with their target market and positioning
- In-store atmosphere and environment
- Location of physical store
- Dealing with the web (to sell there, or not) and the omnichannel shopping environment

