

1. Record Nr.	UNINA9910957262003321
Titolo	Retailing in a SCM-perspective // Herbert Kotzab & Mogens Bjerre (eds)
Pubbl/distr/stampa	[Copenhagen], : Copenhagen Business School Press, 2005
ISBN	87-630-9961-6
Edizione	[1. ed.]
Descrizione fisica	263 p. : ill
Altri autori (Persone)	KotzabHerbert <1965-> BjerreMogens <1959->
Soggetti	Retail trade - Management Business logistics
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Intro -- Retailing in a SCM-Perspective -- Table of Contents -- 1. Introduction -- 2. Retailing in the context of IT and distribution -- Distribution, marketing channels and retailing -- Technology and Information technology -- Consequences of IT for managing retail distribution -- Applying IT to retailing - the case of Internet basedgrocery retailing -- Example of an on-line shop - www.billa.at -- 3. Retailer strategies -- Retail Market Development -- Retailer Strategy Development -- The 8 Positioning Elements -- The Cost Leadership Strategy and its Elements -- The Differentiation Strategy and its Elements -- Status of Retailer Positioning -- 4. Retail logistics and Supply Chain Management -- Introducing the concept of logistics and Supply Chain Management -- General aspects of retail logistics -- A model of retail logistics -- Retail logistics decision parameters -- The concept of retail oriented supply chain management -- Retailing as a result of value constellation in supply chains -- 5. IT-Applications for retail store management -- Essential elements of IT-driven retail management -- IT-based retail marketing processes -- Modern supermarkets in European business practice -- 6. The automation of retail logistics -- Combining IT with just-in-time oriented retail logistics systems - Information or inventory? -- Electronic data Interchange (EDI) -- Barcodes -- Scanners -- Combining EDI, barcodes and scanners to automated logistics -- Future outlook - Radio

Frequency Identification (RFID) -- General introduction to specific applications of IT-based retail logistics systems -- Applications of IT-driven retail logistics systems - the case of Swiss Migros, US-based Wal-Mart and Rewe Austria -- 7. Retail Marketing Processes -- Various retailer strategies -- Implications of various retailer strategies on marketing processes and SCM. Implications for SCM -- Efficient Consumer Response - Demand Side -- Category Management -- 8. Special IT-based retail trends -- IT-based retail trend # 1 - Efficient Consumer Response -- IT-based retail trend # 2 - Collaborative Planning, Forecasting and Replenishment (CPFR) -- IT-based retail trend # 3 - -- The Global Commerce Initiative -- 9. B2B Relationships in Retailing -- Introduction -- Defining a Key Account -- Supplier - Customer Relationships -- The Role of the Key Account Manager -- Organizing towards Key Accounts -- Marketing to Key Accounts - Trade Marketing -- Conclusion -- 10. Customer Relationship Marketing (CRM) in Retailing -- The increasing importance of customer orientation -- Customer satisfaction as a fundamental concept -- Customer retention in retailing -- Perspectives of Customer Relationship Marketing in retailing.

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Sommario/riassunto

"The book presents a cutting-edge SCM framework and integrates it with basic principles of operations, management and marketing. Out of this integration of standard marketing principles and innovative relationship marketing thinking comes new marketing strategic typologies and paradigms that promote the understanding of relationship dynamics and equips the reader with tools for identifying and implementing these strategies."

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