

The Role of Private Brands in Assortments. Literature Review and Empirical Study



Filesize: 1.92 MB

Reviews

*A very amazing publication with perfect and lucid information. We have read through and that i am certain that i will planning to study once more yet again in the future. You will not really feel monotony at anytime of the time (that's what catalogues are for about should you question me).
(Matilda Hoeger V)*

THE ROLE OF PRIVATE BRANDS IN ASSORTMENTS. LITERATURE REVIEW AND EMPIRICAL STUDY

[DOWNLOAD](#)

GRIN Verlag GmbH Apr 2015, 2015. Taschenbuch. Book Condition: Neu. 210x148x3 mm. Neuware - Studienarbeit aus dem Jahr 2014 im Fachbereich BWL - Handel und Distribution, Note: 1,0, Hochschule Reutlingen, Sprache: Deutsch, Abstract: Presently, private brands attract as much attention as only a few managerial practices have experienced before. Where once branded products led the way, today private label share is growing. Since today's industry is affected by pricing, advertising, merchandising and product selection, private brands revolutionized the market, imposed fundamental changes in the retail sector and gained important market share. Especially during the economic recession people had to find ways to most effectively overcome this period of financial hardship. Consumers are more open to new ideas to an extent that one ever dared to imagine. Whilst higher margins and the creation of points-of-differentiation are the most favorable drivers that led the way for a retailer's private brand creation, oftentimes the success of these brands is questionable. The introduction of private labels requires a well-conceived concept and strategy which oftentimes fails to appear. Notwithstanding, the importance of private brands continues in taking on greater significance. Professional management can be identified in cases of successful implementation of such brands as well as the additional drivers of own sourcing and the ability to quickly adapt and realize customers' needs and desires. It is time to conduct a detailed investigation of these aforementioned assumptions in order to conclude with a declaration of the role of private brands in assortments. In this connection, the present research paper concentrates on the fashion sector, sets its focal point on the warehouse, which is defined as a large retail store organized into various departments of merchandise and not allowing for discount formats and e-commerce. 48 pp. Deutsch.



[Read The Role of Private Brands in Assortments. Literature Review and Empirical Study Online](#)



[Download PDF The Role of Private Brands in Assortments. Literature Review and Empirical Study](#)

Other Kindle Books



Psychologisches Testverfahren

Reference Series Books LLC Nov 2011, 2011. Taschenbuch. Book Condition: Neu. 249x191x7 mm. This item is printed on demand - Print on Demand Neuware - Quelle: Wikipedia. Seiten: 100. Kapitel: Myers-Briggs-Typindikator, Keirsey Temperament Sorter, DISG,...

[Download eBook »](#)



Programming in D

Ali Cehreli Dez 2015, 2015. Buch. Book Condition: Neu. 264x182x53 mm. This item is printed on demand - Print on Demand Neuware - The main aim of this book is to teach D to readers...

[Download eBook »](#)



Who Am I in the Lives of Children? an Introduction to Early Childhood Education, Enhanced Pearson Etext with Loose-Leaf Version -- Access Card Package

Pearson, United States, 2015. Book. Book Condition: New. 10th. 250 x 189 mm. Language: English . Brand New Book. NOTE: Used books, rentals, and purchases made outside of Pearson If purchasing or renting from companies...

[Download eBook »](#)



Who am I in the Lives of Children? An Introduction to Early Childhood Education (Paperback)

Pearson Education (US), United States, 2015. Paperback. Book Condition: New. 10th Revised edition. 254 x 201 mm. Language: English . Brand New Book. Note: This is the bound book only and does not include access...

[Download eBook »](#)



Who Am I in the Lives of Children? an Introduction to Early Childhood Education with Enhanced Pearson Etext -- Access Card Package (Paperback)

Pearson, United States, 2015. Paperback. Book Condition: New. 10th. 251 x 203 mm. Language: English . Brand New Book. NOTE: Used books, rentals, and purchases made outside of Pearson If purchasing or renting from companies...

[Download eBook »](#)

**Children s Handwriting Book of Alphabets and Numbers: Over 4,000 Tracing Units for the Beginning Writer (Paperback)**

Createspace, United States, 2015. Paperback. Book Condition: New. 254 x 203 mm. Language: English . Brand New Book ***** Print on Demand *****.The Children s Handwriting Book of Alphabets and Numbers provides extensive focus on

[Read ePub »](#)

**Index to the Classified Subject Catalogue of the Buffalo Library; The Whole System Being Adopted from the Classification and Subject Index of Mr. Melvil Dewey, with Some Modifications . (Paperback)**

Rarebooksclub.com, United States, 2013. Paperback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book ***** Print on Demand *****.This historic book may have numerous typos and missing text. Purchasers can usually

[Read ePub »](#)

**Never Invite an Alligator to Lunch! (Paperback)**

Lucky Me Publishing, LLC, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****. NEVER Invite an Alligator to Lunch! delivers a fun,

[Read ePub »](#)

**Slavonic Rhapsody in D Major, B.86.1: Study Score (Paperback)**

Petrucci Library Press, United States, 2015. Paperback. Book Condition: New. 297 x 210 mm. Language: English . Brand New Book ***** Print on Demand *****.The first of the three Slovanske rapsodie was composed from February

[Read ePub »](#)

**TJ new concept of the Preschool Quality Education Engineering the daily learning book of: new happy learning young children (2-4 years old) in small classes (3)(Chinese Edition)**

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Paperback. Pub Date :2005-09-01 Publisher: Chinese children before making Reading: All books are the

[Read ePub »](#)