



# Relationship marketing & International retailing Unit 5





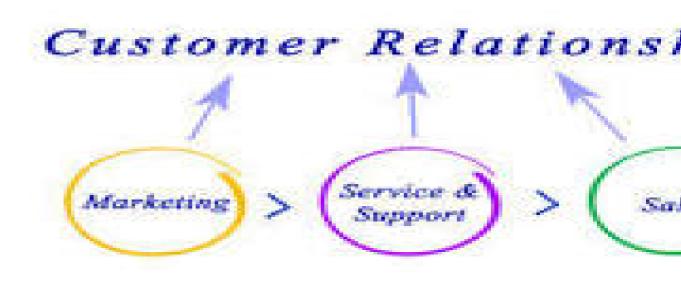
#### **DEFINITION**

Relationship marketing is a facet of custorelationship management (CRM) that for
on customer loyalty and long-term custorengagement rather than shorter-term go
like customer acquisition and individual s





 Relationship marketing is a understanding, creating and mana exchange relationship between econ partners, manufacturers, service provi various channel members and final consu





# Role of Relationship marketing in

Customer loyalty and satisfaction

Build goodwill
Image projection
Differentiation





#### Methods of relationship marketing:

- Adding value to a relationship
- ✓ Reordering of goods
- ✓ Offering privileges to customer
- ✓ Developing ability to jointly solve problen
- ✓ Creating barriers to exit





#### Management of relationship in retailing:

- Mission and objectives setting
- -customer service
- -customer and employee loyalty;
- -quality
- SWOT analysis:
- -internal analysis

#### External analysis

- Market analysis and segmentation
- Strategy formulation: objective setting
- Developing the relationship marketing mix
- ✓ Product
- ✓ Price
- ✓ Promotion
- ✓ Place
- ✓ People
- ✓ Process
- ✓ Physical evidence





# Research in retailing Research is carried in retail –

- business feasibility,
- 2. identification of the right product mix,
- 3. target group profile,
- 4. consumer behaviour

#### Retailers Are Everyv

Goods and Services Available Through Retail

Your toothbrush Transfer to the second second

Voter boot books and actions

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#### **Area of retail research:**

- Store location –
- > size
- -demographics
- age
- income level
- Consumer
- merchandise assortment
- hours of operation
- Merchandising
- pricing
- private label brands
- Advertisement and promotion
- Which media to opt for
- frequency of catalogues
- > special events
- Customer services
- > shipping charge
- Sales methods



# Retail research process

- i. Define issue or problem to be research
- ii. Examine secondary data
- iii. Generate Primary data
- iv. Data analysis
- v. Write the research proposal
- vi. Recommend and implement findings



#### Importance of research in retail:

- Analyse the retail trend
- Identify new customer, understand consubehaviour and their profile
- Improve product, services
- Right assortment decision
- Develop long term strategy in terms of promotion, branding



#### Trends in retail search:

- Focus group
- Third party agency
- Organisational study
- Location analysis



# Brand management in retaili

Brand is a name, term, sign, symbol or design or combination of them which is intended identify the goods or services of one sell-group of sellers and to differentiate them from those competitors

#### Types of store brands in retailing:

- National brands / manufacturer
- Local brands
- Private lables



# Role of Branding in Retailing:

- Improved sales
- Higher sales
- Increase in ROI
- Higher customer loyalty





#### Branding strategies in retailing:

- Integrated branding- retailer is in direct conwith the manufacturer
- Contract branding outsourced to third part and does not play any role in product development
- Independent branding retailer simply procuthe goods from suppliers at the lowest possil cost and entire branding investment is will be dine by him Developing retail brand:
- Brands are developed over a period of time
- Positioning at the development stage is important



### Customer Based brand equity (CBBE) proc

- Clearly articulate the brand identity
- Establish a customer value proposition
- Define the optimal customer experience
- Cultivate relationship with customer
- Strengthen the brand over a time



# Motives of international Retai

- Push/reactive drivers generally relate to negative aspects of the domestic market
- Saturation.
- Recession
- Planning restrictions



#### Pull factors

pull/proactive drivers are linked to attracti aspects of either the retail offer or the fore market

Attractive markets
Rise of the middle class
Choice of ownership
Harmony of market concepts





## ISSUES IN INTERNATIONAL RETAIL

- Emergence of new markets
- Empowered consumer
- Technology enabled efficiencies
- Rise of the E-age
- Legislation and regulation
- Taxation and cross border shopping
- Variation in retail practices



# International Environment

- Socio –Cultural Environment
- Economic Environment
- Political Environment
- Legal Environment
- Technological Environment



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