

What is retailing?

Retailing is all the activities directly related to the sale of goods and services to the ultimate consumer for personal; non-business use.

This type of retail business is owned by a single person or partnership and not part of a larger retail institution.

Independent retailer

What is a corporate chain?

A corporate chain is a retail outlet owned and operated as a group by a single organization.

Starbucks is an example of what type of retailer?

Corporate chain

What is a merchandise line?

A merchandise line describes how many different types of products a store carries and in what assortment

This is the amount of money the retailer makes as a percentage of sales after the cost of goods sold is subtracted.

Gross margin

Competition between very dissimilar types of retailer outlets is known as what?

Intertype competition.

A Coca-Cola machine is an example of what?

A vending machine

L.L Bean is an example of what type of non-store retailing?

Direct marketing

The originator of a trade name, product, or methods and operations grants operating rights to another party to sell its products in what type of business?

A franchise

What type of business has the following strategy and positioning characteristics:?

- Image: Value conscious
- Low price, margin
- Low service

Specialty Mass Merchandiser

What is a retailing mix?

A retailing mix is the activities related to managing the store and the merchandise in the store.

What is shrinkage?

Shrinkage is the breakage and theft of merchandise by customers and employees

This is selling brand-name merchandise at lower than regular prices.

Off-price retailing

What is a central business district?

A central business district is the oldest retail setting and is usually located near a community's downtown area.

This is a cluster of stores that serve people who are within a 5 to 10 minute drive.

Strip location

Mall of America is an example of this?

A power center

This describes how new forms of retail outlets enter the market

Wheel of retailing

With regards to the wheel of retailing, as time passes, outlets do what?

Add services

The process of growth and decline that retail outlets experience is known as what?

The retail life cycle

What is advertising?

Advertising is the impersonal, one-way mass communication about a product or organization that is paid for by a marketer.

The marketing function that evaluates public attitudes, identifies areas within the organization that the public may be interested in, and executes a program of action to earn public understanding and acceptance is called what?

Public relations

A plan for the optimal use of the promotional mix is known as what?

Promotional strategy

The marketing activities other than personal selling, advertising, and public relations is known as what?

Sales promotion

What are some types of sales promotion?

- Free samples
- Contests
- Premiums
- Trade Shows
- Vacation giveaways
- Coupons

With sales promotion, we want to change consumer behavior _____

Right now

What is personal selling?

Personal selling is a planned presentation to one or more prospective buyers for the purpose of making a sale.

What are some advantages to personal selling?

- Immediate feedback
- Target Marketing
- Complex information

What are direct orders?

Direct orders are the result of direct marketing offers that contain all the information necessary for a prospective buyer to make a decision to purchase and complete the transaction.

What is traffic generation?

Traffic generation is the outcome of a direct marketing offer designed to motivate people to visit a business.

This was almost a \$300 billion industry in 2006

Advertising

What is an institutional advertisement?

An institutional advertisement is used to enhance a company's image rather than promote a particular product.

This type of advertisement touts to benefits of a particular good and service.

Product advertisement

What are some examples of advertising appeals?

- Profit
- Health
- Love or Romance
- Fear
- Admiration
- Convenience
- Fun and Pleasure
- Vanity and Egoism
- Environmental Consciousness

What are some advantages to newspaper advertisements?

- Geographic selectivity
- Short-term advertiser commitments
- News value and immediacy
- Year-round readership
- High individual market coverage
- Co-op and local tie-in availability

What are some advantages to magazine advertising?

- Good reproduction
- Demographic selectivity
- Regional/local selectivity
- Long advertising life
- High pass-along rate

What are some **disadvantages** to radio advertising?

- No visual treatment
- Short advertising life
- High frequency to generate comprehension and retention
- Background distractions
- Commercial clutter

What are some advantages to internet advertising?

- Fast growing
- Ability to reach narrow target audience
- Short lead time
- Moderate cost

What is cooperative advertising?

Cooperative advertising is an arrangement in which the manufacturer and the retailer split the costs of advertising the manufacturer's brand.

What is a promotional mix?

A promotional mix is a combination of one or more of the communication tools used to inform, persuade, and remind the consumer.

What are the characteristics of the introduction stage of the product life cycle?

Marketing objective: gain awareness, informing
Promotion: Publicity, advertising, sales promotion

What is the marketing objective of the decline stage of the product life cycle?

To continue to sell the product, but not promote it.

What is a push strategy?

A push strategy is directing the promotional mix to channel members to gain their cooperation in ordering and stocking the product.

What is the first part of personal selling?

Getting through the interview

What are the two types of sales promotion?

Consumer sales promotion and trade sales promotion

What is a certificate that entitles consumers to an immediate price reduction?

A coupon

What is a rebate?

A rebate is a cash refund given for the purchase of a product during a specific period

What is a contest?

A contest is a promotion that requires skills or abilities to compete for prizes.

What is a point-of-purchase promotion used to do?

- Build traffic
- Advertise the product
- Induce impulse buying

What is cold calling?

Cold calling is a form of lead generation in which the salesperson approaches potential buyers without any prior knowledge of the prospects' needs or financial status.