Contributions to the Definitions of the Particularities of Consumer Goods Distribution Marketing

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Abstract: - In each society, producers and consumers are separated by distance, by ignorance of needs, by wrong proportions of the offered volume. Distribution, as intermediary stage between production and consumption must assure the equilibrium on the market. The subject of this paper consists in showing the evolution of competitive markets and the important role of marketing in the commerce field. We will define the importance of marketing policy, which is responsible for choosing the possible targets and methods in order to achieve them.

Key-Words: - consumer, strategy, grosser, commerce, merchandiser, distribution, policy

1 Introduction

The specificity of the differential approach of the marketing concepts in the distribution sector is characterized by the fact that inside a strong competitive market the commercial firms are confronted with the increasing necessity in finding a solution of special aspects regarding:

a. Integration of markets mechanism
b. Solution of the problems in the competition environment
c. Business project or the establishment of any of the undertaken activity

While the commercial firms proceed their activity in close relationship with the markets requests they must permanently know and observe their demands and the exigencies.

It is important to keep in mind that the usage of marketing in the distribution field involves not only the market studies offered by the commercial research but also the accomplishment of complex studies.

The economical activities, like: the merchandise delivery, their transportation; their depository and preserving; their detailed en gross stocking, selling; the summoning of material financial and human resources which are necessary for accomplishing that process; the establishment of the transfer modalities property titles and their practical insurance.

Those activities, because they have a double role-the satisfaction of the clients needs and the growth of the numbers of the businesses which generate the firms profit, firms which take part at the commercial transactions - involve the necessity to conceive a specialized domain of marketing.[2]

Defining the coordinates of distribution marketing, we have to face the fact that these options can be considered the coordinates of a new marketing mix, concerning the market, the range of goods, commercial services, the price, communication and merchandising.

2 The Policy and Strategy of Marketing in the Distribution Firms

The policy of a marketing distribution firm consists in specifically components and modalities of leadership of the commercial activities which contribute to the realization of the general policy of the industry.

Inside the distribution sector the strategy has also a double part:

a. General orientation of the industry activity and the duty establishment in regard of achieving the proposed objectives for each stage.

b. The adaptation possibilities of the industry activity to the market evolution.

This strategy contains two important parts:

• The market definition or market delimitation on which the industry proposes to act
• The organization of the marketing mixture.[4]

2.1. The product policy in the marketing distribution

The conceiving of the product policy in the
distribution domain starts with the idea that the offer of goods and the commercial services outlines through their combination a good defined product policy, given the conditions in which the intermediary works and what he can offer to the consumer. In such a case we consider that the deliver man has connections with other producers, which will make on one hand the offer to be different from the assortment delivered by each supplier and on the other hand the deliver man has to confront a very large and different number of people.

2.2. The price policy in marketing distribution

The outlining of the price policy inside the marketing distribution must start from the fact that in general the intermediary calculates his own selling prices, having in sight an additional supplement. Because of the typical problems that the commercial firm have to confront with, the price policy assortment has to take in consideration the following things:

- The objectives viewed by the commercial firms
- The chosen strategy
- The in force settlement for a specific market place on which it works on.

2.3. The distribution policy in marketing distribution

Along with the complex problem referring to the product and range, price and promotion, the universe of distribution includes as well a complex system of relationships which offers support to this department. The modern economy generates new requests related to the space which interposes between the producers and the consumers. This space transforms itself in an action field for many intermediary: merchandiser (grossest, detailed intermediary) – buy on their own and resell the merchant; agents (brokers, representatives) – who prospects the client and makes contracts in the name of the producer; logistic supporters (transporter companies, banks) – facilitates the distribution operations without taking part at the commercial negotiations.

Taking all this in consideration the marketing distribution must do the following:

1. outline specific systems of relations which characterizes the content of the economical circuits or the distribution channels do a continuous prospect and must establish the effective manipulation systems of the merchandise, the transportation, presentation and the sells of these as well the sustaining logistic of the respectively process. (all these create the content of the physical distribution).

2.4. The promotional policy in marketing distribution

The establishment of the promotional policy must be structured in two directions: one that refers to the strategy of communication and another one which refers to the activities of merchandising. The first direction has in view another two objectives: the image assurance of the sell points and the other one, the substantial and immediate intensification of the buyers stream.

2.5. The marked market and its positioning

The grosser must define himself the markets and must take an efficient position. The grosser must choose a group of clients in relation with the number of people (when we talk about the big grosser), related to the type of clients (the stores which sell food of daily usage) and related to the need of work (in case of the clients who ask for credits).

2.6. The marketing mix of the grosser

Today’s grosser reduce the range of products which they offer in order to concentrate only on the profitable ones. The price is as well another important decision to take for the grosser. The grosser add usually 20% to the merchandises costs. The expenses represent about 17% and the rest of 3% is taken by the grosser. Although the promotion can be essential for the grosser’s success, the most grossers’s are not orientated towards it. They still perceive the selling as an activity in which the sells man discusses with one client.

Distribution is important for the grossers because they have to choose their positioning and facilities. The grosser invest a small amount of money in buildings, equipments and systems. In the past few years the wholesale dealer of bigger dimensions have reacted to the rising costs and invested in warehouses and in computerized systems.

3 The Marketing Decision Of The Grosser

The grosser have confronted themselves with new competitors, more selective clients, new technology, programs for direct buying of the merchandise from the industries, institutionalized people and from the detailed intermediates.
Tendencies In The En-Gross Commerce: A study in this domain foresees some changes which this sector will go through in the nearby feature. The consolidation of this sector will diminish in a significant way the number of the existing grossers. The firms that will remain will evolve strongly especially through acquisitions, fusions and geographical expansions.

4 The Decisions of the Detailed Intermediate
Marketing consists of a particular sort and of a number of procedures through which as well the markets become famous as the commercial strategies elaborated by the big distribution groups.

4.1 The Outside And Inside Environment Of A Detailed Firm
The distribution subordinates itself to the economically conjunction, to the lifestyle oscillations of the consumer.

4.1.1. Elements belonging to the internal marketing environment of the detailed distributor
The most important elements of the internal environment of the detailed distributor are:

a.1. The environment elements, which influences the detailed comer’s methods and techniques, relate to the changes in the economy and the competition.

a.2. Managerial conception of the distribution contains three fundamental aspects:
- A real orientation towards the consumer
- An adaptation or an anticipation tendency of the social changes
- An analysis of the profit

a.3. Structure and organization
A key factor is the independence degree of the stores.

a.4. Strategies derive out of the preoccupation for the relations between firms and a fluctuations environment in order to define all possible options from all domains.

a.5. Tactical variables represent the organization of acting ways over the sighted market segments, in order to attain the proposed objectives.

4.1.2. The outside environment (the uncontrollable elements of the environment)
The society and economically evolution, the progress of science and technique have strongly influenced the firms in the distribution sector.

4.2 Strategically Decisions
The manager of a firm or a store, in order for the commercial activities to be able to develop in a convenient way, will establish a certain number of objectives to be reached.

A. General objectives
The orientation of the firm must be specified depending of the activity objective and the impediments which lie in their way must be mentioned.

Performance objectives:
a. Financial objectives
b. Social objectives
c. Communication objectives

B. The process to put a strategy in application
Once the objectives are been established the firm director will choose the middles to help him use the resources of the firm.

<table>
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<tr>
<th>Tendency</th>
<th>Solutions</th>
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<tr>
<td>The diminuation of the birth rates</td>
<td>The toy stores can aim their offers also towards the adults by offering them games related to their expectations.</td>
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<tr>
<td>The increase of the transport expenses</td>
<td>To transform the commercial peripheral centers in centers which can offer also other activities: medical, public.</td>
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4.3 The System of detailed commerce and its marketing mix

A. The System
The detailed commerce can be represented as a system which develops in an environment in which integrates numerous factors because of four controllable elements: price, range, physical distribution and store communication. In the middle there are the sighted consumers of this 4 elements. Their intensity will depend on the existing resources: financial middles, the type of the firms structure, middles to observe the consumers behavior.

B. The Middles Of Commercial Activities

Products and service policy
Every type of merchandise which will be soled must be careful defined and also what kind of services will accompany it.

The price policy
The distribution policy
a. Location of the store. The detailers must choose from an isolated location or one near other stores.
b. Selling methods
c. Delivering organization
d. The system which registers the sells
e. The battle against the losses
f. Decoration of the store

**Communication policy**
It combines the tools which the merchant assumes in order to inform the market about the characteristics of the service – products
a. The staff
b. The shop window
c. Publicity
d. Public relation policy

**C. The distributors marketing mix**
It is necessary to define the marketing policy, who is responsible for choosing the possible targets and methods in order to achieve them and in the same time they must look after the inside and outside compulsions of the firm. We can suggest commercial offers to different segments of clients creating together with different elements of the marketing mix a homogeneous ensemble.

Competence demography-urbanism study quality complementary lifestyle strategically positioning services phase checking.

**5 Outlined Tendency in the Evolution of Commerce and their Implications in Commercial Activities in Romania**

- Following the tendency of the acquisitions and merging we can observe a concentration in the commercial segment.
- The dimension of the distributional groups of the association and branch type are growing.
- We assist to a growing integration of the food merchants and the non food merchants in the same commercial area.
- The quality and quantity of information asked by the consumer grows; this leads to the growth of the distribution costs.
- As consequences of the acquisitions and alliances the buying grows, which leads to same buying conditions as well in the supermarkets and in hypermarkets.
- We observe a growth in competition between the big specialized areas and the unspecialized areas.
- The presence of the discount shop-chains will strengthen through a process of label concentration.
- The multi specialization of the large commercial areas and the reorganization of the products ranges continues
- The number and quality of services offered to the client are growing, fact which leads to a growth of costs. [1]

**References:**