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

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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.



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