

BBA-402

Marketing Management

The Marketing Concept

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Wholesaling & Retailing

What is wholesaling?

- Wholesaling is a distribution channel function where one organization buys products from supplying firms with the primary intention of redistributing to other organizations (but, in general, not to the final consumer).




What is Retailing?



Retailing is the business where an organization directly sells its products and services to an end consumer and this is for his personal use.

By definition whenever an organization be it a manufacturing or a whole seller sells directly to the end consumer it is actually operating in the Retail space.



Multi Channel RETAILING

Multichannel retailing is the use of a variety of channels in a customer's shopping experience including research before a purchase.

Such channels include:



The Online Purchase Process at Multi-Channel Retailers



Acquisition



Information



Order



Payment



Delivery



After-Sales

