

A Study on Channel Strategy of Supplier to Hypermarket and Distributor-Example of N Company

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ABSTRACT

In recent years, the marketing channel environment of Taiwan has transformed into the marketing guidance from the production guidance, which is prompting the enterprises to understand the importance of good marketing channels and channel strategies; This study will explore the channel strategies and search for the feasible solutions that the case supplier could adopt, when he confronts the possible benefits and conflicts which the different channel suppliers create. The summary of this study as follows: The company adopts the intensive multi-channel marketing which can expand the market coverage and increase the availability of products, in order that it is convenient for the consumers to purchase its products.

1. In the company, the mutual competitions of distributors cause the different types of conflicts, including horizontal channel conflict and intertype channel conflict.
2. Aiming at the different types of conflicts, the case company applies three indexing powers which are coercive power, expert power and rewards power, as well as develops threat strategy, recommendation strategy and promise strategy to solve the mutual conflicts of distributors.

Keywords : hypermarket、 distributor、 marketing channel、 channel strategy、 channel conflict、 channel power、 marketing 、 taiwan

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