

Kazakh Ablai khan University of International
Relations and World Languages

 **Merchandise
marketing**

Done by: Mukan
Guldana

*Plan:

- *1. *Marketing*
- *2. *Marketing mix*
- *3. *Merchandising*
- *4. *Promotional merchandising*
- *5. *Top Strategy*



* Marketing

- * Marketing is a widely used term to describe the means of communication between the company and the consumer audience. Marketing is the adaptation of the commercial activities and use of institutions by the organizations with a purpose to induce behavioral change on a short-term or permanent basis.[1] The American Marketing Association most recently defined Marketing as "the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large."
- * The techniques used in marketing include choosing target markets through market analysis and market segmentation, as well as understanding methods of influence on the consumer behavior. The marketing planning creates strategies for the company to place advertising to the dedicated consumer.

* Marketing mix

- * The marketing mix was proposed by professor E. Jerome McCarthy in the 1960s. It consists of four basic elements called the "four P's". Product is the first P representing the actual product. Price represents the process of determining the value of a product. Place represents the variables of getting the product to the consumer such as distribution channels, market coverage, and movement organization. The last P stands for Promotion which is the process of reaching the target market and convincing them to buy the product. The four Ps determine how marketing satisfies consumer needs. They are considered controllable marketing mix factors, meaning that they can change or be altered as needed. Habits, lifestyle, and diet are all considered to be controllable risk factors.
- * In the 1990s, the concept of four C's was introduced as a more customer-driven replacement of four P's. There are two theories based on four Cs: Lauterborn's four Cs (consumer, cost, communication, convenience) and Shimizu's four Cs (commodity, cost, communication, channel) in the 7Cs Compass Model (Co-marketing



- Holistic (integrated marketing) Marketing approach

Product Mix

Supplier's perspective	Consumer's perspective
Product Technology, structure, design, color	Solution Quality, Utility, application, compatibility
Price Competitive pricing, Offers	Value Opportunity cost
Place Marketplace, market space, meta market	Access Easiness of access, availability of product
Promotion Advertisement, customer engagement	Information Knowledge about the product & its features

•Retailing and Merchandising have a **limited scope** but **firm connection** with overall marketing function of a company.

•It deals at the **delivery stage** of the product to the consumer.

* Merchandising

- * In the broadest sense, merchandising is any practice which contributes to the sale of products to a retail consumer. At a retail in-store level, merchandising refers to the variety of products available for sale and the display of those products in such a way that it stimulates interest and entices customers to make a purchase.
- * In retail commerce, visual display merchandising means merchandise sales using product design, selection, packaging, pricing, and display that stimulates consumers to spend more. This includes disciplines and discounting, physical presentation of products and displays, and the decisions about which products should be presented to which customers at what time.



* Merchandising



- * Merchandising helps to understand the ordinary dating notation for the terms of payment of an invoice. [clarification needed] Codified discounting solves pricing problems including markups and markdowns. It helps to find the net price of an item after single or multiple trade discounts and can calculate a single discount rate that is equivalent to a series of multiple discounts. Further it helps to calculate the amount of cash discount for which a payment qualifies

Traditional Marketing



Interrupts Client

3 Fatal Flaws

- ✗ Interrupts instead of offering something valuable
- ✗ Only holds attention for a short time
- ✗ Tends to be expensive, especially all if the campaigns are not successful

Content Marketing



Gives Valuable Information

Advantages

- ✓ Provides value to the client creating loyalty to the brand
- ✓ Blog or video educates the client so he/she can buy in future
- ✓ Attracts client just by writing in your blog
- ✓ Creates viral content that links with the website
- ✓ Creates reciprocity among client that may buy out of gratitude

* Promotional merchandising

- * The annual cycle of merchandising differs between countries and even within them, particularly relating to cultural customs like holidays, and seasonal issues like climate and local sporting and recreation. Events such as Chinese festivals and Japanese festivals are incorporated in an annual cycle of shop decorations and merchandise promotion.
- * In the United States, the basic retail cycle begins in early January with merchandise for Valentine's Day, which is not until mid-February. Presidents' Day sales are held shortly thereafter. Following this, Easter is the major holiday, while springtime clothing and garden-related merchandise is already arriving at stores, often as early as mid-winter (toward the beginning of this section, St. Patrick's Day merchandise, including green items and products pertaining to Irish culture, is also promoted). Mothers Day and Fathers Day are next, with graduation gifts (typically small consumer electronics like digital cameras) often being marketed as "dads and grads" in June (though most college semesters end in May; the grads portion usually refers to high school graduation, which ends one to two weeks after Father's Day in many U.S. states). Summer merchandise is next, including patriotic-themed products with the American flag, out by Memorial Day in preparation for Independence Day (with Flag Day in between



SOCIAL MEDIA MARKETING
Build credibility and generate leads



ONLINE LEAD GENERATION
Generate qualified leads of buyers



SEARCH ENGINE OPTIMISATION
Dominate Google and outperform competition



webstrategymarketing
Multiply Your Sales & Profits In Less Time. . . .



LOCAL INTERNET MARKETING
Grab local customers and dominate competition



EMAIL MARKETING
Build relationship and multiply sales



PAY PER CLICK ADVERTISING
Attract laser targeted buyers

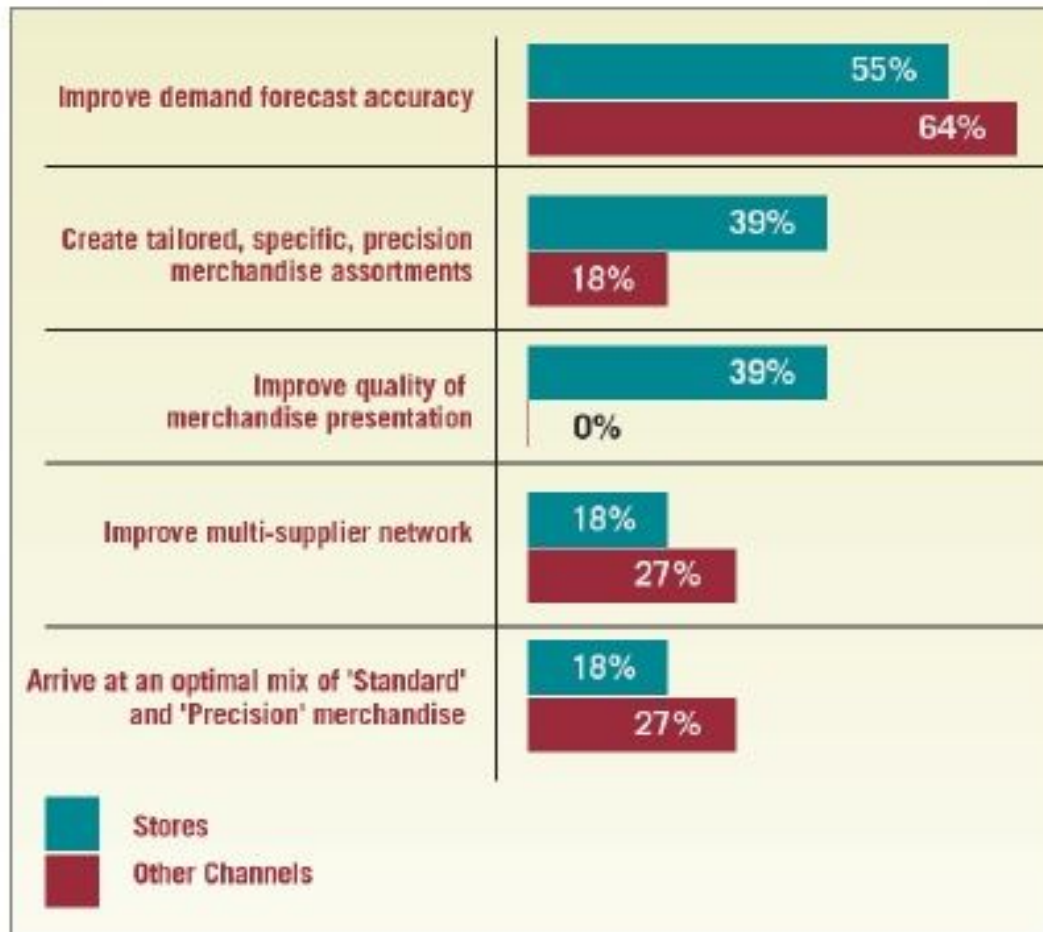
By July, back-to-school is on the shelves and autumn merchandise is already arriving, and at some arts and crafts stores, Christmas decorations. (Often, a Christmas in July celebration is held around this time.) The back-to-school market is promoted heavily in August, when there are no holidays to promote. By September, particularly after Labor Day, summer merchandise is on final closeout and overstock of school supplies is marked-down some as well, and Halloween (and often even more of the Christmas) merchandise is appearing.

merchandising

marketing interest spend store retail seasonal advertising preparation time custom sale variety packaging next carry clearance merchandise commercial consumer pricing

As the Halloween decorations and costumes dwindle in October, Christmas is already being pushed on consumers, and by the day after Halloween retailers are going full-force with advertising, even though the "official" season doesn't start until the day after Thanksgiving. Christmas clearance Sales begin even before Christmas at many retailers, though others begin on the day after Christmas and continue on at least until New Year's Day but sometimes as far out as February.

Top Strategic Merchandising Actions (stores vs. non-store channels)



Improving forecast accuracy is a higher strategic priority for non-store channels, while creating tailored, localized assortments and improving merchandise presentation are more critical in the store environment

MARKETING OBJECTIVES

- Goals/targets that must be achieved by the marketing or merchandising department to achieve overall goals.
- Marketing objectives are the aims set out for the organisation's marketing programme.
- Marketing objectives are about products, sales, marketing and merchandising

