



WIN-WIN Potentiale in vertikalen Kooperationen (German Edition)

Patrick Burkl

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Studienarbeit aus dem Jahr 2007 im Fachbereich BWL - Handel und Distribution, Duale Hochschule Baden Württemberg Mosbach, 13 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Vertikale Kooperationskonzepte des Efficient Consumer Response (ECR) konnten in den letzten Jahren ihre wirtschaftliche Relevanz intensivieren. Erfolgsbeispiele aus den USA , dem Ursprungland von ECR, und Großbritannien zeigen auf, welche Optimierungspotentiale entlang der Wertschöpfungskette durch Konzepte wie Supply Chain Management (SCM) und Collaborative Planning Forecasting and Replenishment (CPFR) auf der Logistikseite, aber auch Category Management (CM) auf Seiten des Marketing, erzielt werden können. Trotz erfolgreicher Implementierungsexempel auf internationalen Märkten, zeigt sich in Deutschland eher eine zurückhaltende Einstellung gegenüber der Einführung dieser Konzepte. 1 Diese Arbeit hat sich aus diesem Grund zum Ziel gesetzt, ein genaues Bild zu zeichnen, welches Potential der Einsatz von vertikalen Kooperationskonzepten für Industrie und Handel als Kooperationspartner bietet. Obgleich der Reserviertheit gegenüber den neuen partnerschaftlichen Konzepten in Deutschland stellt sich die Frage, welche Faktoren als ausschlaggebend für das Auftreten von Kooperationen erscheinen und damit mögliche Erklärungsansätze liefern. Die Entwicklung eines hybriden Käuferverhaltens und die Entstehung neuer Marktsegmente haben die Bereitschaft zu Kooperationen verstärkt. Grund hierfür ist die entstandene Fragmentierung der Märkte. Handel und Industrie als Einzelspieler haben mit ihren traditionellen Konzepten wie der klassischen Marktsegmentierung nur eingeschränkte Erfolgchancen. Kooperative Konzepte, die eine flexible Marktbearbeitung beinhalten, treten deshalb in den Vordergrund. Handel und Industrie setzen dabei auf eine gemeinschaftliche Marktbearbeitung. Kernpunkt sind dabei kundenorientierte Konzepte mit dem Ziel einer möglichst hohen Kundenzufriedenheit. 2

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