

Supermarkets inc

[Business](#), [Marketing](#)



MKT 2500: Marketing Principles Video Assignment: Supermarkets Inc: Due:
Next Period THE BASIC TASK: Watch the CNBC video

documentary Supermarkets Inc. online at Hulu: <http://www.hulu.com/watch/221947>

Read and respond to the following questions. Please word process your responses in the space available.

1. Logistics involves the physical distribution of good/services from point of origin to the final customer, and encompasses functions such as warehousing, inventory management, transportation, and logistic information management (pages 321-329). Use an example (or examples) from the video to highlight EACH of these important functions.

2. Foods is a prime example of a company that practices strong partner relationship management. Visit the company website www.wholefoodsmarket.com and read about its supplier management policies (search for their win-win partnerships with suppliers). Do you think this is a true competitive advantage that provides value to every channel member? Why or why not? How does the ultimate consumer benefit?

3. Name and describe at least two different types of retailers that are profiled in the video (see page 338 in your text). Which type of retailer do you prefer? Why?

4. One of the biggest trends in retailing includes the growing importance of retail technology. Describe the various ways the video speaks to these advancements, as well as the two extra reading articles on e-learning. What are the ethical issues associated with retail technology trends? Will this change your consumer shopping behavior? Why or why not?

Works Cited

Par 3: Designing a Customer Value-Driven Strategy and Mix