

Retail or wholesale

Business



Retail or Wholesale RETAIL OR WHOLESale Question The main challenge encountered when marketing wholesale and retail goods is the vast amount of resources needed to acquire the bulk goods. Wholesale goods are brought from manufacturers in bulks while retail goods are brought from wholesalers in smaller units and thereafter sold to consumers in pieces (Banerjee & Jammal, 2007). However, wholesalers are more disadvantaged than retailers since they require a lot of money to buy goods in bulk from manufacturers, as compared to retailers who require a lesser amount to buy from wholesalers. On the other hand, marketing retail goods is disadvantageous in that the retailers do not enjoy discounts when buying goods in bulk as wholesalers do when buying from manufacturers. Retail goods face the challenge of having a low turnover rate, as compared to wholesale goods. This is as a result of selling goods in pieces to consumers; however, wholesale goods have a high turnover rate since many retailers buy from wholesalers in bulk. Another challenge faced when marketing wholesale goods is the risk of wholesalers experiencing a huge loss when retailers fail to buy their bulk goods (Bridges & Strelzoff, 2011).

Question # 2

A possible new market segment for a video game is the air industry. The target is families with kids less than 10 years boarding long flights. The business strategy will involve collaborating with airplane companies, which will result in installing the video game devices on airplane seats so that kids can play when on board (Klaas & Gainey, 2007). In essence, the marketing strategy entails selling the video games to airline companies. The conventional way of passing time during a flight is watching T. V., listening to music or reading a magazine. This marketing strategy is different in that it <https://assignbuster.com/retail-or-wholesale/>

involves passing time and entertaining kids during a flight (Whysall, 2011).

References

Banerjee A, Jammal M. (2007). Shiv Industries: Facing the Challenge of Global Competition. *Asian Journal of Management Cases* , 37-67.

Bridges E, Strelzoff A. (2011). Teaching Marketing Through a Micro-Economy in Virtual Reality. *Journal of Marketing Education* , 295-311.

Klaas B, Gainey T. (2007). Professional Employer Organizations and Their Impact on Client Satisfaction With Human Resource Outcomes: A Field Study of Human Resource Outsourcing in Small and Medium Enterprises. *Journal of Management* , 234-254.

Whysall P. (2011). Managing decline in inner city retail centres: From case study to conceptualization. *Local Economy* , 3-17.