

Marketing and business

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



These differences are important in understanding the behavior of business buying and consumer buying markets. Officers is a branch of Australia's leading retail group Coles Meyer Ltd. Launched in 1994, it was aimed to cater specifically for the needs of small business, the home office and students. It has approximately 40 stores and is continually adding new stores Australia wide. Its range of products include all office supplies such as stationary, computers and other business machines, furniture and office kitchen and bathroom supplies.

Officers is a company that experiences both consumer buying and business buying. Officers will be used as an example in this report to illustrate the difference between consumer and business buying behavior. Its marketing strategy will be assessed to see how it incorporates and has been influenced by both consumer and business buyers. Finally, recommendations will be made about how its marketing strategy could be expanded to further meet the needs of business buyers. In Australia there are close to one million business buyers.

This is far short of in 1994, it was aimed to cater specifically for the needs of small business, the home approximately 18 million consumers but the total sales volume in the business Officers is a branch of Australia's leading retail group Coles Meyer Ltd. Launched bathroom supplies. Officers is a company that experiences both consumer buying and business buying. Officers will be used as an example in this report to of business buyers. In Australia there are close to one million business buyers.

This is far short of approximately 18 million consumers but the total sales volume in the business market far surpasses the total sales to the consumer market. Although business buying behavior and consumer buying behavior are similar because they both involve individuals making purchasing decisions, the differences between the buying behaviors of these groups is of greater significance. These differences are important in understanding the behavior of business buying and consumer buying markets.