

FUNCIONES DEL MARKETING ESTRATÉGICO

MODELO BÁSICO DEL PROCESO DE MARKETING



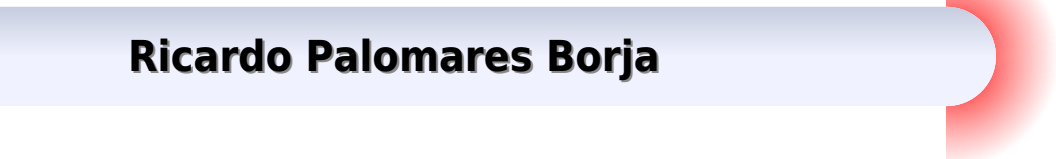
Donald Murray

SÍGUENOS



Merchandising Estrategico

Ricardo Palomares Borja



Merchandising Estratagico:

Management and Information Technology: New Challenges prof. Joanna Paliszkievicz, 2020 This fifteen chapter monograph edited by Joanna Paliszkievicz is an interesting read that focuses on light to moderate topics in the areas of management and information technology The topics are from cryptocurrencies and their online exchanges in Poland to using the concept of blockchain in agribusiness using virtual reality creating knowledge and innovation in family businesses the importance of social media in education risk analysis security and forensic science and effective communication in enterprises The monograph continues with topics of CRM ERP implementation in SMEs in Poland big data agri food industry and innovative solution for knowledge management the impact of digital technologies on competences digitization in agriculture and the impact of merchandising on consumer behaviour Although there is little connection in terms of reading structure from one chapter to the next each chapter uniquely stands alone to offer insights into the topic it examines in a very simple and understandable manner

La comunicación en el punto de venta Inmaculada José Martínez Martínez, 2005 Marco conceptual de la comunicaci n en el punto de venta Tipolog a y elementos del merchandising La evoluci n de las estrategias de comunicaci n en el punto de venta real y on line

Marketing en el punto de venta LOBATO GOMEZ, FRANCISCO, 2005-01-01 Este manual aborda desde una perspectiva muy actual y pegada a la pr ctica las cuestiones m s relevantes del Merchandising A trav s del desarrollo equilibrado y secuencial de los diferentes tipos de contenidos que forman el libro el lector adquirir conocimientos y destrezas que le permitir n planificar dirigir y ejecutar acciones de merchandising en cualquier tipo de establecimiento comercial utilizando las m s modernas herramientas desarrolladas por la inform tica y la aplicaci n del trade marketing

Marcas - Design estrat gico Cecilia Consolo, 2015-01-01 Cada vez mais empresas de diversos setores da economia buscam o conhecimento em Design para aliar sua metodologia gest o de processos que lidam com as ambiguidades que atingem sistematicamente o mercado A proposta deste livro demonstrar a import ncia de o designer ser inclu do nas equipes de gest o e principalmente nos departamentos de planejamento e estrat gia voltados gest o de marcas e identidade das corpora es A leitura deste conte do estimula os estrategistas de qualquer rea a refletirem sobre o qu o complexo o processo de gera o e manuten o da identidade de uma organiza o Al m de apresentar subs dios te ricos formais e principalmente pr ticos para poder acompanhar desenvolver e efetivar marcas competitivas mesmo sem conhecimentos profundos de design mostra os processos e os m todos de constru o e monitoramento da identidade de marca para sua gest o em longo prazo Ferramentas tradicionais s o analisadas como o Manual de Identidade e o Brand book demonstrando os pr s e os contras Em seguida apresenta uma nova proposta de modelo din mico de gest o da identidade o GEM Guia de Express o da Marca que monitora e acompanha a marca em seu posicionamento e nas oscila es e mudan as dos seus pontos de contato O GEM procura ser um guia que evidencia a import ncia de cada disciplina envolvida na constru o de marcas apontando todas as etapas de um projeto Este conte do foi estruturado a partir da viv ncia da autora como designer

estrategista e gestora de identidad corporativa acompañando marcas de empresas de pequeño porte a multinacionales por d cadas

MF0352_2 - Asesoramiento y venta de productos y servicios para la imagen personal Cristina Salazar Palomo,2016-02-01 Este Manual pertenece al Certificado de Profesionalidad IMPP0208 Servicios est ticos de higiene depilaci n y maquillaje Corresponde al m dulo MF0352_2 Asesoramiento y venta de productos y servicios para la imagen personal Una vez finalizado el M dulo el alumno ser capaz de asesorar y vender productos y servicios para la Imagen Personal Se programar la actuaci n en la venta a partir de los objetivos y el posicionamiento de las diferentes empresas de Imagen Personal Se aplicar las t cnicas adecuadas a la promoci n y venta de productos y servicios para Imagen Personal adem s de usar procedimientos de seguimiento de clientes y de control del servicio postventa en Imagen Personal tambi n se aplicar las t cnicas de resoluci n de conflictos y reclamaciones siguiendo los criterios y los procedimientos establecidos Se confeccionar los documentos b sicos derivados de la actividad de la venta de productos y servicios est ticos aplicando la normativa vigente y de acuerdo con unos objetivos definidos

La utilización del comercio electrónico como forma de interacción en la planificación estratégica empresarial Miguel Angel Padilla Orlando,Robards Javier Lima Pisco,Mery Emilia Cedeño Quijije,Erick Raul Baque Sánchez,Oswaldo Stalin Ponce Cedeño,Omar Quimis Sánchez,Holger Benny Delgado Lucas,2018-08-28

Distribución comercial Salvador Miquel Peris,2006 *Disposición y venta de productos* FRUTOS SASTRE, Mª JESÚS,ROMERO BURGUILLOS, REMEDIOS,GRANADOS PEREZ, RAQUEL,2012-05-01 En este libro se desarrollan los contenidos curriculares correspondientes al m dulo profesional de Disposici n y venta de Productos dirigido a los alumnos que cursan el Ciclo Formativo de grado medio de Farmacia y Parafarmacia perteneciente a la familia profesional de Sanidad En primer lugar el texto ha sido pensado dise ado y elaborado seg n los tres principios b sicos que se indican a continuaci n Una metodolog a basada en la pr ctica adem s de en la adecuaci n de los conceptos y los procedimientos a la realidad profesional Un cuidado desarrollo de las unidades did cticas basado en la consecuci n de los objetivos y la obtenci n los resultados de aprendizaje necesarios para conseguir el t tulo de T cnico en Farmacia y Parafarmacia Una presentaci n de los contenidos ordenada y apoyada en im genes y que facilitar n el aprendizaje En segundo lugar la obra incluye numerosos recursos did cticos para facilitar y optimizar el aprendizaje del alumno como Casos pr cticos y Ejercicios propuestos que se intercalan a lo largo del cuerpo del cap tulo cuadros de Recuerda y Sab as que con informaci n adicional tiles mapas conceptuales al final de cada unidad y sobre todo un proyecto global dirigido al montaje y a la puesta en marcha de un establecimiento de parafarmacia Todas estas caracter sticas hacen del libro una perfecta herramienta de ense anza y aprendizaje para el m dulo de Disposici n y venta de Productos

Implantación de productos y servicios. MF0502. Carmen Arenal Laza,2024-03-17 Este Manual es el m s adecuado para impartir el MF0502 Implantaci n de productos y servicios de los Certificados de Profesionalidad y cumple fielmente con los contenidos del Real Decreto Puede solicitar gratuitamente las soluciones a todas las actividades en el email tutor tutorformacion es Capacidades que se adquieren con este Manual Definir

distintos tipos de surtido y categor a de productos o categor as de productos para optimizar un espacio de venta Analizar la determinaci n y organizaci n de un plan de implantaci n de productos Aplicar m todos de control de la implantaci n de productos ndice Gest i n de productos y surtido en el punto de venta 6 1 Introducci n 7 2 Clasificaci n de los productos en el punto de venta 8 2 1 El surtido 8 2 2 Familias y gamas 8 2 3 Categor as 9 3 Identificaci n del producto 13 3 1 Caracter sticas t cnicas comerciales y psicol gicas 13 3 2 Marcas y logos 14 4 Posicionamiento de los productos productos atractivos y primeras marcas 21 5 Acondicionamiento del producto 24 5 1 Condiciones de conservaci n 24 5 2 Envoltorios y embalaje 25 5 3 Interpretaci n de c digos de productos y pictogramas 32 6 Trazabilidad del producto en el punto de venta 41 6 1 Concepto y necesidad 41 7 El surtido en el punto de venta 44 7 1 Composici n y caracterizaci n 44 7 2 Objetivos criterios de clasificaci n y tipos de surtido 45 8 M todos de determinaci n del surtido 47 8 1 Especializaci n y exclusividad 47 8 2 Surtido extensivo 48 8 3 Surtido estructurado Productos l deres de reclamo de marca productos permanentes y estacionarios 48 9 Elecci n de las referencias 52 9 1 Determinaci n del n mero m nimo m ximo y normal de referencias 52 9 2 Umbral de supresi n de referencias 52 10 Aplicaci n de programas inform ticos de gesti n del surtido 54 11 Resumen 57 12 Autoevaluaci n 58 Organizaci n del lineal 60 1 Introducci n 61 2 El lineal 62 2 1 Definici n 62 2 2 Funciones 62 2 3 Zonas 63 2 4 Frontales 64 2 5 Facings 68 3 Reparto del lineal 70 3 1 Colocaci n de productos en el lineal 70 3 2 Altura de los lineales y comportamiento de compra 70 4 Lineal ptimo seg n producto y tiempo de exposici n 74 4 1 Dimensi n del lineal 76 4 2 Colocaci n del producto criterios comerciales y de organizaci n 77 4 3 Colocaci n horizontal y vertical 81 4 4 Aplicaciones para la optimizaci n del espacio del lineal El planograma 83 5 Los facings y su gesti n Informaci n del cliente en el lineal 86 6 Reglas de implantaci n 89 6 1 Rotaci n de los productos 89 6 2 Lanzamiento de productos 90 7 Organizaci n del trabajo Determinaci n de tareas c lculo de tiempos recursos humanos y presupuesto 95 8 Sistemas de reposici n de lineales 98 9 Normativa aplicable a la implantaci n de productos 99 10 Aplicaciones inform ticas para la optimizaci n del lineal y distribuci n de lineales 100 11 Resumen 103 12 Autoevaluaci n 104 Control de la implantaci n de productos 106 1 Introducci n 107 2 Instrumentos de control cuantitativos y cualitativos 108 3 Par metros de gesti n de categor as 109 3 1 Margen bruto 109 3 2 Cifra de facturaci n 110 3 3 Beneficio bruto 110 3 4 ndice de circulaci n 111 3 5 ndice de atracci n 112 3 6 ndice de compra 112 3 7 Tasa de marca 113 3 8 Precio de venta 114 3 9 Ratio de productividad del lineal 114 3 10 Coeficiente de rotaci n 116 3 11 Ratio de rotaci n de stock 116 3 12 Ratio de rentabilidad del stock 117 3 13 ndice de rentabilidad del lineal 118 3 14 Ratio de beneficio del lineal 118 3 15 ndice de rentabilidad del lineal desarrollado 118 3 16 ndice de rentabilidad comparada del lineal 120 4 C lculo de ratios econ mico financieros 121 5 An lisis e interpretaci n de las ratios para la gesti n de productos 122 6 Introducci n de medidas correctoras 125 6 1 Supresi n e introducci n de referencias 125 7 Utilizaci n de hojas de c lculo y aplicaciones inform ticas en la gesti n de productos y surtidos 130 8 Resumen 132 9 Autoevaluaci n 133 Bibliograf a 135

La gesti n moderna del comercio minorista Juan Carlos Burruezo Garc a, 2003 Son muchos los expertos de distribuci n

que coinciden al señalar cuáles son las estrategias que aseguran la viabilidad del comercio tradicional Sin embargo en escasas ocasiones se desciende a un nivel práctico para describir de forma amena y didáctica cómo funcionan estas estrategias sobre cada una de las variables operativas del negocio minorista Este libro pretende ocupar este hueco aportando una valiosa ayuda tanto para la puesta en marcha del negocio como en la gestión del día a día **Marketing en el punto de venta** Ricardo Palomares Borja, 2015-09-09 *Comunicación interna en la empresa* Jaume Almenara Aloy, Marina Romeo Delgado, 2005 En la sociedad del conocimiento la acumulación de información es de suma importancia pero esta información pierde todo su valor si no se transmite de forma adecuada No cabe ninguna duda de que el fenómeno comunicativo puede calificarse como el sistema nervioso de la organización En esta línea los autores en primer lugar definen exhaustivamente la cuestión organizacional y en segundo lugar abordan esta realidad desde la perspectiva de una comunicación integral Por medio de esta obra los lectores aprenderán a concebir de manera efectiva las relaciones que pueden llevar a una empresa al éxito o al fracaso en un momento determinado **Mk Retail** Manuel Sieira Valpuesta, José Manuel Ponzoa Casado, 2018-05-31 Es difícil entender la situación de la distribución actual sin entrar a valorar las técnicas de marketing utilizadas por los comerciantes que han desarrollado el mercado por medio de sus redes de tiendas físicas o establecimientos La llegada de internet y como consecuencia la aparición del comercio electrónico ha permitido el desarrollo de nuevos operadores comerciales que están adquiriendo importantes cuotas de mercado a costa de las fórmulas presenciales Los distribuidores que lideran el comercio con establecimientos no han logrado frenar el impulso de estos nuevos distribuidores virtuales que están actuando de forma muy dinámica y audaz Es por lo tanto previsible que se está avanzando hacia un nuevo equilibrio en la distribución mundial Unos y otros comercios on y off line están siendo sometidos a la presión que ejerce la innovación tecnológica sobre el consumidor y sobre la forma en que dicha innovación es entendida y aplicada en las organizaciones Este libro realiza un recorrido desde el posicionamiento estratégico hasta la aplicación de las acciones del marketing retail Tanto en la oferta y comunicación de los productos en tienda como en su ordenación y exposición en las páginas web Una visión detallada sobre los métodos de marketing actuales y su posible evolución para satisfacer las nuevas demandas de los consumidores Descripción y praxis de las técnicas de marketing en la distribución tradicional que continúan vigentes y de las metodologías del marketing digital aplicadas al e-commerce Manuel Sieira aporta su amplia experiencia profesional en el marketing de la distribución por su vinculación laboral a empresas comercializadoras y por su posición de consultor José Manuel Ponzoa por su parte además de su experiencia en comercio electrónico y digital marketing añade su actividad como profesor en Universidades y Escuelas de Negocio Este doble enfoque del comercio presencial al e-commerce ha permitido realizar un libro en el que se analiza la evolución de las técnicas comerciales actuales y la aparición de las aportaciones del comercio electrónico Un libro dirigido tanto a ejecutivos y mandos que desean profundizar en sus conocimientos como a estudiantes que persigan adentrarse en el apasionante mundo del MK Retail **Formación profesional a distancia. Marketing en el punto de venta. Ciclo**

formativo de grado superior. Gestión comercial y marketing Ministerio de Educación, **Investigación de mercados** TRESPALACIOS GUTIERREZ, JUAN ANTONIO, VAZQUEZ CASIELLES, RODOLFO, DE LA BALLINA BALLINA, FRANCISCO JAVIER, SUÁREZ VÁZQUEZ, ANA, 2016-02-01 El desarrollo tecnológico en la recogida y tratamiento de la información plantea nuevos desafíos para los investigadores y directivos de marketing El lector de esta obra comprender las ventajas que supone para el responsable de marketing disponer de información veraz actualizada y capaz de ayudarlo en la toma de decisiones todo ello tomando en consideración las diversas fuentes disponibles entre las que destaca la investigación de mercados que es el objeto esencial de este libro El desarrollo de los capítulos tiene en cuenta el contexto en que se desenvuelven las organizaciones empresariales la era del marketing digital En este sentido además del papel de la información y el conocimiento en las decisiones comerciales se incluye expresamente el contenido de la denominada inteligencia de marketing que contempla la existencia y utilización de diversas bases de datos internas y externas En el libro se exponen y explican los métodos cualitativos y cuantitativos más utilizados junto con las técnicas de análisis estadístico que permiten el tratamiento adecuado de la información obtenida En todos los casos se ofrecen ejemplos concretos que aumentan la facilidad de comprensión y sobre todo la capacidad para su aplicación práctica Esta obra será de utilidad tanto para los estudiosos de la materia en general como también para los profesionales de la dirección de marketing y de manera especial para los estudiantes universitarios de los grados y postgrados relacionados con la administración y dirección de empresas el marketing y la dirección comercial así como de la gestión empresarial **GPS 4.0** Vital Sousa, A Proposta do Modelo de Gestão GPS 4.0 Gestão de Alto Impacto ser cirurgico desde os primeiros passos e nos mínimos detalhes Assim a analogia com o GPS Global Positioning System Sistema de Posicionamento Global a melhor tradução do meu objetivo na sua implantação ancorados no que chamo de as 4 Verdades do Varejo 1 Varejo Serviço 2 Valor se entrega com Atendimento 3 Diariamente Demonstrável e Diferente 3 Varejistas são pessoas que pensam em pessoas e têm vocação e prazer em servir 4 Verdadeiramente o Dono o Cliente Para completar a sigla o 4.0 representa o entendimento baseado na experiência de que 80% dos Resultados de um Empreendedor ou Operador de Varejo são alcançados com 20% das suas Atividades e 80% das suas Atividades dependem de 20% das suas Atitudes da sua Postura Profissional Da soma das condicionantes dessa dupla Análise de Pareto na minha abordagem resulta o que classifico como Postura Inteligente Inteligência Emocional e a Efetividade Operacional Resumindo o Modelo de Gestão GPS 4.0 Gestão de Alto Impacto de Pessoas Processos Serviços e Sistemas essencialmente prático baseado na experiência e no sucesso da aplicação de seus 12 Vetores no Ponto de Vendas **Gestión comercial y marketing**, 1999

Distribución comercial en la era omnicanal Gloria Aparicio, Pilar Zorrilla, 2015-01-22 En las últimas décadas las fronteras entre el mundo real y el digital se desdibujan lo que hace que estemos asistiendo a una profunda y continua transformación de la distribución comercial en la que la evolución de las estructuras y formatos comerciales no deja de producirse modificando continuamente el escenario competitivo Sin duda hay dos factores que resultan fundamentales para entender el

contexto actual del comercio la velocidad a la que se producen los cambios y la explosión de la conectividad Esta conectividad deriva directamente en la omnicanalidad Gracias a los dispositivos móviles el comprador tiene ante sí no solo numerosas alternativas para efectuar sus compras sino además el acceso a una oferta cuasi infinita en cualquier momento y lugar de manera simultánea El consumidor actual está conectado es móvil y además social comparte experiencias opiniones y compras a través de un entramado en red que no puede ser ajeno para las empresas que han de enfrentarse al reto de satisfacer a una clientela altamente exigente e informada Esta realidad omnicanal es el eje principal de esta obra en la que se abordan los aspectos más relevantes para competir con éxito en este entramado tan complejo donde la clave es conseguir una integración sin fisuras on off

Predicción de tendencias del color en moda Kate Scully, Debra Johnston Cobb, 2013-02-23 El color es una potente herramienta de venta Es el primer elemento que llama la atención del consumidor desde el escaparate Como deciden una marca o una tienda la paleta de colores más adecuados para sus productos Cual es el proceso por el que los diseñadores los equipos de desarrollo de productos y los responsables de compras eligen los colores Y de dónde proceden esos colores La respuesta está en la predicción del color que consiste en el proceso de anticipar las orientaciones de color y tendencias para todo el espectro de productos de moda y sectores afines La función de la predicción del color es investigar anticipar y finalmente interpretar el color de forma que ayude a diseñadores desarrolladores de productos y vendedores a elegir colores que resulten atractivos al consumidor y potencien las ventas de un producto Este libro examina la predicción del color explorando cómo y por qué se desarrollan las paletas para las temporadas y ofrece ejemplos prácticos de cómo funciona este sector desde la elaboración de una paleta hasta la teoría del color o las relaciones entre los colores Una guía práctica que resultará de gran interés para estudiantes de diseño de moda desarrollo de productos o marketing y promoción de moda ya que analiza las herramientas para desarrollar combinaciones de estudio así como las habilidades y metodologías necesarias para elaborar una paleta de color que conecte con los deseos y necesidades del consumidor

Investigación de mercados BELLO ACEBRON, LAURENTINO, TRESPALACIOS GUTIERREZ, JUAN ANTONIO, VAZQUEZ CASIELLES, RODOLFO, 2005-01-01 Recoge Adquisición de información Teoría y práctica del muestreo Valoración selección de escala y diseño del cuestionario Procesamiento y análisis de datos Preparación del informe y aspectos técnicos

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Merchandising Estratasgico Introduction

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