



Private Label Brands at ASDA

By Valentin Nehls

Grin Verlag Okt 2010, 2010. Taschenbuch. Book Condition: Neu. 211x147x18 mm. This item is printed on demand - Print on Demand Titel. - Seminar paper from the year 2005 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, printed single-sided, grade: 69%, Anglia Ruskin University (Ashcroft International Business School), 12 entries in the bibliography, language: English, abstract: A thorough understanding of consumer behaviour, to know and understand the consumer so well that the product or service fits him (Drucker n.d. cited in Kotler 2003) precedes the marketing activities of all consumer-oriented organisations. The aim of this paper is to explain, with reference to associated theoretical models, why consumer behaviour is important to supermarket retailers and how it can be influenced. To put theory into context, I have selected the UK food retailer ASDA to demonstrate how responsiveness to consumers is implemented into its food trading strategy to ensure the organisation s effectiveness. 36 pp. Englisch.



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