

# Industrial Goods Marketing

## Electronic Commerce Marketing



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- 01. Industrial Goods Marketing
- 02. Industrial Goods Customer and Purchasing Activities
- 03. 4P Mix Strategy of Industrial Goods Marketing

# 01. Industrial Goods Marketing

- Types of Goods
  - Consumer goods to be used for consumption
  - Industrial goods to be used for production

# 01. Industrial Goods Marketing

- Characteristics of Industrial Goods Marketing
  - Marketing target
  - Promotion
  - Price decision
  - Dependency on the final production
  - Importance of technological predominance
  - Longevity of goods

## 02. Industrial Goods Customer and Purchasing Activities

- Characteristics of Industrial Goods Customer
  - High customer concentration of demands
  - High regional concentration of demands
  - Big volume of customers
  - Regular the volume and time of orders

## 02. Industrial Goods Customer and Purchasing Activities

- Characteristics of Industrial Goods Purchasing Activities
  - Simultaneous consideration of organizational and individual needs
  - Complicated interests
  - High-level and specialized technology
  - Preference to suppliers with leading technologies
  - Long-term transactions
  - Reciprocal relationships of transactions

## 02. Industrial Goods Customer and Purchasing Activities

- Stages of Industrial Goods Purchasing Activities
  - Recognizing a problem
  - Specifying purchasing list and requirements
  - Making goods specification
  - Exploring suppliers
  - Requiring an estimation sheet
  - Selecting a supplier
  - Making an ordering specification
  - Evaluating outcomes

## 02. Industrial Goods Customer and Purchasing Activities

- Roles of Buying Center
  - User
  - Influencer
  - Decision maker
  - Information controller

## 03. 4P Mix Strategy of Industrial Goods Marketing

- 4P Mix Strategy of Industrial Goods Marketing
  - Product
    - Product quality
    - Support quality
    - Delivery quality

## 03. 4P Mix Strategy of Industrial Goods Marketing

- 4P Mix Strategy of Industrial Goods Marketing
  - Price
    - Considerations
      - Merchandise cost
      - Customer value
      - Bargaining power of purchaser
      - Competitive strength
    - Methods
      - Production cost
      - Bidding
      - Initial price

## 03. 4P Mix Strategy of Industrial Goods Marketing

- 4P Mix Strategy of Industrial Goods Marketing
  - Place
    - Direct distribution
    - Indirect distribution

## 03. 4P Mix Strategy of Industrial Goods Marketing

- 4P Mix Strategy of Industrial Goods Marketing
  - Promotion
    - Individual sales
    - Sales promotion
    - Advertisement
    - Public relations