

# ITC

## Foods

Kitchen of India

Curry

Paste

Biryani

Conserves

Aashirwaad

Sunfeast

## Cigarette

Gold Flake

India Kings

Classic

## Lifestyle Retailing

Wills Lifestyle

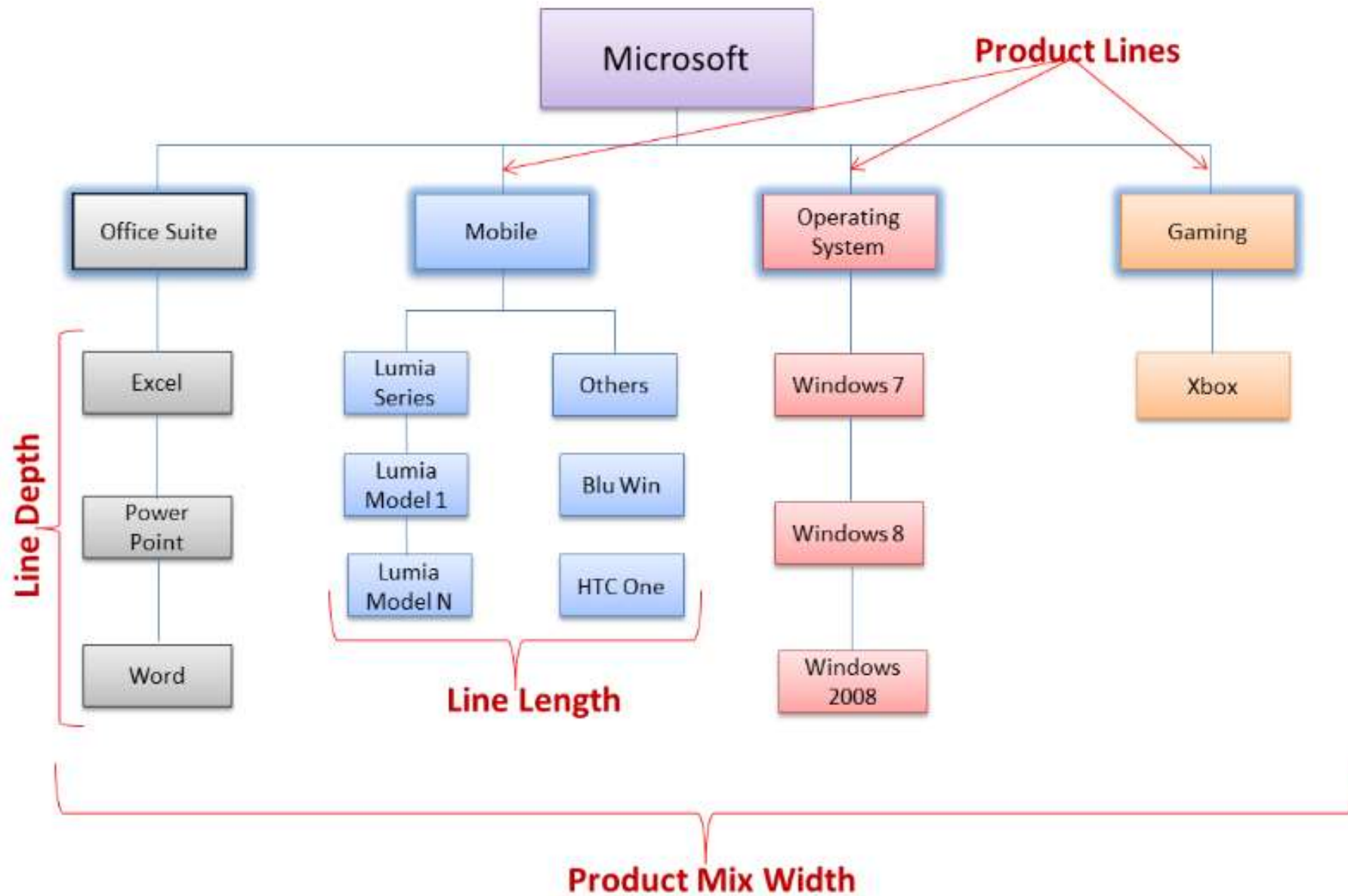
John Players

## Education and Stationery

Classmate

Paperkraft

Color Crew



# METHODS OF PRICING

- BASED ON CUSTOMER
- BASED ON COMPETITOR
- BASED ON COST AND DEMAND
- BASED ON GEOGRAPHICAL LOCATION

# BASED ON CUSTOMER

- ODD-EVEN PRICING.
- PSYCHOLOGICAL PRICING
- PRESTIGE PRICING
- DUAL PRICING
- PRICE LINING

# BASED ON COMPETITONS

- PENETRATION PRICING
- SKIMMED PRICING
- MONOPOLY PRICING
- ADMINISTERED PRICING

# BASED ON COST AND DEMAND

- COST PLUS PRICING
- TARGET RETURN PRICING
- DEMAND BASED PRICING

# BASED ON GEOGRAPHICAL LOCATION

- FOB PRICING
- ZONE PRICING
- BASE POINT PRICING

# IMPORTANCE OF PRICING

- PROFITABILITY DEPENDS ON PRICING
- PRICE IS DETERMINANT OF BUYING DECISION
- PRICE INFLUENCES CUSTOMER PERCEPTION
- PRICE IS WEAPON TO FIGHT COMPETITION
- PRICE IS AN IMPORTANT PART OF SALES PROMOTION



# PHYSICAL DISTRIBUTION

- IT IMPLIES TO A SET OF ACTIVITIES DEALING WITH HANDLING, MOVEMENT AND STORAGE OF GOODS FROM THE POINT OF ORIGIN TO THE POINT OF CONSUMPTION

# SUPPLY CHAIN

- IT REFERS TO A SET OF ACTIVITIES THAT CONTROL FLOW OF GOODS AMONGST NETWORK OF INTERCONNECTED BUSINESSES TO MAXIMIZE TOTAL PROFITABILITY

# SUPPLY CHAIN MANAGEMENT(SCM)

- IT IS A PROCESS OF DESIGN,PLANNING,EXECUTION,CONTROL AND MONITORING OF SUPPLY CHAIN ACTIVITIES FROM THE ACQUISITION OF RAW MATERIALS TO THE DELIVERY OF FINISHED PRODUCTS TO THE END USERS

# DISTRIBUTION CHANNELS

- IT IS A SET OF IMPENDENT ORGANISATIONS INVOLVED IN A PROCESS OF MAKING A PRODUCT OR SERVICE AVAILABLE FOR CONSUMPTION

# Need /role/importance of distribution channel

- Link between producer and consumer
- Bridges the gap between the time and place by creating time and place utilities
- Facilitate search for buyers and sellers by interacting with both.
- Marketing channels convert potential buyers into profitable orders.
- Build relations between manufacturer's brand and consumer

# DISTRIBUTION STRATEGY

- CONVENTIONAL MARKETING STRATEGY
- VERTICAL MARKETING STRATEGY
- HORIZONTAL MARKETING STRATEGYS

# TYPES OF CHANNEL OF DISTRIBUTION

- ZERO LEVEL CHANNEL
- ONE LEVEL CHANNEL
- TWO LEVEL CHANNEL
- THREE LEVEL CHANNELS

# FACTORS AFFECTING CHOICE OF DISTRIBUTION CHANNEL

## PRODUCT FACTORS

PHYSICAL NATURE  
PRODUCT TECHNICALLY  
PRODUCT RANGE  
PRODUCT PRICE

## MARKET FACTORS

TARGE MARKET  
AVAILABILITY OF CHANNEL  
BUYER'S BEHAVIOUR  
LEGAL CONSTRAINS

## INSTITUTIONAL FACTORS

FINANCING CAPACITY  
PROMOTIONAL ABILITY  
AFTER SALES SERVICE  
CHANNEL COST

## ORGANISATIONAL FACTORS

FINANCIAL RESOURCES  
REPUTATION  
MARKETING POLICY