



Handelsmarketing im Lebensmitteleinzelhandel (German Edition)

Lars Müller

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Neben der Preispolitik gehört die Sortimentspolitik heutzutage zu den dominierenden Instrumenten des Handelsmarketings. Der Einfluss der Sortimentspolitik auf den Unternehmenserfolg liegt darin begründet, dass das Sortiment einerseits maßgeblich das akquisitorische Potenzial des Handelsbetriebs bestimmt. Andererseits verursacht es aber auch nicht unerhebliche Kosten. Lars Müller zeigt in einer kritischen Analyse die Chancen und Risiken, die für Unternehmungen im Lebensmitteleinzelhandel mit einer großen Sortimentsbreite bestehen, auf und diskutiert diese.

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