

Relationship Dynamics in Promotions Management

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Abstracts

Trade promotions are an integral feature of the retail shopping experience in what is an extremely competitive environment. This report identifies the various approaches at both a strategic and a tactical level employed by manufacturers to achieve their desired promotions demand management improvements.

primary research surveys collect opinion from multinational manufacturers, retailers and 3PLs;

barriers to improvement are analysed from a strategic and tactical perspective;

areas in which 3PL involvement would be welcomed are identified.

Analytiqa's ground breaking research Relationship Dynamics in Promotions Demand Management offers the opportunity to gain an insight into the future developments and challenges that will be associated with this key issue for manufacturers, retailers and 3PLs. A comprehensive strategic and tactical insight which covers not only meeting promotional demand but also managing residuals and associated reverse logistics issues.

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