

# Sales, Marketing and Purchasing Responsibilities

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## **Abstracts**

It is responsibility of a company to fulfill all the sales and marketing responsibilities. Cont... (1000 words of this report)



### **Contents**

Sales & Marketing Responsibilities **Product Warranty** Shipping Warehousing Advertising campaign Product literature Owner's manual (layout, printing) Product launch **Purchasing Responsibilities** Vendor qualification, selection, negotiation Out-sourcing parts or subassemblies Raw materials Materials planning Quality control (raw materials, sourced parts) Make or buy (shared) References



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