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*"THE PROMOTIONAL SALES APPROACH"
INSIGHTS TO A CONCIERGE DEVOTE "CUSTOMER FIRST" ORIENTATION SERVICE.*

AN INFLUENTIAL STRATEGIC APPROACH SUITABLE FOR THE LOGISTIC INDUSTRY
CREATING LONG TERM WIN+WIN RELATIONS WHILE ENGAGING TOUGHEST CUSTOMERS.

SEIZE CLEAR ADVANTAGE FROM INTEGRATION OF ITS HUGE INFRASTRUCTURE &
PRECISE METHODS, THROUGH DECLARED WIDENING OF THE ATTITUDE MINDSET.

A FINAL THESIS PRESENTED TO

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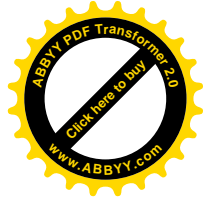


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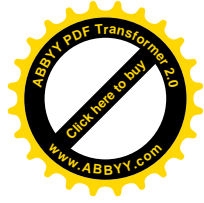
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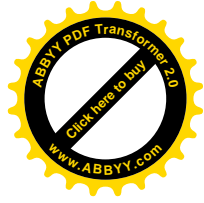
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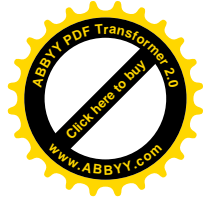
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"THE PROMOTIONAL SALES APPROACH"
INSIGHTS TO AN EASY - REAL "CUSTOMER FIRST" ORIENTATION SERVICE





- INTRODUCTION

The present market is conformed by an enormous quantity of products and services that should be supplied to a growing demand of hundred million persons everywhere, conforming an humongous challenge in this globalize world to do it each time better, signifying to arrive further, to do it in less time, at a smaller cost, with growing exigent levels of fulfillment.

Being not enough with this, the consumers have been bombarded with special messages of sympathy and benefits of the big goods and massive consumption service manufacturers of all the sectors of the economy, provided to elevate its sales to extraordinary levels, through incredible formulas trying to have more with the same money and more by less, creating so high expectations generating an enormous pressure for all the supply chain that falls in the vicious circle of satisfying almost impossible demands, until arriving at the degree of compensating economically the big plants by any mistake occurred in its processes, unthinkable situation in other professional sectors as medicine, the laws and many other.

1. PROMOTIONAL MARKET

The promotional market arises of the need to sell, of the large products manufacturers companies. In the search to increase the volume of its sales, have developed many forms so the consumers get hooked with its favorite mark. Since the start of the massive commercialization, marks or brands have played a very important paper. It has been sought to do that a mark or brand forms part of the life of a person. Some persons have grown utilizing a determined mark and are totally loyal to them. Others, instead, have grown without fidelity to none brand, using the products as such and without granting them any benefit or private kindness that deserves to return them to buy. The promotional market has been always a support for marketing, which had its origins barely some decades ago and that has had an enormous boom together with the publicity. Both disciplines have adopted the promotional market or the massive consumption promotions as a key tool in the attainment and achievement of its objectives. The promotional market, as such, utilizes diverse tools at the same time that serve of one or another form to the marketing, to the publicity or to the sales and have always like objective to increase the sales of the products and services. In some occasions this is given in a direct form, others in an indirect form. Sometimes is subliminal the message and others is totally direct and targeted.






Promotions

- To provide a special offer for a limited period
- To increase trade during quieter periods
- To increase customer awareness of particular products
- To boost events

PROMOTION (MARKETING)

Promotion involves disseminating information about a product, product line, brand, or company. It is one of the four key aspects of the marketing mix. (The other three elements are product management, pricing, and distribution.)

Promotion is generally sub-divided in the textbooks into two parts:

Above the line promotion: Promotion in the media (e.g. TV, radio, newspapers, Internet) in which the advertiser pays an advertising agency to place the ad

Below the line promotion: All other promotion. Much of this is intended to be subtle enough that the consumer is unaware that promotion is taking place. E.g. sponsorship, product placement, endorsements, sales promotion, merchandising, direct mail, personal selling, public relations, trade shows

The specification of these four variables creates a promotional mix or promotional plan.

A promotional mix specifies how much attention to pay to each of the four subcategories, and how much money to budget for each. A promotional plan can have a wide range of objectives, including:

- Sales increases, new product acceptance, creation of brand equity, positioning, competitive retaliations, or creation of a corporate image.

An example of a fully integrated, long-term, large-scale promotion is My Coke Rewards and Pepsi Stuff.

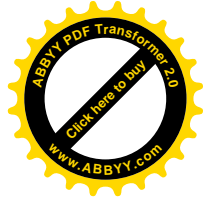


1. DIFFERENT NATIONS DIFFERENT NEEDS

Different markets over different countries have obvious different needs, but the promotional environment relies on basic principles like giving the customer what it needs in order to satisfy first, basic commodities, then additional amenities, through luxury accessories and finalizing with on demand services and products some times tailor-made for special occasions. In any country, the special common needs are the gross profit generators of the industry.

The retail industry has magnetized the meaning of buying basic needs, transforming it to shopping, finalizing in a special treatment-buying experience. With reserve of special countries, the basic needs of all the economy sectors require dedicated services of Sales & Promotional activities in different markets as Commercial, Marketing, Sales, Administration, Management, Consultancy, Public Relations Areas, in Executive Levels inside the Aviation, Nourishing, Banking & Financial Industry, Trade, Massive Consumption, Sports Recreation, Pharmacy, Beauty & Hygiene, Media, Non Governmental Organizations, Paper, Perfumery, Publicity-Marketing-PR, Services, Supermarkets, Hypermarkets, Telecommunications, Tourism, Retail, Tobacco principally, but many, many more just to list some of the more important ones.

In some places, the communication need is related just to new kinds of ways or platforms to express the feelings, while in others it is related to the need of physical contact and interaction with the people, so in terms of a promotional campaign it has to be considered if the target people wants to have physical touch or are they very shy and introverted; if it is better to have an extra appeal like good looking hostesses or attractive push-girls or even an escort service; probably it would work better if the promotions are directed by dynamic promotional teams that transmit effectiveness, joy, professionalism, cheers, etcetera.



Some times, the promotional needs are just visual, so the implementation must be very neat and emphasized in the visual effects, hi-tech equipment and a sharp execution; others the target consumer would react better if the approach is combined hi-tech with animators imaging as it a videogame demonstration with brand new adaptors and accessories demonstrated by specially outfitted push-girls who threat and throw a challenge to the consumers so they try to win them in the arcade or videogame they are promoting; some formulas of course repeat but are adapted to the customer needs and specially to its profile.



DIFFERENT BIG BOX STORES IN VARIOUS COUNTRIES FOR DIFFERENT NEEDS

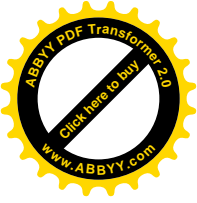
HONG KONG

To contend against Carrefour, PARKnSHOP opened the first superstore in 1996. The concept of a wet market was applied to this store. The store emphasizes one-stop shopping. Today, PARKnSHOP has more than 50 superstores and megastores, making it the largest superstore network in Hong Kong. Relatively, the first Wellcome superstore was opened in 2000 and Welcome has only 17 superstores. CRC also has four superstores.

However, as Hong Kong is very densely populated, the sizes of superstores are relatively smaller than in other countries. Some superstores are running at a loss (such as Chelsea Heights) and therefore stopped selling fresh fish. Also, the superstores are often crowded and some PARKnSHOP superstores and megastores include Fortress World, which belongs to the same corporation, Hutchison Whampoa.



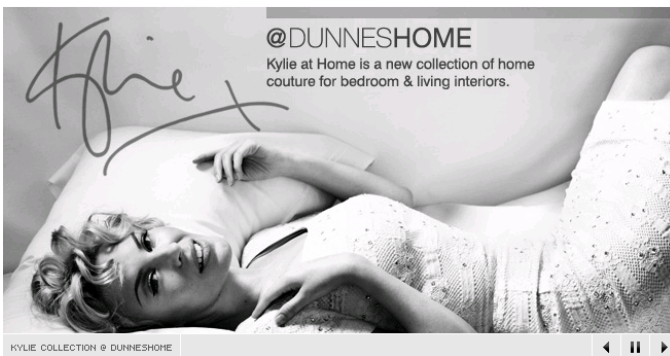
There are also some high-class superstores, such as Taste in Festival Walk.



UNITED KINGDOM AND REPUBLIC OF IRELAND

In the UK and Ireland large warehouse style general merchandise stores along the lines of U.S. superstores are not a traditional part of the retail sector. In Ireland, Dunnes Stores have traditionally had a supermarket-plus-household-and-clothes model and now have some large stores. Some large-scale retailers are developing, e.g., Tesco Extra stores in the UK, and the largest branches of ASDA, but these are supermarkets which have evolved into hypermarkets selling a broader range of non-food goods. The term superstore is not much used in the UK or Ireland.

When it is used, it may refer to a supermarket that is larger than a convenience store but smaller than a hypermarket, but such establishments are nearly always referred to as "supermarkets" in practice. It is also sometimes used by non-food retailers for stores



which are larger than their normal store, in which case the meaning varies from company to company, but usually bears no resemblance to the U.S. definition. It is mainly used by downmarket retailers and confers little prestige.

"hypermarket" (e.g., large ASDA or Dunnes Stores) anchor stores are increasingly popular, since the 1980s in the UK and the early 1990s in Ireland.

CANADA

Apart from major American big-box stores such as Wal-Mart Canada, and Home Depot, there are many retail chains operating exclusively in Canada. These include stores such as Zellers/Home Outfitters, Loblaws/Real Canadian Superstore, Rona, Winners/Homesense, Sport



Chek, Canadian Tire, Shoppers Drug Mart, and many others.



The indigenous Loblaws Companies Limited has expanded and multiplied its Real Canadian Superstore (and Maxi & Cie in Quebec) branded outlets to try to fill any genuine big-box market and fend off the damaging competition that a large Wal-Mart penetration would inflict on Canadian-based retailers.

There are currently more than 300 power centres, which usually contain multiple big-box stores, located throughout Canada.



UNITED STATES

In the United States, a superstore is usually a type of department store, equivalent to the European term hypermarket. However sometimes it refers to specialist category killer retailers. Usually associated with large chains such as Target and Wal-Mart, a superstore sells a wide range of products, from toys and electronics to clothing and groceries and even furniture, sporting goods and automotive supplies. These types of stores advertise "one stop shopping", where customers can stop just once at their store and buy everything they need or want. Most superstores are located on a single level, as opposed to many department stores which are often multi-leveled. Meijer is generally credited with pioneering the superstore concept in the United States. The first Meijer Superstore opened in Grand Rapids, Michigan in 1962 (In contrast, Wal-Mart didn't open its first Superstore until 1988).

Superstores should not be confused with warehouse club stores, such as Sam's Club, Costco, and BJ's Wholesale Club. While many superstores are as large as some warehouse stores, superstores do not require the customer to purchase large quantities of items. The superstores provide the bulk breaking that warehouse stores lack. The term "superstore" is also used for some large specialist retailers, such as Home Depot which fills the gap of building supplies in other superstores by supplying just those items in their stores. Another high example is Fry's Electronics which stocks mostly high technology/electronics items, with occasional house appliances.



NEW ZEALAND

The Big-box phenomenon hit New Zealand in the late 1980s, with the introduction of Kmart Australia, and later the "Warehouse" superstore, a local company.

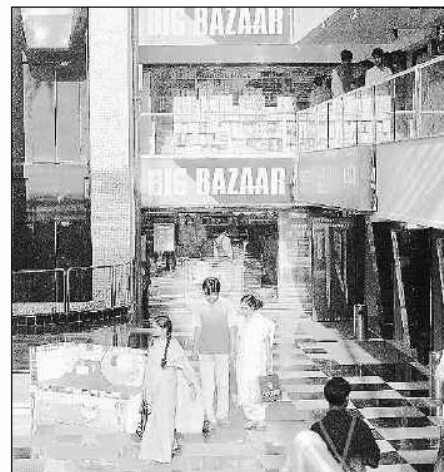
Kmart Australia	
	
Type	Subsidiary
Founded	1969
Headquarters	Hawthorn East, Victoria, Australia
Key people	Larry Davis, Managing Director, Kmart
Industry	Retail
Revenue	▼ \$3,889 million AUD (2007)
Operating income	▲ \$96.8 million AUD (2007)
Website	www.kmart.com.au www.kmart.co.nz

INDIA

India is currently going through a retail revolution with the introduction of Big Bazaar in 2001.

Pantaloon to extend Big Bazaar discount stores to Mumbai

Purvita Chatterjee



A view of the Big Bazaar store in Hyderabad.