



B2B versus B2C Marketing - Major Differences Along the Supply Chain of Fast Moving Consumer Goods (FMCG)

Hauke Barschel

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Seminar paper from the year 2004 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,3 (A), Anglia Ruskin University (Ashcroft International Business School), language: English, abstract:

This work identifies, analyses and evaluates major differences along the supply chain between business-to-business (B2B) marketing and consumer marketing (B2C) in terms of companies involved in the production and trade of fast moving consumer goods (FMCG). This work focuses on the marketing-mix concept, external aspects of marketing and examines aspects concerning the competitive environment.

This work mainly focuses on marketing activities along the supply chain of the brand SCHWARTAU. SCHWARTAU is a brand of food products (marmalade) by the company SCHWARTAUER WERKE GmbH. The company is located in Bad Schwartau, Germany and sells its products all over Europe with focus on Germany and mainly other Western European countries.

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