

Nils Franke

"Efficient Consumer Response". Basiskonzepte und Chancen aus Herstellersicht

Studienarbeit

Efficient Consumer Response Basiskonzepte Herstellersicht

Michael Schmid

A decorative graphic element consisting of a light blue horizontal bar with a rounded right end, and a red circular gradient shape partially visible behind it.

Efficient Consumer Response Basiskonzepte Herstellersicht:

"Efficient Consumer Response". *Basiskonzepte und Chancen aus Herstellersicht* Nils Franke, 2015-05-26 Studienarbeit aus dem Jahr 2010 im Fachbereich BWL Offline Marketing und Online Marketing Note 1,3 FOM Hochschule für Oekonomie Management gemeinnützige GmbH Marburg Fachhochschule Sprache Deutsch Abstract Efficient Consumer Response stellt eine Managementkonzeption dar, welche auf das Reengineering also die Aufhebung verkrusteter Strukturen innerhalb der Wertschöpfungskette abzielt, um den Warenfluss und die damit einhergehenden Transaktionen zu beschleunigen und zu verbessern. Im Einzelnen kann Efficient als eine prozessorientierte, wirtschaftsstufenbergreifende Harmonisierung der Lieferkette verstanden werden. Mit Consumer ist in erster Linie der Endverbraucher gemeint, wobei der Begriff grundsätzlich auch auf sonstige Dienstleister bezogen werden kann, mit denen ein entsprechendes Vertragsverhältnis besteht. Ziel ist jeweils eine schnelle und gezielte Deckung der Nachfrage. Response steht für die Reaktion auf die Kundenbedürfnisse, die in den Mittelpunkt der strategischen Zusammenarbeit gerückt werden.

Efficient Consumer Response Christian Lang, 2011 Studienarbeit aus dem Jahr 2010 im Fachbereich Informatik Wirtschaftsinformatik Note 1,7 Hochschule Heilbronn ehem. Fachhochschule Heilbronn Veranstaltung E-Business Technologien Sprache Deutsch Abstract Die Konsumgüterwirtschaft und der Einzelhandel sehen sich seit geraumer Zeit ganz ähnlichen Problemen gegenüber. Durch steigende Sozialabgaben stagnieren oder sinken die Reallohnne der Konsumenten. Diese werden dadurch preissensibler beim Einkauf. Handel und Hersteller erfahren diesen Wandel durch stagnierendes oder allenfalls leicht steigendes Wachstum. Folglich steigt der Konkurrenzdruck. Anfang der neunziger Jahre wurde in den USA ein neues Konzept entwickelt, um dieser Entwicklung entgegenzuwirken: Efficient Consumer Response (ECR). Zu deutsch etwa: effiziente Reaktion auf die Kundennachfrage. ECR ist eine vertikale Kooperation zwischen Händler und Hersteller mit dem Ziel, Ineffizienzen entlang der Wertschöpfungskette zu eliminieren, bei gleichzeitiger Maximierung der Kundenzufriedenheit. So sollen alle Beteiligten Vorteile aus der Kooperation ziehen. Handel und Hersteller sparen Kosten und erhöhen ihre Umsätze. Die Kunden hingegen profitieren von einer höheren Zufriedenheit. ECR besteht im Wesentlichen aus zwei Teilen: die Supply Side und die Demand Side. Auf diese verteilen sich die vier Basisstrategien. Die Basisstrategie der Supply Side ist Efficient Replenishment. Ziel dieser Basisstrategie ist die Optimierung der Logistik zwischen Händler und Hersteller. Die Demand Side wird durch das Category Management repräsentiert. Ihr können die Basisstrategien Efficient Store Assortment, Efficient Product Introduction und Efficient Promotion zugeordnet werden. Die Demand Side zielt auf die Schnittstelle Handel-Kunde ab. Für ECR spielen E-Business-Technologien wie beispielsweise Electronic Data Interchange (EDI) oder Radiofrequency Identification (RFID) eine wichtige Rolle. Sie gehören zu den sogenannten Enabling Technologies. Das bedeutet, sie machen die Einföhrung

Efficient Consumer Response Claudia Körber, 2006-09-02 Studienarbeit aus dem Jahr 2005 im Fachbereich BWL Beschaffung Produktion Logistik Note keine Hochschule für Technik Wirtschaft und Gestaltung Konstanz Veranstaltung Vorlesung Logistik Sprache Deutsch Abstract In

der heutigen Situation müssen sich die Händler als auch die Hersteller mit neuen Gegebenheiten auseinandersetzen. Denn in den westlichen Industrienationen findet man auch auf Grund der rückläufigen Kaufkraft und den komplexen sozialen Problemen keine positiven Zukunftsaussichten vor. Vor allem der klassische Einzelhandel ist von diesen Problemen betroffen. Er wird mit neuen Angebotsformen, neuen Vertriebskanälen und neuen Medien konfrontiert. Dadurch werden besonders diesem Sektor Marktanteile abgenommen. Vor allem die jüngere Bevölkerung stellt für den Einzelhandel ein Problem dar, denn diese sind sehr zugunlich für neue Verkaufswege wie zum Beispiel Home Shopping und Delivery Electronic Commerce. Die Verkaufswege der Zukunft. Daher sollten sowohl Hersteller als auch Händler sich auf kooperative Strategien einlassen, um im Wettbewerb bestehen zu können. Somit scheint kooperative Wertschöpfung der einzige Ausweg zu sein. Alte Verhaltensweisen müssen überwunden werden. Meist findet ein Machtkampf zwischen Hersteller und Händler statt. Der Verkäufer versucht einen möglichst hohen Preis zu erzielen, und der Einkäufer versucht den Preis natürlich zu drücken. Wo bleibt der Kunde bei diesem Spiel? Dieser wird zunächst vernachlässigt. Doch Wachstum ist nur dann möglich, wenn die Treue und das Vertrauen des Kunden gewonnen wird. Daher müssen die Produkte und alles damit im Zusammenhang stehende auf den Kunden ausgerichtet werden. Es sollten Strategien gewählt werden, die das Wachstum, Potentialerschließung sowie kooperative Vermarktung als Ziel verfolgen. Dadurch werden innovative Händler/Hersteller-Verbindungen eine größere Erfolgchance haben als Einzelkämpfer, die auf kurzfristige Kostensenkungsmaßnahmen aus sind.

A Model for Structuring Efficient Consumer Response Measures Jesper Aastrup, Herbert Kotzab, David B. Grant, Christoph Teller, Mogens Bjerre, 2007 **Concepts, Methods and Tools to Support Efficient Consumer Response in Practice** Dietrich Ziem, 2006 **Efficient Consumer Response Development, Current Status and Potential** Herbert Kotzab, Handelshøjskolen i København. HHK. Institut for Produktion og Erhvervsøkonomi. PEØ, Copenhagen Business School. CBS. Department of Operations Management. OM, 2000

Chancen und Risiken der Efficient Consumer Response aus Herstellersicht David Höhnke, 2019-03-29 Studienarbeit aus dem Jahr 2018 im Fachbereich BWL - Online Marketing und Offline Marketing, Note 1,7 FOM Essen Hochschule für Ökonomie Management gemeinnützige GmbH, Hochschulleitung Essen, früher Fachhochschule, Sprache Deutsch. Abstract: Die Märkte von heute werden zunehmend von anspruchsvollen Kunden bestimmt. Auf ihre Wünsche müssen sowohl Hersteller als auch Händler reagieren, um auf Dauer wettbewerbsfähig zu bleiben. Strategien müssen entwickelt werden, um den Kunden vom Kauf eines Produktes zu überzeugen. Das Efficient Consumer Response stellt eine solche Strategie dar und soll daher in dieser Arbeit genauer beleuchtet werden. Die ECR bezeichnet eine Initiative zur Zusammenarbeit zwischen Herstellern und Händlern, die auf die Reduktion von Kosten und die bessere Befriedigung von Kundenbedürfnissen ausgerichtet ist. Durch die Kooperation von Industrie und Handel in den Bereichen Marketing, Einkauf, Verkauf, Logistik und Informationstechnologie wird die Wertschöpfungskette gemeinsam optimiert. Jeder einzelne Bereich birgt Verbesserungspotentiale in sich, die durch das ECR aufgedeckt werden und sich dann profitabel auf die teilnehmenden Unternehmen auswirken. In dieser Arbeit wird zun

chst das Efficient Consumer Response definiert die Herkunft dieser Strategie beleuchtet und die Ziele von ECR Kooperationen beschrieben Anschließend wird ausführlich auf die Basisstrategien der Nachfrageseite als auch der Angebotsseite eingegangen und die Ergänzungsstrategien werden thematisiert Schließlich findet eine Einschätzung der Chancen und Risiken aus Herstellersicht mit Bezug auf die vorgestellten Strategien statt Abschließend wird ein Fazit über den Einsatz von ECR Kooperationen gezogen das neben dem Hersteller auch den Handel betrifft da sich Auswirkungen durch die enge Zusammenarbeit gleichermaßen für alle Beteiligten des Efficient Consumer Response ergeben

Chancen und Risiken von Efficient Consumer Response aus Herstellersicht Michelle Gluender, 2022-02-11 Studienarbeit aus dem Jahr 2019 im Fachbereich BWL Unternehmensführung Management Organisation Note 1,7 FOM Essen Hochschule für Oekonomie Management gemeinnützige GmbH Hochschulleitung Essen früher Fachhochschule Veranstaltung Vertriebsmanagement Sprache Deutsch Abstract Die Erwartungen von Konsumenten an Produkt und Sortimentsgestaltungen befinden sich in einem stetigen Wandel an den sich Hersteller und Händler möglichst zeitgleich anpassen müssen Dieser Wandel wird heute durch die Beeinflussung von Sozialen Medien noch weiter beschleunigt Die Preisgestaltung allein reicht also nicht aus um Kunden an eine Marke zu binden Einkauf und Logistik beeinflussen maßgeblich die Wettbewerbsfähigkeit von Unternehmen Der Anteil der Beschaffung der deutschen Industrie ist inzwischen auf über 50 % des Unternehmensumsatzes gestiegen Die Qualität beim Einkauf bestimmt die Qualität der Produkte Mit gestiegenen Märkten steigt zudem der Wettbewerbsdruck von Herstellern Stimmen Warenverfügbarkeit Produktsortiment und Marketingaktivitäten nicht wird der Hersteller vom Wettbewerb aus den Regalfächchen verdrängt und somit für Handel und Endverbraucher uninteressant Um den gestiegenen Anforderungen der Konsumenten zu entsprechen sind Hersteller und Handel gezwungen ihre Prozesse entlang der Wertschöpfungskette zu optimieren und zu synchronisieren Zudem kann nur ein kooperatives Marketing Kunden langfristig an eine Marke sowie die Verkaufsstelle binden Die Lösung für diese Anforderungen verspricht das Konzept des Efficient Consumer Response ECR und wird in dieser Arbeit mit Schwerpunkt auf Chancen und Risiken aus Herstellersicht vorgestellt Hierzu werden zunächst Grundlagen und die Basisstrategien von Efficient Consumer Response und einer Wertschöpfungskette genauer betrachtet Zur Erarbeitung der Chancen und Risiken die sich daraus für einen Hersteller ergeben werden die vier Basisstrategien Efficient Replenishment Efficient Assortment Efficient Promotion und Efficient Product Introduction kritisch betrachtet Dazu erfolgt eine Vorstellung der Gliederung in die Supply Side und die Demand Side um die Strategien genauer voneinander abzugrenzen Das Fazit beinhaltet eine Zusammenfassung der Vor und Nachteile der ECR Strategie sowie einer abschließenden Bewertung des Konzepts aus Herstellerperspektive

Efficient Consumer Response Michael Schmid, 1998

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