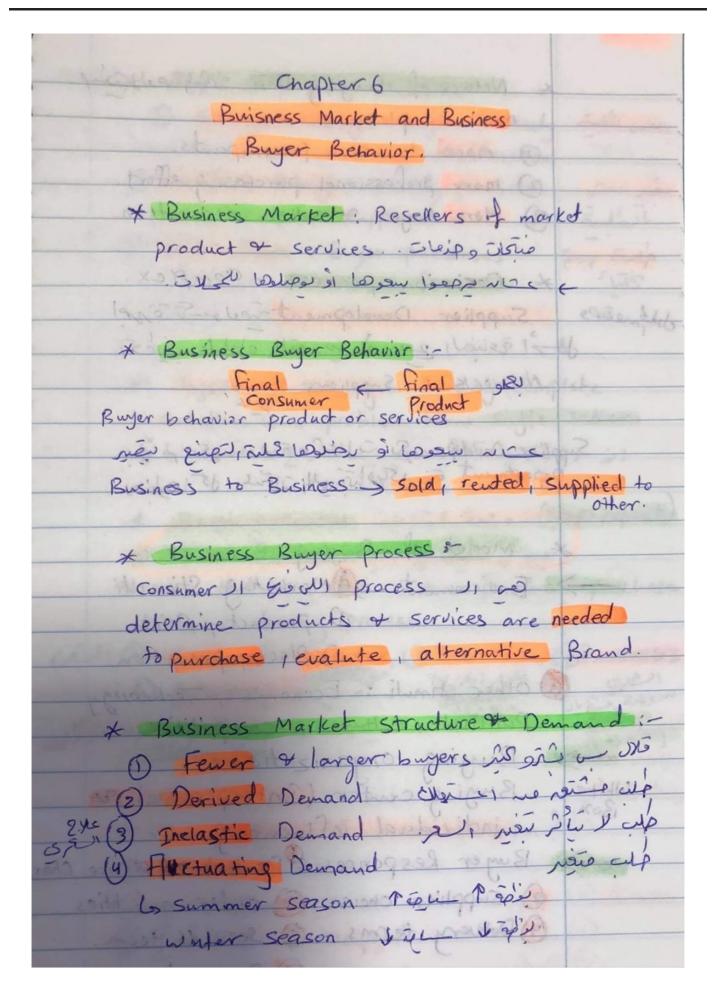
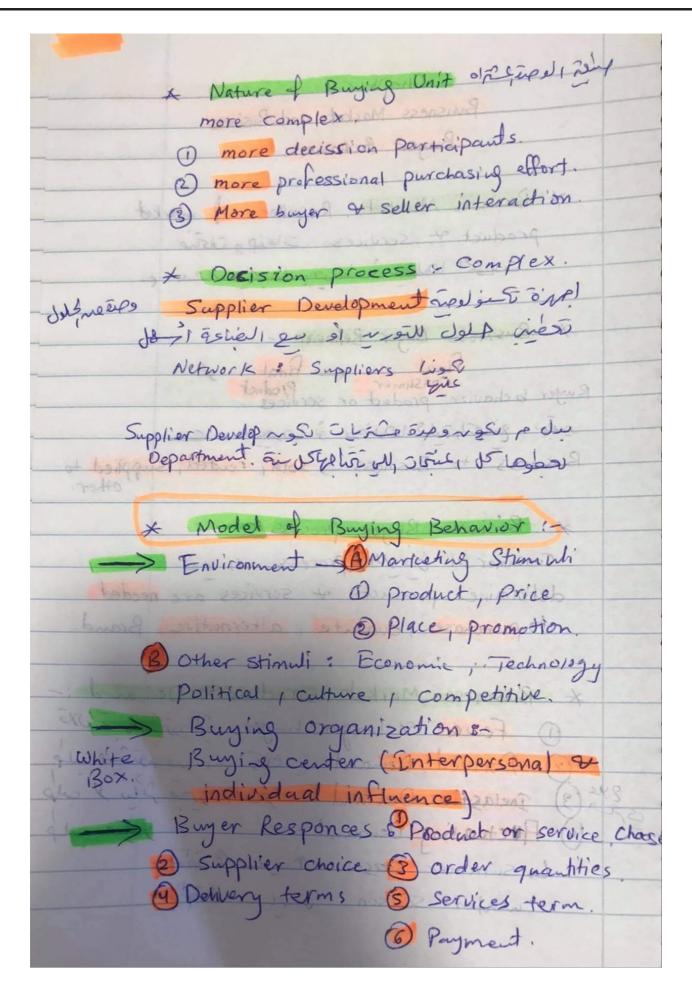
MKET130 Lecture Notes Ch6

Nadine S Taleeb

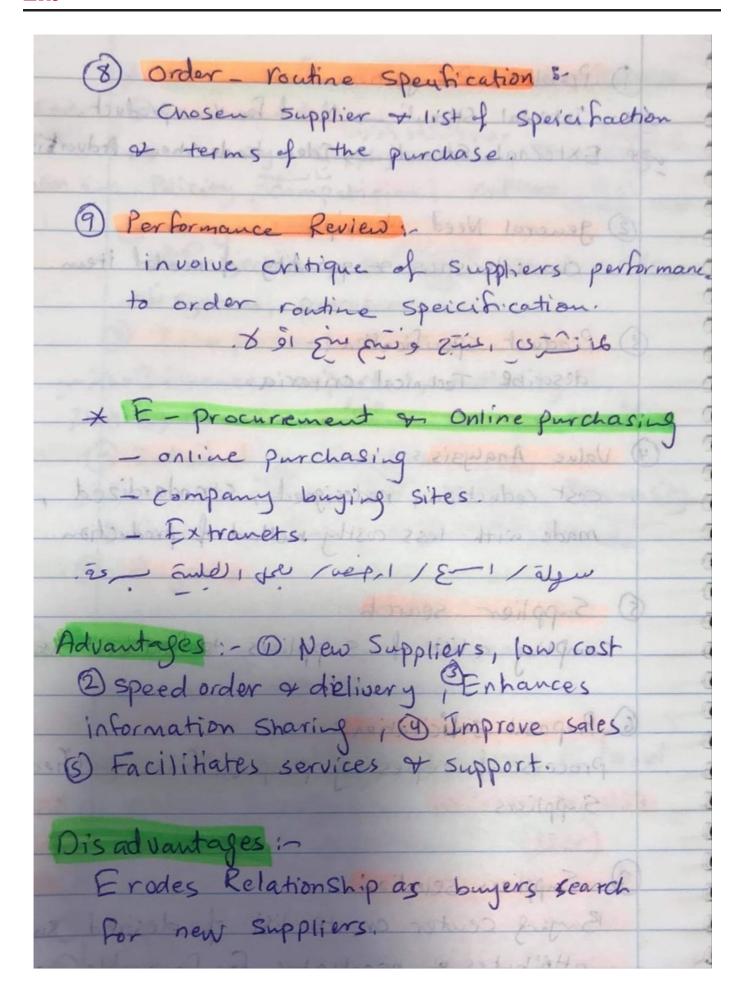




* Types of Buying situations 8-
1) Straight Rebuy: Buyer Routinely and is
reorder 5th without any modifications.
2 Modified Rebuy & modify products on ne
price, term, or suppliers.
a product or services for the "Twis
a product or services for the - wis
Lie princet A. Latregreen consult Perfin
* Systems Selling :- Buying complete
Solution to a problem from single seller.
اد رجمري كلي من يا و لشروع مستقم البائع .
Performed a style so the so the son Attended
* Buying center OLTS, Espo (participant)
all of individual size whe you will be
at units that play a role in the Business purchase
decision making process.
(gata kappany (y/xi) / (y/xi) orla)
Approve Direction on a solid or be formal
(inside users, 2) Influences, 3) Deciders, (4) Purchasers (5) gate keepers (1) Approve of 2 formal formation Information
Ex gen & product specification (see so cons
& Who participant in the decision?
10 Relative influence,
(2) evaluation exterior, solo mily
3 Informal participant it melos



* Institutional Markets: Schools., hospital, nursing, homes. The sup of low budgets, Captive patrons.
* government Market 1-
domestic Suppliers, normal award.
_Affected by environmental factors.
_ Non - economic Factor.
as Minority firms.
6 Depressed a
6 Small Business.
and Thial
The end of chapter 6



D Problem Recognition.
ins Internal Stimuli - Need for New graduct.
External Stimuli > Idea trade show, Advertising
2) general Need description:
Characteristics of quantity of needed item.
today de la servición de la se
3) Product specification:
describe Technical Criteria.
A 18- procure of the contract of -31 k
(4) Value Analysis 3-
cost reduction, redesigned, standardized,
made with less costly method of production.
myle 1 - 31 1 4 and 12 1 16 h 3 = 36
5 Supplier search:
compling a list of suppliers to find best vandors
Depoed order a distingery Perhances
6 Proposal solicitation: mode motomody
process of requesting proposal from qualified
Suppliers.
- Leggestus to a C
3 Suppliers selection : 2 mort als 2 sabor 7
Brying center create list of desired supplier
attibutes et negotiates for favorable term
and conditions.