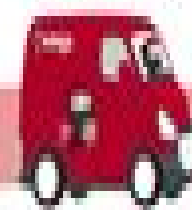


## Scope of fulfillment service:

Inbound

Storage

Outbound



Receive goods in bulk at warehouse

Inventorise and store and maintain updated view over inventory and stock levels

Pick items when orders are received (automated or manual upload)

Pack orders using standard or custom packaging

Handover parcels to Ninja delivery

Last mile delivery to your end customer

2 days

+ Same Day Handover (2 PM Cutoff)

Order made after 6pm: Order is considered created during next working day

Last mile service-level agreement applies

# Fenvessy On Fulfillment

**Edward L. Nash**



## **Fennvessy On Fulfillment:**

Direct Marketing Management Mary Lou Roberts, Paul D. Berger, 1999 This revised text includes coverage of electronic commerce database marketing and research into direct and on line marketing *Fulfillment als Instrument zur Kundenbindung im Direktmarketing* Arndt Schmidt, 2001-05-03 Inhaltsangabe Inhaltsverzeichnis Inhaltsverzeichnis ABBILDUNGSVERZEICHNIS INTERVIEWVERZEICHNIS ABKÜRZUNGSVERZEICHNIS 1 Einleitung 1 1 Problemstellung 1 2 Gang der Untersuchung 2 Grundlagen und Einordnung der Grundbegriffe 2 1 Definition Einordnung und Bedeutung des Direktmarketing 2 2 Kundenbindung als integrativer Bestandteil des Beziehungsmanagements 2 3 Definitorische Abgrenzung und Ziele des Fulfillments 2 4 Einordnung von Fulfillment in den funktionalen Marketingansatz 3 Fulfillment als Kundenbindungsinstrument 3 1 Voraussetzungen für eine optimale Gestaltung von Fulfillment 3 1 1 Unternehmenskultur 3 1 2 Unternehmensstrategie 3 1 3 Unternehmensorganisation 3 1 4 Personalpolitik 3 2 Ansatzpunkte für Kundenbindungsmaßnahmen innerhalb der Teilprozesse des Fulfillments mit ausgewählten Beispielen 3 2 1 Informationsprozeßebene 3 2 1 1 Auftragsannahme 3 2 1 2 Auftragsbearbeitung 3 2 1 3 Kundenservice 3 2 2 Objektprozeßebene respektive physisches Fulfillment 3 2 2 1 Inventarpolitik 3 2 2 2 Lagermanagement 3 2 2 3 Warenannahme Lagerung Auswahl Verpackung und Versand 3 3 Planung und Kontrollmechanismen des Fulfillment Prozesses 3 4 Ausgewählte Aspekte des Fulfillments 3 4 1 Internes versus externes Fulfillment 3 4 2 Einbindungsmöglichkeiten neuer Medien 3 4 3 Professionelles Datenbankmanagement 3 5 Erfüllung der Anforderungen eines Kundenbindungsinstrument durch das Unternehmenskonzept Fulfillment 4 Kritische Würdigung und Ausblick ANHANG INTERVIEWPROTOKOLLE LITERATURVERZEICHNIS Bei Interesse senden wir Ihnen gerne kostenlos und unverbindlich die Einleitung und einige Seiten der Studie als Textprobe zu Bitte fordern Sie die Unterlagen unter agentur.diplom.de per Fax unter 040 655 99 222 oder telefonisch unter 040 655 99 20 an *Integrated Direct Marketing* Ernan Roman, 1988 The days of dominance by a single advertising medium TV for the image building and direct mail for the direct marketer are over Ernan Roman's seminal vision of media integration offers a clear path to new heights of marketing effectiveness Stan Rapp Chairman Cross Rapp Associates Author of Maximarketing and Beyond Maximarketing The integrated direct marketing process reminds us to contact customers and prospects on their terms not ours Customers want to be treated like individuals not averages Ernan Roman helps us realize that with the right data customer relationships can still be one to one without being face to face J Michael Lawrie U S Vice President and Area General Manager IBM Corporation Ernan Roman in this new volume confronts the extraordinary changes in database technologies that are shaping the communications of tomorrow A valuable resource for all marketers aiming for the highest return on their marketing investment Jonah Gitlitz President Direct Marketing Association An important how to book for any marketer serious about rationalizing the marketing communications budget and improving ROI Don Pepper Co author of The One to One Future Building Relationships One Customer at a Time The essential bootstrapper's guide to high impact

marketing If you re running an entrepreneurial company buy this book read it make your management team read it and begin implementing the ideas today George Gendron Editor in Chief Inc magazine     The Direct Marketing Handbook Edward L. Nash,1992     2,239 Tested Secrets for Direct Marketing Success: The Pros Tell You Their Time-Proven Secrets Denny Hatch,Don Jackson,1999-02 Despite its long and profitable history no one has assembled a single collection of all the basic secrets or rules of direct marketing Until now In these pages Denny Hatch and Don Jackson blitz you with the secrets rules and wisdom of nearly 200 of the great masters from Claude Hopkins David Ogilvy and Max Sackheim to such modern greats as Jay Abraham Dick Benson Malcolm Decker Bob Doscher John J Fleider Jerry Gould Bob Hacker Dick Hodgson Cecil Hoge Sr Bill Jayme Ted Kikoler Jim Kobs Herschell Gordon Lewis Malcolm McCluskey Don Nicholas J Peterman Max Ross Jim Rutz Emily Soell Lew Smith Bob Stone Joan Throckmorton and John Yeck     Profitable Direct Marketing Jim Kobs,1992 Jim Kobs is a respected leader in the field of direct marketing a strategic thinker an effective teacher lecturer an award winning creative thinker a noted author and a good friend Profitable Direct Marketing incorporates the wisdom of his years of experience and is an important addition to the library of every serious direct marketer Jonah Gitlitz President Direct Marketing Association Inc This eagerly awaited new edition provides the know how needed by every advertising promotion and direct marketing manager who wants to succeed in the age of the individual Highly recommended for both the basics and its advanced strategic insights Stan Rapp Coauthor of MaxiMarketing Like Jim Kobs himself his book is so wise so clear so well organized and so knowledgeable I can t imagine a better place to get a broad grasp of the direct marketing of today and tomorrow Thomas L Collins Coauthor of MaxiMarketing Before you spend another dime to promote your product or service you should read Jim Kobs book to ensure that you are maximizing your investment Getting the most out of direct marketing requires not only careful planning and execution but rigorous analysis Jim Kobs shows you how to do it from start to finish John Schlactenhaufen Vice President Sales Marketing Dictaphone Corporation Jim Kobs covers it all Strategy tactics basic rules and advanced concepts are all addressed in what is becoming a must read for anyone using or contemplating a direct marketing program Stephen E Toman Executive Vice President Grolier Inc Finding this book is like finding your glasses what seemed vague and obscure becomes clear Susan J McIntyre Direct Marketing Manager NIKE Inc This second edition updates reinvigorates and adds fresh knowledge and insights to Jim Kobs masterful work Barrie M Spelling Vice President New Business Colgate Palmolive Company Profitable Direct Marketing is a goldmine of information for immediate and enjoyable reading and is an invaluable reference source for years to come Richard S Hodgson Author of Direct Mail and Mail Order Handbook     **Creating A Profitable Catalog** Jack Schmid,2000-04-22 Jack s in depth knowledge of the catalog market and his exceptional talent for articulating a precise set of how tos for seemingly every aspect of this complex business are unrivaled A masterful volume of a highly complex and challenging topic written by one of the best catalog consultants around Laura Beaudry Editorial Director Catalog Age Creating a Profitable Catalog is a comprehensive guide to modern day

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*Problems of Parent and Subsidiary Corporations Under State Statutory Law* Phillip I. Blumberg, Kurt A. Strasser, 1995

Optimiertes Direkt- und Database-Marketing unter Einsatz mehrstufiger dynamischer Modelle Ralf Elsner, 2013-03-08

Ralf Elsner zeigt dass im Direktmarketing Anzahl sowie Umfang von Werbeaktionen kritische Erfolgsfaktoren sind die auf Basis mathematisch-konominischer Verfahren bestimmt werden können Mit Hilfe einer dynamischen mehrstufigen Modellierung wird ein Ansatz zur Werbeaktionsoptimierung entwickelt und nachweislich erfolgreich in die Praxis umgesetzt

**Handbuch Direct Marketing** Heinz Dallmer, 2013-03-13 Als 1975 erstmals das Handbuch des Direct Marketing erschien gab es so gut wie keine deutschsprachige Literatur zu diesem Fachgebiet Dieses hat sich in den vergangenen 15 Jahren verändert wenn auch die Ansprüche vieler Autoren Herausgeber häufig nicht dem Titel ihrer Werke und auch häufig nicht der Erwartungshaltung der Käufer entsprachen Seinerzeit galt die Prognose daß in einigen Jahren jedes Marketing mehr oder weniger Direct Marketing sein würde Auf diesem Weg sind wir ein ganz schönes Stück vorangekommen Und dieses hat viele Gründe Der neueste Beweis liegt mit der DDV Studie Wirtschaftsfaktor Direktmarketing vor In einer sehr überzeugenden Ableitung der Marketingtrends seit den 60er Jahren weist W. Pöppels in Kommunikation 2190 S. 32ff. nach daß erste Reaktionswirkungen in der Verbraucherschaft sowie der sinkende Produktivitätsbeitrag immer starker perennierender Kommunikationsmaßnahmen zur Forcierung von Direct Marketing Aktivitäten führte Nach der Berücksichtigung gesellschaftlicher Aspekte in den 70er Jahren und der Entwicklung der Hypothese vom Global Marketing Levitt bzw. dessen Gegenbewegung nämlich Naisbitts Theorie der Multi-Options Society ergänzte Kotler das traditionelle Marketing Instrumentarium der 4 Ps Product Place Promotion Price um weitere 2 Ps Publicity Power Pöppels wagt die Voraussage daß das Customized Marketing individualisiertes Marketing und der Zugriff auf externe Datenbanken neben dem Angebot integrierter Beratungsleistungen einschl. Direct Marketing weiter zunehmen wird Ein schnelles Feedback auf Marktreaktion machen intensive Unternehmen-Kunden-Beziehungen in sog. Networkings notwendig im Sinne eines aussagefähigen

Meinungsaustauschs der durch Kunden Kontakt Programme gewährleistet wird      Action Kit on the Environment ,1992

**Consultants and Consulting Organizations Directory** ,2006      **Fenvesy on Fulfillment** Stanley J.

Fenvesy,1988-01-01      *Direct Marketing* ,1985      Direct, Digital & Data-Driven Marketing Lisa Spiller,2020-01-09 In this latest edition of her classic text Lisa Spiller takes an insightful in depth look at contemporary marketing concepts tactics and techniques and the dynamic innovations that continue to drive and shape this multi faceted multi dimensional field Direct Digital and Data Driven Marketing recognizes the growth of the various digital formats as the newest interactive channels for conducting modern marketing But it does not overlook the traditional principles of direct marketing still relevant today This book examines the field both as it once was and as it is evolving With plenty of learning features online resources the Fifth Edition provides an engaging journey which will leave any marketing student with a thorough knowledge of how all kinds of businesses manage regular communication with their customer base and target demographic      Direkt-Marketing ,1993

**Marketing Information** Hiram C. Barksdale,Jac L. Goldstucker,1995      *Communication Serials* ,1993 An international guide to periodicals in communication popular culture and the performing arts      *Graphic Arts Manual* Janet N. Field,1980

**Direct Marketing** Herbert Katzenstein,William S. Sachs,1992

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