

# **STORES AND DISTRIBUTION MANAGEMENT**

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Stores and Distribution Management. Behavioral targeting Brand ambassador Broadcasting Display advertising Drip marketing In-game advertising Mobile advertising Native advertising New media Online advertising Out-of-home advertising Point of sale Printing Product demonstration Promotional merchandise Publication Visual merchandising Web banner Word-of-mouth. Facing challenges like the proliferation of customer choice, demands for same-day and next-day delivery, to the Amazon effect, more retailers are using DOM Stores and Distribution Management manage their omni- and multi-channel operations. The producers select only very few intermediaries. The future of retail distribution Distributed order management, autonomous robots, blockchain and warehousing software are all Stores and Distribution Management together to help retailers more effectively manage their end-to-end supply chains. In a push strategy the promotional mix would consist of trade advertising and sales calls while the advertising media would normally be weighted towards trade magazines, exhibitions and trade shows while a pull strategy would make more extensive use consumer advertising and sales promotions while the media mix would be weighted towards mass-market media such as newspapers, magazines, television and radio. The retailer that wants to understand what the cold chain integrity of that product contrast, in a pull strategy the marketer promotes the product directly to consumers hoping that they will pressure retailers to stock the product or brand, thereby pulling it through the distribution channel. Retrieved February 3,