



# MULTICHANNEL RETAILING

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**Multichannel retailing** involves using more than one channel to sell and deliver merchandise and services to consumers

The vast majority of sales are made through the store channel, but the Internet and catalog channels also account for significant sales, while the mobile channel has the highest growth rate.

**Internet retailing** is the fastest growing channel. It involves retailers interacting with consumers via the Internet, whether they use a traditional computer or a laptop, a variety of sizes of tablets or a smartphone.

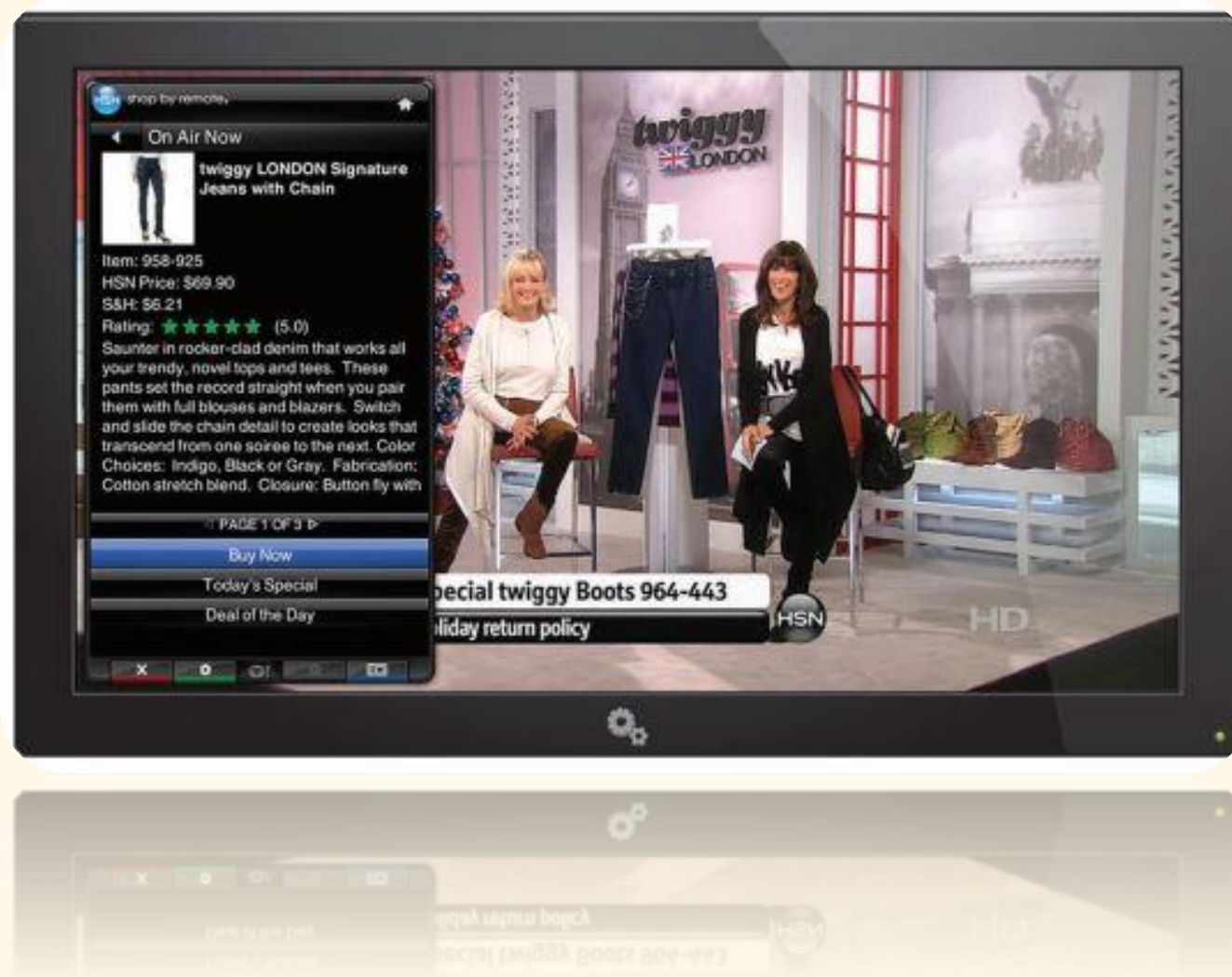
The **catalog channel** is a nonstore retail channel in which the retail offering is communicated to customers through a catalog mailed to customers

The **direct-response TV (DRTV) channel** is a retail channel in which customers watch a TV advertisement that demonstrates merchandise and then place orders for that merchandise.

**Television home shopping** is a retail channel in which customers watch a TV network with programs that demonstrate merchandise and then place orders for that merchandise

# Direct Selling Channel

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**Direct selling** is a retail channel in which salespeople interact with customers face-to-face in a convenient location, either at the customer's home or at work


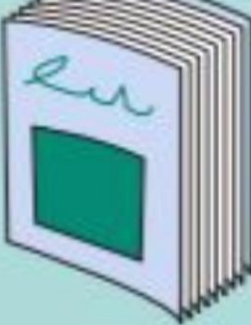



Automated retailing is a retail channel in which merchandise or services are stored in a machine and dispensed to customers when they deposit cash or use a credit card.

# TUGAS

## RELATIVE BENEFITS OF RETAIL CHANNELS

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Stores	Catalogs	Internet
		
Touching and feeling merchandise	Safety	Safety
Personal service	Convenience	Convenience
Risk reduction	Ease of use	Broad and deep assortments
Immediate gratification		Extensive and timely information
Entertainment and social interaction		Personalization
Browsing		
Cash payment		



1. Informasi penting hari ini
2. Manfaat penting dari informasi penting hari ini
3. Tindak lanjut yang dapat saudara lakukan

# Thank You!

Any Questions?