



# MULTICHANNEL RETAILING

Pemasaran & Bisnis Ritel

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



# Nonstore Retail Channels

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 Channels—Electronic and Mobile Retailing

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.



# Catalog Channel

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



# Direct-Response TV Channel

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 Channel

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

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 (Vending Machines) Channel

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.

## CASE

- Digempur E-Commerce, Ritel Konvensional Diyakini Tetap Prospektif | Halaman Lengkap (sindonews.com)

# TASK

## RELATIVE BENEFITS OF RETAIL CHANNELS

### Stores



Touching and feeling merchandise  
Personal service  
Risk reduction  
Immediate gratification  
Entertainment and social interaction  
Browsing  
Cash payment

### Catalogs



Safety  
Convenience  
Ease of use

### Internet



Safety  
Convenience  
Broad and deep assortments  
Extensive and timely information  
Personalization



# REFLEKSI

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



# THANK YOU!

Do you have any questions?

