



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



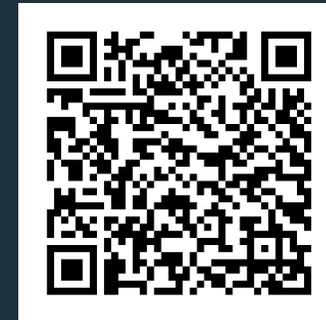


Automated Retailing (Vending Machines) Channel

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 \(sindonews.com\)](#)
- [Ada Masalah, Tapi Bisnis Ritel Masih Prospektif](#)



TASK

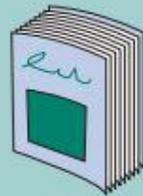
RELATIVE BENEFITS OF RETAIL CHANNELS

Stores



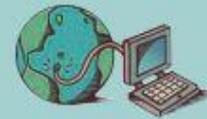
Touching and feeling merchandise
Personal service
Risk reduction
Immediate gratification
Entertainment and social interaction
Browsing
Cash payment

Catalogs



Safety
Convenience
Ease of use

Internet



Safety
Convenience
Broad and deep assortments
Extensive and timely information
Personalization

Touching and feeling merchandise

Personal service

Entertainment and social interaction

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?

