



ĐƠN GIẢN LÀ KHÁC BIỆT

CHAPTER 1: OVERVIEW

TRADE MARKETING

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OBJECTIVES

- 1 An understanding of trade marketing definition and role.
- 2 The difference between Brand Marketing & Trade Marketing
- 3 4Cs model of Trade Marketing



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- 1 Definition of Trade Marketing
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1 DEFINITION OF TRADE MARKETING

Trade marketing is **the process of organizing, managing and controlling activities** in order to create the ability and achieve the goal of most effective consumption of **an organization's products** on the basis of satisfying the needs in the best way of **producers, traders and consumers**.

(PGS.TS Nguyễn Xuân Quang, 2007, 8)



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2 THE IMPORTANCE OF TRADE MARKETING



HOW MANY TRADITIONAL MARKETS, GROCERIES, SUPERMARKETS, CONVENIENCE STORES AND MALLS ARE THERE IN VIETNAM?



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2 THE IMPORTANCE OF TRADE MARKETING

~9,000

TRADITIONAL MARKETS

1,4 MILLIONS

GROCERIES

1,167

SUPERMARKETS

6,735

CONVENIENCE STORES

254

MALLS

(According to the statistics of Nielsen, Ministry of Industry and Trade and Q&Me,2021)



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2 THE IMPORTANCE OF TRADE MARKETING

#4

Shows intent to commit to success.

#1

Creates a strong relationship between manufacturer and retailer.

#3

Compliments above the line marketing, therefore reinforcing the brand message with the consumer.

#2

Allows the product to have a loud voice to customers, which may or may not match other brands in the category.



According to Ceuta Healthcare, 2021



3 THE DIFFERENCE BETWEEN TRADE MARKETING & BRAND MARKETING

Trade Marketing

WIN IN STORE

- Trade Marketing performs activities related to Shoppers (buyers).
- For example: product promotion, discount, display, ...

Brand Marketing

WIN IN MIND

- Brand Marketing are activities that are usually focused on consumers.
- For example: TVC advertising, event, PR, social,...



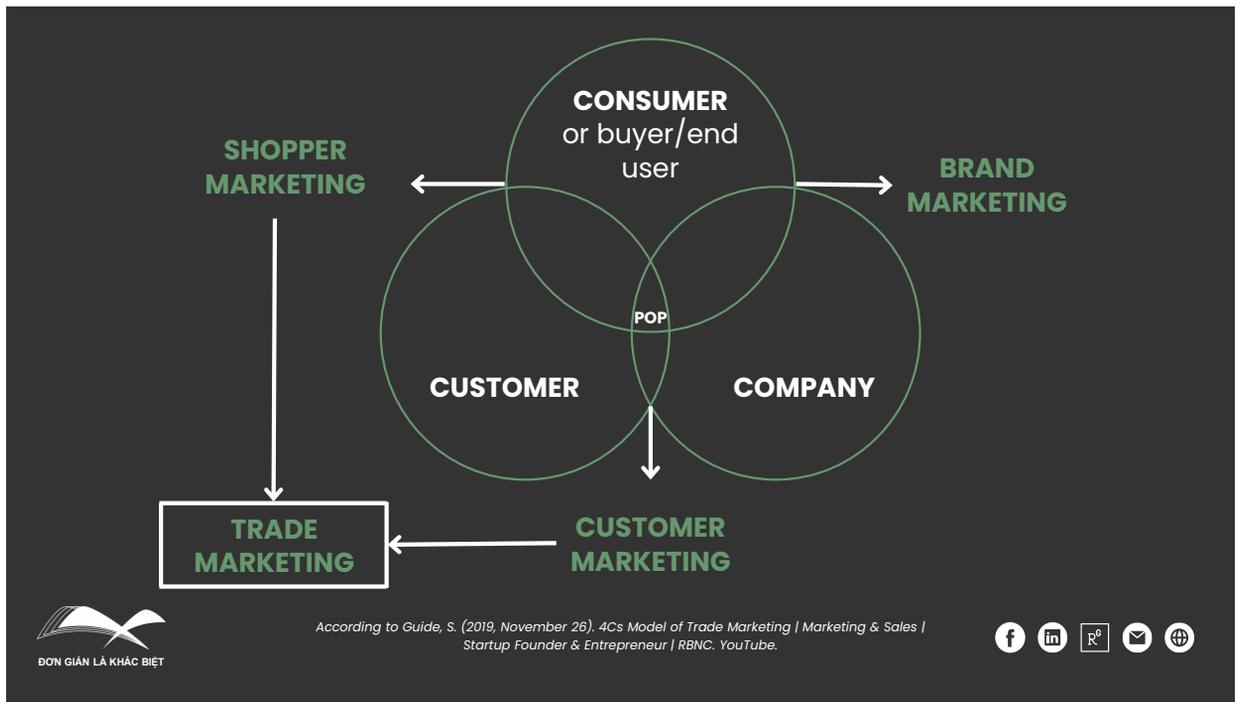
3 WHO PARTICIPATES IN TRADE MARKETING?

“

**DISTINGUISH THE FOLLOWING CONCEPTS:
CONSUMER, SHOPPER, CUSTOMER, END-USER**



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According to Guide, S. (2019, November 26). 4Cs Model of Trade Marketing | Marketing & Sales | Startup Founder & Entrepreneur | RBNC. YouTube.

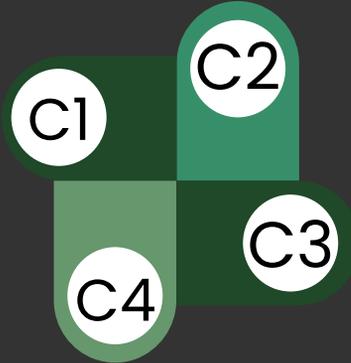


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4 4Cs MODEL OF TRADE MARKETING

Customer Development

- Channel Development
- Trade Discount Policy
- Loyalty Program
- Customer Events



Category Development

- Penetration Strategy
- Portfolio Strategy
- Pack-size strategy
- Pricing Strategy

Company Engagement

- Sales forecast, target
- Sales brief
- Visibility/Display Contest
- Penetration Contest

Consumer Engagement

- Consumer Promotion
- Merchandising
- Point of Sales Material (POSM)
- Point of Purchase (POP) Activation



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THE END

