Specificity of developing private labels of trade networks in Europe

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ABSTRACT: The work determines motivation of producers developing private labels for retail networks. We compare retail networks of different classes on the parameters for positioning brands of trade networks; besides we carry out comparison of control function trends at the interaction of trade network and production company during the development of a private label. It has been found out that private labels appear to be the solution to the problem related to sales volume and advertising costs; besides, we analyze interaction of companies located in different countries in the field of development and realization of private brands. The matrix of private label name dependence on price and quality is proposed. We define the notion of private brand, provide their classification and consider a number of advantages. © IDOSI Publications, 2012.

AUTHOR KEYWORDS: Brand of trade network; House brand; Private brand; Private label; Trade marketing


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