



Análisis del coste de oportunidad del fabricante en la segmentación de la distribución de productos de gran consumo [

2018

text (article)

Analítica

The target of this paper is to analyse and decide the consequences for a manufacturer or supplier about the segmentation of global products' marketing channel, as well as the implications of the singular phenomenon as gray market and its opportunity cost. So, we will describe the segmentation process of the global products markets and criteria used for it. The final result of the segmentation, and the presence of the traders who take a economic earnings from the segmentation, is an unforeseen cost for the manufacturer, and for this reason they have to be studied using analytical accounting in the firms

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