



# Big box stores: An approach for industrial market

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## DESCRIPTION

The Big box store is a physically large retail store and is usually part of a set of stores. It also refers to a company that operates a business. Commercially, large stores fall into two categories. General merchandise (eg; Walmart, Kmart, Target, etc.) specialize in a specific range. From the late 20<sup>th</sup> century to the early 21<sup>st</sup> century, many traditional retailers and supermarket chains that normally operate in small buildings such as Tesco and Practice compete with big box chains that expand internationally as the domestic market. We have opened a big box store style store to help you.

### Big box retailer

Large retailers such as BJ, Costco and Sam's Club are attracting customers by promising to save money by buying in bulk. But are they really worth the average consumer, or can they get better deals by shopping at small retail stores or local businesses? Designed as a one-stop shop for customers of all major retailers, consumers can find all kinds of consumer goods at major retailers. The reputation of major retailers is bad. When dealing with suppliers, they are seen as bullies. They buy in bulk to fill the shelves in the network, so they tend to force supplies to be shipped exclusively to large box chains. The conventional knowledge is as follows. Retailers such as Wal-Mart, Toys "R" Us, Staples and The Home Depot are constantly lowering prices to put pressure on smaller retailers.

In doing so, they destroy the brand and turn the entire product category into a low-margin commodity market dominated by their brand.

### Big box trader strategy

The big box revolutionized retailing, but it didn't kill the category. Rather, channel-focused strategies are becoming more important. Manufacturers can succeed in superstores by offering a branded product line focused on superstores. Optimized distribution Quick replenishment; and a sales force understanding how these stores work.

### Customized product mix

Large retailers often have different needs than shoppers and require different products and different levels of service.

### Streamlined supply chain

Manufacturers Create Complex Product Lines and Costs Related to Varieties.

### Individual marketing approach

Personalized marketing, also known as one-to-one marketing or customized marketing, is a marketing strategy in which a company uses data analytics and digital technology to deliver customized messages and products to current or potential customers.

There are four different approaches to marketing research. It clearly explains the marketing mechanism and concept.

### **Product approach**

The marketing status of each product selected for research is from aspects such as supplier and supply conditions, producer marketing organization, policies, and various intermediaries (wholesalers, retailers, etc.) that distribute the product. You can look it up.

### **Institutional approach**

It refers to various marketing agencies engaged in marketing, such as wholesalers, retailers, etc., and a thorough investigation is conducted on a particular intermediary.

### **Functional approach**

Emphasize various marketing features. In other words, pay attention to the professional services or features performed by marketers.

### **Legal approach**

It explains the regulatory aspects of marketing, emphasizing only one aspect: The transfer of ownership to the buyer. In India, marketing activities are mainly controlled by the Goods Sales Law, the Carrier Law, etc.

### **CONCLUSION**

Large box stores are often placed in departments due to the large quantity of merchandise sold there. However, in contrast to traditional department stores, many large department stores focus on one category of products, for example: Children's toys, office supplies, or outdoor equipment. Many large department stores are part of the retail chain. This is a type of retail store that occupies a large amount of physical space and offers a wide range of products to customers.