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A STUDY ON THE PERFORMANCE OF
GILLETTE'S WHOLESALE MARKET TOWARDS ITS BUSINESS

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EXECUTIVE SUMMARY

The study on Gillette's wholesale market is in order to evaluate this particular market performances and contribution towards Gillette's business.

Historically, the wholesale has the highest number of participants compared to the other Gillette salesforces such as its own cash and credit sales force and supermarket and departmental store market outlets. The participants combined sales volume exceeds that of any of the other sales forces. Thus, it would be appropriate to study whether their contribution towards Gillette's business is increasing or decreasing.

Subsequently, a decision whether to continue or discontinue with the services of the wholesale market should be made known. One aim of this study is to see if past wholesale schemes put forward really do encourage the wholesalers to improve their performances.

Another aim is to determine the number of Gillette's wholesale accounts that are willing to give their support to Gillette. Lastly, a suggestion of the best scheme for Gillette wholesalers would be put forward should Gillette decide to continue further with the wholesaler market.

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INTRODUCTION

1.0 INTRODUCTION

The field of wholesaling represents by far the most significant segment of marketing due to their annual gross cumulative sales volume, the range of business involved and the number of levels or complexity of the transactions involved.¹

The levels of business transactions involved are many ranging from the extractive industries through basic and secondary manufacturing levels, going on to the service business, the various wholesale and retail middlemen and, finally, to many governmental levels,² educational institutions and other agencies as well.

Wholesaling also connects numerous producers of communities with an even greater array of consumers. Direct access to the consumers by the producers is impossible both because of the great number involved and because of the considerable geographical distance that often separates the groups. There must, nonetheless, be ties between the two groups, through the wholesalers, that will (1) provide the producer both with a market and with some idea of its demands and (2) assure the consumers access to products of a determined type at a specified time.³