

~~Ques~~

Section 4

Ques

What is the pull strategy of promotion? Explain also vertical distribution system.

Ans

A pull promotion strategy, also called a pull marketing strategy, is the opposite

of a push strategy. Instead of directly attempting to get products in front of customers to come to the product.

vertical marketing system
definition: A vertical marketing system (VMS) comprises of the main distribution channel partners and the producer, the wholesaler and the retailer who work together as a unified group to serve the customers needs.

In conventional marketing system, the producer, wholesaler and the retailer worked separately with the intention to maximise their profits even at the expenses of one another. This led to the unending conflicts between the channel partners resulting in less profits for the business as a whole.