



Auswirkungen der RFID-Technologie auf das Marketing (German Edition)

Bastian Frommann

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Studienarbeit aus dem Jahr 2006 im Fachbereich BWL - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Social Media, Note: 1,3, Fachhochschule Trier - Hochschule für Wirtschaft, Technik und Gestaltung, Veranstaltung: Internationales Marketing, 31 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Die Radio Frequenz Identifikation kurz RFID ist keine völlig neue Entwicklung. Jedoch stellen sich aufgrund geänderter Rahmenbedingungen vermehrt Unternehmen die Frage, ob diese Technologie Abläufe im Unternehmen optimieren oder vereinfachen kann. Wegen eines hohen Konkurrenzdrucks und der Notwendigkeit sich von der Konkurrenz zu differenzieren, sehen besonders Einzelhandelsunternehmen ein Potential in der Anwendung der Funktechnologie. Mit innovativen Ideen soll auf die Wünsche der Kunden eingegangen werden und letztendlich die Kunden langfristig an das Unternehmen gebunden werden. In dieser Arbeit liegt ein besonderer Fokus auf der Möglichkeit des Einsatzes der RFID-Technologie im Handel. Studien belegen, dass der Handel aufgrund einer geringeren Automatisierung im Vergleich zu Herstellern besonders von dieser Technologie profitieren könnte. ...

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