

## عنوان مقاله:

Relationship analysis in B2B marketing: Nilper co. case study

## محل انتشار:

چهارمین کنفرانس ملی مهندسی صنایع (سال: 1384)

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## نویسندگان:

Bahman Ajdary - MSc student, Marketing and E-commerce, Lulea university of Technology

Delbar Jafarpour - MSc student, Marketing and E-commerce-commerce, Lulea university of Technology

## خلاصه مقاله:

The effort in this paper was to identify areas that would aid in developing a better understanding of the relationship in business to business marketing and focus on op-stream level of supply chain which shows the relationship of company with its' suppliers. To accomplish this, a brief literature review about industrial buying behavior and purchasing process was presented. Then, in order to demonstrate tangible recommendations, we choose a manufacturing company by the name of Nilper .This company suffers from problems related to their supply chain and uncoordinated relationships with suppliers. So after a short background of Nilper, we defined the problem .In order to solve the problem our data collection method and risk analysis were performed .Finally some solutions based on data .that gathered from the company were recommended

## کلمات کلیدی:

Business to business; Supplier relationship; Risk analysis, supply chain

## لینک ثابت مقاله در پایگاه سیویلیکا:

<https://civilica.com/doc/17639>

