

## Answer on Question#39874 – Writing – Marketing

### Assignment

House-to-house selling is the most efficient form of retailing as it can eliminate wholesalers as well as retail stores.” – Discuss.

### Solution

House-to-house selling meets the needs of people in terms of comfort and attending to their personality inherent in buying via direct contact. Companies, producing consumer`s goods, tend to spend money on advertising and only then on the organization of personal selling. Companies producing industrial goods allocate the bulk of funds for the organization of personal selling and then spend the rest funds on sales promotion, advertising and promotion. The product line distributed by sellers via direct sales (like house-to-house selling), is very different:

personal consumption goods - cosmetics, perfumes, clothes, jewelry, shoes;

products for home / family use - laundry detergent , household appliances , utensils , tools for home care;

wellness products - products for weight loss , vitamins, gymnastic equipment ;

educational goods , leisure goods - books, audio and video tapes, toys, games, computer software;

services.

The seller also has the following advantages: the ability to provide customer`s satisfaction by providing an immediate explanation; Easy Deal ( items on the site is exchanged for money); Opportunity to influence the consumer in the course of communication with him for the purpose of taking a decision on a purchase; no cost for maintaining a constant outlet; lower costs for the purchase of goods (due to restrictions on the amount of stock, due to physical disabilities seller); expansion of the client audience due to the lack of constant reference to the point of sale.

However, in spite of different product line the seller can carry limited amount of goods available (due to the limited physical possibilities seller) as well as narrow range (for the same reason). Not all products may be sold in the separation due to technical limitations. High costs of physical forces seller. The complexity of forming a loyal customer audience (for lack of a permanent outlet).

It is worth to mention that for house-to-house selling the seller may, however, invest in inventory in excess of the amount that he is physically able to transport. This is due to the fact that the delivery of specific product may exceed the time for which consignment carried by the seller is sold. Therefore, abandoning the creation of reserves is fraught with risk of suspension of

trading activities. In addition, due to the greater volume of purchases the consumer can get an additional discount.

There is a lot of other trade forms, so house-to-house selling is not the most efficient form of retailing, therefore, as it cannot eliminate wholesalers as well as retail stores. E-commerce has more chances for this.