

VERTIKALNI MARKETING MENADŽMENT U SISTEMU PRODAJE AUTOMOBILA

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Apstrakt: Problematika vertikalnog marketinga proizvođača automobila zaokuplja pažnju nauč-
ne i stručne javnosti. Očigledno je da se radi o saradnji najmanje jedne trgovinske i jedne proi-
zvodne kompanije u produkciji i plasmanu automobila. Ovom disertacijom se pokušalo ući u tajne
svih procesa unutar tako interesantnog i značajnog odnosa na relaciji proizvođač automobila -
trgovinska kompanija krajnji kupac. Taj odnos je vrlo značajan za učesnike tog vertikalnog poslov-
nog odnosa. To nimalo nije idealizovan status i odnos, posebno u ovoj ekonomskoj krizi, kada su za-
rade minimizirane i kod proizvođača i kod trgovinskih kompanija. Osim toga, njihova saradnja je
na dobrovoljnoj bazi. Vertikalni marketing u reprodukciji automobila je tržišno usmeren koncept,
dakle, tada kada u njemu saraduju najmanje dve, samostalne kompanije, da bi očuvale postojeća
tržišta ili osvojile nove tržišne segmente. Koncept vertikalnog marketinga je u svetu proučavan na
modelu automobilskog tržišta. To sve govori o kompleksnosti tog tržišta i uopšte odnosa unutar tog
prodajnog lanca. Sigurno je dokazano da one kompanije koje su uvele ovaj sistem rada opstaju i
uspešno se razvijaju na tržištu koje je iz dana u dan sve zahtevnije. To potvrđuje i sprovedeno ciljno
istraživanje na izradi ove disertacije.

Ključne reči: Vertikalni marketing, tržište automobila, načini prodaje automobila.

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VERTICAL MARKETING MANAGEMENT IN THE AUTO SALES SYSTEMS

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Abstract: Vertical marketing issues of the automobile manufacturers have increasingly
drawn attention in academic and scientific circles. Cooperation of at least one sales com-
pany and one manufacture company is required in producing and promoting an automobile.
This thesis investigates the details and secrets of all processes within the very interesting
and important relationship between the automobile manufacturer–sales company and the
end buyer. That relationship is very important for the participants of this vertical business
relationship. It's not at all an idealized status relationship especially in the economic crisis
situation where the profits of the manufacture and sales companies are minimalized. Aside
from that, their cooperation is voluntary. Vertical marketing in automobile reproduction is
a market oriented concept where at least two independent companies cooperate in order to
retain existing market segments and conquer the new ones. The concept of vertical marke-
ting has been applied to the auto market model everywhere in the world, which indicates the
complexity of this market and general relations within the sales chain. It has certainly been
proven that companies which have introduced this system of operation have persisted and
have been successfully evolving in the market which is becoming more demanding every
day.

Key words: Vertical marketing, automobile market, auto sales methods

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