



# Die Einbeziehung von Handelsmarken in das kooperative Category Management (German Edition)

*Kerstin Rehbach*

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## **Die Einbeziehung von Handelsmarken in das kooperative Category Management (German Edition)**

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Die Einbeziehung von Handelsmarken in das kooperative Category Management wurde bislang in der Literatur vergleichsweise wenig diskutiert. Obwohl eine Vielzahl von Beiträgen sowohl zum Category Management als auch zu Handelsmarken existiert, wurden bei der Zusammenführung der beiden Themenbereiche bisher vor allem Teilaspekte betrachtet. Da der Handel den weiteren Ausbau des Handelsmarkenanteils in seinem Sortiment anstrebt und auch die Kooperation im Bereich Category Management erheblich zunimmt, gewinnt die Integration von Handelsmarken in das kooperative Category Management an Relevanz. Dabei ist jedoch zu berücksichtigen, dass Handelsmarken eine besondere Rolle im Beziehungsgefüge zwischen Hersteller und Handel einnehmen. Die hieraus resultierenden Konflikte werden ein maßgeblicher Grund dafür sein, dass Handelsmarken im Rahmen des kooperativen Category Management in der Regel unberücksichtigt bleiben. Aufgrund der zunehmenden Bedeutung von Handelsmarken ist jedoch fraglich, ob eine solche Vorgehensweise sinnvoll ist, da gegebenenfalls wesentliche Nutzenpotentiale des Category Management unausgeschöpft bleiben. Ziel dieses Buches ist es, die Möglichkeiten und Grenzen der Einbeziehung von Handelsmarken in das kooperative Category Management aufzuzeigen. Hierfür sollen Nutzen- und Konfliktfelder einer solchen Integration herausgearbeitet sowie Rahmenbedingungen identifiziert werden, welche die Einbeziehung begünstigen bzw. erschweren.

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