

(Customer Value).

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⁹ Bartels, R. The General of marketing, Journal of marketing, 1968, January, p . 29-33.

¹⁰ , " " . - , " , 9-12.09.2004, .

¹¹ " .

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(, , .)

¹² Knight, Frank H., Social Economic Organization, Reprinted from Economic Organization by Frank H.Knight (1939, 1951), in William Breit, Harold M. Hochman, and Edward Saueracker, Reading in Microeconomics, 1986, pp.1-13

¹³ "William McEachern, Economics: A Contemporary Introduction, 1988). **ex ante ex post**

ex post / ;

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¹⁴ Woodruff, R. Academy of Marketing Science, Journal, Spring 1997, p. 139

¹⁵ , 2006, . 84.

¹⁶ Michel.D, Peter Naude. Business – to- Business marketing, Third edition , Palgrave Macmillan, 2003, p. 209.

2.

marketing)

(one-to-one marketing);

(CRM).

(Database

one-to-one

17,

one

18 one-to-

19:

¹⁷ Novo, J. Drilling Dow: Turning Customer Data into Profits with Spreadsheet, Booklocker.com, Third Edition, 2004.

¹⁸ ” - , 2007, . 80 :

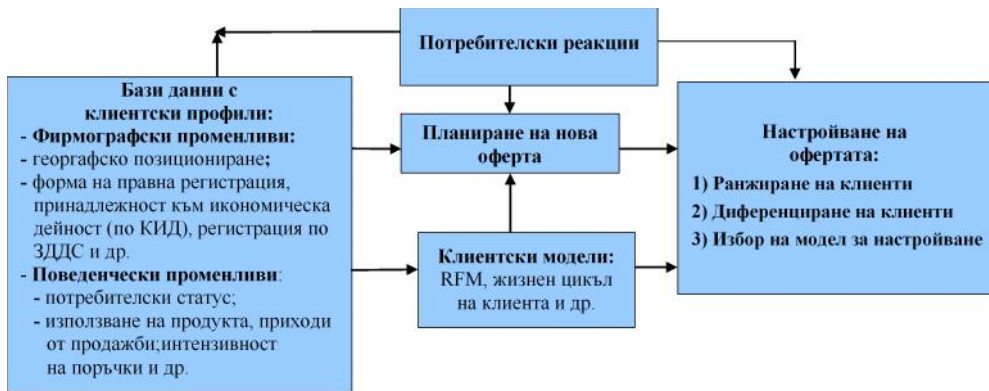
¹⁹ Neeraj, A, Dreze Xaviez edc. Putting One-to-One Marketing to Work: Personalization, Customization and Choice, www.xdreze.org/Publications/mass.pdf

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CRM

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CRM

(Database marketing).

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(recency),

(frequency),

(money).

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” — , 2007, . 106-107.

²²

, , 132-133.

: CLVT, PLVT²³, RFM

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(CRM, Datebase marketing, ne-to-one marketing) -

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Business Intelligence,

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<p>1.</p>	<p>)</p> <p>: , ,</p> <p>,</p> <p>)</p> <p>: <i>Supply Chain Management (SCM)</i>,</p> <p>;²⁵</p> <p>)</p> <p>;</p> <p>)</p>	<p>1) , :</p> <p>,</p> <p>2) :</p> <p>1 ,</p> <p>,</p> <p>,</p> <p>/</p> <p>,</p> <p>/</p>
<p>2.</p>	<p>)</p> <p>- -</p> <p>,</p> <p>/</p> <p>,</p> <p>(</p> <p>e ,</p> <p>),</p> <p>..</p>	<p>1) % :</p> <p>2)</p> <p>3)</p> <p>4) :</p> <p>- ,</p> <p>;</p> <p>- ;</p> <p>- ;</p>

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Supply Chain management

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, . . . , .28 06.04.2004, .37 05.05.2006.

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	<p>) - , ;</p> <p>) :</p> <p>- (), ;</p> <p>- ;</p> <p>- ; ” ”</p> <p>- ;</p> <p>(,</p> <p>);</p> <p>- ;</p> <p>) - ,</p>	<p>5) / .</p>
3.	<p>-</p> <p>a ,</p> <p>.</p>	<p>1) / .</p> <p>2) / .</p>
4.	<p>) ; /</p> <p>)</p> <p>) ;</p> <p>) ()</p>	<p>3) ;</p> <p>4) ;</p> <p>5) ,</p> <p>6) ,</p>
5.	<p><i>a) Установяване на офертните параметри, които не съответстват</i></p>	<p>1)</p> <p>2)</p>

	<p>б) Преговори във връзка с желаните и възможни промени; в) Взаимно съгласие за окончателните условия на офертата;</p>	<p>3) / ; 4) / .</p>
6.	<p>) ;) ;) / , .</p>	<p>1) (), ; 2) (1, 2).</p>
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CONCEPTUAL GUIDELINES FOR IMPROVING THE OFFERING TO ORGANIZATIONAL CUSTOMERS

Assist. Prof. Borislava Cherkezova

Abstract

Against the background of the exceptionally dynamic and complex relations between suppliers and organizational customers, a greater importance is increasingly attributed to offering as a systematic process, through which there are attracted, retained and developed customers by way of adjustments in the content of the use value offered to them. The aim of the present article is to synthesize and present specific guidelines for improving the process of offering. In the work there is substantiated the need to base our approach on a wider theoretical base in the offering to business customers through the so-called integrated approach, i. e. through the parallel use and application of knowledge, tools, techniques and models from the contemporary conceptual areas in marketing.

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