

# Chapter 7

# **Business-to-Business Marketing**

- Define B2B
- Discuss different types of B2B transactions
- Discuss the B2B buying process

**B2B Marketing:** The process of buying and selling goods or services to be used in the production of other goods and services, for consumption by the buying organization, or for resale by wholesalers and retailers to consumers.

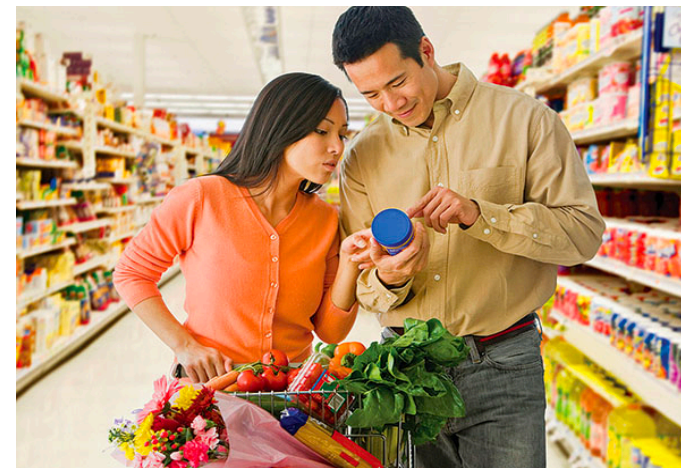
**B2B Marketing:** The process of buying and selling goods or services to be used in the production of other goods and services, for consumption by the buying organization, or for resale by wholesalers and retailers to consumers.

The distinction between B2B and B2C is NOT the product or service itself BUT the **ultimate use** of the product or service

# B2B vs B2C



www.alamy.com - DNGAR



# B2B vs B2C



B2B  
↗

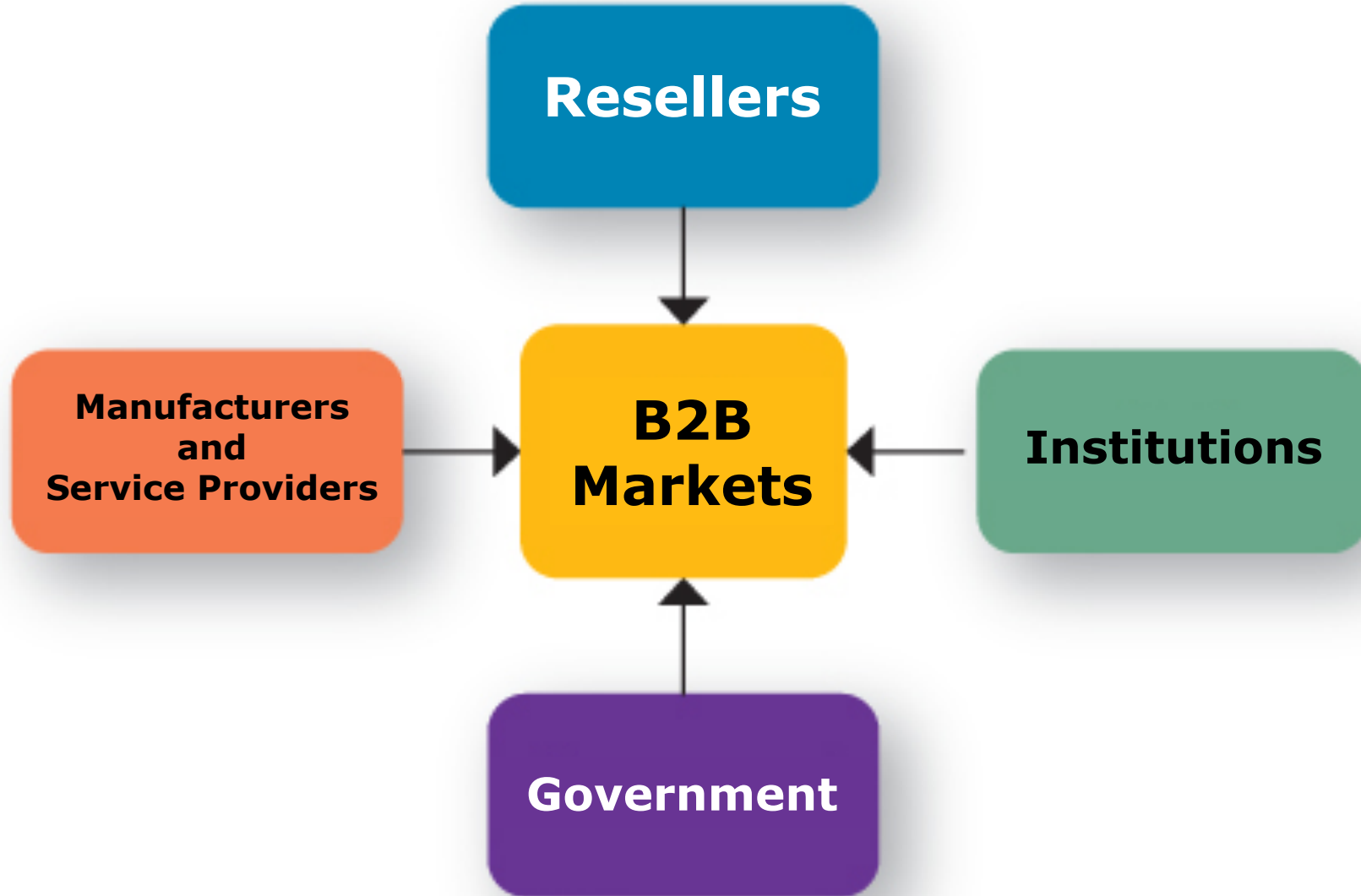


www.alamy.com - DNGAR

↘  
B2C



# B2B Markets



- Procure raw materials to make their own goods
  - Tesla need to buy aluminum to build its cars



**Resellers** are marketing intermediaries that resell manufactured products without significantly altering their form.

## Manufacturer

P&G, J&J, Kimberly Clark, Kraft, Dole, etc.

## Reseller

Costco

## Retailer

Whole Foods, Wegmns, Ralphs, etc.  
Costco is also an example here!!

# Institutions

Universities, museums, religious organizations, etc.



- US Government spends \$3.7 trillion procuring goods
- State and local governments also make significant purchases
- Some firms specialize in selling to government

# B2B buying process

