Your Name

Title of Submission

Date

1. M-commerce (mobile commerce), p 535.

Mobile phones and hand-held devices based on the modern technologies are very common these days. The modern consumer in this era of technological advancement wants to obtain maximum benefit out of that. Business experts are incorporating these mobile technologies into business marketing and selling. One form of this is m-commerce or mobile commerce. M-commerce is the use of hand-held devices to conduct transactions via different networks (Balasubraman, Peterson, R. A., & Jarvenpaa, 2002). It is like e-commerce which does not need the buyers to drive to a retail store or do not need a desktop computer to do shopping from their favorite e-commerce platforms. M-commerce is not just about shopping via a mobile device but it also includes in-app purchasing, mobile banking and marketplace applications such as the whole marketplace in mobile applications and mobile payment applications such as Samsung and Apple pay. M-commerce is the increasing subset of e-commerce technology, a model primarily based on conducting business over the internet.

1. Selective Distribution, p. 524

Companies adopt three different types of distribution strategies. The first strategy is to service every possible outlet and the company's product is made available in all outlets. The second strategy is to provide rights to one dealer for the sale of products in one locality. On the other hand, the third strategy is aimed at selecting the few outlets to make the product available to the users, which is referred to as selective distribution strategy (Dictionary, n.d.). Neither all the outlets are targeted nor is single one targeted to make the product accessible for the customers. The distribution of cars is the most common example of this type of strategy. Clothing brands also use this type of strategy. Samsung Gear 2 is dole in elective outlets is an example of selective distribution adopted by the company. It is the optimal solution between the other two selective strategies. This type of strategy is getting more importance these days and it must be considered by companies to deal with market competition.

# **References**

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