

Den Verkauf gekonnt gestalten

Die Qualität der Waren einer Fleischerei ist wichtig, aber nicht allein für den Erfolg des Betriebes maßgeblich. Der Gestaltung des Verkaufsbereiches sollte ebenfalls Beachtung geschenkt werden



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9g'_ca a h'b]W\h'Ui Z'X]Y'; fÒ» Y'Y]bYg'J Yf_Ui Zg[YgW\ÀZhYg'Ubž k]W\h][']gh'bi fž'k]Y'a Ub'gY]bY'K UfYb'dfÀgYbh]Yfh''8]Y'?i bXYbž X]Y'XYb'@UXYb'VYhfYhYbž'a UW\Yb'g]W\'Y]bYb'YfghYb'9]bXfi W_'i bX'X]YgYf'nÀ\`h''8Ug'5b[YVch'XYf'K UfYb'_Ubb'[fc» 'gY]bž'UVYf XYf': `Y]gW\Yf'a i gg'b]W\h'gY]b'[YgUa hYg'Gcfh]a Ybh'ni f'GW\Ui ghY``Yb''A UbW\a U``]gh'k Yb][Yf'YVYb'a Y\f''

H\Y_YbYfZc`[gfYnYdh

±0 °2 ghYffY]WX 'k]fX 'XUg'H\Ya U'H\Y_Yb[YghU`hi b['bcWX 'Y]b'k Yb][gh]YZa ØhhYf`]WX 'VY\UbXY`hž']b '8 Yi hgWX `UbX'hi h'g]WX 'XU'gWXcb a Y\f" '8 Ug'l bhYfbY\a Yb6YXZcfX 'Yhk U'V]YhYh'a]h'XYa H\Y_YbYfZc`[gfYnYdh'Y]b 'GYfj]WY 'ZØf': `Y]gWXYfY]Yb 'Ubž'i a ']\fY K UfYbdfÀgYbhUh]cb'ni 'cdh]a]YfYb" '6Y]'XYf'; YghU`hi b['XYf 6YX]Ybh\Y_Y 'gYhnh'6YXZcfX'b]WXh'Ui Z'Y]b 'VfY]hYg'Gcfh]a Ybhž gcbXYfb'Ui Z'Y]bn][Ufh][Y'GdYn]U`]hÀhYbž'X]Y 'ØVYfg]WXh`]WX'Ui Z\\cWXkYfh][Ya 'H\Y_Yb]bhYf]Yi f'dfÀgYbh]Yfh'k YfXYb"

8]Y * ognYb]Yfi b['j cb'DfYa]i a k UfYb'ghY\h']a 'A]hhY`di b_h i bgYfYg'?cbnYdhg ž'gU[h'H\cfghYb'GWAZYfž'JYfhf]YVg`Y]hYf'j cb 6YXZcfX" K]f'VYhcbYb'XUa]h'X]Y 'GhÀf_Yb'XYf'6YX]Ybh\Y_Y'i bX j YfVYggYfb'X]Y 'Ya ch]cbU`Y'?i bXYbUbgdfUW\Y" '@Ui h'6YXZcfX VYghÀh][Yb'X]Y'?i bXYb'Yb'9fZc`['XYg'?cbnYdhg.'9]bY'I a ZfU[Y\Uh'[YnY][hž'XUgg'+\$'DfcnYbh'X]Y'ŸbXYfi b[Yb'gcZcfh'VYaYf_h\UVYbž'aY\f'U`g'-\$'DfcnYbh'VYkYfhYhYb'X]Y'5i gkU\`i bX':f]gW\YXYf'KUfYb'U`g'gY\f'dcg]h]j"

5bU`mgYXYg =gh!NighUbXYg

9]bYfž'XYf'XUg'H\Y_Yb_cbnYdh'j cb'6YX!ZcfX'VYfY]hg'Ubk YbXYhž']gh H\ca Ug'; cf]hgWXb][[ž: `Y]gWXYfa Y]ghYf'i bX
[YgWXÀZhgZØ\fYbXYf'; YgY``gWXUZhYf'XYf'[`Y]WXbUa][Yb
: `Y]gWXYfY]"'9f'VYghÀh][h'XYb'9fZc`[.' K]f'g]bX'gY\f'ni Zf]YXYb"', \$
DfcnYbh'i bgYfYf'?i bXYb'\UVYb'X]Y'JYfÀbXYfi b['VYa Yf_h'i bX dcg]h]j 'VYi fhY]`h''G]Y'gY\Yb'bi b'K UfYbž'X]Y'g]Y'j cf\Yf'b]WXh
ØVYfV`]W_h'\UVYb" '8]Y'?cghYb'Y]bYf'H\Y_Ybi a [YghU`hi b['g]bX'gc]bX]j]Xi Y```k]Y'X]Y'?i bXYb'gY`Vgh"

8 UgʻH\Y_YbYfZc`[gfYnYdhʻ]ghʻ]bʻ6UighY]bYbʻUiZ[YVUihžX]Yʻbif
[YaY]bgUa'niaʻ9fZc`[ʻZØ\fYb"ʻ9gʻ\Y]» h'⁄UʻUiW\ʻ9fZc`[gfYnYdhʻ
ibX`k]YʻVY]ʻY]bYa'YW\hYbʻFYnYdhʻ_UbbʻaUbʻ_Y]bYʻNihUhYb
kY[`UggYbʻcXYfʻYfgYhnYbžʻia'X]Yʻ[`Y]W\YʻGdY]gYʻniʻYf\UʻhYb žʻgc
GUV]bYʻ6Yf[Yfž:UW\VYfUhYf]bʻjcbʻ6YXZcfX"Niʻ6Y[]bbʻk]fX`Y]bY
G]hiUh]cbgUbUʻmgYʻYfghY``hžia'X]Yʻ=XYYbʻibX
FU\aYbVYX]b[ib[YbʻXYgʻ?ibXYbʻniʻYfa]hhY`b"

A]hUfVY]hYfgWXi`ib[

8 Ybb 'XUg'Y][YbY'; YgW. À Zh'ni 'VYi fhY] 'Ybž 'ZÀ ``h'c Zh'gW.k Yfž 'XU'XYf I bhYfbY\a Yf'hÀ[`]W. 'XUa]h'ni 'hi b '\Uh"'9]bY'a Ò[`]W.Y'@Ògi b[']ghž X]Y'H\Y_Y'Y]ba U``Ui g'G]W.h'XYg'?i bXYb'ni 'VYhfUW.hYb'i bX'Ui Z g]W.k]f_Yb'ni '`UggYb"'9]bY'UbXYfY'6YhfUW.hi b[gk Y]gY'\]`Zh'c Zh k Y]hYf"'<]`ZfY]W.'g]bX'Ui W.'X]Y'J Yf_Ui ZgnU\`Yb"'K Ybb'a Ub'k Y]» ž k Ug'g]W.'Ua 'VYghYb'j Yf_Ui Zhž'_Ubb'a Ub'X]Y'; YghU`hi b['XUfUb UbdUggYb"

I a '9fZc`['VY]'XYb'?i bXYb'ni '\UVYbža i gg'Ui W\'XUg'DYfgcbU` [i h'[YgWi 'h'gY]b'i bX'_ca dYhYbh'VYfUhYb'_ObbYb"'6YXZcfX'V]YhYh XYg\U'V'U'g'ni gÀhn']W\Yb'GYfj]W\'GWi 'i b[Yb'ZØf'XUg'DYfgcbU`'Ub" K]f'ZØ\fYb'Ui W\'6]cghfi _hi fUbU`mgYb'Xi fW\"'8 Ug'g]bX A ch]j Uh]cbg!'i bX'DYfgOb`]W_Y]hghfU]b]b[g'ZØf'A]hUfVY]hYf ž'Yf_`Afh 6Yf[Yf"' 9g'[Y\h'XUVY]'i a 'A YbgW\Yb_Ybbhb]gž'XUa]h'X]Y A]hUfVY]hYf']\fY'?i bXYb'VYggYf'Y]bgW\AhnYb'_ObbYb"'8]YgY 5bU`mgY'VUg]Yfh'Ui Z'k]ggYbgW\UZh`]W\Yb'?Ybbhb]ggYb" 'B]W\h ni `Yhnh']gh'X]YgY'9]bgW\Ahni b['Ui W\'XYg\U'V'k]W\h][ž'k Y]`'?i bXYb j cb'6YX]Ybh\Y_Yb'VYgcbXYfg'Ubgdfi W\gj c``g]bX'i bX'g]W\'Ui W\ [YfbY'VYfUhYb'`UggYb"

A $mghYfmlG\cdd]b[$

6Y]gd]Y``< Ua Vi f[.`<]Yf`\Uh`g]W\`X]Y`: `Y]gW\Yf]bbi b[`&\$\%\YbhgW\`cggYbž'HYgh_Ai ZY`Xi fW\ZØ\fYb`ni ``UggYb"`A Y\f`U`g`*\$; YgW\ÀZhY`k i fXYb`XUVY]'j cb`XYb`A mghYfm!G\cddYfb`i bhYf`X]Y @i dY`[Ybca a Yb`i bX`VYk YfhYh''8]Y`HYgh_Ai ZYf`VYk YfhYhYb gck c\``X]Y`E i U`]hAh'i bX`X]Y`DfAgYbhUh]cb`XYf`K UfYb`U`g`Ui W\`X]Y: UW_ca dYhYbn`XYf`A]hUfVY]hYf"`5i W\`XUg`]gh`Y]b`dfcVUhYg`A]hhY`ž i a `Y]bY`GhAf_Yb!GW\k AW\Yb!5bU`mgY`Xi fW\ni ZØ\fYb"

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