

## **MASTER THESIS**

### **ECR - Efficient Consumer Response**

Efficient Consumer Response will be of great importance in emerging markets. The key issues should be researched in Germany's consumer trade companies. Then a Transfer Frame should be designed for entering Asian markets.

1. Basic Theory overview
2. Market Research on Systems Providers and Consulting companies
3. Logistics issues within the ECR Framecode
4. Sales issues overview
5. How to adapt for implementation in a local (Asian) region

**Preconditions:**

Sound knowledge and interest in consumer logistics organization, analysis and focus on some emerging markets.

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