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| Depertamenti: **Shitje Marketing** | Prof: **Blerim Morina**  | Moduli: **Tregti**  |
| Nr: 06 | Detyra: **Procesi I Blerjes** |
| Klasa: **XI** | Kohëzgjatja: **25 minuta** | Metoda: **Grupore 4-5 persona** |

Ndermarrja per shitjen e produkteve te qumshti “KOS-Milk” ka ardhur ne perfundim se nevoitet blerja e nje veture te re per shefin e depertamentit te marketingut pasi qe vetura qe eshte ne perdorim eshte shume e demtuar dhe ne shume raste nuk mund te arrij ne kohe te klientet.

Duke pasur parasysh hapat e me poshtem te procesit te blerjes te analizohet rasti I blerjes se vetures?

* Identifikimi I problemit
* Kerkimi I informacioneve per blerje
* Vlersimi I alternativave
* Vendimi per blerje
* Realizimi I blerjes

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\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**