

Name: _____

Grade: _____

Date: _____

WHOLESALE FUNCTIONS AND SERVICES: FILL IN THE BLANKS

The wholesaler performs a number of FUNCTIONS. Use the following words to fill in the blanks.

Warehousing, Breaking Bulk, Offer Credit, Taking Risks

- 1 _____ The wholesaler buys in large quantities from the producer and sells in smaller lots, usually to the retailer.
- 2 _____ He buys the goods from the producer hoping they will sell. If demand for the product drops, He may have to sell the goods at a very low price or not sell them at all.
- 3 _____ . This saves space for both the manufacturer and the retailer.
- 4 _____ Wholesalers supply goods to the retailers and allow them to pay for them at a later date/

The wholesaler provides SERVICES TO THE PRODUCER. Use the following words to fill in the blanks.

Marketing, Cuts Production Cost, 'Branding, Grading and Packaging', Offer Advice and Information, Cut Transport Costs

- 1 _____ Wholesalers save retailers from having to go to many different producers in order to obtain a variety of goods.
- 2 _____ Because of their position in the channel of distribution, wholesalers can tell producers how their goods are selling and what retailers want.
- 3 _____ The wholesaler finds a market for the goods. The wholesaler may promote sales by means of effective advertising (displays) on behalf of the producer.
- 4 _____ The wholesaler may give the product its own name.
- 5 _____ The wholesaler orders in large quantities and therefore reduces how much it cost to make an item.

The wholesaler provides SERVICES TO THE RETAILER. Use the following words to fill in the blanks.

Smaller Quantities, Advice, Location, Packaging, Variety of Goods

- 1 _____ The wholesaler saves the retailers from having to go to many different producers in order to obtain an assortment of goods.
- 2 _____ The wholesaler breaks the bulk into smaller amounts needed by the retailer.
- 3 _____ The wholesaler is situated in convenient areas providing quick access to goods. They usually open late.
- 4 _____ They tell the retailer about the latest trends and the 'best buys'.
- 5 _____ They pre-pack goods ready for the retailer to shelve and sell them.