Wholesaling

Active Vocabulary

(Learn the words)

Wholesaling – [houlseiliŋ] 1. оптова торгівля by wholesale - оптом; гуртом 2. 1) оптовий, гуртовий **Channels of distribution** - [tʃǽnlz'] – канали розповсюдження **Indirect channels** – непряма, опосередкована система **A direct channel** – пряма система **Chain movement** – рух до об'єднання **To account** – визнавати, вважати за **Wholesaling middlemen** – гуртовий посередник **Merchant wholesalers** – гуртовий скупник **Agent middlemen** – посередник між виробником і покупцем **To negotiate purchases or sales** – вести переговори з приводу купівлі чи продажу	**To deal** – 1) торгувати (чимсь - in) 2) спілкуватися, мати справу (з - with) 3) вести справу; розглядати питання (with) **To take possession** – володіти **To earn salary** – заробляти платню **To receive commissions** – отримувати комісійні **A percentage** – процент **The value** – цінність **Wholesaler** – гуртовик **Simplify** – спрощувати **Average** – середній **To stock** – постачати **To handle** – 1. керувати 2. торгувати **Item** – позиція, пункт, річ **To reduce** - 1) зменшувати, знижувати; скорочувати; послаблювати

Task 1. ***Read and translate the text***

Wholesaling

Wholesaling is a part of marketing system. It provides channels of distribution, direct and indirect, which help to bring goods to the market. Indirect channels are generally used to market manufactured consumer goods. It could be from the manufacturer to the wholesaler, from the retailer to the consumer or through more complicated channels. A direct channel moves goods from the manufacturer or producer to the consumer.

Wholesaling is often a field of small business, but there is a growing chain movement in the western countries. About a quarter of wholesaling units account for the one-third of total sales.

Two-thirds of the wholesaling middlemen are merchant wholesalers who take title to the goods they deal in. there are also agent middlemen who negotiate purchases or sales or both. They don't take title to the goods they deal in. sometimes they take possession though. These agents don't earn salaries. They receive commissions. This is a percentage of the value of the goods they sell.

Wholesalers simplify the process of distribution. For example, the average supermarket stocks 5000 items in groceries alone, a retail druggist can have more than 6000 items. As a wholesaler handles a large assortment of items from numerous manufacturers he reduces the problem of both manufacturer and retailer. The store

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keeper does not have to deal directly with thousands of different people. He usually has a well-stocked store and deals with only a few wholesalers.

Task 2. Fill the gaps in the following sentences with the words from the box:

Before, buying, client, individual, product, wants, weaknesses

If you want to be both a successful negotiator and salesperson, you should:

1) Know your_____ and its main features.

2) Know the strengths and _____ of competing products.

3) Find out who makes the _____ decisions in your client's firm.

4) Plan each sales interview _____it takes place.

5) Match what you're selling to each client's _____ and needs.

6) Listen to what your _____ tells you.

7) Remember that each client is an _____ not a number.

Task 3. Watch the video and give the correct answer to the questions below

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1. What is the best explanation of a wholesale intermediary?

a. A business that buys directly from a manufacturer.

b. Any wholesaler that sells directly to consumers.

c. A business that buys products or services from a manufacturer and sells them to consumers.

d. A business that facilitates the distribution of products and services from manufacturers to retailers.

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2. Which one of the following is the best explanation of a merchant intermediary?

a. A retailer that buys products directly from the wholesaler.

b. A wholesaler that sells to merchants.

c. A wholesaler that distributes to businesses.

d. A wholesaler that buys products, takes the legal title, and then sells to retailers.

3. Which is the BEST explanation of a functional intermediary?

a. A wholesaler that buys from wholesalers and sells to other wholesalers.

b. A wholesaler that sells only to businesses.

c. A wholesaler that sells raw materials and components to producers.

d. A wholesaler who serves as a broker or agent to facilitate exchanges between producers and retailers.

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