

Retailing

Active Vocabulary

(Запишіть слова словник та вивчіть їх)

Retailing – роздрібна торгівля	Discount houses – магазини із зниженими цінами
To sell – продавати	Single line retailer – роздрібний продавець, який продає який-небудь один товар
The ultimate consumer – кінцевий споживач	Merchandise – 1) товари 2) торгівля
Expensive link – дорога ланка	To perform – виконувати
Profit – користь, вигода	To service – обслуговувати
Charge – 1) доручення; обов'язок; відповідальність 2) піклування, турбота; догляд; охорона	To promote – просувати
Retailer – роздрібний торговець	Extending credit – довгостроковий кредит
Mail-order house – посилочна фірма	Outlet – ринок збути, торгівельна точка
Vending machine operator – оператор торгівельних автоматичних машин, котрі продають дрібні товари	Available - бути в наявності
	Retail store – роздрібний магазин

Task 1. Read and translate the text

Retailing

Retailing is selling goods and services to the ultimate consumer. Thus, the retailer is the most expensive link in the chain of distribution. Being middlemen, they make their profit by charging the customer 25 to 100 per cent more than the price they paid for the item.

The retailers operate through stores, mail-order houses, vending machine operators. There are different types of retail stores: department stores, discount houses, cooperatives, single line retailers. The major part (over 95 per cent) of retail establishments concentrate on a single line of merchandise for example, food hardware, etc. but nowadays there is a trend for many single line stores to take on a greater variety of supplies.

The retailer performs many necessary functions. First, he may provide a convenient location. Second, he often guarantees and services the merchandise he sells. Third, the retailer helps to promote the product through displays, advertising or sales. Fourth, the retailer can finance the customer by extending credit. Also the retailer stores the goods in his outlet by having goods available.

Task 2. Complete the sentences, using the words from the box

order	discount	vending machine	wholesalers
guarantees	a retailer	extending credit	take title
link	channels	receive commissions	a retailer
stock	middleman	assortment	

1. _____ is one function a retailer may perform.
2. You can buy newspapers, cigarettes, cooking from a _____.
3. _____ is the most expensive link in the chain between a producer and a consumer.
4. The firm _____ good quality of the product.
5. She doesn't like to go shopping, she prefers to do it by _____.
6. The department store is having a sale and there is a 20 per cent _____.
7. Wholesaler is an important _____ between a producer and customer.
8. They use both direct and indirect _____ of distribution.
9. Agent middlemen do not _____ to the goods they deal in.
10. Usually wholesaling _____ stands between the producer and the retailer.
11. A supermarket may _____ thousands of commissions items.
12. Usually a wholesaler handles a large _____ of items of numerous manufacturers.
13. Agent middlemen don't earn salaries, they _____.
14. A wholesaler doesn't deal with the customers, he deals with _____.
15. _____ simplify the problems of manufacturers.

Task 3. Translate the following sentences into English using your dictionary.

Retailing is the business of selling products to the general public. Most retailers are from shops or stores which are called outlets. Many countries have large retail chains which are organized nationally and sell a standardized selection of products. Their outlets are often in shopping centres (US 'malls'), where there is a large variety of stores in the same location.

Many large retailers operate from out of town locations with parking facilities, known as either hypermarkets (over 30,000 square metres) or superstores (under 30,000 square metres). They may be on a retail park, where there are a number of large stores.

Department stores such as Harrods in London are large shops which sell a wide variety of products, usually with location in a city centre. As the name suggests, they are organized in departments, each with its own manager.