

Theme : RETAILING (роздрібна торгівля)

Task 1. Check the words and read the text

Text

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.

ACTIVE VOCABULARY

ultimate consumer — кінцевий споживач

link, посилання, зв'язок

mail-order house — посилочна фірма, замовлення поштою

vending machine operator — оператор торговельних автоматических машин (які продають дрібні товари: газети, сигарети и т. д.)

discount house — дисконтний магазин з відносно низькими цінами на товари

cooperative — кооператив

single line retailer — однолінійний роздрібний продавець який продає якийсь один товар

to perform functions — виконувати функції

extending credit —
довгостроковий кредит

outlet —, торговельна точка
discount — знижка

Task 2

COMPREHENSION QUESTIONS

1. What is retailing?
2. What are four different types of retail stores?
3. What are at least two types of retailing that do not include the use of a store?
4. In what way does a retailer serve a customer?
5. In what way does a retailer serve a manufacturer?
6. Which per cent of the price of the goods sold goes to the retailer?

(answer the questions in a written form)

Task 3

VOCABULARY PRACTICE

Exercise 1. Put the necessary word in the sentence (*mailorder, discount, vending machine, guarantees, retailer, extending credit, link*).

Put the necessary word in the sentence (*mailorder, discount, vending machine, guarantees, retailer, extending credit, link*).

- is one function a retailer may perform.
- You can buy newspapers, cigarettes, cookies from a
- 3..... is the most expensive link in the chain between a producer and a consumer
- The firm good quality of the product.
- She doesn't like to go shopping, she prefers to do it by
- The department store is having a sale and there is a 20 per cent on all light dresses.
- Wholesaler is an important between a producer and a customer.