

WHOLESALE

Wholesaling is a part of the marketing system. It provides channels of distribution which help to bring goods to the market. Generally indirect channels are 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 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 5,000 items in groceries alone, a retail druggist can have more than 6,000 items. As a wholesaler handles a large assortment of items from numerous manufacturers he reduces the problems of both manufacturers and retailers. The store-keeper is not to deal directly with thousands of different people. He usually has a well-stocked store and deals with only a few wholesalers.

wholesaling	оптовая торговля
to provide channels	обеспечивать систему сбыта
indirect channels	непрямая, опосредованная система сбыта
complicated channels	сложная система сбыта
retailing	розничная торговля
chain movement	движение к объединению
wholesale unit	контора оптовой торговли
total	совокупная продажа
middleman	посредник, комиссионер
merchant wholesaler	оптовый скупщик
wholesaling middleman	оптовый посредник
to take title to the goods	приобретение товара как собственность
agent middleman	посредник между производителем и покупателем
to negotiate purchases or sales	вести переговоры по поводу купли или продажи
to earn salary	зарабатывать жалование
to receive commissions	получать комиссионные
grocery	бакалейная торговля
to handle	управлять, торговать
assortment	ассортимент

1. What is the aim of the wholesaling?
2. How can you describe a direct channel of distribution?
3. What is an indirect channel of distribution?
4. What channel of distribution is preferable?
5. Is there any difference between a merchant wholesaler and an agent middleman?
What is this difference?
6. How does a wholesaler simplify the process of distribution?
7. What would a retailer have to do without wholesalers?