

Theme : WHOLESALE (ОПТОВА ТОРГІВЛЯ).

Task1

1. Check the words, then read the text

Text

Wholesaling is a part of 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 the one-third of total sales.

Two-third 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 problem of both manufacturer and retailer. The store 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.

ACTIVE VOCABULARY

wholesaling — оптова торгівля
to provide channels — забезпечувати системою (збуту)
indirect channels — непряма, опосередкована система (збуту)
wholesaling middleman — оптовий посередник (скупник)
retailer — роздрібний торговець
complicated channels — складна система (збуту)

to negotiate purchases or sales — вести переговори з приводу купівлі або продажу
chain movement — рух до об'єднання
wholesale unit — . Контора з оптової торгівлі
middleman — посередник, комісіонер
to earn salary — Заробляти /отримувати платню
take possession of — вступати у володіння

a retail druggist роздрібний аптекар

merchant wholesaler - оптовий

скупник

to take title to the goods — набувати

товар як власність

agent middleman — посередник між

виробником та покупцем

to receive commissions — отримувати

комісійні (відсоток від продажу

to handle — 1) керувати; 2) торгувати

(амер.)

total sales - сукупна продаж

assortment — асортимент

grocery — бакалійна торгівля

VOCABULARY PRACTICE

Exercise 1. Choose the necessary word and put it in the sentence

(wholesalers, take title, retailer, stock, channels, assortment, to receive commissions, middleman).

1. They use both direct and indirectof distribution.
2. Agent middlemen do not to the goods they deal in.
3. Usually wholesaling stands between the producer and the retailer.
4. A supermarket may thousands of commissions items.
5. Usually a wholesaler handles a large of items of numerous manufacturers.
6. Agent middlemen don't earn salaries, they
7. A wholesaler doesn't deal with the customers, he does with
8. simplify the problems of manufacturers.

Task 2

Follow the link and do the task , <https://www.liveworksheets.com/bx1714826ad>

Homework :Learn new words

