

## Retail trade – Worksheet 1

### 1.1 Reading

#### RETAIL TRADE

Retail trade represents the sale of goods or services for personal or household consumption. It is **sale in small quantities** to the general public in comparison to wholesale trade, and the goods are not for resale. Retail trade makes the final link in the **chain of distribution** from the manufacturer (producer) to the final consumer (customer). A retailer buys goods or products in large quantities directly from manufacturers or he buys goods through a wholesaler, and then sells individual items or small quantities to the general public or final consumers, usually in a shop or store.

#### WHOLESALE TRADE

It is the sale of goods in large quantities which are sold to retailers, not to the final consumer. Wholesalers buy goods from manufacturers and then **resell** them to retailers, not to the final consumer.

**MANUFACTURERS** are people or firms that **produce** things **in large amounts** and then sell them to wholesalers or retailers.

A **MIDDLEMAN** is a businessman or commercial organization that acts as a link between manufacturers and final consumers. The following may act as middlemen: retailer, wholesaler, dealers, agents, brokers.

**WHOLESALE** are people who act as middlemen between manufacturers and retailers. They sell goods in large quantities.

**RETAILERS** are people who **sell** goods **directly to the public**. They usually sell **consumer goods**, which are goods of everyday use (food, clothes, household goods) and personal services, such as doctors, dentists, hairdressers. Retailers provide valuable functions to other members of the purchase process. They sell the manufacturers' goods and keep them informed about the consumers' demand. Retailers enable wholesalers to make the right decisions about future needs of customers, as they inform them about market trends and **current demand**. For consumers, retailers provide and **display goods, provide** information, **advice**, packing, free delivery, credit, **after-sales services**, etc.

**CUSTOMER** is a person who purchases goods or services.

**(FINAL) CONSUMER** is a person whose needs are satisfied by producers, it is a person that consumes the products and services that he buys.

### 1.2 Find in the text and translate.

1 výrobce.....	10 velkoobchod.....
2 prodej v malém .....	11 poprodejní servis .....
3 zákazník .....	12 dále prodat .....
4 spotřební zboží .....	13 prostředník .....
5 maloobchod.....	14 poskytnout radu .....
6 vystavit zboží .....	15 vyrábět ve velkém .....
7 distribuční řetězec.....	16 maloobchodník .....
8 velkoobchodník .....	17 aktuální poptávka.....
9 prodávat přímo veřejnosti.....	18 konečný spotřebitel .....

### 1.3 Translate.

- Na rozdíl od velkoobchodníků prodávají maloobchodníci zboží v malém množství a přímo konečnému spotřebiteli.
- Maloobchodníci jsou prostředníky mezi výrobcí zboží a zákazníky.
- Velkoobchod nabízí zboží ve velkém množství a funguje jako zprostředkovatel mezi výrobcem a maloobchodníkem.
- Maloobchodníci a velkoobchodníci fungují jako prostředníci mezi výrobcí a konečnými spotřebiteli zboží.
- Zboží, které je prodáváno maloobchodníky, není určeno k dalšímu prodeji ale k nákupu zákazníky.

### 1.4 Answer the questions.

- What are the differences between wholesale and retail trade?
- Why are goods sold through middlemen and not directly from manufacturers to final consumers?
- Would you prefer to buy straight from producers? Why yes/not?

## Retail trade – Worksheet 2

### 2.1 Reading

#### TYPES OF SHOPS

Sale in small retail units:

**DOOR-TO-DOOR SALES** – agents who act on behalf of the firm bring the goods right to the consumers at their homes.

**MARKET STALLS** – they are located outside in comparison to traditional shops, usually in some **public place**, such as a square. The stalls are small wooden constructions which allow the sellers to display goods and sell them in small quantities. The sellers usually offer vegetables and fruits; clothes; books, CDs and DVDs; plants and bushes for the garden and many others.

**SMALL SHOPS** – they are located inside a building, usually in a busy main street to attract as many customers as possible. They offer goods of one type; e. g. clothes shops, shoe shops, bookshops, greengrocer's, butcher's, florist's, grocer's, tobacconist's, stationery, etc.

Sale in large retail units:

**DEPARTMENT STORES** – there are several independent shops selling various goods in one building, with usually two storeys. The individual shops have different owners and are not dependent on each other.

**CHAIN STORES** – they are shops of the same brand and goods which are found in every bigger town in countries all around the world.

**SUPERMARKETS** – they are situated in a large, **one-storey building** offering consumer goods.

**SUPERSTORES** and **HYPERMARKETS** – they are giant stores, covering a much larger area than supermarkets, and they include also small additional shops at one part of the main selling area.

**DISCOUNT STORES** – they are similar to supermarkets but the goods are offered at lower price. They offer a wide range of goods or they might specialize.

**MAIL ORDER CLUBS** – They offer their goods via some sort of a **catalogue** which is available in a number of ways. There can be an agent who is in personal contact with customers and brings them the catalogue plus purchased goods. There may be department stores with mail order **departments**. Finally, catalogues may be sent to customers directly at their home address and the customers then order through the post or in an online shop.

**CATALOGUE SHOWROOMS** – they have displays of some goods for customers to look at, the full range is in a catalogue which is available at the place and goods are then brought from the warehouse behind the showroom.

**AUTOMATIC VENDING** – **Vending machines** are machines which offer hot drinks (coffee, tea), sweets or snacks at any time of the day or night. A customer inserts coins and chooses the product, there is no seller present. They can be found in public places, such as train or bus stations, underground stations, hospitals, schools, institutions, etc.

**FRANCHISING** – The franchising company sells a licence (a **franchise**) to an individual businessman who must keep the name, basis of the business, goals and focus of the company. (McDonald's, Pizza-land)

**ONLINE SHOPS/INTERNET SHOPS** – They are the most popular shops among the young generation as they allow its customers to purchase goods and services from their homes quickly and without stress. Customers choose the goods over the Internet and then choose the way of payment (by credit card over the Internet, using Internet banking, **cash on delivery**, etc.) Goods are then delivered according to the customer's choice (through the post office, messengers, **delivery service**, etc.).

### 2.2 Find the words in the text.

- |                            |                           |
|----------------------------|---------------------------|
| 1 obchodní dům .....       | 8 podomní prodej .....    |
| 2 jednopatrová budova..... | 9 oddělení .....          |
| 3 dodací služba .....      | 10 diskontní obchod ..... |
| 4 katalog.....             | 11 na dobírku .....       |
| 5 prodejní stánek .....    | 12 prodejní automat ..... |
| 6 frančíza, koncese.....   | 13 veřejné místo .....    |
| 7 zásilkový obchod .....   | 14 řetězec obchodů.....   |

### 2.3 Answer the questions.

- 1 What do you prefer: small shops or supermarkets? Why?
- 2 What are advantages and disadvantages of shopping from market stalls?
- 3 What mail order clubs sell their goods in the Czech Republic? Have you ever bought anything from a catalogue?
- 4 How often do you use a vending machine? What product do you buy and where?
- 5 Do you shop online? Why yes/not?