



- **retail outlet** (retail outlets) N-COUNT
- **retailer** (retailers) N-COUNT
- **retailing** N-UNCOUNT

A **retail outlet** is a shop or other place that sells goods direct to the public. A **retailer** is a person or business that sells goods direct to the public. **Retailing** is the activity of selling goods direct to the public, usually in small quantities.

...the largest **retail outlet** in the city.  
 Furniture and carpet **retailers** are among those reporting the sharpest annual decline in sales.  
 She spent fourteen years in **retailing**.  
 ...the car **retailing** industry.

- **retail park** (retail parks) N-COUNT
- **shopping centre** (shopping centres) N-COUNT

A **retail park** is a large specially built area, usually at the edge of a town or city, where there are a lot of large shops and sometimes other facilities such as cinemas and restaurants. A **shopping centre** is a specially built area containing a lot of different shops.

But finding large sites, which allow ranges to be better displayed, is no easy task, given the small number of shopping centres and **retail parks** and the increasing number of retailers hunting them down.  
 ...large out-of-town **retail parks**.  
 The new **shopping centre** was constructed at a cost of £1.1 million.

- **department store** (department stores) N-COUNT
- **supermarket** (supermarkets) N-COUNT

A **department store** is a large shop which sells many different kinds of goods. A **supermarket** is a large shop which mainly sells foods and household goods.

...Britain's biggest **department store** after Harrods and Selfridges.  
 Most of us do our food shopping in the **supermarket**.  
 How do those prawns find their way from Norway to the **supermarket** shelf?

**Common Collocations**

- a supermarket **chain**
- a **leading** supermarket
- a **local** supermarket
- a **major** supermarket

- **bar code** (bar codes) N-COUNT

A **bar code** is an arrangement of numbers and parallel lines that is printed on products to be sold in shops. The **bar code** can be read by computers.

The moment a **bar code** is scanned in one of its US stores, a computer is alerted and checks when the item needs replacing.  
 ...a **bar code** scanner.

- **checkout** (checkouts) N-COUNT

In a supermarket, a **checkout** is a counter where you pay for things you are buying.

...queuing at the **checkout** in Sainsbury's.  
 Shopping centres are reporting long queues at the **checkout** and record numbers of bargain hunters.

- **mail order** N-UNCOUNT

**Mail order** is a system of buying and selling goods. You choose the goods you want from a company by looking at their catalogue, and the company sends them to you by post.

The toys are available by **mail order** from Opi Toys.  
 Many of them also offer a **mail-order** service.  
 They have two shops in London and a **mail order** catalogue.

**Common Collocations**

- a mail order **catalogue**
- a mail order **service**
- a mail order **company**
- a mail order **business**
- available by** mail order

- **intermediary** (intermediaries) N-COUNT

An **intermediary** is a person or organization that provides a link between two other people or organizations.

However, it says it has no plans to be a car dealer. Instead it will act as a non-profit **intermediary** putting buyers in touch with a participating dealer.  
 ...the rule that investment products must be sold through an independent **intermediary**.  
 ...financial **intermediary** companies.

- ➔ **franchise:** Topic 2.4; **franchiser:** Topic 2.4; **franchisee:** Topic 2.4; **wholesaler:** Topic 6.2; **agent:** Topic 6.2; **stock:** Topic 6.3; **online shopping:** Topic 6.4; **online retailing:** Topic 6.4; **direct marketing:** Topic 6.4; **after-sales service:** Topic 11.2



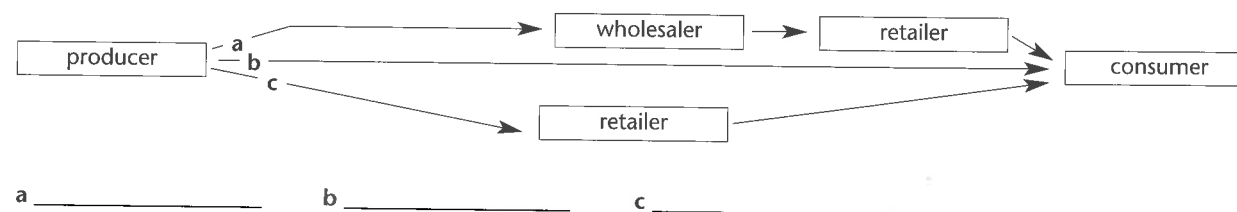
**PRACTISE YOUR VOCABULARY**

- 1 List each term in the box under the correct heading.

supermarket mail order online retailing shopping centre retail park  
 department store home shopping franchising

Retail outlets	Retailing methods

- 2 How many intermediaries are there in each of the three relationships?



- 3 Use the terms in the box to complete the text.

computerized checkout system bar code checkout

When you pay for your goods at the supermarket \_\_\_\_\_ they are passed over a laser, which reads the \_\_\_\_\_ on the packaging. The sale of each item is recorded on the \_\_\_\_\_ and the system automatically subtracts the items from total stock levels. The system can be used to check stock levels and the store's takings at any time of the day.

- 4 Read the text answer the questions.

Direct marketing is the practice of selling directly to consumers without using an intermediary. There are benefits to the consumer in **not** buying directly from the manufacturer, however. Customer service and after-sales services offered by retailers are two examples. Retailers may also buy in bulk from the manufacturer to keep the costs of a product down.

According to the text, are the following sentences true or false?

- |  | True                     | False                    |
|--|--------------------------|--------------------------|
| a Companies that use direct marketing sell to intermediaries.  | <input type="checkbox"/> | <input type="checkbox"/> |
| b Customers who buy from intermediaries can receive better service than those who buy from the manufacturer. | <input type="checkbox"/> | <input type="checkbox"/> |
| c Customers who buy from the manufacturer always get the product cheaper than other customers.               | <input type="checkbox"/> | <input type="checkbox"/> |