



- **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

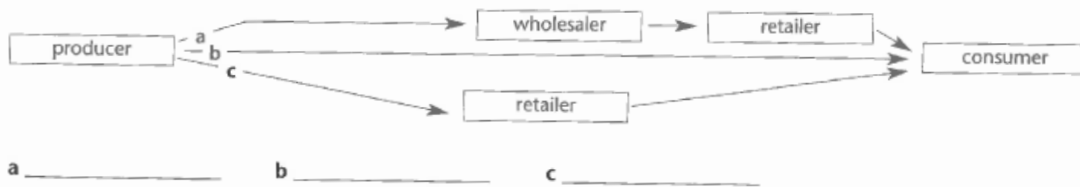
**PRACTISE YOUR VOCABULARY**

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"/> |