



Retailing is selling of merchandise directly to the consumer. Retailing began several thousand years ago with peddlers hawking their wares at the earliest marketplaces. It is extremely competitive, and the failure rate of retail establishments is relatively high. Price is the most important arena of competition, but other factors include convenience of location, selection and display of merchandise, attractiveness of the establishment, and reputation. The diversity of retailing is evident in the many forms it now takes, including vending machines, door-to-door and telephone sales, direct-mail marketing, the Internet, discount houses, specialty stores, department stores, supermarkets, and consumer cooperatives.

Terms Defined:

- 1) Vending Machine-** a coin-operated machine for selling small articles, beverages, etc.
- 2) Direct- mail marketing-** reaching the desired clients using print ads in a form of leaflets, e-mails.
- 3) Discount houses-** retail store that offers merchandise for sale at lower prices than conventional stores that sell merchandise at list prices or suggested retail prices;
- 4) Specialty stores-** are small stores which specialise in a specific range of merchandise and related items.
- 5) Cooperatives-** a form of business ownership that consists of a group of people who joined together to perform a business function more efficiently than each individual could do alone.
- 6) Department stores-** large retail store having a wide variety of merchandise organized into customer-based departments.

LET'S TALK

- 1) What are the benefits of retailing to consumers? To businessmen?
- 2) Does retailing ensure a cheaper cost or double price to consumers?
- 3) As a buyer, do you prefer buying retailed goods? Why? Why not?
- 4) Give examples of retailing centers in your country?
- 5) What do you think are the purposes of retailing goods?