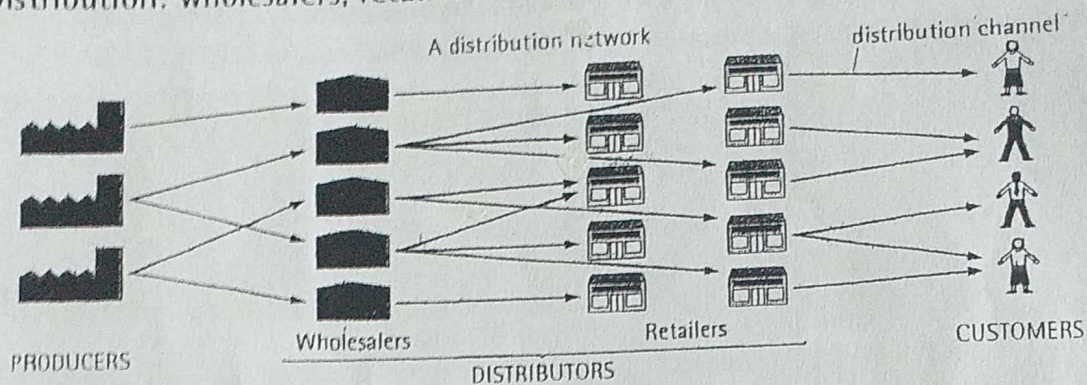


# 24 Place

## A Distribution: wholesalers, retailers and customers



A wholesaler or shop selling a particular product, such as cars, is a **dealer**. A **reseller** sells computers. Wholesalers and retailers are **distributors**. Wholesalers are sometimes disapprovingly called **middlemen**.

## B Shops

A **shop** (BrE) or **store** (AmE) is where people buy things. Companies may call it a **retail outlet** or **sales outlet**. Here are some types of shop:

- **chain store**: part of a group of shops, all with the same name.
- **convenience store**: small shop in a residential area and open long hours.
- **deep discounter**: a supermarket with very low prices.
- **department store**: very large shop with a wide variety of goods, usually in a town centre.
- **drugstore**: shop in a town centre in the US which sells medicines; you can also have coffee and meals there.
- **hypermarket**: very large shop with a wide variety of goods, usually outside a town.
- **supermarket**: very large shop, selling mainly food.

In Britain, a **shopping centre** or **shopping precinct** is a purpose-built area or building in a town centre with a number of shops. Outside towns, there are **shopping malls**, where it is easy to park.

**Franchises** are owned by the people that run them (**franchisees**), but they only sell the goods of one company. That company (the **franchisor**) provides goods, organizes advertising, and offers help and support. In return it takes a percentage of the profits of each franchisee. Many restaurants are also run like this.

## C Direct marketing

Hi, I'm Beatrice and I work in a **direct marketing** company in Brussels. We organize **mailings** for many different products and services. This is **direct mail** but people often call it **junk mail**. We **target** our mailing lists very carefully: for example, we don't send **mailshots** for garden tools to people who live in apartments!

We also do **telemarketing**, selling by telephone, including **cold calls** to people who have had no contact with us before. People are often rude to the workers in our **call centres** when they do this.

BrE: call centre  
AmE: call center

24.1 Use expressions from A opposite to complete this presentation.

Hi, my name's Michael Son. I started out in the PC business 15 years ago when I tried to buy a PC. There was a complicated (1) discrepancy between the manufacturer and the customer: (2) shortcuts, (3) add-ons and (4) extras all added to the costs, but they didn't add much value from the (5) customer's point of view. Here at Son Computers, we manufacture every PC to order and deliver straight to the buyer. That way we cut out the (6) middleman.

24.2 Look at B opposite and say where you go if you want to:

- 1 park easily and visit different shops without going to the town centre.
- 2 visit different shops grouped together in a British town centre.
- 3 buy a packet of sugar when all the supermarkets are closed.
- 4 have a snack in an American city without going to a restaurant.
- 5 buy food very cheaply.
- 6 buy clothes in a town centre without going to a specialized clothes shop.

24.3 Which expression in C opposite does the 'it' in each sentence refer to?

1

*I really hate it, all that stuff coming through my letter box. It never stops.*

3

*300,000 well-targeted letters to cat-lovers? We can organize it, no problem.*

2

*It's a terrible place to work. We have to make 30 calls an hour, with few breaks.*

4

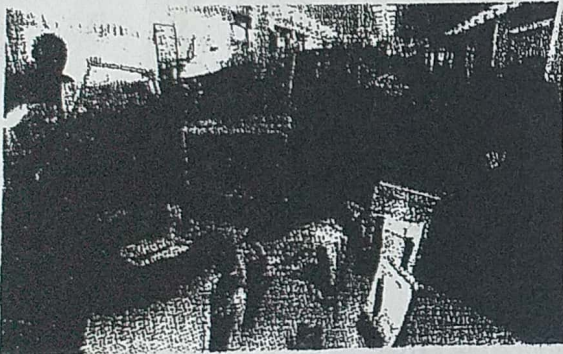
*I have to do it. I've never spoken to them before, but I've got no choice.*

5

*The two main activities that make it up are mailings and telemarketing.*

6

*People who come home to ten answerphone messages, all selling things, tend to hate it.*



A call centre

### Over to you

Which types of shops do you use to buy different things? Why?

Do you like getting direct mail? Have you ever bought anything this way?

Do you receive cold calls? How do you react?

12