























#### VII Handel

#### profit margin Gewinnspanne

#### supplier Lieferant

### wholesale Großhandel

#### to involve beinhalten

#### to negotiate verhandeln

#### **Trade functions**

- organisation of transport
- storage balance quality and quantity
- information
- communication
- social function
- credit accomodation



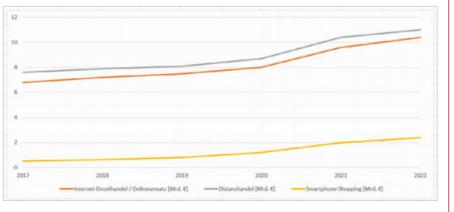
## Going international Now let's use the basics of the chapter "Handel" in English! Exercise 1 Fill in the missing words from the box. market research amanufacturers smaller consumers large retailers wholesale directly buying deals with the purchasing of inventory to resell at a profit margin to retail businesses. The goods are purchased directly from or suppliers and then, in turn, sold to one or more . Wholesale buying generally involves the purchase numbers of products to be resold to one or more retailers. In contrast, retail buying deals with purchasing inventory for sale . Retail buying involves , tracking inventory and negotiating with suppliers, and typically deals with a quantity of items than wholesale buying.

#### Exercise 2

As you have learned in this chapter, trade covers a variety of functions within the economy. These functions are fulfilled by people who are employed in different fields. Answer the questions in full sentences.

- a) Think about the functions of trade: what jobs are involved?
- b) What responsibilities do these jobs bring with them? What type of education do you need for these jobs?

Have a look at the chart for online trade.



- a) What do these figures tell you?
- b) What do you think are the reasons for this development?
- c) What are the advantages and disadvantages of online shopping, especially compared with shopping at local stores?



# VIII Businessplan und Unternehmensgründung

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