

# COMMERCE

## TYPES OF RETAILERS

1. Independent Retailers
2. Multiple Stores
3. Supermarkets
4. Department Stores
5. Mail Order Retailers
6. Franchise
7. Hypermarkets

8. Discount Stores
9. Mobile Shops
10. Automatic Vending Machines
11. Market Stalls
12. Street Vendors
13. Itinerant Retailers

- a) \_\_\_\_\_ These are coin operated machines that provide a relatively cheap source of goods such as candy bars, and drinks.
- b) \_\_\_\_\_ These are open-air stalls found together in busy areas. Some examples are: the Straw Market on Bay Street and the Flea Market in Miami. The rent for these stores is relatively low.
- c) \_\_\_\_\_ These are used to reach isolated/residential areas where there are practically no shops. An example of this type of retailer is a van selling ice cream or a truck selling water.
- d) \_\_\_\_\_ These are individual stalls located by the roadside selling items such as fruits and vegetables. Their goods are usually cheaper than food stores because most of them do not pay rent, only a license fee.
- e) \_\_\_\_\_ These are sales persons who go from door-to-door selling their goods. They knock on doors and ask persons if they wish to buy the goods which, are usually jewelry, cosmetics or cleaning products.
- f) \_\_\_\_\_ These are very small shops that are usually owned by one person. The owner is usually the one to run the store. An example of this type of retailer would be the small stores on your corner.
- g) \_\_\_\_\_ These are large self-service stores that sell a variety of foods and household goods. They also have five or more check out points where customers pay for goods. For example, City Market.
- h) \_\_\_\_\_ These are very large self-service stores that sell a wide variety of food items and household goods as well, as other goods such as electrical goods, furniture, etc.
- i) \_\_\_\_\_ These are stores that sell goods at prices that are much lower than the normal selling price. They do not usually allow credit for goods. The best example of this type of store would be the Dollar Shop and Price Busters.
- j) \_\_\_\_\_ These are shops that have at least ten outlets. Although each store has a manager, the goods are bought, and the prices and store policy are decided by one central office (often called the head office)
- k) \_\_\_\_\_ These are stores that consists of many different shops under one roof all owned by one firm. Examples are Kelly's John S. George and Sears. There is a hardware section, a toy section, a kitchen wares section, etc.
- l) \_\_\_\_\_ These retailers sell goods by sending out catalogues from which persons can order goods. The goods are then sent to these persons through the postal system.
- m) \_\_\_\_\_ These retailers are allowed to sell or use products of a particular maker. They agree to buy their materials from one supplier only. All the stores selling one product are decorated in the same style and use the same name. Those who allow such use of these products also advertise for these retailers. Examples of these are McDonald's and Wendy's.