



Lesson 05



Place and promotion

Place

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. 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.

Promotion

Internet is a new **advertising medium**. **Product endorsements** are when **famous** people **recommend** a **product**. A series of advertisements for a particular company or product is an **advertising campaign**. A person or business that advertises is an **advertiser**.

The sales force: A company's salespeople (its **salesmen** and **saleswomen**) visit **customers** and **persuade** them to buy its products. Each member of this salesforce may be responsible for a **particular region**: his or her **sales area** or **sales territory**. The head of the sales force is the **sales manager**.

Promotion is all the activities supporting the sale of a product, including advertising. It describes **a special offer** such as a **discount** or **reduced price**, **a free sample**: a small amount of the product to try or taste, **a free gift**: given with the product and competitions with **prizes**.

Reference: Bill Mascull, *Business vocabulary in use*, Cambridge University Press, 2002

Your English teacher
Ouafa Benin