



Retail

Vocabulary

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Outlet

Definition: a place where goods are sold that are made by a particular company or of a particular type

Examples: *The business has 34 retail outlets in this state alone.
Here you'll find factory outlets that sell to the public directly.*

Point of sale

Definition: the place, either the shop or the actual checkout counter, where a product or service is sold to the public

Examples: *It's normal for the card to be swiped through a point of sale terminal or keyboard card reader.*

Under the new law, cigarette advertising will only be allowed at the point of sale.

Pop - up

Definition: a shop, restaurant or gallery that opens in a particular location just for a limited period of time

Examples: *There's a pop-up gallery where the café used to be.
At the new pop-up restaurant that has appeared in the neighborhood, diners pay what they think the meal is worth.*



Line

Definition: a set of similar products that are for sale, often made by the same company

Examples: *Some lines sell better than others.*

A new line of makeup products by Fenty Beauty is widely popular.

Seconds

Definition: products that are sold at a lot price because they are damaged or not in perfect condition

Examples: *There are many discount stores that are selling great factory seconds in my city.*

Yesterday I found some amazing factory second that are almost brand new.

Loss leader

Definition: an item that is sold at a low price in order to attract customers into a shop, so that they will also buy more expensive products

Examples: *One of the marketing strategies these retail stores and online stores use is the loss leader strategy.*

Why not give us some cut prices and use it as a loss leader?

Merchandise

Definition: any products that are for sale; often used to refer to products connected with a particular event or organization

Examples: *They are selling official Olympic merchandise on their website.*

A range of Disney merchandise was on sale.

Supplier

Definition: A company or person that sells a particular product or service to shops, business or the public

Examples: *Libya is Italy's largest supplier of oil.*

Materials from the supplier will be ordered only if the production plant can sell its product.

Quiz

1. More information on healthy foods should be provided at the _____.
 2. This jacket is actually a factory _____, so it is quite inexpensive
 3. A department store spokesman says that their new _____ will create more than 75 permanent jobs in the city
 4. The designers opened a _____ in the main shopping area as part of the fashion event.
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5. The devices were sold as a _____ for monthly Internet service.

6. Her future plans include starting a clothing _____ with her designer mother.

7. You will need to be able to deal with both customers and _____.

8. Never send cash, and check the _____ when it arrives.

Answer key

1. point of sale
 2. second
 3. outlet
 4. pop-up
 5. loss leader
 6. line
 7. suppliers
 8. merchandise
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