Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**1.3.4 Distribution**

1. Jasmine buys a 6 pack of a diet cola drink from her local convenience shop, HK Stores. The store likes to add a 15% mark-up on all products (round up to 2 decimal places). The wholesaler, Bulk4U from whom HK Stores purchased 100 packs adds a mark-up of 20%. Bulk4U purchase 10 000 packs from the manufacturer for £28 000. How much did Jasmine pay for her 6 pack of diet cola?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Use the words in the table below to complete the paragraph.

|  |  |  |  |
| --- | --- | --- | --- |
| consumer | manufacturer | higher | increase |
| direct | mark-up | online | intermediaries |
| retailers | channels | price | bulk |

Distribution \_\_\_\_\_\_\_\_\_\_ are the chain of \_\_\_\_\_\_\_\_\_\_ a product passes through from \_\_\_\_\_\_\_\_\_\_ to \_\_\_\_\_\_\_\_\_\_ . A wholesaler may buy in \_\_\_\_\_\_\_\_\_\_ and break this down to sell to \_\_\_\_\_\_\_\_\_\_ . Each stage will add a \_\_\_\_\_\_\_\_\_\_ hence the more channels the \_\_\_\_\_\_\_\_\_\_ the selling \_\_\_\_\_\_\_\_\_\_ . \_\_\_\_\_\_\_\_\_\_ distribution has led to an \_\_\_\_\_\_\_\_\_\_ in consumers buying \_\_\_\_\_\_\_\_\_\_ from manufacturers.

1. A farmer makes his own sausages which he sells through his farm shop as well as at local delicatessens. Which of the following terms could be applied to the farmer?
	1. Manufacturer
	2. Retailer
	3. Wholesaler
	4. Online retailer
	5. B2B supplier
	6. B2C retailer
	7. Consumer
	8. Agent