Choosing Where to Buy  
Distrubution Chains   
  
Activities   
  
**1.What is the basic idea of retailing?**

The Basic idea is that buyers and sellers come together in a market place and products are exchanged for money.   
  
**2.How are specialty stores able to exist in competition with large discount variety stores?** They are to have competition because they focus on a few items and the sale staff who are there can provide extensive knowledge on the products there selling.   
  
**3.List one advantage and one disadvantage of buying goods from each of the five different types of retail outlet?**The advantage of a *convenience store* is that it easily accessed and there are many of them at corners how ever there prices are very high.  
The advantage of *specialty stores* is the sales staff can provide information on the items they have but they have a limited range of items.  
The advantage of *discount variety stores* are that are cheap and have a wide range of products but the quality of them or the brand of it may be bad quality.  
The advantage of *department stores* is that they sell a large range of products within the one store also they buy in bulk, so their prices are often cheaper than at specialty stores. However, because they offer not a lot of assistance on the shop floor, their prices are usually higher.  
The advantage of *supermarkets* is that they have everything and they are large and have lots of various items. I don’t believe there are any disadvantages of supermarkets.   
  
**Examine the diagram entitled ‘Range of locations and sources that consumers can access to purchase products’ on page 10. Name a real-life example of each type of retail store and non-store retailer?**

*Non store retail* Lj Hooker, Ebay *Retail stores* Big W, Myer, Woolworths Locations Eastgardens, Covience stores and West fields.