



basic education
Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

THE WHOLESALE & RETAIL INDUSTRY

Year 1

STUDENT'S WORKBOOK

Name

Class

Week 1

1. THE INDUSTRY – Concepts and roles

PRACTICAL WORK.



Access the internet and identify wholesalers in South Africa.

Teachers comments.

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Teacher Sign Date

Activity 1: The concept of Wholesale and Retail

**In teams of two discuss and then in your own words explain what you understand
Retailing, Wholesaling and Distribution are.**

Teacher Sign Date

Week 2

2. THE INDUSTRY – Categories of retailers



FIELD WORK/INTERVIEWS

Identify retail examples of each category in your local area.

Outlet	Category

Teachers comments.

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Teacher Sign Date



FIELD WORK/INTERVIEWS

Visit a supermarket and note the different departments available.

Teachers comments.

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Teacher Sign Date

Week 3

3. THE INDUSTRY – Role of small and large retailers

Activity 2: The role of small and large retailers
In your own words explain the role of small and large retailers.

Teacher Sign Date

Week 4 & 5

4. THE INDUSTRY – Sub sectors of retailers

Activity 3: Furniture Sub-Sector

List 2 outlets that you know fall into this sub-sector or research the names of 2 furniture outlets.

Activity 4: CFTA Sub-Sector

List 2 outlets that you know fall into this sub-sector or research the names of 2 CFTA outlets.

Teacher Sign Date

Activity 5: FOOD Sub-Sector

List 2 outlets that you know fall into this sub-sector or research the names of 2 food outlets.

Activity 6: SPECIALITY Sub-Sector

List 2 outlets that you know fall into this sub-sector or research the names of 2 SPECIALITY outlets.

Activity 7: MULTI Sub-Sector

In teams of two, discuss into which sub-sector you think the following retailers that sell a mix of good can be categorised.

Clicks
Woolworths
Pick 'n Pay Hypermarket

Teacher Sign Date

PRACTICAL WORK.

Design a poster and display pictures or logos of businesses that fall into each sub sector and category of the industry.

Sub-Sectors and Categories	Completed correctly	Not correctly completed
Correctly identifies a business that falls within the following sub-sectors:		
Furniture		
CFTA (Clothing, Footwear, Textiles & Accessories)		
Food		
Speciality		
Fuel		
Correctly identifies a business that falls within the following categories:		
Groups or Chains		
Independents		
Small. Micro. Enterprises		
Discounters		
Convenience Outlets		

Teacher Sign Date

Week 6 & 7

5. PROFIT – The concept and importance

Activity 8: Profit

How would you describe profit?

Activity 9: The importance of profit

In teams of two discuss why you think it is important for a business to make a profit.

Teacher Sign Date

Activity 10: Operating expenses

In teams of two list 4 expenses you think a business will have to pay each month

Activity 11: Terms on the Income Statement

In your own words explain the following terms

Teacher Sign Date

Actual sales	
Cost of goods sold	
Shrinkage and losses	
Gross profit	
Other income	
Expenses	
Net profit before interest	
Interest	
Net profit before tax	
Tax	
Net profit after tax	
Dividend	
Retained income	

Teachers comments.

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Teacher Sign Date

Week 8

6.TARGET MARKETS

Activity 12: Target Market

In your own words describe what 'Target Market' is.

Activity 13: How will your product be affected by your target market?

In your teams of two explain how different target markets affect a business's product range.

Teacher Sign Date



FIELD WORK

Identify the target market for 5 different outlets within the area.

Outlet	Target Market

Teachers comments.

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Teacher Sign Date