



**basic education**

Department:  
Basic Education  
REPUBLIC OF SOUTH AFRICA

# **THE WHOLESALE & RETAIL INDUSTRY**

## **Grade 8**

### **LEARNER WORKBOOK**

Name .....

Class .....

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**Term 1 Week 1**

**THE WHOLESALE AND RETAIL INDUSTRY – CONCEPTS AND ROLES**



**Where available access the internet and identify wholesalers in South Africa.**

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Activity 1: The concept of Wholesale and Retail

In your own words explain *Retailing*, *Wholesaling* and *Distribution*.

**Retailing**

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**Wholesaling**

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**Distribution**

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**Term 1 Week 2**

**THE WHOLESALE AND RETAIL INDUSTRY – CATEGORIES**

Activity 2: Categories of retailers Identify the category of the following Retailers.	
	<b>Category</b>
A family owned business selling flowers.	
SPAR	
Ellerines;	
Pick 'n Pay	
PEP	
Bob's Biltong Bar;	
Mary's Spaza shop	
Edgars	
Checkers.	
The shop at the local petrol station	

**Teachers comments.** .....

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Teacher Sign ..... Date .....



**FIELD WORK (Where possible)**

**Walk around a mall and list the brand name of outlets you can see that are part of The Foschini Group.**

**(HINT – Look at the signs in the windows of a Foschini outlet)**

**You could also research this on the internet or even phone one of their outlets and ask the organisation which chains are part of TFG (The Foschini Group)**

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**FIELD WORK (Where possible)**

**Visit and identify examples in your local area of each category of retailer**

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**Term 1 Weeks 3 & 4**

**THE WHOLESALE AND RETAIL INDUSTRY – THE SUPPLY CHAIN**

Activity 3: Re-arrange the supply chain

**Look at the given supply chain role players below and put them in the correct order.**

- 1) Distribution Centre
- 2) Manufacturer / Supplier
- 3) Retail Outlet
- 4) Farmer / Raw Material
- 5) The Customer
- 6) The Buyer & Suppliers Representative

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**Draw a poster illustrating the supply chain and show the flow of stock, cash and information through the supply chain.**

**Teachers comments on the poster drawn**

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**Term 1 Week 5**

**THE WHOLESALE AND RETAIL INDUSTRY – SUB SECTORS**

Activity 5: Furniture Sub-Sector

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

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Activity 6: CFTA Sub-Sector

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

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Activity 7: FOOD Sub-Sector

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

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Activity 8: SPECIALITY Sub-Sector

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


Activity 9: Multi sector retailers

**In teams of two discuss into which sub-sector you think these retailers that sell a mix of goods would fall.**

Woolworths

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Pick 'n Pay

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**Term 1 Weeks 6 & 7**

**THE WHOLESALE AND RETAIL INDUSTRY – JOBS AND PROGRESSION**



**Draw a poster showing the flow of stock through an outlet and showing where each job is involved in the process .**

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**Draw a poster showing the flow of cash through an outlet and showing where each job is involved in the process .**



**Draw a poster illustrating progression within a retail outlet.**

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Term 1 Week 8

## THE WHOLESALE AND RETAIL INDUSTRY – COMPUTERISATION IN THE INDUSTRY

Activity 10: High or low level of computerisation?

**In teams of two discuss and decide if you owned a retail outlet would you implement a high level of computerisation or just a very low level of computerisation or not have computers at all and explain why.**

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**Term 2 Week 1**

**PROFIT – CONCEPT AND IMPORTANCE**

Activity 11: The importance of profit

**What is profit and why do you think it is important for a business to make a profit.**

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Activity 12: Operating expenses

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

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**Activity 13: Terms on the Income Statement**  
**In your own words explain the following terms**

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

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**Term 2 Week 2**

**PROFIT – SHRINKAGE**

Activity 14: Shrinkage and losses

**List in your own words 4 ways in which shrinkage can take place in a wholesale or retail business.**

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Activity 15: The effect of shrinkage on the business

**Explain how shrinkage affects a wholesale or retail business.**

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Activity 16: The effect of shrinkage on employees

**Describe how shrinkage affects the employees of a wholesale or retail business.**

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Activity 17: Causes of shrinkage on employees

**List 5 causes of shrinkage in a Wholesale or Retail business.**

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**Term 2 Week 3 - 5**

**TARGET MARKET AND CUSTOMER PROFILES**

Activity 18: Target Market

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

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Activity 19: Customer Profiles

**In your own words describe what 'Customer Profiles' are.**

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**Activity 20: How customer profiles affect a business' product range**  
**Using examples, explain how target market and customer profiles affect the product range of an outlet**

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Activity 21: How will your product be affected by your target market?  
**In teams of two explain how different types of men will affect your product range.**

<b>Mostly large men</b>	
<b>Mostly wealthy men</b>	
<b>Mostly retired men</b>	
<b>Mostly artisans such as plumbers and electricians</b>	

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**FIELD WORK (Where possible)**

**Identify the target market for 5 different outlets within the area and describe their customer profile**

**Term 2 Week 6**

**CUSTOMER SERVICE IN THE WHOLESALE AND RETAIL INDUSTRY**

Activity 22: The impact of service

**Class discussion: How you think good and bad service could impact on a business?**

Activity 23: Internet shopping

**Class discussion: How you think people shopping on the internet is going to change the need for service?**

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**Term 2 Week 7**

**CUSTOMER SERVICE - MOMENTS OF TRUTH**

Activity 24: Personal experience of service

**Class discussion on personal experience of service (both good and bad) when shopping**

Let's examine this statement

- The objective of business is not to make money
- The objective of business is to serve the customer
- The result is to make money

Activity 25: The objective of business

**What do you think it means for a wholesale or retail business and do you agree with it?**

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Activity 26: Examples of moments of truth

**Come up with 5 situations that you believe are “Moments of Truth” in a retail outlet.**

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**Activity 27: Identify moments of magic and moments of misery**  
**Identify whether the given moments of truth are moments of magic or moments of misery**

Situations	Magic	Misery
1. The customer notices a dead fly in the cake cabinet, lying on top of a delicious cream cake.		
2. The uniform that the cashier is wearing has a tomato sauce stain all the way down the front of it.		
3. The packer offers to quickly fetch the 1l milk you forgot to pack in your trolley while the rest of your groceries are being scanned at the till.		
4. The delivery team who deliver your new TV have hands that are full of dust, but use a wet wipe to clean their hands before they offload the TV.		
5. The till operator is chewing gum while serving you.		

**Activity 28: Additional services offered**  
**Give examples of additional services offered by retailers**

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**Interview friends/family and write a report on 3 examples of service and detail whether they were moments of magic or moments of misery.**

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**Term 3 Weeks 2 & 3**

**STOCK – PERPETUAL INVENTORY AND COUNTING**

Activity 31: Perpetual Inventory

**In your own words explain the term “Perpetual Inventory”**

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Activity 32: Perpetual inventory

**List the advantages to having perpetual inventory**

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**Term 3 Week 4 & 5**

**MERCHANDISING – THE CONCEPT AND IMPORTANCE**



Activity 34: Merchandising for your Target Market

**Look at the two bag displays and decide which outlet targets higher LSM customers and give your reasons for your choice**

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Activity 35: The importance of merchandising to the retailer  
**Explain why retailers merchandise to the best of their ability**

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Activity 36: Wholesalers and merchandising  
**Explain why wholesalers do not use merchandise methods used by retailers**

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**Term 3 Week 6**

**MERCHANDISE – FIXTURES AND FITTINGS**



**FIELD WORK (Where possible)**

**Visit outlets in the area and identify and take photographs of (or draw) different fixtures and fittings for merchandising different types of stock or access the internet for examples of different fixtures and fittings**

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**Term 3 Week 7**

**MERCHANDISING – MERCHANDISING METHODS**

Activity 37: Planned versus Impulse

**Class discussion: Discuss and explain what you understand by the two terms –  
Planned Purchase and Impulse Buy.**

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**FIELD WORK (Where possible)**

**Visit outlets in the area and identify examples of 7 display methods and take photographs of them to show the class during their feedback session**

**Term 3 Week 8**

**PRICING – PRICING METHODS AND TICKETING**

Activity 38: Pricing and Target Market

**Class discussion: Discuss how you think an outlet's target market will influence its price marking methods**

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Activity 39: Ticketing for different Target Market

**In your teams of two discuss and list your thoughts on the difference between ticketing for**

- an outlet targeting High LSM customers,**
- one ticketing low LSM customers**
- and a discount supermarket**

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**FIELD WORK (Where possible)**

**Identify as many different pricing methods by visiting outlets or accessing the internet**

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**Term 4 Week 1**

**RECORDING SALES – METHODS**

Activity 40: Methods for recording sales  
**Identify how the following outlets will usually record sales**

**A spaza shop in someone's garage**

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**A single outlet owned and run by a family**

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**An outlet of a national chain**

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Activity 41: Self-scanning

**Class discussion: Do you think self-scanning can work in this country?**

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**Term 4 Week 2**

**RECORDING SALES – CASHIERING**

Activity 42: Cashiering  
**Detail the role of the Cashier.**

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Activity 43: Overs and shorts  
**Explain the concept of Overs and shorts**

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**Term 4 Week 4 & 5**

**RECORDING SALES – HOW THE DIFFERENT FORMS OF PAYMENT  
ARE ACCEPTED**

Activity 45: Accepting payment

**Explain how a cash payment is usually accepted in a retail outlet .**

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