

How My Store Works

My business is in retail, so I am called a retailer (REE-tail-er). A retailer sells goods for people to use. Many retailers have stores on the streets or in shopping malls.

This bookstore is in a shopping



Some retailers do not have stores. They sell their stock online over the Internet. Customers can order things by using a computer. Online retailing is called e-commerce.

Online shopping is quick and easy.



E-Commerce

Online shopping is very popular. Many people have busy lives. They have no time to shop at stores. People can buy what they need online without having to leave their homes.



Wholesalers keep stock in huge buildings called warehouses.

I buy my stock in large quantities (KWON-tuh-tees) from wholesalers. A wholesaler buys stock from the company that makes the items—the manufacturer (man-yuh-FAK-cher-er). The wholesaler buys the items at a lower price and then sells them to retailers like me.

The retailer then sells single items or small quantities of an item to the customers. The customers are called the end users. This is because they are the last people to buy the stock. The customers do not sell the item to anyone else.

LET'S EXPLORE MATH

The store has 200 packs of trading cards to sell. On Monday, 10% were sold. By Friday, 80% of the total stock had been sold. On Saturday, the store sold another 20 packs.

- How many packs of trading cards were sold on Monday?
- By Friday, how many packs of trading cards were sold in total?
- How many packs of trading cards are left at the end of the day on Saturday?

Pricing My Stock

The price I pay for my stock is called the wholesale price. The retail price is the price paid by the customers. I have a formula for figuring out the retail price for my stock. This is my price formula:

Retail Price = Wholesale Price x 2.25.

I round the retail price up or down. For example, if the retail price of a stock item worked out to \$3.04, I would sell it for \$2.99. If the retail price was \$37.67, I would sell it for \$39.99. I could make it \$40.00, but \$39.99 sounds much cheaper!



I will sell this leather journal and pen set for \$39.99.

The difference between the wholesale price and the retail price is called my mark-up. My mark-up helps pay for things like the store rent, advertising, bills, and **salaries** (SAL-uh-rees). After I pay all these costs, I hope to have some money left over. This money is my **profit**. I **deposit** it in the bank until I need it.

Many store owners go to the bank every day.

