

## Vocab for Retailing and Supply Chain Management

wholesale	profits
retail	product range
produce manager	supply chain
to promote	economies of scale
overhead(s)	co-op (cooperative)
vendor	warehouse
supplier	to dispatch
thriving market	stock levels
to hawk your wares	lead time
to undercut the market (dumping)	inventory
market niche	defect
merchandise/merchandising	assembly line
shareholder/stakeholder	conveyer belt
brand stretching	attach/screw
line extension	apply/fit
discount	sort/stack
stock	feature
to penetrate a market	functionality
to develop a market	specifications
surplus	durability
to launch	install/insert
	contain/comprise