

# **11th Standard -Business Studies**

## **Internal Trade**

### **Internal Trade : Meaning, Services of Wholesaler and Retailers**

#### **Quick Review—**

##### **-> Internal Trade**

—> Buying and selling of goods and services within the boundaries of a nation are referred to as internal trade.

##### **-> Wholesale Trade**

Wholesale trade refers to buying and selling of goods and services in large quantities for the purpose of resale or intermediate use.

##### **—> Services to manufacturer:**

1. Facilitating large-scale production.
2. Financial assistance.
3. Bearing risk.
4. Expert advice.
5. Storage.
7. Helps in marketing function.

##### **—> Services to retailers :**

1. Availability of goods.
2. Risk sharing.
3. Grant of credit.
4. Marketing support.
5. Specialised knowledge.
6. Facilitates production continuity.

#### **Know the Terms—**

**-> Wholesalers:** Are the intermediaries who purchases goods in large quantity from manufactures and resale to the retailers.

**-> Retailers :** Are the channels of distribution who buy the goods from wholesalers and sale the goods of different varieties in small quantities directly to ultimate consumers.