

Chapter 23 Purchasing

Section 23.1 The Role of the Buyer

Section Outline with Content and Academic Vocabulary

Section Outline

Planning Purchases

Industrial Markets

Resellers' Markets

Six-Month Merchandise Plan

Open-to-Buy

Planning Purchases for a Chain-Store Operation

Decentralized Buying

Government Markets

Institutional Markets

Content Vocabulary

organizational buyer One who purchases goods for business purposes, usually in greater quantities than that of the average consumer. (p. 537)

wholesale and retail buyers Buyers who purchase goods for resale. (p. 538)

six-month merchandise plan The budget that estimates planned purchases for a six-month period. (p. 538)

open-to-buy (OTB) The amount of money a retailer has left for buying goods after considering all purchases received, on order, and in transit. (p. 540)

centralized buying The buying process for all branches in a chain-store operation done in a central location. (p. 542)

decentralized buying The buying process in which local store managers or designated buyers are authorized to make special purchases for their individual stores. (p. 542)

Academic Vocabulary

predict To state, tell about, or make known in advance, especially on the basis of special knowledge. (p. 537)

technical Of or relating to proficiency in a practical skill. (p. 537)