

**Stredná odborná škola drevárska a stavebná
Krásno nad Kysucou**

Odborná angličtina

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- **Prioritná os: Vzdelávanie**
- **Špecifický cieľ: 1.2.1 Zvýšiť kvalitu odborného vzdelávania a prípravy reflektujúc potreby trhu práce**
- **Prijímateľ: Stredná odborná škola drevárska a stavebná Krásno nad Kysucou**
- **Názov projektu: Zvyšovanie kľúčových kompetencií žiakov v Strednej odbornej škole drevárskej a stavebnej v Krásne nad Kysucou s ohľadom na moderné technológie a potreby trhu práce**
- **Kód projektu ITMS2014+: NFP312010AGX2**
- **Názov pedagogického klubu: Odborná angličtina**

Management - vocabulary

- **PR (public relations)**-práca s verejnosťou (styk s verejnosťou, vzťahy s verejnosťou, vzťahy k verejnosti),
- **Media relations** - vzťahy s médiami,
- **Community relations** - vzťahy s komunitou,
- **Crisis communication** - krízová komunikácia,
- **Internal communications** - vnútorné vzťahy,

Management - vocabulary

- Public Affairs- vonkajšie vzťahy,
- Online and social media communications - vzťahy prostredníctvom sociálnych médií,
- marketing mix - marketingový mix,
- product - výrobok

Management - vocabulary

- price – cena,
- place – distribúcia,
- promotion – komunikačná politika,
- people – ľudia,
- process – procesy,
- physical evidence – materiálna preukázateľnosť,
- services – služby

Wholesale

Meaning	Wholesale is a business in which goods are sold in large quantities to the retailers, industries and other businesses.
Creates link between	Manufacturer and Retailer
Price	Lower
Competition	Less
Volume of transaction	Large

Wholesale

Capital Requirement	Huge
Deals in	Limited products
Area of operation	Extended to various cities
Art of selling	Not Required
Need for advertisement	No

Retail

Meaning		When the goods are sold to the final consumer in small lots, then this type of business is termed as retail.
Creates link between		Wholesaler and Customer
Price		Comparatively higher
Competition		Very high
Volume of transaction		Small
Capital Requirement		Little

Retail

Deals in		Different products
Area of operation		Limited to a specific area
Art of selling		Required
Need for advertisement		Yes

Key differences between wholesale and retail

1. **Wholesale means the sale of goods in voluminous quantity, at a low price. The business of selling goods to end consumers in small lots at a profit is known as Retail.**
2. **Wholesale creates a link between the manufacturer and retailer whereas Retail creates a link between wholesaler and customer.**
3. **There are wide differences between wholesale and retail price of a particular commodity, i.e. the wholesale price is always less than the retail one.**
4. **In wholesale business, there is no requirement of an art of selling the goods which are a must in case of retail business.**
5. **The size of a wholesale business is larger than a retail business.**

Key differences between wholesale and retail

1. In the retail business, the retail shopkeeper can choose the goods freely which is not possible in wholesale business because the goods are to be purchased in bulk.
2. In wholesale business, the capital requirement is higher than in retail business.
3. The location is of utmost important in retail, but in wholesale, the location does not matter at all.
4. While selling the goods in retail the appearance of the shop and the display of items should be good to attract more and more customers. However, in wholesale, there is no such kind of need.
5. There is no requirement of advertising in wholesale but retail business requires advertising to grab the attention of customers.

Marketing - vocabulary

- local market – miestny trh
- regional market – regionálny trh
- national market- národný trh
- international market – medzinárodný trh
- integration grouping market – trh integračných zoskupení
- world market – svetový trh
- product and service market – trh výrobkov a služieb

Marketing - vocabulary

- **factor market** – trh výrobných faktorov
- **financial market** – finančný trh
- **partial market** – čiastkový trh
- **aggregate market** – agregátny trh
- **organized market** – organizovaný trh
- **unorganized market** – neorganizovaný trh
- **free market** – voľný trh
- **regulated market** – regulovaný trh

Marketing - vocabulary

- legal market – legálny trh
- illegal market (black market) – nelegálny (čierny) trh
- free price – voľná cena
- limit price – limitná cena
- fixed price – pevná cena
- absolute price - absolútna cena
- relative price - relatívna cena

Marketing - vocabulary

- nominal price (current price)- nominálna (bežná) cena
- constant price – stála cena
- fair value – reálna cena
- competitive price – konkurenčná cena
- monopoly price – monopolná cena
- internal price – vnútro podniková cena
- retail price – maloobchodná cena
- wholesale price – veľkoobchodná cena
- import price – dovozná cena
- export price – vývozná cena

Interview

- **Tips for Great Job Interviews:**
- **Research the industry and company.**
- **Clarify your "selling points" and the reasons you want the job.**
- **Anticipate the interviewer's concerns and reservations.**
- **Prepare for common interview questions.**
- **Line up your questions for the interviewer.**
- **Practice, practice, practice.**

Interview

- **Score a success in the first five minutes.**
- **Get on the same side as the interviewer.**
- **Be assertive and take responsibility for the interview.**
- **Be ready to handle illegal and inappropriate questions.**
- **Make your selling points clear.**
- **Think positive.**
- **Close on a positive note.**

Interview

- **Bring a copy of your resume to every interview.**
- **Don't worry about sounding "canned".**
- **Make the most of the "Tell me about yourself" question.**
- **Speak the right body language.**
- **Be ready for "behavior-based" interviews".**
- **Send thank-you notes.**
- **Don't give up!**



10 Steps to a Successful Interview

START



Thank you for your attention