

Giorgos used to work in a small Greek supermarket, which was sold to a big chain of supermarkets. So, after 10 years, he was unemployed again. That is when he thought of opening his own store.

Since he was familiar with **retail** trade and **customer service**, he thought of opening a small convenient store. Convenient stores in Greece, mainly sell cigarettes, chocolates, biscuits, sweets, soda drinks, newspapers, magazines etc.

Opening a convenience store was easy and didn't require a big investment. Finding a store was also easy and cheap. Giorgos could buy products from specialized supermarkets, which were only for **wholesale** customers.

The only downside is that he must work long hours and keep the shop open till late.

Since his customers can find the same products at lower prices in supermarkets, he needs to stay open after supermarkets close.



One of the advantages is that he can sell cigarettes, since supermarkets are not allowed to. When customers come to buy cigarettes, they also buy something small to eat or to drink, like chocolates or soft drinks.

## Glossary

- **Retail:** the sale of goods to the public for use or consumption rather than for resale.
- **Wholesale:** the sale of large quantities of goods at low prices to retailers
- **Customer service:** the process of ensuring customer satisfaction with a product