



University of Blida 2 Lounici Ali
Faculty of economics, business and management sciences

Common Trunk department

Business English

Nature of Business
Lectures (03+04+05)

First Year students

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business activities

***any actions taken by a company for the
purpose of making money***

```
graph TD; Business[Business] --- Commerce[Commerce]; Business --- Industry[Industry]
```

Business

Commerce

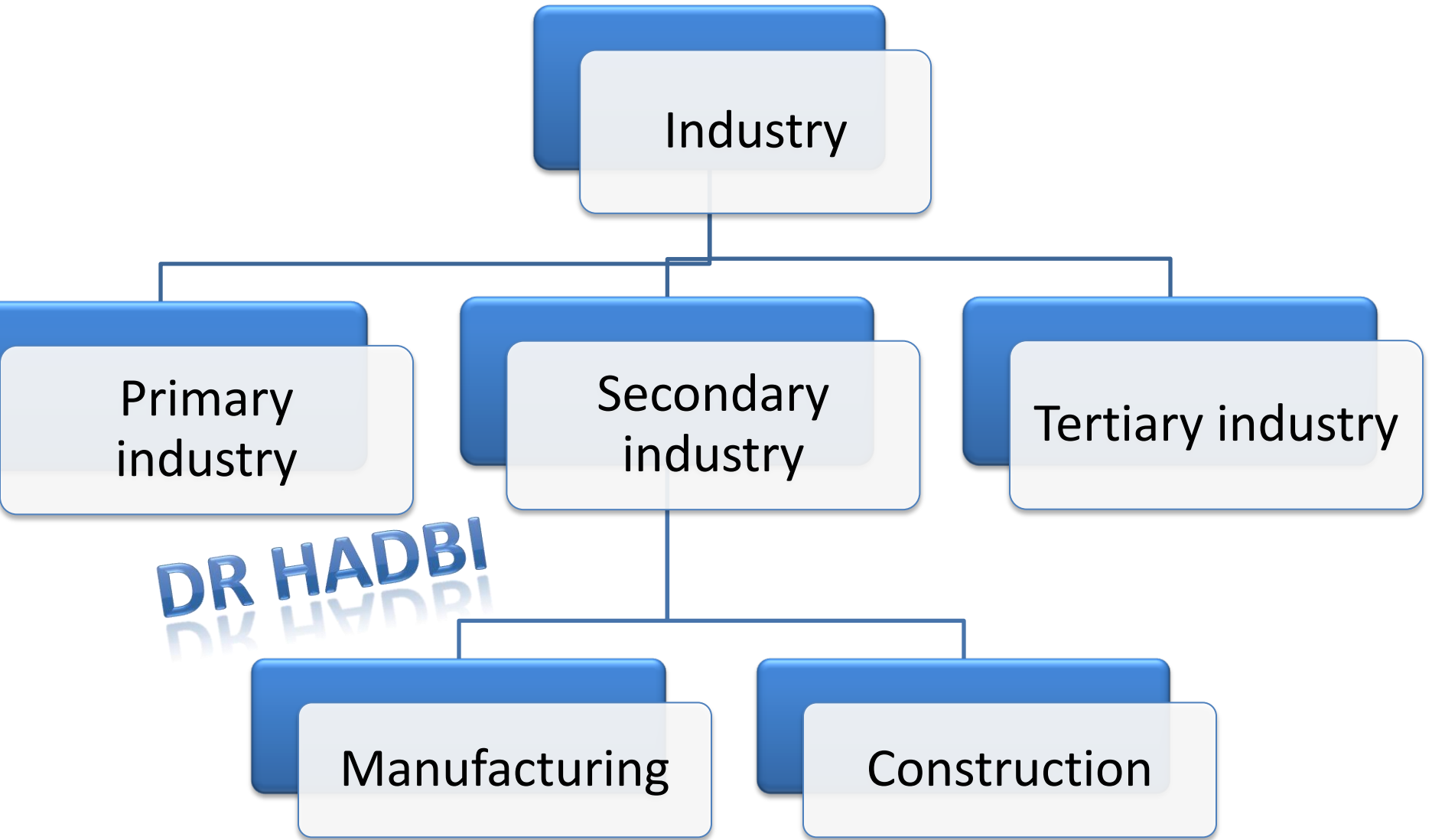
Industry

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Economic activities, which are connected with conversion of resources into useful goods.



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Commerce

It is that activity of business which is concerned with the exchange of goods and services.

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A photograph of a laptop keyboard with several cardboard boxes placed on it. The boxes are decorated with shopping cart icons. A blue watermark reading 'DR HADBI' is overlaid on the image.

```
graph TD; Commerce[Commerce] --- Trade[Trade]; Commerce --- Aids[Aids to trade];
```

Commerce

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Trade

Aids to trade

trade

the process of buying and selling goods and services

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THAT'S A DEAL!



Trade

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Foreign (external Trade)

Home (Internal) trade

Internal
(Home trade)



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In this trade, buying and selling of goods and services takes place **within the geographical boundaries of a country.**

External
(Foreign trade)

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When trade takes place **between different countries**, it is known as foreign trade.

```
graph TD; A[Internal trade] --- B[Wholesale trade]; A --- C[Retail trade];
```

**Internal
trade**

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Wholesale trade

Retail trade

Wholesale trade



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Wholesaling includes all activities involved in selling goods or services **to those who buy for resale or for business use.**

Retail trade



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Retail is sale of goods **to the public** in relatively **small quantities** for use or consumption rather than for resale.

**Foreign
trade**

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Import

Export

Export trade



When goods and services are sold to foreign buyers.

Import trade



The purchase of goods and services **from another country.**

Aids to trade

```
graph TD; A[Aids to trade] --- B[Transport]; A --- C[Distribution]; A --- D[Banking]; A --- E[Warehousing]; A --- F[advertising];
```

Transport

Distribution

Banking

Warehousing

advertising

Transport

The Goods produced are to be taken to the places of consumption. With the help of transport facilities, these goods can easily reach the consumers.



Distribution

The producer of goods may not be able to come into direct contact with the consumers. **A chain of middlemen** acts between the producers and consumers.



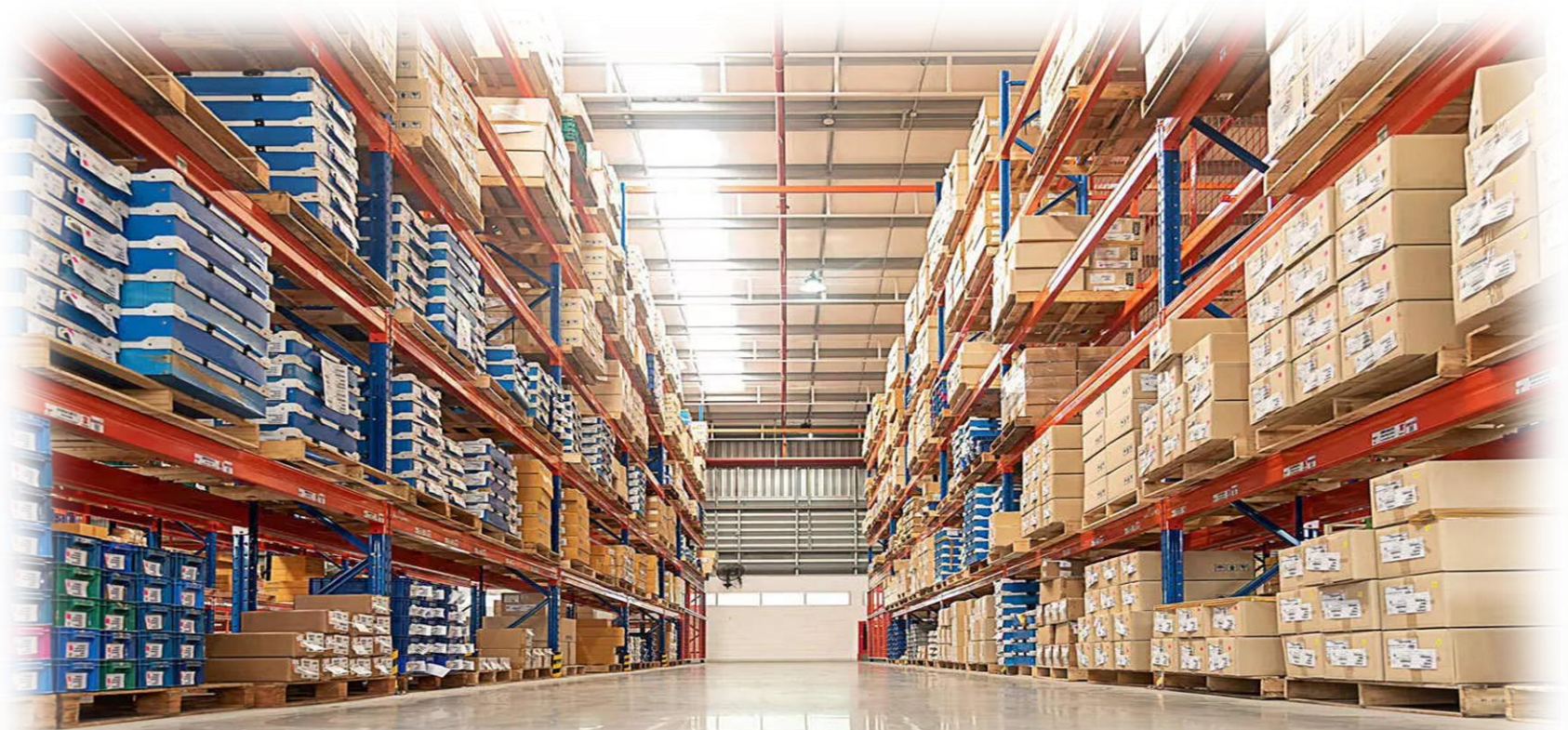
Banking

Banking is the process of managing financial transactions, including deposits, loans, and investments. Banks play a vital role in the commerce by providing financial services to businesses and individuals.



Warehousing

It involves the storage of goods and materials before they are transported to their final destination.



Advertising

It helps in informing consumers about the availability and usefulness of various products in the market.

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Insurance

Insurance provides protection against financial loss in case of unexpected events, such as accidents, natural disasters, or other unforeseen circumstances.

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COMPONENTS OF COMMERCE

