

Introduction to Commerce

The Nature of Commerce

1/Definition of Commerce

Commerce refers to the exchange of goods and services between individuals, businesses, or countries. It is a fundamental aspect of any economy and includes activities such as buying, selling, and transporting goods.

2/Key Elements of Commerce:

Trade: The buying and selling of goods and services.	Transportation: Moving goods from producers to consumers.
Warehousing: Storing goods until they are sold.	Banking and Finance: Facilitating payments and investments.
Insurance: Protecting goods during transit.	Advertising and Marketing: Promoting products to attract customers.

3/Types of Commerce:

Domestic Commerce: Trade within a country's borders.

International Commerce: Trade between different countries.

Brands and Branding

1/Definition of Brands and Branding

Brand: A name, symbol, or design that identifies and differentiates a product from competitors.

Branding: The process of creating a distinctive identity for a product or company.

2/Elements of Branding:

Brand Name: The word(s) used to identify the product (e.g., Nike).	Logo: A visual symbol representing the brand (e.g., the Nike swoosh).
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Slogan: A short phrase that communicates the brand's message (e.g., "Just Do It").

Brand Identity: The combination of visual and emotional aspects that shape how consumers perceive the brand.

3/Types of Branding:

Corporate Branding: Branding for an entire company.

Product Branding: Branding for specific products.

Personal Branding: Branding for individuals (e.g., influencers).

Retail and Wholesale Trade

Businesses sell goods in two main ways:

1/Retail Trade : Selling goods directly to individual customers in small quantities.

- **Who buys?** Regular people (consumers).

- **Where does it happen?** Stores, shopping malls, supermarkets, online shops.

- **Examples:**

➤ A clothing store selling jeans to customers.

➤ An electronics store selling phones and laptops to individuals.

2/Wholesale Trade : Selling goods in large quantities to other businesses, not to individual customers.

Who buys? Other businesses, such as retail stores or manufacturers.

Where does it happen? Warehouses, wholesale markets, trade centers.

- **Examples**

A shoe factory sells 10,000 pairs of shoes to a sports store.

A food supplier sells 1,000 boxes of cereal to a supermarket.

International Trade

Countries do not produce everything they need, so they buy and sell goods with other countries. This exchange of goods and services across borders is called international trade.

Key Terms in International Trade

Import (Buying from other countries) : When a country buys goods from another country.

Export (Selling to other countries) : When a country sells goods to another country.

Adam Smith's Invisible Hand

Adam Smith, a Scottish economist and philosopher, introduced the concept of the "**invisible hand**" in his book *The Wealth of Nations* (1776). The idea explains how free markets regulate themselves without government intervention.

What is the Invisible Hand?

The **invisible hand** refers to the unseen forces of supply and demand that guide the economy. When individuals act in their own self-interest (such as businesses seeking profits), they unintentionally contribute to the overall good of society.

How Does It Work?

1. Individuals Pursue Their Own Interests

- A baker wants to make money, so he sells bread.
- A customer wants bread, so they buy it.

2. Competition Ensures Fair Prices and Quality

- If one baker charges too much, customers will go to another baker.
- If the bread is bad, customers will stop buying from that shop.

3. Market Adjustments Happen Naturally

- If there is too much bread, prices go down.
- If there is too little bread, prices go up.

Comparatives and superlatives

Comparative adjectives



Comparative adjectives are used to compare differences between the two objects they modify (larger, smaller, faster, higher). They are used in sentences where two nouns are compared

Superlative adjectives



Superlative adjectives are used to describe an object which is at the upper or lower limit of a quality (the tallest, the smallest, the fastest, the highest). They are used in sentences where a subject is compared to a group of objects.

Regular Comparatives and superlatives

Forming regular comparatives and superlatives is easy. The form depends on the number of syllables in the original adjective.

One syllable adjectives

Add **-er** for the comparative

Add **-est** for the superlative.

If the adjective has a consonant + single vowel + consonant spelling, the final consonant must be doubled before adding the ending.

Adjective	Comparative	Superlative
Tall	taller	tallest
Fat	fatter	fattest
Big	bigger	biggest

Two or more syllables

Adjectives with three or more syllables form the comparative by putting more in front of the adjective, and the superlative by putting most in front.

Adjective	Comparative	Superlative
Important	more important	most important
Expensive	more expensive	most expensive

Exceptions:

Happy	happier	happiest
Busy	busier	busiest
Simple	simpler	simplest

Irregular comparatives and superlatives

These very common adjectives have completely irregular comparative and superlative

Adjective	Comparative	Superlative
Good	better	best
Bad	worse	worst

Little	less	least
Much	more	most