

THE ROLE OF THE BUYER

Study Organizer

Directions: Use a chart like the one below to write two or three sentences describing each of the following: industrial market, resellers market, government market, and institutional market.

Market	Notes
Industrial	
Resellers	
Government	
Institutional	

THE PURCHASING FUNCTION

Study Organizer

Directions: In a chart like the one below, write in three types of purchase situations and four criteria for selecting suppliers.

