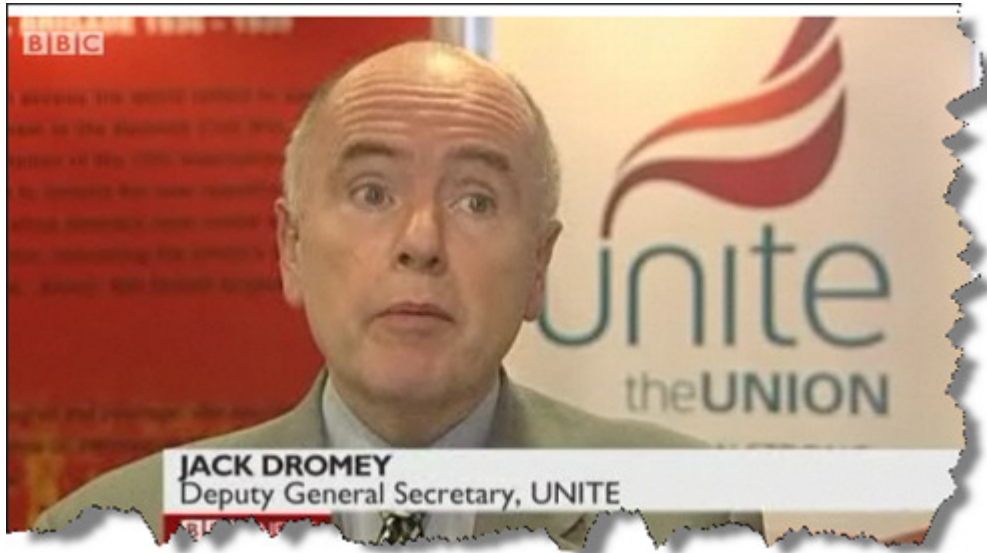


## Supermarkets squeeze their suppliers



View video clip: <http://news.bbc.co.uk/1/hi/business/8311930.stm>

### Questions

What is meant by the terms (1) supplier, and (2) supply chain

Outline the main reasons why supermarkets aim to keep supplier prices low

To what extent could the alleged practices of the supermarkets be considered unethical?